The literature on employment motivation study is reviewed in this Section. First, the various early approaches in this area are given in a brief manner. Next, the studies on conscious and unconscious aspects of employment motivation in relation to intrinsic and extrinsic component variables are discussed. Lastly, a discussion is made on various aspects of employment motivation and conclusions are drawn for the needed research direction.

(A) Historical Perspective About Early Approaches in Employment Motivation Study

The relationship between man and his work has long attracted the attention of philosophers and scientists. The interest of the psychologists in this problem dates back to the early part of the twentieth century and is reflected in the emergence and development of a new field of vocational guidance (Vroom, 1964). The interest in and study of motivation in different employment situations have escalated dramatically in the early thirties. The psychologist's interest in the motivational implication of work has focused on the studies of vocational interest, as seen in the works of Cowdery (1926), Kitson (1930), Fryer (1931) and Kuder (1946). If we consider the level of knowledge and research in the area just twenty years ago, we can see that it largely consisted of classical works though singular effort to set forth some basic theoretical generalizations based on only fragmentary research data was done. Beginning in the early 1960s, however, interest in motivational problems of organizations increased significantly, and these trends have continued into the 1970s.
Until 1960s, the psychological studies that related to employment motivational aspects have tended to focus primarily on the employees in the non-management line. However, in the last few years several studies have been published which reflect an increasing interest in the motivational aspects of management personnel (Harrison, 1961; Herzberg, Mausner, and Snyderman, 1959). The increasing emphasis during the past decade was upon the role of dynamic factors in occupational choice and vocational adjustment (Ginzberg, Ginsburg, Axelrod and Herma, 1951; Roe, 1956; Super, 1957; Super & Bohn, 1971, etc.) and emphasized that individual and environmental factors interact and affect each other so as to produce motivational forces that stimulate the individual to cope with the problem of making a vocational adjustment. According to Tseng (1972), the 'self' as the concept organizes the individual's perception of himself and the environment and motivates him to action. Vroom (1970) indicated that the person's attitudes towards their work roles and the probability that they will choose to continue to occupy them are dependent on both situational and personality variables. In the present review we will discuss them one by one in terms of conscious and unconscious aspects of employment motivation.

(b) Contemporary Research Approaches on Conscious Motivational Aspects for Employment Behaviour

(a) Intrinsic conscious motivational aspects and employment behaviour:

(1) Employment motivation and need for achievement:

Early works in the study of motivational aspects of managerial level (Henry, 1949; Benge, 1956; Rosen and Charles, 1960, etc.) indicated that managers have a great drive towards upward mobility of strong goal setting, need for progress, carry out responsibilities, self-expression, etc.
Individuals with strongly aroused such type of achievement drives would typically attempt to engage in activities where they could excel and accomplish something important to them. Atkinson (1958) introduced that such phenomenon depends upon the strength of the basic motive, expectancy of attaining goal and perceived incentive values attached to the goal. McClelland (1961) strongly supported such view on managerial level. Field studies of Weiner & Rubin (1969), Weiner & Kukla (1970) and others have the similar conclusion.

(2) Employment motivation and expectancy of opportunities in employment area:

Maier & Hayes (1962) and Bedrosian (1964) made studies on psychological and sociological factors associated with the attainment of high occupational status. They investigated the vocational interest characteristics of individuals who have achieved a managerial status and found that men at top managerial levels and middle management have equal motivational drives to find appropriate outlets for their interests. Moreover, in an employment situation people react positively to opportunities for expressing their human attributes and they react negatively to deprivation of such opportunities.

Vroom (1964) argued that the nature of such choices between alternative courses of action depends upon the expectancies (Tolman, 1959; Atkinson, 1968; Rotter, 1965; etc.) of the subjects about 'probable outcomes'. Later studies of Lauder & Porter (1957), Lauder (1968), Lauder (1959), Green (1959) indicated that motivational aspects are not only related to expectancy of the 'outcomes' but also upon the importance of such outcomes.
(3) Employment motivation and degree of 'equity' or 'inequity':

Adams (1963, 1965) and Blaik (1964) introduced that a major determinant of employment behaviour is related to the degree of equity or inequity that an individual perceives in a work situation. They argued that the major share of motivated behaviour is based on perceived situation and not necessarily on the actual set of circumstances. Adams & Rosenbaum (1962); Arrowood (1967); Goodman & Friedman (1969); etc. on the basis of their findings hypothesised that employment motivation is more closely related to the degree of tension of reducing inequity. Valenzi & Andrews (1969); Evan & Simmons (1969) etc. have indicated no strong support about the hypotheses. Three studies (Friedman & Goodman, 1967; Lawler, 1968; Wiener, 1970) have obtained findings which support and some of which disagree with the hypotheses.

