

**B.A.I**  
**PSYCHOLOGY ( PAPER – A)**  
**MOTIVATION –**  
**PSYCHOLOGICAL MOTIVES**

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# PSYCHOLOGICAL MOTIVES: CONCEPT

- Psychological motives are basically caused due to some psychological needs and are not based on physical needs.
- These are not caused by tissue needs though they might be associated with biochemical releases in the body.
- These are learned motives.
- They are acquired and learnt through our interaction with people.
- These are very important in the development of the individuals' personality.
- These are related to self-esteem, self security, self expression and self freedom.

# PSYCHOLOGICAL MOTIVES

1. **Need for Affiliation:** It is the desire to be with others and have harmonious and satisfying relationships with them.
2. **Need for Approval:** It is the need for approval and acceptance from significant others.
3. **Need for Safety:** It includes security, stability, dependency, protection, freedom from fear and anxiety and the need for structure and order.
4. **Curiosity motive:** The individual seeks out novelty in different situations. Curiosity is related to natural inquisitive behaviour such as exploration, investigation and learning.

# PSYCHOLOGICAL MOTIVES

5. Need to maintain self-esteem: Self-esteem relates to the need to develop a sense of worth by making oneself competent and effective person. It is a powerful need governing both achievement and intrinsic motivation.
6. Need to have a purpose: This psychological motive is basic for all individuals as everyone wants to lead a purposeful life. Each person has a goal, a wish, a purpose in life to achieve and succeed. The more definite the goal, the more determined one is to overcome the obstacles and put in required efforts.

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7. Need to fulfill one's interest and potential:

According to Maslow, one of the highest needs of the individual is self-actualization which he interprets as realizing one's potential to the fullest. Thus we pursue our goals and needs according to our interest and the potentiality to acquire it.

Psychological motives have a significant role in the development of the personality of the individual and for leading a contented life.