

A Pilot Study: On the Influence of Incentive based Work Motivation on Sensation Seeking among Commercial Indian Drivers

Hima Deka^{1*}, Anamika Kalita²

ABSTRACT

The present study examines the role of sensation seeking and work motivation among driving behaviors of commercial driving, in Guwahati, Assam. A sample of N= 28 male participants were taken into consideration by using purposive sampling. Participants age ranges from 20 to 50 and above with (M= 2.42, SD =±.95) with professional driving skills and completed three standardized scales such as The Drivers Behavior Questionnaire, (DBQ), Brief Sensation Seeking (BSS) Work Motivation Scale (Revised)(WMS). About 32.3% of the participants income level belongs from 10,000 to 30,000 respectively with age range 20 to 30 years of age. Followed by its educational qualification majority of the participants have qualified its matriculation. Purposive sampling technique has been used to collect the data from the target sample. In terms of type of driving, Auto drivers are more in number as compared with app- based and bus and truck drivers. By employing statistical analysis, it was revealed that none of the traits has been association with commercial drivers in predicting their driving behaviors. However, it has also been found that age does not play any significant role in determining the commercial driving. Furthermore, analysis revealed from one- way ANOVA and multiple regression, was that insignificant association exist between its relationship among the predictors and the outcome variable, which means that sensation seeking and work motivation does not predict the association between drivers behavior among commercial driving. Future research can focus upon some of the underlying construct like years of experience, environmental and situational factors into its consideration by applying some of the behavioral training intervention associated with the skills of driving. This study shall serve as a crucial literature for future research by focusing upon its underlying psychological and environmental factors in complex manner in Indian context.

Keywords: *Driving Behavior, Sensation seeking, Work Motivation, Commercial driver*

Road transportation is one of the essential part of economic and social development in one country. Commercial drivers plays an important role in maintaining the transportation system. Moreover, commercial driving is considered a highly demanding occupation because of many factors like congestion, long working hours, fatigue, occupational stress, irregular time schedule and pressure to meet the desired goals. These

¹Counseling Psychologist, Navdhawar Cum Rehabilitation Center, Guwahati, Assam, India

²School Counsellor, St Anthony's School, Guwahati, Assam, India

*Corresponding Author

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demands automatically influence the drivers psychological functioning and behaviors as well (Evans, 1991). According to WHO (2023) pointed out that unsafe driving among commercial driving has become a major concern in public health aspect and therefore lead to road accidents fatalities worldwide. Researchers have emphasized the importance of psychological factors underlying this risky driving behaviors by rightly pointing out the promotion of road safety.

Drivers behavior refers to the pattern of actions, reactions and also problem- solving processes displayed by drivers when operating their vehicles. According to Reason et al. (1990), unusual driving behaviors often categorized into driving violations, errors, lapses. Studies have also pointed out that risky driving behavior is associated with increased accident involvement and traffic and rules violations (Parker et al., 1995). Research also indicative of the fact that traits, attitudes, emotional regulation etc, strongly influenced driving behavior (Ulleberg & Rundmo, 2003).

One of the most important personality traits associated with driving behavior is sensation seeking. Sensation seeking is defined as a personality traits which is a complex combination of varied novel, intense sensations and experiences and willingness to take extreme physical, social, legal, and financial risks for such experiences (Zuckerman, 1994). Individuals with high sensation seeking likely to experience excitement, adventure seeking, or thrill seeking behavior, disinhibition, and tend to choose very thrill seeking or excitement seeking activities. Several studies have revealed that person those who exhibit high sensation seeking tend to be more likely involved in risky taking behavior and unsafe driving. Jonah (1997), in a review study have found that sensation seeking is positively related with speeding aggressive driving, reckless overtaking, and accident involvement. Likewise, Arnett (1994) revealed that persons with high sensation seeking tendencies are more likely inclined towards risk-taking behavior, especially the adolescents. Moreover, it was also reported from the studies that sensation seeking behavior is associated with impulsivity and reduced behavioral control (Zuckerman, 2007). They need to seek stimulation from speeding, dangerous, maneuvers, and thrill- oriented driving experiences. Additionally, it was also reported that professional and commercial drivers showed sensation seeking contributes in traffic violations and unsafe driving patterns among drivers (Dahlen et al., 2005). According to Iversen & Kuhlman (2002) reported that driers those who exhibit high sensation seeking are lower in risky perception and greater involved in traffic accidents.