(4) Employment motivation and extrinsic reward:

Likert (1951) in a study of supervisors and managers in American industries and government indicated that they are motivated by 'economic motive'. Porter (1951, 1952, 1955a, 1955b) in his conception of the non-specific aspects of needs introduced that motivational aspects are associated with opportunity of 'pay'. Leuher & Porter (1963, 1965), Ghiselli & Johnson (1970), etc. on the basis of research evidence indicated that under certain conditions pay can be used as a good motivator for employment behaviour. Terberg & Miller (1976) also have drawn the similar conclusion on the basis of their research findings. McClelland (1967) indicated that money is one tool among many for managing motivation. Again, Haire, Ghiselli & Gordon (1967) and Brenner & Lockwood (1968) also indicated that at the managerial level 'pay' is not an influential...
motivator but in lower level workers the influence is more prominent.

Herzberg (1968) argued that not only the money but other job related beha-
viour such as opportunities for achievement, recognition and advancement, etc.
are primarily related to employment motivation.

(5) Studies on intrinsic need and employment behaviour:

As more attention began to be focussed on the role of motivation in
employment behaviour, the 'need hierarchy theory' of Maslow (1954, 1970)
emerged in the early 1960s as an appealing model of human behaviour. The
model consists of five specific needs: (i) Physiological, (ii) Safety,
(iii) Belongingness, (iv) Esteem and (v) Self-actualization.

Maslow's model of 'need hierarchy' has enjoyed wide spread acceptance
particularly in the many prominent organizational aspects in different levels
of management. Porter (1961) studied the motivational aspects of different
managerial levels in terms of perceived importance of the different needs.
The categories of needs and their hierarchical arrangement are in general
agreement with the classification system used by Maslow (1954) with two major
exceptions: (i) Firstly, in his questionnaire he introduced the concept of
'autonomy need' and (ii) Secondly, he introduced the concept of 'multiple
need' as non-specific need.

(i) On the basis of research findings (Porter, 1961, 1962, 1963; Porter & Lawler, 1968) it is concluded that perceived importance of the various
motivational aspects are functionally related to the levels of management.
The importance of security and self-actualization were perceived as the most
important of the five need categories investigated.

(ii) The vertical location of management position is an important factor in determining the extent to which managers feel that they can satisfy their particular psychological needs, especially, the three higher order needs of a Maslow-type system of need hierarchies.

(iii) The self-actualization, autonomy and esteem areas are to be the most critical areas of need at all levels of management in the degree of importance. Such variability in the importance pattern was explained by the variability of opportunity offered by different employment situations related to the level of management.

Later the studies of Alderfer (1969), Goodman (1968) indicated that lower level workers are more concerned with lower level safety needs, while managers' concern is for higher level (achievement, esteem, self-actualization). Maslow (1970) has speculated that self-actualization need is not important for young people. Maslow (1969) himself suggested that when the lower order needs are satisfied then the person becomes conscious of and is motivated by the need in the second or higher level, i.e., the growth needs or the needs for self-actualization. Lawler & Suttle (1972) further indicated that once the lower level needs were satisfied, no prediction could be made about higher level needs. Presumably, the potency of the higher level needs for an individual would be determined by such things as his childhood experience, his age, his career stage. Barrett and Tinney (1977) made studies on the relationship between such intrinsic need and experience. They measured relation between esteem and achievement experience among graduate subjects and found that
'Esteem' is related to academic achievement. Hall & Nougaim (1968) have proposed that changes in the bases of motivation might follow career stage changes. Mobley & Locke (1970) indicated that satisfaction of a particular need does not determine its importance for employees. Again, Steers & Porter (1975) indicated that there is a positive correlation between the satisfaction and importance in case of lower order intrinsic needs. Beehr, Walsh and Taber (1976) have indicated that higher order needs are highly correlated with the choices of 'work roles' that have ambiguous demands of challenging performance.

