

MOTIVATION OF EMPLOYEES IN KAM MARKET

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Abstract: The myriad factors that contribute to an individual's motivation can emanate from within their own identity or be shaped by external influences. As individuals step into the dynamic realm of the workplace, they carry with them a diverse array of attributes, ranging from their skill sets and attitudes to their work habits, energy levels, specific needs, and personal aspirations. Within the intricate landscape of businesses, supervisors are confronted with a multitude of developmental hurdles, with motivation often emerging as the most formidable challenge to address. Within the organizational context, navigating motivation entails the art of discovering effective strategies to inspire employees or negotiating with the diverse array of factors that drive their motivation.

Comprehending the intricacies surrounding motivation is paramount, as it involves unraveling the intricate tapestry of human behavior. The correlation between a manager's leadership style and the level of motivation among employees underscores the importance of managerial acumen in fostering employee engagement and productivity. Managers occupying higher echelons of administration often exhibit a more developmental approach, possessing a nuanced understanding of the factors that propel employee advancement. They are adept at objectively delineating their management style and devising strategies to motivate their subordinates effectively.

Delving deeper into the determinants of employee attitudes and satisfaction unveils the multifaceted nature of motivation challenges. The responses elicited by motivational stimuli are intricately intertwined with individual needs and traits, rendering the establishment of universal standards a daunting task. Acknowledging and accommodating individual differences is imperative, as human beings are in a perpetual state of evolution and transformation. As such, fostering a work environment that embraces diversity and tailors motivational strategies to suit the unique needs of each individual is indispensable for fostering a culture of engagement, fulfillment, and sustained organizational success.

Keywords: Inspiration, administration, workers, vitality, motivation, management

1. INTRODUCTION

Indeed, understanding motivation requires consideration of several key factors, including attitudes, interests, and needs. Within the organizational context, factors such as the work environment, reward systems, and direct tasks also significantly influence motivation. Money, as a longstanding motivator, plays a central role in driving work-related behaviors. However, its impact is multifaceted and varies depending on individual circumstances.

Historically, money has been a primary driver of work motivation, offering individuals the means to satisfy their basic physiological needs such as sustenance, clothing, and shelter. This aligns with Maslow's hierarchy of needs, where money is often equated with fulfilling the most fundamental human requirements. Additionally, money provides a sense of financial security, acting as a safeguard against poverty, health challenges, aging-related concerns, and job insecurity.

Moreover, money can indirectly address social needs by affording individuals opportunities for social engagement and participation. However, it's important to note that while money can facilitate social interactions, it does not necessarily guarantee genuine connections or meaningful relationships. At higher levels of the hierarchy, money takes on symbolic significance, serving as a measure of status and achievement. Individuals may perceive financial success as a reflection of their social standing and accomplishments.

In summary, money serves as a complex motivator, fulfilling various needs across different levels of Maslow's hierarchy. While it addresses fundamental physiological requirements and provides a sense of security, its role extends to social recognition and symbolic representation of success. Recognizing the multifaceted nature of money's influence on motivation is essential for organizations seeking to effectively engage and incentivize their workforce.

2. JOB SATISFACTION AMONG EMPLOYEES

Satisfaction is akin to an emotional response, and its true essence can only be understood through introspection. It's vital to differentiate between job satisfaction, morale, and work involvement. Morale pertains to the overall atmosphere or mood in a workplace, while work involvement denotes deep engagement and immersion in tasks. Work encompasses a complex network of tasks, roles, responsibilities, interactions, initiatives, and rewards. A comprehensive understanding of work requires examining its various facets, including intrinsic interest, variety, learning opportunities, difficulty level, chances of success, methods, and speed control.

Research into these factors concerning satisfaction and dissatisfaction is essential. In environments where numerous factors impact individuals' behavior, motivation, and satisfaction, it can be challenging for individuals to navigate and determine the most suitable path to satisfaction.

As societal and individual values evolve, many employees seek job satisfaction through unconventional means, often managing multiple approaches simultaneously or transitioning between different paths at various life stages. Some individuals may solely pursue satisfaction by meeting their physiological needs through work, while expecting other needs to be fulfilled outside of their professional endeavors.