Apart from sensation seeking there's another important variable is work motivation which also influences the drivers behavior. Work motivation refers to the state where both internal and external forces exert to initiate any type of work which is directed to achieve a desired goal of action in related to work-oriented manner (Pinder, 1998). Commercial drivers with high work motivation are more likely to perform well their duties and responsibilities. In contrast, drivers with low motivation perform bad or experience dissatisfaction, fatigue and reduce commitment towards work, and thereby increasing the likelihood of road accidents (Spector, 1997). Research has pointed out that those who exhibit occupational stress and low motivation are associated with aggressive driving, fatigue and accident proneness (Taylor & Dorn, 2006).

Recent studies have found that there is a psychological factor which influence in risky driving behaviors among drivers. according to Li et al., (2023) have reported that sensation seeking significantly determine risky driving behavior and difficulties in emotion regulation

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mediates the relationship among drivers. Additionally, it was found that Li et al. (2021) reported that sensation seeking and risky perception significantly influenced the risky driving intentions attitudes among drivers.

Research from different studies have revealed that there is an interaction between sensation seeking and work engagement. According to Schaefer (2024) found that high sensation seekers are more likely to experience work engagement under different difficult situations like time pressure as well, they perceive their demanding work as stimulating rather than stressful. This finding is commonly relevant for commercial drivers whose occupation is high stimulating, often requires to meet the time deadlines, challenging environment. Similarly, it was also reported from Nusraningrum et al. (2024) that work motivation positively related with employee performance and occupational well-being in transportation and logistics sectors. These findings also indicative of the fact that psychological, motivational, emotional and personality variables play a very significant role in determining or influencing drivers behavior among drivers outcome towards safety driving in roads.

Objectives

1. To examine the effect of demographic difference in terms of sensation seeking and work motivation among drivers behavior
2. To examine the relationship between sensation seeking behavior and work motivation in terms of drivers behavior.
3. To determine the significant differences in drivers behavior across various age groups.
4. To assess the significant difference between sensation seeking behavior and work motivation driving among drivers behavior.

Hypotheses

- **H1:** There is a relationship between sensation seeking behavior and work motivation in terms of drivers behavior
- **H2:** There is a significant difference between drivers behavior across different age groups.
- **H3:** There exist a significant effect of sensation seeking behavior and work motivation driving behavior among drivers

METHOD

Variables

- Predictors- Sensation Seeking and Work Motivation
- Outcome Variable (Criterion)- Drivers Behavior

Participants

Non-experimental Descriptive statistics was adopted, by collecting 28 participants by using purposive sampling technique in Guwahati, Assam with a mean of 2.42 and SD (.95), from age 20 to 50 above years. Out of 28 participants 10% of the participants age fall under the category from 30-40 years. A smaller proportion of participants were in the 20-30 years range, on the other hand fewer participants fall under the category of 50 and above. With regard to income level, the monthly earnings of the drivers fall under the highest two categories from Rs.10,000-20,000 and Rs. 20,000- 30,000 respectively followed by Rs. 30,000 and above and only minimal level of participants reported income below Rs. 10,000.

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In terms of educational qualification, maximum level of participants fall under the categories of matriculation, followed by higher secondary, graduates and postgraduates. This reflects that most of the participants had relatively lower levels of formal education.

Inclusion criteria

Males were taken as a participants in this study those who have passed matriculation in any vernacular language. Minimum level of English proficiency is seen while collecting data from the participants. Participants are professional drivers who drive any mode of vehicles including auto drivers, bus drivers, truck drivers, app based drivers only. All participants need to be a resident of Guwahati only.