All these described five points give an overall view of the intrinsic conscious aspects of motivation in relation to employment behavior. In the next section, the extrinsic aspects and its relation to employment motivation have been reviewed.

(b) Extrinsic Conscious Motivational Aspects And Employment:

Social Force:

Since the family typically plays a principal role in socialization, it is not surprising to find considerable attention being directed to the influence of family characteristics on the occupation choice process. One of the problems receiving the greatest amount of attention, perhaps, because it is easy to study, is the relationship between fathers' occupations and occupations of their sons. In a large scale study conducted over three thousand college students in eighteen colleges and universities, Nelson (1939) found that students stated choices that tended to coincide with the occupation of their
fathers more often than would be expected on a chance basis. Similar results have been obtained by other investigators (Overak, 1930; Berdie, 1942). The first research on relationships between employment patterns and social forces was carried out by Davidson & Anderson (1937) in the city of SanJose, California. Rosenberg's study of College Students (1957) demonstrated a marked relationship between the economic position of his family and the student's occupational choice. The greater the income received by the father, the more likely the student was to choose law, medicine or some branch of business and the less likely he was to select one of the salaried professions.

Income of the father:

Rosenberg (1957) found a relationship between father's income and the economic level of aspiration of the student. The more money currently earned by the father, the greater the amount the student expected to be earning in the future. Havemann and West's findings (1952) that the college graduates from wealthier families tend to earn more than those from poorer families.

Parental occupational pattern:

Turner (1970) discusses the entrepreneurial environment and emergence of achievement motivation in adolescent males. The investigated report indicated that among the many variables associated with social class, the nature of the father's occupation is considered as an important force for the individual's socialization. The relationship between fathers' occupation and the level of achievement motivation in their sons was graded in the male population.
of three different types of communities. Ss completed an extensive questionnaire and T.A.T. Results indicated a high n (Ach) Ss come from homes where fathers engage in entrepreneurial role behaviour in their occupational status. This was true whether or not such an occupation was middle or working class or whether the community where the subject lived was highly modern or traditional. Findings are discussed as specifying more exactly the social structure of achievement motivation.

There is also considerable evidence that sons tend to enter and remain in occupations which are similar to their fathers (Reynolds, 1951; Bendix, Lipset & Malen, 1954; Jenson & Kirchner, 1955). When the occupations of fathers and sons are categorized according to their occupational level, we can observe in the results of these studies evidence of a "regression toward the mean".

Miller & Form (1951) conducted studies with samples of men from the State of Ohio for investigating the relationships between parental occupations and sons' occupations. It was concluded that most of children coming from higher level occupations followed the fathers' footsteps but in case of lower level occupation it was reversed.

The interest pattern of the parents:

Other investigators have tried to determine whether there are any greater chances of similarity between the interest patterns of fathers and their sons. In an early study of this kind Forster (1931) correlated the scores obtained from fathers and sons on "Strong Vocational Interest Blank". Further, Strong (1943) has found that such a correlation exists.
A few investigations have studied the relationships in the degree of similarity between the fathers and their sons, either in interest or in occupations, and some third variables. Henderson (1958) sought to determine whether sons who strongly identified with their fathers would have interests which were more similar to those of their fathers than those who identified less strongly. His experimental evidence shows both confirmed and contradictory findings. Crockett (1961) studied the relationship between the strength of achievement motivation of the son and the similarity between the occupational levels of fathers and sons. He observed that some tendencies noted above for downward mobility among those whose fathers were at high levels, and upward mobility for those whose fathers were at low levels. Need for achievement was positively associated with upward mobility among the sons with fathers at lower occupational levels and negatively associated with down mobility among sons whose fathers were at higher levels.

