

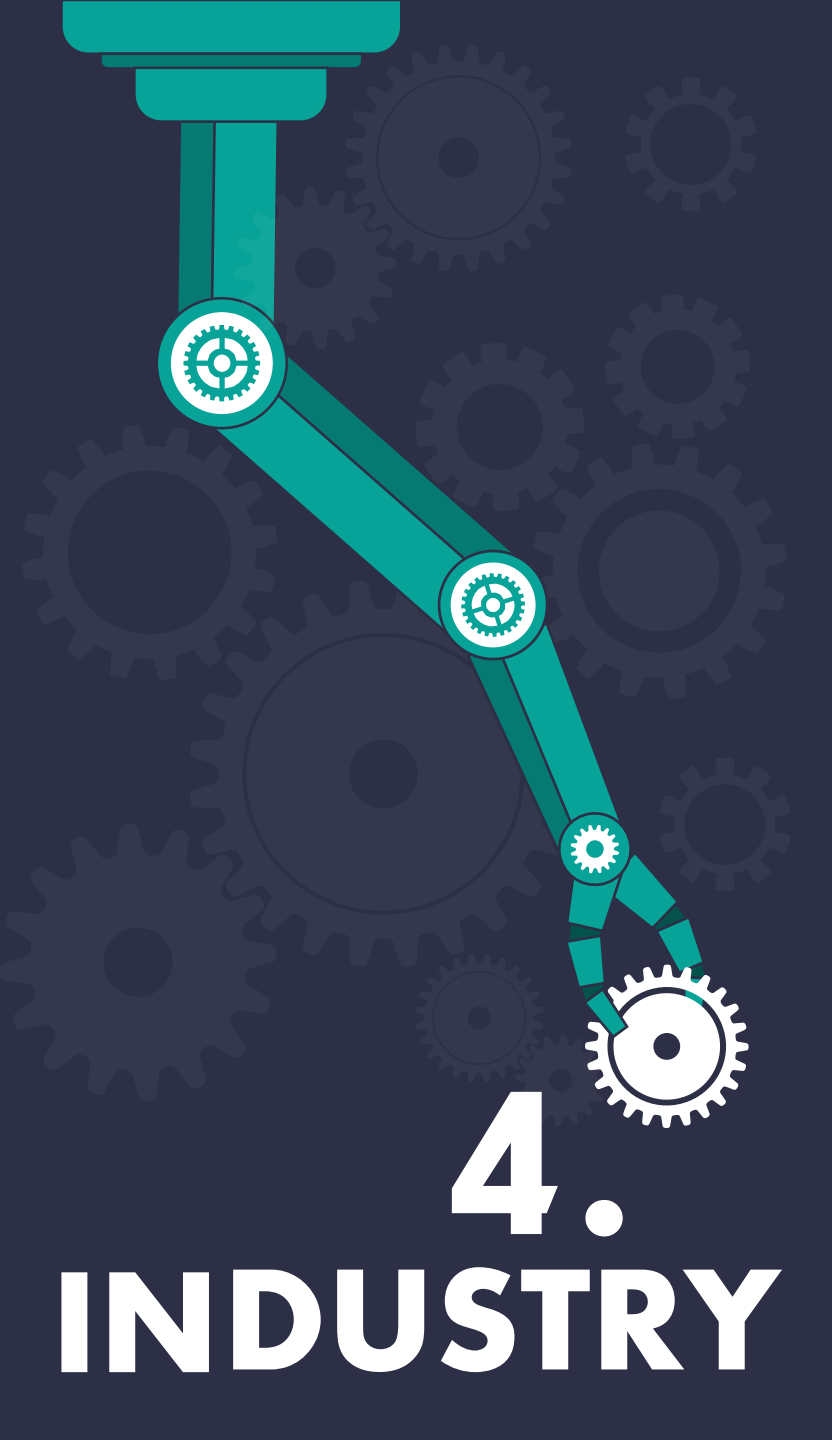


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Maslow's Hierarchy of Needs

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Content:

01

Introduction

02

Abraham Maslow

03

Maslow's Hierarchy Model

04

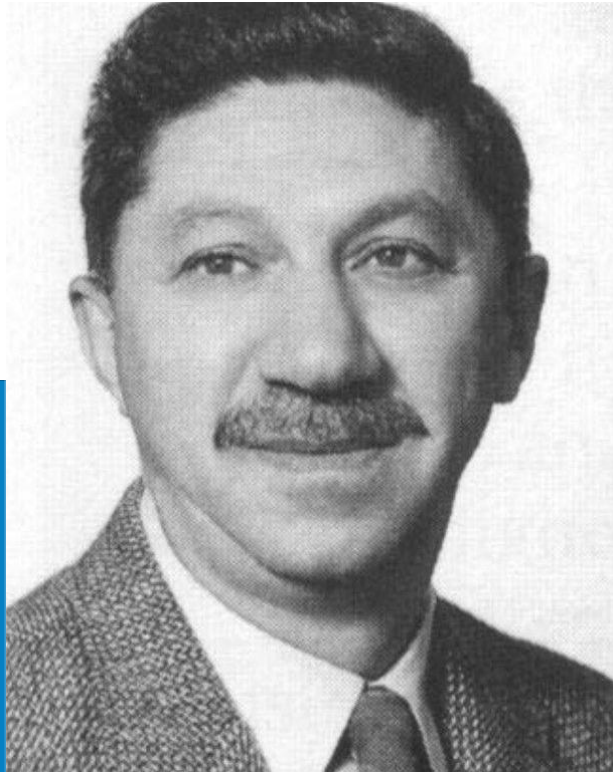
Conclusion

Introduction

The Maslow's Hierarchy of Needs is A psychological health theory, it is meant to predict human needs. This concept was then adopted by marketers in order to help them understand the consumer behavior.



Abraham Maslow



An American Psychologist who is known for creating the Maslow's Hierarchy of Needs

He focused on the positive qualities in people, as opposed to treating them as a “bag of symptoms”



Maslow's Hierarchy Model

Physiological Needs

These are biological requirements for human survival, e.g. air, food, shelter, clothing, sleep.

If these needs are not satisfied the human body cannot function optimally.

Maslow considered physiological needs the most important as all the other needs become secondary until these needs are met.

Physiological



Safety Needs

The second level the requirements start to become a bit more complex. At this level, the needs for security and safety become primary.

People want control and order in their lives, needs for safety and security are such as Financial security, Health and wellness, etc.



Love & Belonging Needs

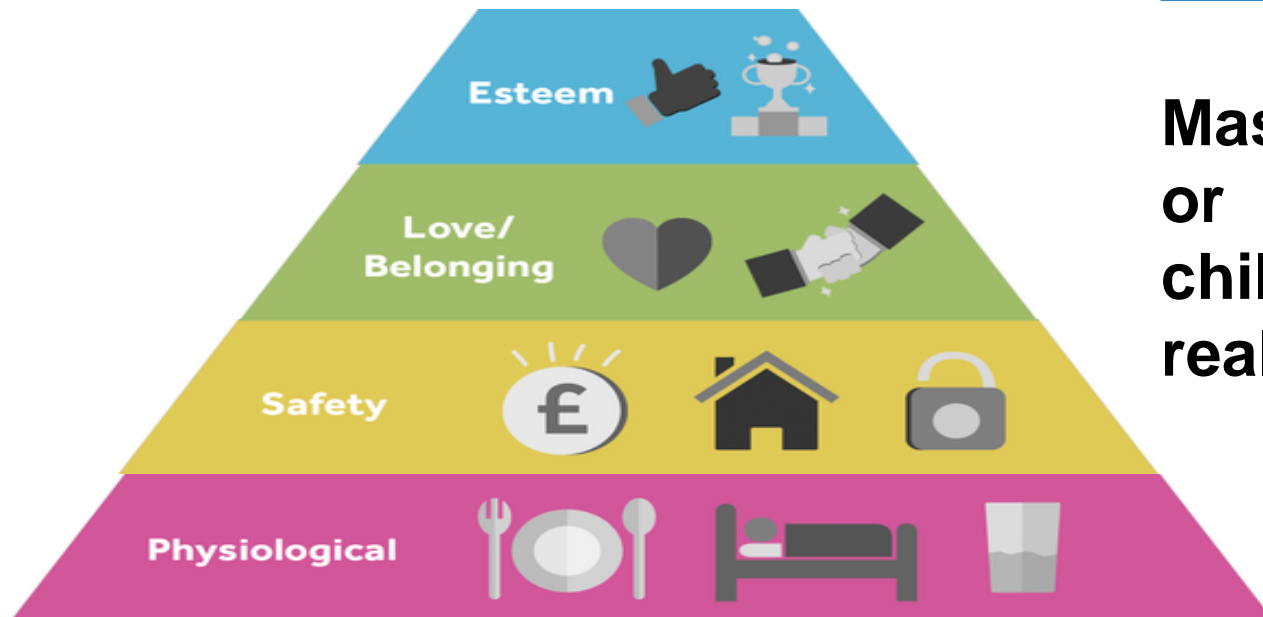
The third level of human needs is social and involves feelings of belongingness. The need for interpersonal relationships motivates behavior

Examples include friendship, trust, acceptance, and being part of a group (family, friends, work).



Esteem Needs

which Maslow classified into two categories: (i) esteem for oneself (dignity, achievement, mastery, independence) and (ii) the desire for reputation or respect from others (e.g., status, prestige).



Maslow indicated that the need for respect or reputation is most important for children and adolescents and precedes real self-esteem or dignity.

Self-actualization Needs

Realizing personal potential, self-fulfillment, seeking personal growth and peak experiences.

**A desire “to become everything one is capable of becoming”
(Maslow, 1987, p. 64).**



Conclusion

- Human beings are motivated by a hierarchy of needs.
- Needs are organized in a hierarchy of prepotency in which more basic needs must be more or less met prior to higher needs.



Thank You

Any Questions ?