Instruments and Measures

Three instruments were adopted for this study such as Brief Sensation Seeking Scale (BSSS) and Work Motivation Scale (WMS) and Drivers Behavior Questionnaire (DBQ). The details of each instrument are provided below.

1. Brief Sensation Seeking Scale developed by Michael L. Hoyle et al. (2002) is a short form of the original Sensation Seeking Scale by Marvin Zuckerman (1979). The current short form scale has 8 total items with 5 point likert scale strongly disagree(1) to strongly agree(5). Additionally, 4 subscales are there namely Experience Seeking, Boredom, Disinhibition and lastly but not the list Thrill and Adventure seeking. Overall the scores ranges between 0-40, which means 0-15 is indicative of low, 16-27 is medium and 28 and above considered to be high. Cronbach's alpha ranges from 0.75-0.85.
2. Work Motivation Scale (Revised) version developed by Tremblay et al. (2009) which is based upon self- determination theory Ryan and deci which assess demotivation, external regulation, introjected regulation, regulation indentified, intrinsic motivation. This scale has 5 subscales along with 7 point likert scale from totally disagree(1) to totally agree(7). Cronbach alpha found to be higher than 0.70.
3. Drivers Behavior Questionnaire developed by Kshatriya (2025) developed a self-report inventory assessing drivers and their implications for road safety for Indian context. It has 28 items which consisted of 4 subscales- distracted and emotionally influenced driving, driving errors and cognitive lapses, safe and responsible driving practices and risky and rule violating driving behavior. It has 5 point likert scale never implies (1) and very often implies (5). Cronbach alpha found to be ranges between 0.65to 0.67.

Procedure

Rapport was established before administering the questionnaires to the participants. Participants were asked to feel comfortable throughout the process of the study. Before filling the questionnaire proper consent was taken from the participants by using online survey and offline both. Voluntary participation was taken into consideration. Instructions were properly guided by the researcher and any confusion from the part of the respondents was encouraged. There was no time bound to complete the entire questionnaire. After the completion of the questionnaire participants were thanked for their valuable time and efforts individually, and was assured from the part of the researcher to maintain confidentiality until and unless they do not feel comfortable to share their responses with their names and residence publically.

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Data Analysis

A series of analysis using SPSS 26 version is conducted to identify the inter-relationship between socio-demographic factors, personality traits, emotional regulation, and driving behaviors among professional drivers in Guwahati, Assam. As an initial step, descriptive analysis was conducted to identify data's main characteristics, including variability and central tendency. A correlation analysis was conducted to identify the relationship between sensation seeking construct and work motivation among commercial drivers. Analysis of variance has been computed to see the significance level of difference between Further for overall predictors multiple regression was used to identify the impact of driving in relation with sensation seeking behavior and work motivation and criterion as drivers behavior among the participants.

RESULTS

Descriptive analysis

The final data set comprised 28 males with age mean (2.43) and SD (.95). Maximum participants of male drivers belong to the age range from 30-40 years of old. About 32.3% of the participants monthly income was ranged from Rs.10,000-20,000 and Rs.20,000-30,000 as shown in (table 1). Most of the respondents are matriculate pass (45.2%), and least was found post-graduate (3.2%) as shown in (table 1). Moreover, majority of the respondents found to be auto drivers with 29% % and least found was truck driver 3.2% as shown in (Table 1). Marital status of the participants found to be highest for Married i.e. 74.2%.

Table- 1 Illustrating Socio-Demographic characteristics of the participants (in continuous variable)

Sample characteristics	M	SD
Age	2.42	.95
Income Level (monthly)	2.71	.89

Note: N= 28 of the participants in mean age ranges from 20 to 50 and above, and SD denoting Standard deviation.