Parent-child relationships:

Galinsky (1962) attempted to test some predictions about parent-child relationships in their employment pattern. He predicted that the relationship of employment motivation and the employees' perception about parental interest, parental occupational patterns are different for types of employment, such as for the clinical psychologist and the physicist. Nachmann (1960) has also predicted about the relationship of parental influence on the different types of employment areas — law, dentistry and social work.
Social status of the family:

Porter (1965) studied the validity of socio-economic origins as a predictor of executive success. A population of 337 males from the Stanford Graduate School of Business (MBA) alumni was analyzed to study the association between executive success criteria and socio-economic origin as measured by the father's occupation. No significant correlation was found.

Peretti & Zout (1975) studied 54 industrial workers from an Insurance Company and two Manufacturing Companies and found community, family and home were highly correlated with motivational aspects and job satisfaction.

The impact of social force in shaping needs and values, in providing positive and negative role models, in establishing patterns of work, play and interpersonal relations, and in providing resources for self-concept and motivational aspects for an employment device has been well recognized by Super (1957). But it would not be accurate to assume that employment motivation is related only to the social force as there are other factors related to it (Keller & Paige, 1962). Social class, family context, etc. are indeed potent determinants of employment motivation and occupational decisions. The process of occupational choice is as largely incidental and accidental (Super & Bohn, 1971). Many psychologists have recognized that a person's actions are in part determined by his perception of himself, of the world, and of the situation in which he finds himself (Kelley, 1955). Support, circumstantial press, experience and educational attainment are the "mechanisms" via which background influences occupational achievement (Duncan, Featherman & Duncan, 1972; Caplow, 1954; Vroom, 1964; etc.).
Educational Background:

Super & Bohn (1971) argued that well educated people make good use of the resources that society makes available to them and are more likely than others to have a stable and conventional career pattern and to pursue careers at the higher occupational level. Rosenberg (1957) indicated that choice of occupational pattern is highly correlated with college training. Rosen (1961) indicated that individual's choice depends upon the probability of growth and expression of academically learned materials.

Bedrosian (1964) in reviewing the educational background of business administrators indicated that business contact work is not correlated with any specific type of education. Again, Johnson (1965), Waterman & Waterman (1976) indicated that vocational mobility and interest of vocational line is correlated with academic achievement. Later researches indicated that there is positive correlation in the employment behaviour and educational level. But such correlation is not supported by others (Siegal & Ruh, 1973; Jones, James & Bruni, 1975).

Circumstantial Press:

A number of studies have shown that insecurity, characteristics of unemployment, scope and opportunity for employment provisions, severely affect the attitude of workers (Atson, 1942). Evidence of this kind is found in a study conducted by Hall (1954) during the service economic depression of mid 1930s in the United States. His findings with employed and unemployed engineers indicate that the anxiety of insecurity was higher in the latter group.
Studies by Bakke (1933, 1941), Rundquist and Sletto (1936), Zawadski & Lazarsfeld (1936) and by others have revealed that motivational aspects and the morale of the workers are highly correlated with the immediate circumstantial press.

Feldman (1973) implied that high levels of unemployment, inflation, etc. may influence the perception of the group about work values.

Support:

Caplow (1954) and Vroom (1964) pointed out that job involving self-employments, such as farming, ownership of retail business are largely dependent upon a large capital investment. The person seeking to enter these occupations depends on Bank loans and other types of financial support.

Experience:

Experience or training tends to stimulate high motivation in the learner. Working with actual tools, materials and method of job helps the employee to identify himself with the actual occupancy role (Ghiselli & Brown, 1955). Such identity helps to choose a work and to select the subjective probability of outcome.

All these conscious aspects of motivation indicate many valuable information about man and his work. But such information can at least serve to understand the average desires that common employees have in their employment situation, with reference to different interacting extrinsic factors.
If we examine the average desires, we may find that they are usually means to an end rather than ends themselves. Since these goals are not often seen directly in conscious dealings, we are at once forced into the necessity of dealing with problem of unconscious motivation (Maslow, 1970). The next part of our review will discuss the studies related to unconscious aspects of motivation in relation to employment behaviour.

