This chapter presents the statement of the problem, variables, design of the study and hypotheses.

The Title of the Problem:

The problem reported in this dissertation bears the title "A Study On Conscious and Unconscious Aspects Of Motivation Of The Rural And Urban People In The Area Of Self-employment".

The Statement of the Problem:

The aim of the present study as stated above is to identify the specific conscious and unconscious motivational aspects operating behind the involvement in a self-employment situation in both rural and urban areas. As the study aims to specify the conscious and unconscious motivational aspects for self-employment, therefore, the employment motivational aspects of rural and urban self-employeds will be compared with those of the other types of employeds. In the present context, the term comparison is used to find out the similarities and dissimilarities between the aforesaid groups on a number of component variables all pertaining to the 'multiple or composite dependent variable' in the form of conscious and unconscious aspects of employment motivation. Thus the objective of the study is to find out the similarities and dissimilarities between the nature of conscious and unconscious aspects of motivational variables operating behind the employment of the rural and urban self-employeds with those of the other types of employeds.
The model of motivational process in relation to two independent variables and their integrated effects on multiple dependent variables—'employment motivation' \( F (C_s, Ucs) \) is represented in the following diagram.

Here,

- \( f \) = Function
- \( D, D_1 \) and \( D_2 \) = Motivational Drives as an interaction of interdependent \((C_s)\) and \((Ucs)\).
- \( G_1, G_2, G_3 \) and \( G_4 \) = Dependent variables under four different employment conditions.
- \( \rightarrow \) denotes the direction of the interacting forces.
The Independent Variables:

The independent variables in the problem may be subdivided into two types as (i) 1st independent variable and (ii) 2nd independent variable.

1) The 1st Independent Variable — "Types of Employment"

It is a dichotomous variable — the dichotomy being self-employment versus salaried employment.

**Self-employment** is a self-developed, autonomous, risky, ever-challenging employment situation. Here, the person concerned has complete autonomy and power for making decisions and has no exogenous authority above him. The nature of dependency and process of classical entrance to the self-employment field is not identical with salaried employment device. The reward or punishment in this device is associated with the probability of accomplishment of personal advancement through the device.

**Salaried employment** is an authority-oriented public or private work organization or employment situation in which the employee has to perform his role under the control of some executive power and his freedom in working situation is limited. He has to maintain certain terms and conditions for his entry to the employment situation and for the purpose of occupancy in the employment role.
ii) The Second Independent Variable — Area of Living:

This is a dichotomous variable. The dichotomy is between Rural and Urban areas.

Urban area may be defined as that part of the community which is economically developed, highly competitive and heterogeneous in terms of social status and cultures involving wide occupational specialization, multiplicity of social contacts, the nature of 'social mobility' and extremely high size of population per capita.

Rural area may be defined as that part of the community life which is marked by a predominant mode of occupation, simplicity and homogeneity in social life and status involving conspicuously unspecialized and deeply fixed employment situation, dominant social control, limited opportunities for exercising talent and acquiring education.

Dependent Variable:

Operationally the employment motivational aspects have been defined as the functional integration of interdependent conscious and unconscious aspects of motivation operating behind the involvement in an employment situation. Thus, all the variables under study may be categorically divided into two types according to two main criteria:

4) Conscious aspects of employment motivation:

The choices made by an employee in his entrance to a field and his participation in adequate work role depends upon the motive and cognition at the time he makes his choices (Vroom, 1964). In his engagement in a work role
people rationally consider all the behavioural alternatives available to them and make choices to maximize positive results and minimize negative results (Steers & Porter, 1975). It has been inferred that the individual's affective orientation towards a particular work role or his employment motivation depends upon the combination of conscious orientation towards outcomes and the momentary belief about likelihood or his expectancies (Tolman, 1959; Lewin, 1951; Atkinson, 1958; Vroom, 1964, etc.). The importance of such expectancies determines the performance (Lawler & Porter, 1967; Green, 1969, etc.). Again, the importance of expectancies are functions of perceived importance of specific and multiple needs (Maslow, 1954; 1970; Porter, 1962; 1963, etc.). Thus, in order to determine an individual's employment motivational process it is necessary to combine dependent measures which are concerned with perceived importance of the specific and multiple needs, in relation to his belief about likelihood or his perceived 'effort reward probability'.

