International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XVIII): January - March, 2019
ISSN 2394 - 7780

APPLYING THE EXPECTANCY THEORY TO EXPLAIN THE MOTIVATION OF USERS OF PERSONAL CARE PRODUCTS WITH SPECIAL REFERENCE TO HAIR OIL

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ABSTRACT

The purpose of this research is to examine the motivation of users of Personal care products.A modified model of Vroom's Expectancy Theory , which includes five components , Expectancy , Extrinsic Instrumentality , Intrinsic Instrumentality , Extrinsic valence & Intrinsic valence is adopted & applied to the users of Personal Care products .The attempt was made to understand to what extent Intrinsic & extrinsic factors motivates users .The result indicate that both Instrinsic & Extrinsic factors motivate Hair oil users thereby motivating them to buy and use hair oil.

INTRODUCTION

India is having the world's second largest population. With 440mn millennial and 390mn Gen Z teens and children, India's consumer spending will be different . The expansion of Urban Mass, both in size and income level, will be the key driver of India's consumption story in the coming 5-10 years. Emerging business opportunities range from packaged snacks and dairy products to restaurants, premium personal care products, baby products, smartphones,scooters and branded jewelry. (Joshua Lu, 2016) . Cosmetics and personal care products are important for quality of life , play an important role in building up self-esteem and enhancing social interactions every day for all the consumers from young millennial to older age groups. In a science-driven and fast-paced industry , consumers appreciate innovation most as a tool to drive product quality and efficacy.There is positive relationship between usage of personal care products & quality of life , self-esteem and social interactions.(Chave, 2017)

Employee motivation and performance seeks to look at how best employees can be motivated in order to achieve high performance within a company or organization. This establishes the fact that money is for high performance but there is need to look at other aspects of motivation which is not necessarily money. Vroom's expectancy theory of motivation is not about self-interest in rewards but about the associations people make towards expected outcomes and the contribution they feel they can make towards those outcomes. Three factors expectancy, instrumentality and valence can motivate salesperson to exert effort to collect and transmit information from the field. The proposed conceptual model provides a manager a better understanding that salespeople will be motivated and given amount effort to contribute marketing intelligence activities if he gather good information about competitors or about customers and receive a reward for the information transmitted, which he really want to obtain (Wadie Nasri, 2012)

REVIEW OF LITERATURE

The Expectancy Theory of Motivation is best described as a process theory. With research pioneered by Edward C. Tolman and continued by Victor H. Vroom, Expectancy Theory provides an explanation of why individuals choose one behavioral option over others. The idea with this theory is that people are motivated to do something because they think their actions will lead to their desired outcome (Redmond, 2009).

"Expectancy theory proposes that work motivation is dependent upon the perceived association between performance and outcomes and individuals modify their behavior based on their calculation of anticipated outcomes" (Chen & Fang, 2008).

Vrooms theory explain why a person performs at a particular level. This has a practical and positive potential of improving motivation because it can, and has, helped leaders create motivational programs in the workplace. This theory provides the idea that an individual's motivation comes from believing they will get what they desire in the form of a reward. (AETC, 2008).

Expectancy theory is classified as a process theory of motivation because it emphasizes individual perceptions of the environment and subsequent interactions arising as a consequence of personal expectations.The theory states that individuals have different sets of goals and can be motivated if they believe that:

- There is a positive correlation between efforts and performance.
- Favorable performance will result in a desirable reward.
- The reward will satisfy an important need.