(C) EARLY STUDIES RELATED TO UNCONSCIOUS MOTIVATION

The study of relationships between unconscious motivation and work role started from early 30's. Pioneering studies of Freud (1930) indicated that individual makes choices for an 'employment role' where he can find the opportunities of discharging libidinal impulses. Later, Hendrick (1943) has suggested that employment behaviour is related to well integrated ego function that enables one to attain and maintain control in work environment. Though the study of 'unconscious motivation' had started earlier, its practical implication in 'work field' started mainly from late 40's with works of Henry (1949), Brill (1949), Forer (1953).

Brill (1949) on the basis of his investigation has concluded that employment behaviour is nothing but a sublimating process of hunger and love. He described sadomasochistic impulses for vocational choice of physician and infantile exhibitionism for actors, soldiers, lifeguards, etc.

Henry's study (1949) with executives indicated that executives are motivated by 'aggression' and their aggressions are channeled into work or struggle for status, prestige etc. Moreover, successful executives are
described as being detached and impersonal towards their subordinates, as having broken emotional ties with their parents. Forer (1953) has indicated that choice of a vocation is not primarily rational or logical but is somewhat blind, impulsive, emotional, and automatic process and is not always subject to practical and reasonable consideration. Whyte (1956) has described the successful executive as a man who is concerned with "getting ahead" and not "just fitting in".

Unfortunately until 1960, the researches of unconscious motivation with employees as a population of the study were not so widely spreaded because of the difficulty in assessing this motivation. Dramatic popularization of the unconscious motivation study with employees has started from middle of 50's with the idea of McClelland (1953), Atkinson (1958) etc. on Thematic Apperception Test as a measuring instrument of unconscious motivation. Before giving the details of the 'unconscious motivation' researches with T.A.T. as a tool, the contemporary approaches about the rationality of T.A.T. as a measuring device of the unconscious motivation are given in a short manner. The researches from middle 50's to 60's mainly have dealt with the validity of T.A.T. for the study of unconscious motivation of the worker.

The projective approach, which derives partly from the Freudian notion of unconscious motivation is based on the assumption that the motives of an individual are better inferred from an analysis of the content of phantasy (Wilson, Olive & Eysenck, 1972).

The study of human unconscious motivation in the realm of phantasy is widely recognized as promising. Freud believed that basic motivations are
revealed in phantasy in day dreams and night dreams. Projective tests, also, such as Murray's T.A.T. and Rorschach, depend upon imaginative content (Mehta & Mehta, 1974). “T.A.T. is a method of revealing to the trained interpreter some of the dominant drives, emotions, sentiments, complexes and conflicts of a personality. Special value resides in its power to expose the underlying inhibited tendencies which the subject, or patient, is not willing to admit, or cannot admit because he is unconscious of them” (Murray, 1943).

The effects of several needs on the content of thematic stories, and the conditions which appear to determine whether or not these needs will be manifested in subjects' responses, have become the focal point of interest for many investigators. McClelland and his associates (1953) adapted Murray's T.A.T. technique (1938) for the measurement of human motivation. Atkinson (1958) later edited further researches which employed thematic apperception as a technique for human motivation.

McClelland argued that achievement motives like other forms of human motivation could best be studied in the realm of phantasy. Phantasy is "free" in the sense that conditions of testing do not place external constraint on the responses that are possible. The subject can think about anything — "about killing some one, committing suicide, touring the south seas on a pogo-stick, having an intelligent child, and so forth. Anything is symbolically possible" (McClelland, 1961).

Not only McClelland but studies of Taylor & Nevis (1959), Rotter (1965), Goldstein (1960), Phelan (1962), Botha & Koper (1963), Shaw (1965), etc. indicated validity of T.A.T. for studying the unconscious aspects of
workers from lower level to higher executive level.

(D) Studies On unconscious Motivation With Employees

In "The Achieving Society", McClelland (1961) found that high need for Achievement Scores (as measured by the T.A.T.) were significantly related to entrepreneurial success in several different countries. He concluded that need for achievement and entrepreneurial success are strongly associated. According to him high need for achievement is highly correlated with the choice of occupation which has (a) "more responsibility for initiating decisions", (b) "more individual responsibility for decisions and their effects", (c) "more objective feedback of accurate data indicating the success of his decisions" and (d) "more risk and challenge". His idea of achievement is similar to previous studies (Henry, 1949; Whyte, 1956, etc.).