Table- 2 Illustrating the demographic variables in terms of categorical variables of the participants

Demographic Variable	Categories	ES			B			D			TA		
		M	F	p	M	F	p	M	F	p	M	F	p
Education	Matriculation	2.45	14	0.01	2.36	14	0.01	2.33	14	0.01	2.18	14	0.01
	H.S.	1.75	10		1.68	10		1.66	10		1.55	10	
	Graduation	0.52	3		0.5	3		0.5	3		0.46	3	
	Post graduation	0.17	1		0.16	1		0.16	1		0.15	1	
Marital Status	Single	0.87	5	0.01	0.84	5	0.01	0.83	5	0.01	0.77	5	0.01
	Married	4.02	23		3.88	23		3.83	23		3.58	23	
Type of driving	Auto driver	1.57	9	0.01	1.52	9	0.01	1.5	9	0.01	1.4	9	0.01
	Bus	0.17	1		0.16	1		0.16	1		0.15	1	
	App-based	2.97	17		2.87	17		2.83	17		2.64	17	
	Truck	0.17	1		0.16	1		0.16	1		0.15	1	
Income level	0-10,000	0.35	2	0.01	0.33	2	0.01	3	2	0.01	0.31	2	0.01
	10,000-20,000	1.75	10		1.68	10		1.66	10		1.55	10	
	20,000-30,000	1.75	10		1.68	10		1.66	10		1.55	10	
	30,000 and above	1.05	6		1.01	6		1	6		0.93	6	
Age	20-30	0.87	5	0.01	0.84	5	0.01	0.83	5	0.01	0.77	5	0.01
	30-40	1.75	10		1.68	10		1.66	10		1.55	10	
	40-50	1.57	9		1.52	9		1.5	9		1.4	9	
	50 and above	0.7	4		0.67	4		0.66	4		0.62	4	

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From the above table 2 it was revealed that Significant differences were observed in emotional stability (ES), boldness (B), discipline (D), and thrill adventure (TA) across demographic variables, including education, marital status, type of driving, income level, and age ($p < .01$). Participants with matriculation-level education reported higher mean scores on ES ($M = 2.45$), B ($M = 2.36$), D ($M = 2.33$), and TA ($M = 2.18$) compared to those with higher educational qualifications. Married participants showed higher scores across all four dimensions than single participants.

With respect to type of driving, app-based drivers demonstrated higher mean scores on ES ($M = 2.97$), B ($M = 2.87$), D ($M = 2.83$), and TA ($M = 2.64$) compared to auto, bus, and truck drivers. Participants earning between ₹10,000 and ₹30,000 and those aged 30–40 years also reported comparatively higher scores across the measured variables. These findings suggest that demographic characteristics were significantly associated with variations in the psychological dimensions assessed.

Table 3 Illustrating the demographic variables in terms of drivers behavior and Work motivation

Demographic Variables	Categories	DB			WM		
		M	F	p	M	F	p
Education	Matriculation	0.2	14	0.01	0.18	14	0.01
	H.S.	0.14	10		0.13	10	
	Graduation	0.04	3		0.03	3	
	Post graduation	0.01	1		0.01	1	
Marital Status	Single	0.07	5	0.01	0.06	5	0.01
	Married	0.34	23		0.3	23	
Type of driving	Auto driver	0.13	9	0.01	0.11	9	0.01
	Bus	0.01	1		0.01	1	
	App-based	0.25	17		0.22	17	
	Truck	0.01	1		0.01	1	
Income level	0-10,000	0.02	2	0.01	0.02	2	0.01
	10,000-20,000	0.14	10		0.13	10	
	20,000-30,000	0.14	10		0.13	10	
	30,000 and above	0.08	6		0.07	6	
Age	20-30	0.07	5	0.01	0.06	5	0.01
	30-40	0.14	10		0.13	10	
	40-50	0.13	9		0.11	9	
	50 and above	0.05	4		0.05	4	

