

Full Length Research Paper

Motivational factors influencing adoption of motor cycle business in Igala land of Kogi State

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Each person is a unique individual and individuals differ in their basic motivational drive hence what is true of a particular individual may not necessarily be true with other individuals. Using motorcycle for commercial purpose has become a topical issue. It has largely been criticized by educators, scholars, friends and relations of the rider, and the society at large as being obscure, unnecessary, inglorious, risky and ignominious. The objective of this paper is to outline the benefits and the motivational factors influencing motorcyclists. Stratified random sampling was used in the survey conducted. The study revealed that there is a significant relationship between motivational factors and usage of motorcycle for commercial purpose as revealed by chi-square analysis. Consequently, it is the conclusion of the research that commercial motorcyclist motivated by quick returns, daily returns, the ease to acquire and to start the business, mobility for personal usage and poverty reduction. It has been suggested that government should establish laws to strengthen the business and protect the society from its menace.

Key words: Motor cycle, motivational factors, chi-square analysis.

INTRODUCTION

In our society, people act differently and sometimes, the same way. Whether you act or you remain static, there is always reason, that is, the propelling force. Motivation, according to Lyman (1992) is the propelling force that makes people, internal to the individual that forms the basis of behaviour. Cummings (1997) defined motivation as the processes that account for an individual's intensity, direction, and persistence of effort toward attaining a goal. Motivation is not a personal trait possessed by some and lacking in others. Also, it may not reside permanently with a person. Those that see motivation as a personal trait have blamed some employees who seem to lack motivation at a particular time as lazy. Robbins (2003) posits that motivation is the result of the interaction of the individual and the situation. Motivation has to do with those desires, needs and drives that spur the individual to action and performance (Ameh, 2003). Behaviour is dynamic and it is made up of many complex variations that account for an individual's intensity, direction, and persistence of effort toward attaining a goal (Ambrose

and Kulik, 1999). Thus, behaviour is spurred by motivation. According to Pilipchuk (1996), motivation has a persistence dimension, that is, a measure of how long a person can maintain his effort. Motivated individuals stay with a task long enough to achieve their goals.

Thomas (1997) reports that motivations are significantly related to improved job satisfaction and increased performance. Individual differs in their basic motivation drive. For instance, the same students who find it difficult to read a textbook for more than 20 minutes may devote several hours reading a Chinua Achebe book. For these students, the change in motivation is driven by the situation. So as we analyze the concept of motivation, we keep in mind that the level of motivation varies both between individuals and within individuals at different times (Robbins, 2003). Herbert (1967) said behaviour is motivated and goal-oriented, intensely individualistic yet able to be generalized into broad statement. Several factors motivate commercial motorcyclists to do the business in spite of criticism from the society. Motivation of the commercial motorcyclist is rooted in human need and this is predicated on the assumption that human behaviour is caused by striving for the satisfaction of needs. A null hypothesis (H_0) was formulated and tested,

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Table 1. Factors that influence motorcycle business.

Factors	Idah	Dekina	Ankpa	Total	Percentage
Quick return	14	16	6	43	35.8
Mobility for personal usage	5	4	6	15	12.5
Easy to acquire and start	7	8	10	25	20.8
Daily return	6	5	5	17	14.2
To reduce poverty	8	7	6	20	16.7
Total	40	40	40	120	100

Source: Field survey, (2005).

which states that there is no relationship between motivational factors and motorcycle business.

THEORETICAL UNDER PINNING

Static models of motivation discussed instinct, hedonism, unconscious motivation; rational man and social man, according to Bernard (1994) instincts are not the result of learning and are identical patters of behaviour found in all people. Using the instinct model, we might conclude that behaviour is almost a reflex action, like jerking away ones hand from a hot surface.

Hedonism is about “avoid pain and pursue pleasure” thus the hedonists reasoned that behaviour must be dictated by the sample demands of minimizing pain and worry while seeking the must happiness and pleasure (Davidson, 1952). According to Ruch (1973), Singmund Freud placed instinctive and hedonistic tendencies in positions as determiners of behaviour but outside the control of the individual to mean unconscious motivation. In unconscious motivation, influences are seek as operating from within the unconscious, repressed, or buried portion of the human mind. However, rational man is a model of motivation that places control over man’s life back in own hands. The major assumption in rational man is that each individual is fully aware of the patterns of his personal needs and desires and will accordingly make intelligent and thoughtful decisions. In social model of motivation, it was discovered that, far from each individuals being covered only about his own individuals well-being, the individual and his behaviour were influenced by the expectations and social pressures of the people with whom he worked.

