

MASLOW'S HIERARCHY OF NEEDS THEORY

Consumer motivation **is associated with** Maslow's Hierarchy of Needs Theory. According to his theory, motivational forces have different levels of importance. The most common needs are physiological needs (including food and shelter) and safety needs, both of which are tightly connected to **basic survival**. Higher-level needs include social needs (including relationships and love), **esteem needs** (including recognition and status) and **self-actualization** needs (also known as the needs to **fulfill oneself**). In Maslow's view, individuals must meet their lower-level needs before being motivated to fulfill their higher-level needs.



be associated with

A与B之间有关联

basic survival

基本生存需求

esteem needs

尊重需求

self-actualization n.

自我价值的实现

fulfill oneself

实现自我