3. MOTIVES AS JOB SATISFACTION

There are a number of motives that influence people and their behavior in the market. Marketing theory usually highlights eight basic motives:

1. Satisfying the human senses,
2. Preservation of sight,
3. Fear,
4. Rest and recreation,
5. Pride,
6. Sociability,
7. Ambition and
8. Desire to know the unknown (Kralev, 2007).

Buying motives arise from a combination of internal needs and external motivators that drive buyers toward certain goals. These motives emerge when internal needs align with the objects that can fulfill those needs. It's recognized that buyer motivation stems from a multitude of needs, beyond just physiological ones. Some individuals may seek to fulfill social needs, such as belonging to a group, being accepted, or fostering good relations with colleagues and superiors. Social needs can be satisfied both outside of work, through community or union activities, and within the workplace, through interactions with colleagues and supervisors.

Others may experience egoistic needs in addition to physiological and social ones. These egoistic needs might be fulfilled through status, or through the sense of self-realization derived from meaningful and challenging work. When management incorporates individual needs for meaning and challenge into the work environment, it can lead to greater job satisfaction for employees. At times, management may need to adjust work schedules to ensure recognition and status, or employees may seek to escape work through absences, rest, seeking employment elsewhere, shorter work weeks, or early retirement.

However, what happens when these needs are not met? Unsatisfied needs often lead to tension and frustration in individuals, prompting them to seek resolution. Frustration is essentially blocked motivational energy that drives individuals to fulfill their needs. How individuals cope with frustration varies greatly from person to person. Some may respond with constructive behavior, while others may resort to defensive or negative behavior.

When the source of frustration is directly addressed and resolved, it is often a reasonable and healthy response. However, in many cases, aggression may be directed at innocent parties or objects, while hostility may also manifest as a deeper form of resentment. It's important to distinguish between aggression, which is an action, and hostility, which represents a deeper emotional state.

4. MOTIVES FOR WORKING IN MARKETS

The distinction between job satisfaction and morale is crucial. Morale reflects a collective attitude of contentment and a commitment to achieving organizational goals. Conversely, job satisfaction pertains to individual contentment in one's role.

Efforts to understand the motives driving consumer behavior have led to various classification attempts. Research suggests that effective marketing strategies must tailor offers and promotional tools to suit different market segments, whether domestic or foreign. Specific approaches targeted at particular regions or demographics can enhance effectiveness.

Our research indicates that there are often no significant disparities between buyers and potential buyers from the same or similar geographical backgrounds. Understanding consumer motivations is vital for businesses to design programs that cater to their needs effectively. Moreover, these programs should be proactive, incorporating elements that incentivize or motivate potential consumers.

It's not sufficient for marketing messages to merely address existing desires and motivations. They should also tap into latent or subconscious motivations, transforming them into conscious desires for action. Achieving this requires a deep understanding of the psychological characteristics, habits, and customs of potential buyers. The preferred

approach to realizing these motivations—whether direct or gradual—largely depends on the psychological makeup of the individual.

Various motives drive individuals to make purchasing decisions. Beyond mere attraction to cultural and artistic offerings, factors such as moral values, customs, health, and recreational preferences play significant roles. Understanding these motivations is essential for businesses seeking to effectively influence consumer behavior.

Applied psychology in the field of market propaganda occurs as:

1. Examining psychological processes on the demand side (that is, on the side of psychological predispositions for creating a decision to use a supermarket service),
2. Examining the internal and external mechanisms of psychological action of all means and elements of propaganda.

5. CONCLUSION

The classifications of motives outlined above shed light on the diverse array of factors that drive individuals to make purchasing decisions. As we conclude, we reiterate Afric's assertion, underscoring the central importance of motives in guiding consumers' choices of products or services. Indeed, motives play a crucial role in shaping how features are presented in market propaganda, influencing the marketing strategies employed and the perceptions formed by consumers.

Upon reaching a decision to engage with a specific service or product, action naturally ensues. This action serves as the vehicle through which individuals actualize their motivations and achieve their desired outcomes. It represents the tangible manifestation of their underlying motives and intentions.

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