Again, the individual's conscious decision concerning an event not only depends upon the intrinsic factors, but it is a joint function of the two interacting forces — extrinsic and intrinsic factors (Lewin, 1951; Allport & W., 1937; Rotz, 1975; Maslach & Fred, 1977; Maslach, 1979, etc.). An employee with a strong need for achievement thinks not only about the achievement goals, but also whether he can attain them, what obstacles or blocks he must encounter, and how he will feel if he succeeds or fails (Litwin & Strigner, 1960). Whether or not a motive is actualized depends on the specific extrinsic situation. Thus, the model of dependent measures must consider all the criteria of extrinsic factors, on the employment situation, in which the employee finds himself.
As we were interested in studying the conscious aspects, this portion of the study considered only the consciousness or awareness (wishes, desires, attitudes, hopes, feelings, etc.) that were congenial to an intuitive view of how behaviour is caused. Accordingly, the conscious employment motivational variables were considered as those of the extrinsic and intrinsic employment motivational variables of which the employee was aware and was able to communicate or express it to others:

(a) **Extrinsic conscious motivational aspects** considered all the consciously perceived importance of the exogenous or situational interdependent variables (social force, circumstantial press, academic background, experience and support) that move and energize one to a definite work role.

(b) **Intrinsic conscious motivational aspects** included all the consciously perceived importance of the specific needs (safety, esteem, belongingness and self-actualization) and multiple needs in relation to the subjective probability of belief about likelihood or employees' perceived 'effort-reward probability'.

The conscious motivational aspects considered all these component variables for the study. The detailed description of each of the variables are given in Chapter V.

ii) **Unconscious Aspects of Employment Motivation**

Persons prefer, choose and enter into vocations which have some symbolic relationships to their inner conflicts and unconscious impulses (Vroom, 1964; Gell, 1949; Forer, 1953; etc.). Vocational interests have their origins in
the partial impulses of infancy and early childhood. These impulses (nurture, oral aggressive, anal manipulation etc.) are subsequently sublimated and channeled in accordance with societal demands into work activity (Goldberg & Gechman, 1976). 'Work role' offers the individuals the opportunity of discharging libidinal impulses and the employees' ego attempts to integrate the internal impulses with external realities (Freud, 1930; 1938). Various 'ego functions' are combined to give groups of individuals particular adaptive or defensive styles (Shapiro, 1965). Again, it has been assumed that the occupational choice is dependent upon developmental backgrounds stressing the relationship between infantile experiences and adult behaviour (Roe, 1956; Bordin, Nachman & Segal, 1963; Nachman, 1960; Super, 1951; 1957 etc.). Actually, employment behaviour is essentially a developing and implementing of a 'self-concept' through the compromise process of interaction between the 'inner drives' and immediate outer world (Super, 1951). It is not a static process. Rather, it is a continuous process which begins before employment and is shaped by parental backgrounds, it is determined through the exposure to occupations and occupational opportunities, educational attainments, etc. (Super, 1957; Super & Bohn, 1971, etc.).

Based on this rationality, the employment behaviour is intercorrelated with the interdependent 'person related' and 'situation related' motivational aspects. But such motivational bases might not always be apparent in the behaviour itself or in consciousness, and we are forced to trace the unconscious aspects or the integrated dynamics of unconscious motivation.
The model of the 'unconscious motivation' study must consider all these integrated aspects of the dynamics of employment behaviour. Thus, in the present study the unconscious motivational aspects were considered as those of the (a) person related intrinsic and (b) situation related extrinsic variables of which the subject was unaware and was investigated by indirect method.

(a) Person related intrinsic unconscious motivational aspects considered those of which the employee was unaware and was investigated by identifying the casual chain of events of the underlying psychic process that moves and energizes one to take an adaptive or defensive action in relation to libidinal impulses, conflicts and anxieties. Thus, the component variables under study, considered all the greater details of the personality dynamics which is composed of many divergent and often conflicting aspects that have the potential of motivating human behaviour (Murray, 1938). Eight component variables were selected for this purpose following Selick (1975) qualitative categorization of the components:


(b) Situation related extrinsic unconscious motivational aspects considered all the unconsciously related exogenous interdependent background variables—family background, academic background and employment background (Henry, 1949; Super, 1951; Super & Bohn, 1971; Duncan, Featherman & Duncan, 1972, etc.) that move and influence one to a definite work role.
Intervening Variables:

The intervening variables, which were kept constant were sex, age range, level of educational attainment, period of the employment service and income range of the employees.

