What is Maslow’s hierarchy of needs?
Abraham Maslow has established a priority rule concerning desires. Maslow’s hierarchy of needs serves to identify needs and motivations. This tool can be considered as a basis for reflection and allows, in addition, positioning products. Maslow’s hierarchy of needs is very useful as a reflection tool in the business world. It is a method that can help to clarify the target audience, e.g. one does not sell a luxury car to a person having nothing to eat. The hierarchy adapts itself to the environment, so there are needs that become more or less important. Maslow’s hierarchy of needs is represented as a pyramid and has 5 levels:

- Physiological needs;
- Security needs;
- Belonging needs;
- Esteem needs;
- Self-actualisation.

Golden Rules

- **Hierarchy** = There is a hierarchy of needs. It means that one cannot satisfy a higher need when lower needs are still unsatisfied.
- **Motivation** = The motivation is included in the needs to be satisfied.
- **Individuality** = Each person is concerned by a special type of need and the company has to learn how to recognise these needs.
Structure of Maslow’s hierarchy of needs

- **Physiological needs**: These needs are necessary to the survival of an individual. They are required, because eating, drinking, breathing, sleeping, etc., is indispensable. Thus, these needs/products are related to the functioning of the human body.

- **Security needs**: People want to be protected against physical, psychological and economic attack, feel safe and control things. It is the security of income or assets, family stability, health, etc.

- **Belonging needs**: This is the need for being liked by others, being accepted and belonging to a group. It is the fear of loneliness that appears and thus people want to have a status. They want to be part of a group.

- **Esteem needs**: This is the feeling of being useful and having a value. It is a need to gain respect and to be able to influence others.

- **Self-actualization**: This need is linked to the development of knowledge. It is a matter of unleashing one’s creative potential and looking for personal accomplishment. People want to solve complex problems and have a need to communicate.