Veroeff, Atkinson, Feld, and Gurin (1960) used the thematic appercep­tion method to obtain scores on need for achievement, affiliation, and power from a national sample of men employed in different occupations. They found that strength of need for achievement was positively related to the status of the occupation. A strong need for affiliation was also characteristic of the managers and proprietors, but was uncharacteristic of the farmers and unskilled workers. Such findings about affiliation need contradict with Henry's (1949) idea.

Peyer, Walker & Litwin (1967) made studies on 'motive patterns' and 'risk preferences' associated with entrepreneurship. The managers were found to have a higher level of needs for achievement than the specialist. No sig­nificant differences were obtained on needs for affiliation and power.
Mc Clelland (1958) attempted to explain the motivational characteristics of physical scientists on the basis of Freudian conception of oedipus situation and of psychosexual stages. He concluded that scientists are motivated by pregenital, specially phallic, sexual activities.

In 1967 Parsons C. Cummin made studies on "T.A.T. correlates of executive performance". This study proposed to extend McClelland's findings relating to achievement need and entrepreneurial success. Executives who were rated as more or less successful were compared in six motives. Need for affiliation, need for power, need for autonomy, need for aggression and need for deference as well as need for achievement were examined.

Results suggested that (i) the more successful executives would have high scores in need for achievement whereas less successful executives would have low scores on these motives. The 'p' value was significant beyond the .01 level of confidence. (ii) Second hypothesis was that the more successful executives would have low scores in need for affiliation, whereas less successful executives would have high scores. The direction of the results was opposite. (iii) The third hypothesis that more successful executives would have high scores in need for power, whereas less successful executives would have low scores. The 'p' value was significant beyond the .01 level of confidence.

The final three hypotheses relating to success in business to need for autonomy, need for aggression and need for deference were not supported.

Andrews 3.D.W. (1967) indicated that unconscious needs are associated with the salary offered by jobs.
Bowen (1973) indicated that n Ach is related to the nature of employment such as competitive, pursuing etc. Choice of competitive works are more highly correlated with inner drives.

Turner T.H. (1970) studied the entrepreneurial environment and indicated that unconscious needs are associated with fathers' occupational pattern or economic status of the family.

Tseng (1971) indicated that n Ach is closely associated with status of the workers. The social status of the workers dictates the unconscious needs for aspiration.

Durand (1975) indicated that unconscious needs are related to perception of re-inforcement and high achievement need is associated with power need of the subjects.

Litting (1975) studied the occupational goal determinant of Blackmen and concluded that for middle class men overall affiliation needs are highly correlated with employment behaviour.

(C) Studies Related to Indian Context

First study was made on entrepreneurial motivation in Punjab (Hundal, 1971). A comparison of fast and slow progressing small scale industries was made and found n Ach is highly correlated with employment behaviour.

Achievement motivation and risk taking among small scale industrial entrepreneurs were studied by Singh, Jaiswal & Indira (1977) in Amritsar, India. Research evidence suggested that Achievement motivation (assessed by
T.A.T.) and risk taking measures obtained from 54 small scale industrial entrepreneurs were related to the growth rate of their industries. High scores on achievement motivation and moderate scores on 'risk taking' were associated with business, low scores on achievement motivation and high scores on 'risk taking' were associated with declining business.

In another study of employees' motivation and work satisfaction in public enterprise made by National Labour Institute, New Delhi (Mehta, 1977), a semi-projective instrument containing a set of six pictures, each scored for seven types of motivation, was administered to 68 managerial employees and 136 representatives. Results showed that managerial employees showed strong motivation for influence and influence backed motivation for personal achievement.

Singh (1979) made studies on 200 Indian farmers and 100 small business owners and concluded that static and declining business were associated with inner drives.

All these research evidence suggest that unconscious needs are correlated with the employment motivation. Here, the approaches are made on unconscious aspects from the aspects of needs. Other unconscious motivational aspects of the greater personality dynamics were not considered in their research model.