DESIGN OF THE WORK

As we were interested to study the effect of two independent variables each varied in two ways the nature of the factorial design which was selected for the purpose was referred to as 2 X 2 factorial design (McGuigan, 1969). In this design we studied the effect of each of the independent variables on the nature of the dependent variables, the conscious and unconscious aspects of employment motivation. Here the approach was made on independent variables such as (i) the types of employment and (ii) area of living in retrospect to their possible relation to any effect on the dependent variables. For this reason the nature of the investigation was of an ex-post-facto (Kerlinger, 1964) type.

In order to make a comparative study on the conscious extrinsic and intrinsic motivational aspects of employment, two tasks appeared to be of utmost importance. One of the two tasks involved finding out a set of dependable criteria for evaluating the conscious motivational aspects for employment. The other was to find out the perceived relative importance of each of the criteria and also their combined relative importance on some common scale of measurement so that the variables of the motivational aspects could be meaningfully and conveniently compared and hypotheses could be tested.
The total number of null hypotheses tested for the purpose of the employment motivational aspects depended upon the number of the dependable criteria included in the study.

To verify the null hypotheses for conscious aspects the Two-Way-Analysis of variance was used.

In order to make the comparative study of the intrinsic unconscious motivational aspects the hypotheses were tested in the area of eight proposed component variables by the process of Qualitative analysis (Bellack, 1975). In order to make a comparative study on the extrinsic unconscious motivational aspects for employment the hypotheses were tested in the area of three component variables (family background, academic background and employment background). To verify the null hypothesis for extrinsic unconscious motivational aspects the Quantitative analysis was made.

Thus, Quantitative Analysis was made for testing the conscious motivational aspects and both Qualitative and Quantitative Analyses were made for unconscious motivational aspects.

Tools

(i) Specially constructed Questionnaire for extrinsic and intrinsic conscious motivational aspects

(ii) 10 selected TAT cards for intrinsic unconscious aspects

(iii) Interview Schedule specially structured for extrinsic unconscious aspects.
HYPOTHESES ($H_0$)

The hypotheses set up for the problem were in the form of Null hypotheses. Each null hypothesis ($H_0$) of the study was tested against an alternative hypothesis ($H_A$) of significant group difference. The hypotheses ($H_0$) were:

1. Other things being equal, there will be no difference in the nature of conscious motivational aspects for employment of the self-employment device and that for the salaried employment device.

2. Other things being equal, there will be no difference in the nature of conscious motivational aspects for employment between the rural areas and of the urban areas.

3. Other things being equal, there will be no change in the nature of the conscious aspects of employment motivation due to the interaction between the types of employment and the area of living.

4. Other things being equal, there will be no difference in the nature of the unconscious motivational aspects for employment of the self-employment device and that for the salaried employment device.

5. Other things being equal, there will be no difference in the nature of the unconscious motivational aspects for employment between the rural areas and that of the urban areas.

6. Other things being equal, there will be no change in the nature of the unconscious aspects of employment motivation due to the interaction between the types of employment and the area of living.
SIGNIFICANCE OF THE MODEL OF THE STUDY

The model is found to be significant from several points of view:

i) The study is expected to indicate some relationships between the motivational aspects for employment in relation to two types of independent variables — the types of employment and area of living.

ii) The model of motivation as used for the purpose is a new approach to the work-motivation study, and hence expected to give some new avenues for further research.

iii) The unconscious motivational aspects are tackled from a different angle, hence some new information are expected in the sphere of unconscious motivational aspects for employment.

iv) Since the study covers the extrinsic aspects of conscious motivational aspects, the perplexing facts about different motivators may be expected to be informed.

v) As the study covers the study of Maslow's model of specific needs in an Indian situation, it is expected to give some valuable information regarding the validity of hierarchy of model in Indian situation.

vi) Since the study is conducted with Indian educated employed it has cross-cultural significance.

vii) This is almost the first proposed people centred analysis of the motivational aspects for self-employment. The study is expected to supply many valuable information for guidance programmes and hence have significance from sociological and economic point of view.