Abraham Maslow (1953) drew an insight from actual behaviour and presented a motivational model that reflects the progress and accomplishments of the individuals. He said that within every human physiological (hunger, thirst, shelter, sex and other bodily needs); safety (security and protection from physical and emotional harm); social (affection, belongingness, acceptance and friendship); esteem (internal esteem such as self-respect, autonomy and achievement; and external esteem such as a status, recognitions and attention); and self-actualization (growth, and

self-fulfillment). Other theories of motivation that are relevant to our study are theory x and theory y (Mcgregor, 1960); two-factor theory (Herzberg, 1959); ERG theory (Alderfer, 1969); McClelland theory of needs (McClelland, 1961); cognitive evaluation theory (Charms, 1968); Goal-setting theory (Locke, 1968) and reinforcement theory (Komaki, 1996).

METHODOLOGY

The researcher used survey research method. In the views of Ada et al. (1997: 37-38) survey research is a strategy used to find meaning and obtain an understanding of the present conditions, altitudes, opinions, believes and so on. The study was conducted in three local government are of Igala land. These local government areas are Idah, Dekina and Ankpa. Thus, a total number of 130 respondents were randomly chosen to take part in the study. A structured questionnaire was pre-tested among twenty cyclists and a content validity to determine the representatives of the various items used as the miring instruments was carried out. Out of 130 questionnaires administered, 125 were returned. Out of this number, five were rejected due to incorrect completion and 120 instruments were used for analysis. Operationally, variables selected among motivational factors for adoption of commercial motorcyclist included the factors, which influence the motorcyclist and the benefits, that is, the values from the business.

Factors that influence motorcyclists to adopt the business were measured by the motorcyclists; response to items which showed responses to times that determines what motorcyclists benefited from the business. The data were later subjected to percentage and frequency counts in order to organize and summarize the data. Chi-square (X^2) test was utilized to test for significance of relationship between selected variables and adopted of the business at 0.05 level of significant. Chi-square (X^2) test was used to compare observed frequencies with those expected frequencies related to selected variables.

RESULTS AND DISCUSSION

Table 1 shows motives for motorcycle business. Out of 120 respondents 43 representing 35.8% indicated quick returns, 15 respondents representing 12.5% indicated mobility for personal usage, 25 respondents representing 20.8% indicated easy to acquire and start, 17 respondents representing 14.2% indicated daily returns, while 20 respondents representing 16.7% indicated reduction in poverty as the motivating factors for

Table 2. Benefits from commercial motorcycle.

Factors	Idah	Dekina	Ankpa	Total	Percentage
Means of making money	16	17	15	48	40
As a security for the future	8	9	9	26	21.7
As a means of livelihood	11	10	11	32	26.7
Reduces idleness	5	4	5	14	11.6
Total	40	40	40	120	100

Source: Field survey (2005).

Table 3. Chi-square for factors influencing motorcycle.

O	E	O-E	(O-E) ²	$\frac{(O-E)^2}{E}$
43	24	19	361	15.041
15	24	-9	81	3.375
25	24	1	1	0.041
17	24	-7	49	2.041
20	24	-4	16	0.666

Table 4. Chi-square for benefits of motorcycle business.

O	E	O-E	(O-E) ²	$\frac{(O-E)^2}{E}$
48	30	18	324	10.800
26	30	-4	16	0.533
32	30	2	4	0.133
14	30	-16	256	8.533

motorcycle business.

The data on Table 2 shows out of 120 respondents, 48 representing 40% indicated more money, 26 respondents representing 21.7% indicated security for the future, 32 representing 26.7% and 14 respondents representing 11.6% indicated reduction in idleness as benefits for motorcycle business.

At the end of the analysis, X^2 computed (21.146) was higher than X^2 tabulated (15.507) at degree of freedom 8 and 0.05 level of significance. We therefore, reject the null hypothesis and accept that there is relationship between motivational factors and motorcycle business.

The result of Chi-square analysis in Table 3 for benefits of motorcycle business indicates that the computed X^2 (19.999) is significant at 0.05 level of significant. Table 4 shows that the computed X^2 (19.999) was higher than the X^2 tabulated (12.592) at degree of freedom 6 and 0.05 level of significance. We therefore reject the null hypothesis and accept that there is relationship between motivation factors and motorcycle business.

As earlier stated under methodology, two variables were selected among motivational factors for adoption of

motorcycle business.

These are:-

- (1) Factors influencing motorcycle business.
- (2) Benefits from motorcycle business.

Our findings showed that desire for quick returns, mobility for personal usage; ease to acquire and reduction of poverty are the major factors that influence the adoption of the business. Also, the benefits of the business include making of mosey, security for the future, means of livelihood and reduction in business.

Conclusion

There is relationship between motivational factors and motorcycle business; as a result the business should be encouraged. A large number of cyclists make money from the business which they also use to feed themselves and the family, train themselves and others in educational pursuit, invest the proceeds, expand the same business

and can be used to contribute to the economic growth of the country. Government should establish laws to strengthen the business and protect the society from its ménage.

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