(F) STUDIES ON RURAL-URBAN ISSUES

Turner & Lawrence (1965) and Blood & Hulin (1967) conducted studies and it was hypothesized that rural people will be more interested in decision making than urban people. The ego involved interest will be negatively related to community size. Data collected from 2628 employees of six manufacturing concerns yielded results opposite to those already predicted.
Ruh & White (1974) made studies with 1950 workers and 370 managers. They demonstrated that for urban dwellers the influence of 'employment role' is more comparable to countrymen. Urban dwellers are better job involved to satisfy their intrinsic needs than rural people.

Gisbert (1976), Bhattacharya (1976) and Kingsley (1966) have proposed that the urban people lay emphasis on achievement rather than on ascription of status.

Mannheim & Cohen's (1978) study with 7 occupational categories in Israel indicated that urban dwellers' motivational aspects are largely dependent upon and related to the expectancy of intrinsic rewards provided by the nature of occupational role.

Studies Related To Indian Context On Rural-Urban Issue:

A study conducted (Muthayya, 1971a) in some villages of Lucknow District in 1966 has revealed that the rural people are still clamouring for satisfaction of their basic needs. Another study that was conducted in some villages in Allahabad (Sinha, 1969) also has revealed that the range of needs expressed by the villagers, are largely confined to items of immediate necessities. Yet another study (Muthayya, 1971b) conducted in Andhra Pradesh also brought similar information. In a similar study by National Productivity Council (1967)* in some of the villages of Uttar Pradesh, Haryana and Rajasthan, it was reported that extrinsic factors have great influence on the motivational aspects of rural people. In a small scale study conducted in Andhra Pradesh (Muthayya, 1971b) it was found that the aspirations of villagers are very realistic probably because of caution or defense against failure.

General Discussion of All The Previous Studies:

i. Intrinsic conscious aspects of motivation and employment:

The important findings of the previous studies have indicated that employment motivational aspects are related to inner-directed or other-directed (Atkinson, 1958; McClelland, 1953; Porter & Henry, 1964) feelings associated with achievement for upward mobility (Henry, 1969;裆, 1956) with perception of degree of equity (Adams, 1963; 1965; Weick, 1964) of rewards (Likert, 1961; Herzberg, 1968; Terborg & Miller, 1978) which is functionally related to perceived importance (Lawler & Porter, 1967; Green, 1969, etc.) of the specific and multiple needs of the Maslow's need hierarchy (Porter, 1961; 1962; Porter & Lawler, 1968) in terms of the expectancy or the probability of different possible "effort-reward" outcomes (Vroom, 1964).

All the previous researches have mainly considered salaried workers and the measuring instruments for the previous studies were specially constructed for salaried people and not for the self-employed group. For this reason, in the present context the investigation has been focused upon the search of the criterion of conscious intrinsic correlates of self-employment and the preparation of the measuring device with previous ideas and gathered information.

ii. Extrinsic aspects:

Reviews have indicated that the extrinsic factors such as social force, circumstantial press, academic qualification, experience and supports have some significant effects on employment behaviour. So the employment motivational study must consider all the direct or indirect influences emanating from them.
iii. Unconscious intrinsic aspects:

All the previous works of the unconscious motivation have been mainly centred on the unconscious aspects of needs — achievement, aggression, affiliation, etc. and it has been postulated that employment behaviour is related to unconscious structure of needs. The inadequacies of the present level of knowledge about the integrated aspects of all the correlates of unconscious motivation has impelled us to consider the greater details of the personality dynamics along with consideration of all the previously considered aspects of needs.

iv. Rural-Urban Issues:

Related studies have indicated that rural people are more motivated by lower order needs in majority of the cases. So far studies conducted on motivational aspects of rural and urban areas have not focussed light on employment motivation, specifically the self-employment area. To bridge the gap in this field of knowledge, an intensive study should be made.

The present review of literature has indicated a general cluster of variables associated with employment motivation but it specifically failed to give an appropriate knowledge about the self-employment in the rural and urban settings. With the ideas of previous researches in applied and basic settings, the present study has intended to throw some lights on employment motivational aspects in relation to two independent variables (i) types of employment and (ii) area of living as well as their interaction effects.

The review of the literature has suggested the necessary research directions in terms of the variables, design of the study, hypotheses to be tested, etc. which have been presented in the next chapter.