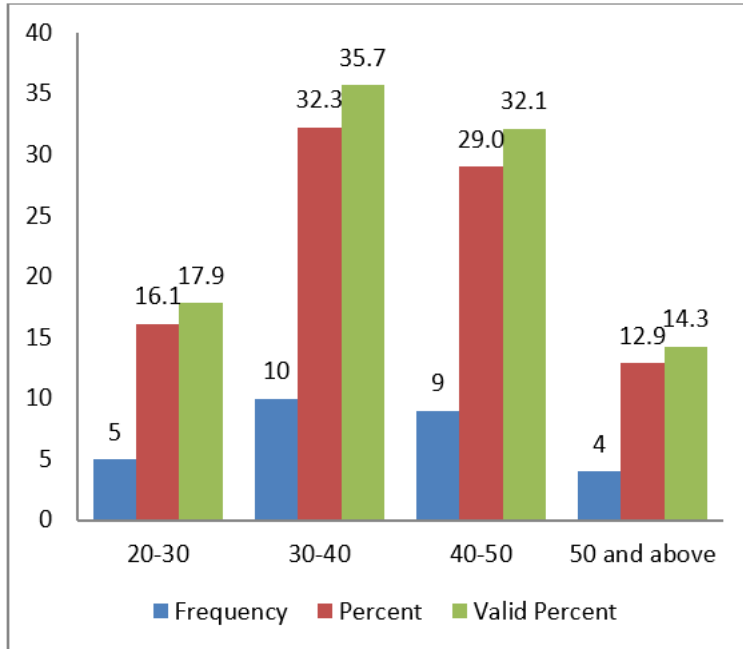
Note: DB= Drivers Behavior and WM= Work Motivation, at **0.01 level

From above table 3 revealed that significant effect of demographic variables was observed across the measured variables, including education, marital status, type of driving, income level, and age ($p < .01$). Participants with matriculation-level education reported higher mean scores than those with higher educational qualifications. Married participants demonstrated higher mean scores compared to single participants.

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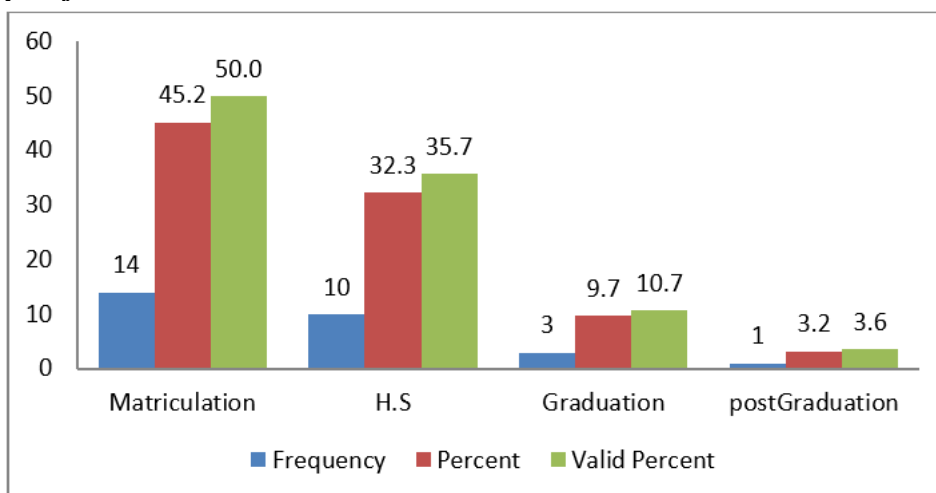
Similarly, app-based drivers reported higher mean scores than auto, bus, and truck drivers. Participants with monthly incomes between ₹10,000 and ₹30,000 and those aged 30–40 years also showed comparatively higher mean scores across the measured variables. These findings suggest that demographic characteristics were significantly associated with differences in the study variables.

Figure 1 Showcasing the distribution of drivers across different age groups



Note: the age distribution of participants indicates that majority were between 30-40 years (35.7%), followed by 40-50 years (32.1 %), with fewer participants in the 20-30 (17.9%) and 50 years and above (14.3%) categories.

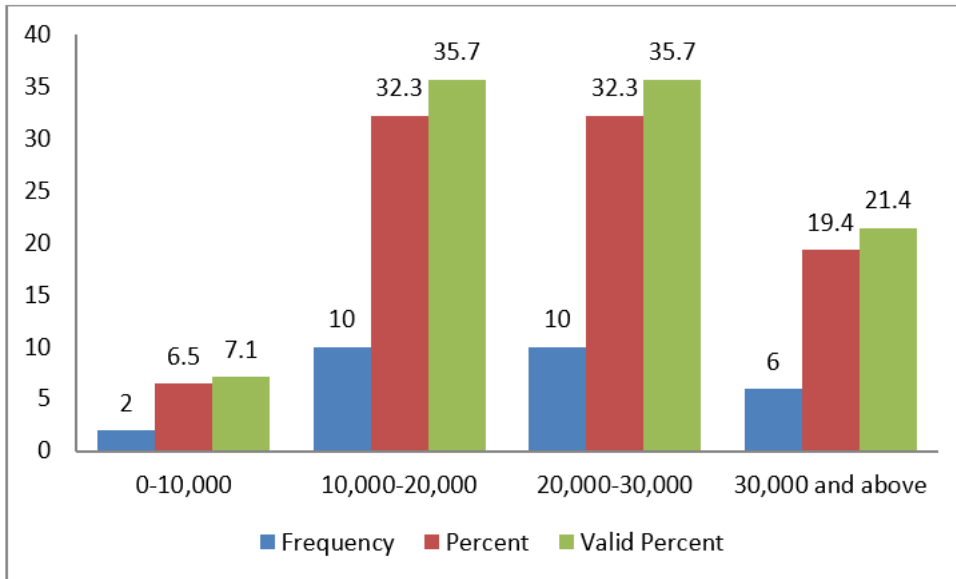
Figure 2 Illustrates the distribution of participants in terms of their educational qualification



Note: The educational distribution indicates that most of the respondents had completed matriculation (50%), followed by higher secondary (35.7%), while only few respondents had graduation (10.7%) and post-graduation (3.6%) respondents.

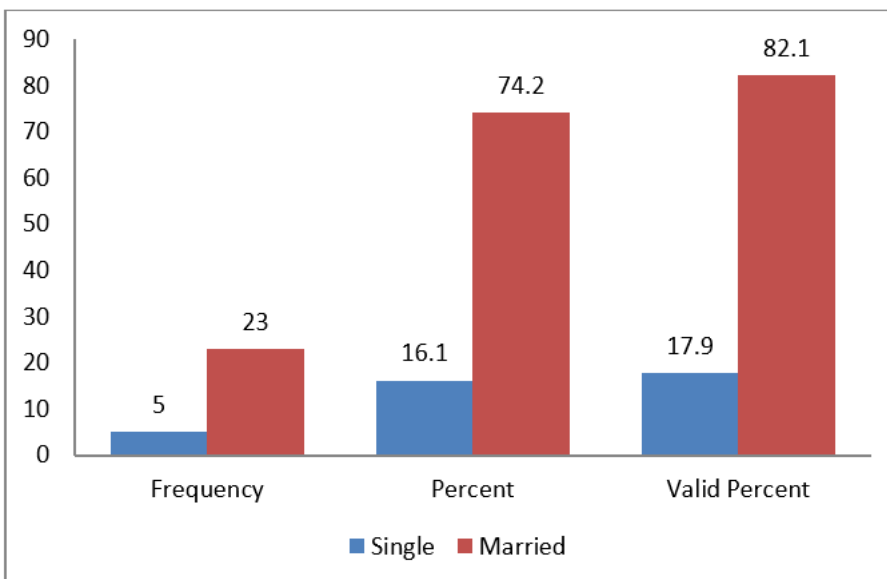
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Figure 3 Illustrates the distribution of the participants in terms of the level of monthly income



Note: The monthly income of the participants ranges from Rs. 0-10,000 was (7.1%) which is indicative of very low percentage of the overall monthly income level. It is surprising to see that from Rs.10,000 to 30,000 almost (71.4) participants have earned similar amount respectively, followed by 21.4% of the participants earned Rs. 30,000 and above on a monthly level.

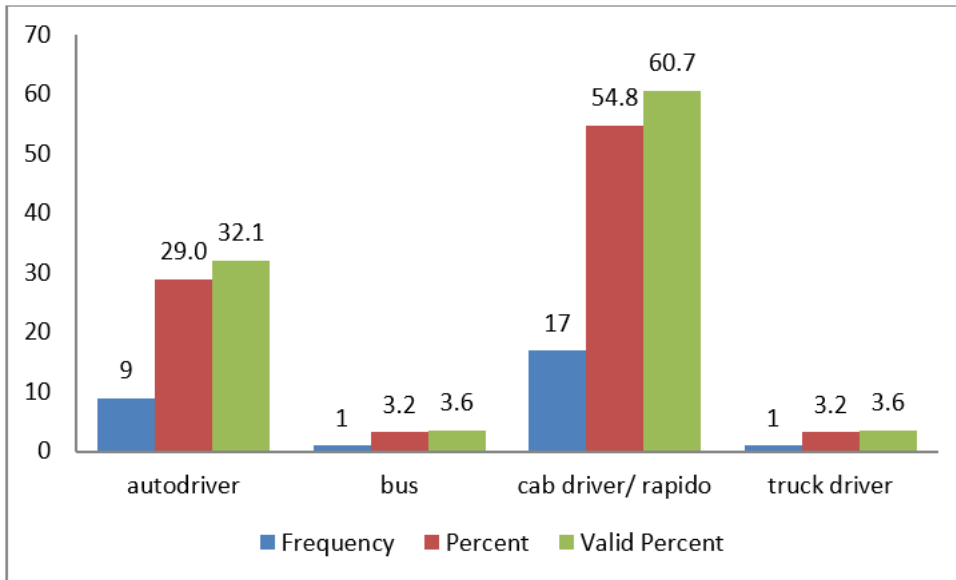
Figure 4 Showcasing the distribution of the participants with regards to their Marital Status



Note: percentage of married participants was found to be higher (82.1%) as compared with single status participants (23%).

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Figure 5 Illustrating the distribution of the participants in terms of their type of driving



Note: The highest percentage of participants were cab/ rapido drivers (60.7%), followed by auto-drivers (32.1%), lowest has been found between bus and truck drivers (7.2%) respectively.

Table 4

Variables	ES	B	D	TA	DB
ES	r 1				
	p				
B	r .376*	1			
	p 0.048569139				
D	r 0.056354352	r .666**	1		
	p 0.775774428	p 0.00011			
TA	r 0.090098044	r .596**	r .636**	1	
	p 0.648428058	p 0.000816	p 0.000276263		
DB	r 0.305505639	r 0.06469	r -0.143574729	r -0.02772	1
	p 0.113890396	p 0.743634	p 0.466076388	p 0.888644	

Note: ES= Experience Seeking, B= Boredom, D= Disinhibition, TA= Thrill and Adventure Seeking, and DB= Drivers Behavior. *indicates correlation is significant at the 0.05 level (2- tailed); ** indicates correlation is significant at the 0.01 level (2-tailed).

From the above table 4, revealed from the result that significant positive association found between experience seeking and boredom susceptibility, $r(26)=0.376$, $p=0.49$, indicating that higher experience seeking was associated with higher boredom. Boredom was also significantly and positively associated with disinhibition, $r(26) = 0.666$, $p<0.01$, and thrill and adventure seeking, $r(26) = 0.596$, $p=0.01$. Moreover, disinhibition showed a significant positive correlation with thrill and adventure seeking $r(26) = 0.636$, $p<0.01$.

It was surprisingly, seen that none of these factors significantly correlated with experience seeking, $r(26) = 0.306$, $p=0.114$; boredom, $r(26) = 0.65$, $p=0.744$; disinhibition, $r(26)=-0.144$, $p=0.466$; or thrill and adventure seeking, $r(26)=-0.28$, $p=0.889$.

Note: N=28, $p<0.05^*$, $p<0.01$.

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Table 5 One- Way ANOVA table

Source	SS	df	MS	F	p
Between Groups	1055.561	3	351.854	1.746	0.184
Within Groups	4835.689	24	201.487		
Total	5891.250	27			

Note: SS= Sum of square, df= degree of freedom, MS= mean sum of square, p= significance level.

From the above table 5 it was revealed that, there was no statistically significant difference among the groups, $F(3, 24) = 1.75, p = .184$. Therefore, the null hypothesis was not rejected.

Table 6 Regression table

Variables	b	SE	t	p	95% Lowercase	95% uppercase	
Constant	72.24	15.06	4.79	6.32	42.72	101.77	
Sensation seeking behavior	0.66	0.64	0.24	1.03	0.31	1.92	
Work Motivation	-0.28	0.21	- 0.30	- 1.30	0.20	-0.70	0.14

* $p < 0.05$ ** $p < 0.01$ $F = 0.906, p = 0.417, R^2 = 0.067$

From the above table 6 revealed that multiple regression analysis was conducted to determine whether sensation-seeking behavior and work motivation significantly predicted the dependent variable. The overall model was not statistically significant, $F(2, 25) = 0.91, p = .417, R^2 = .067$, indicating that the predictors explained 6.7% of the variance in the dependent variable.

Neither sensation-seeking behavior ($\beta = .24, t = 1.03, p = .310$) nor work motivation ($\beta = -.30, t = -1.30, p = .200$) significantly predicted the dependent variable.

DISCUSSION

The present study examines the relationship between drivers behavior in association with sensation seeking, and work motivation among Indian commercial drivers. The findings revealed that there does not exist any significant association between drivers behavior and sensation seeking, as well as work motivation. Suggesting that sensation seeking tendencies and motivation level may not independently influence driving behavior significantly among the present sample of drivers. Although previous studies have contrasting findings and revealed that sensation seeking is associated with risky driving behavior (Jonah et al., 2001), the present studies did not match such relationship due to its strict occupational responsibilities, traffic regulations, and financial pressures, which may limit the expression of thrill-seeking tendencies during driving. Additionally, Indian drivers operate themselves in different working conditions like traffic congestion, poor road infrastructure, and occupational fatigue contribute greater influence on driving behavior than personality alone. One possible explanation could be among drivers may depend upon external factors such as financial stability, job security, family obligations, work load, rather than on personality. Similar studies have been proved Purohit & Bandyopadhyay (2014), emphasized on the role of socioeconomic and organizational factors in determining occupational motivation. Although sensation seeking has been associated with risky driving behaviors and crash environment among Indian drivers (Verma et al., 2017), it not necessarily influenced their level of work. Previous studies also reported that personality not always determine

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significantly workplace performance unless it is influenced by some underlying factors like psychological and environmental in nature (Everton et al., 2006). Therefore, the present study indicates that work motivation of the drivers is not only responsible alone but it contributes and influenced various interacting factors beyond sensation seeking personality traits.

The findings of the current study limited literature on drivers psychology recommend that future research should include larger sample size additional studying underlying factors like stress, fatigue, coping strategies, job satisfaction, and emotional regulation for understanding the complex nature of drivers behavior in Indian context.

CONCLUSION

Driving behavior is a complex phenomenon influenced by multiple psychological, occupational, and environmental factors. Sensation seeking and work motivation are two psychological constructs that contribute to understanding drivers attitudes and behavioral patterns in occupational settings. In the Indian context, commercial drivers often need to work under stress related situation, including fatigue, long working hours, exhaustion, financial pressure, road infrastructure etc. may affect the overall functioning of the drivers behavior and work-related experiences. The current study highlighted the significance impact of drivers behavior by associating these two construct namely sensation seeking and work motivation among commercial drivers. Future research can focus upon or explore the additional psychosocial impact of driving among commercial drivers in a more comprehensive way.

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Conflict of Interest

The author declare that there is no conflict of interest regarding the publication of this research paper.

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