

MASLOW'S HIERARCHY OF NEEDS



**Self
Actualisation**

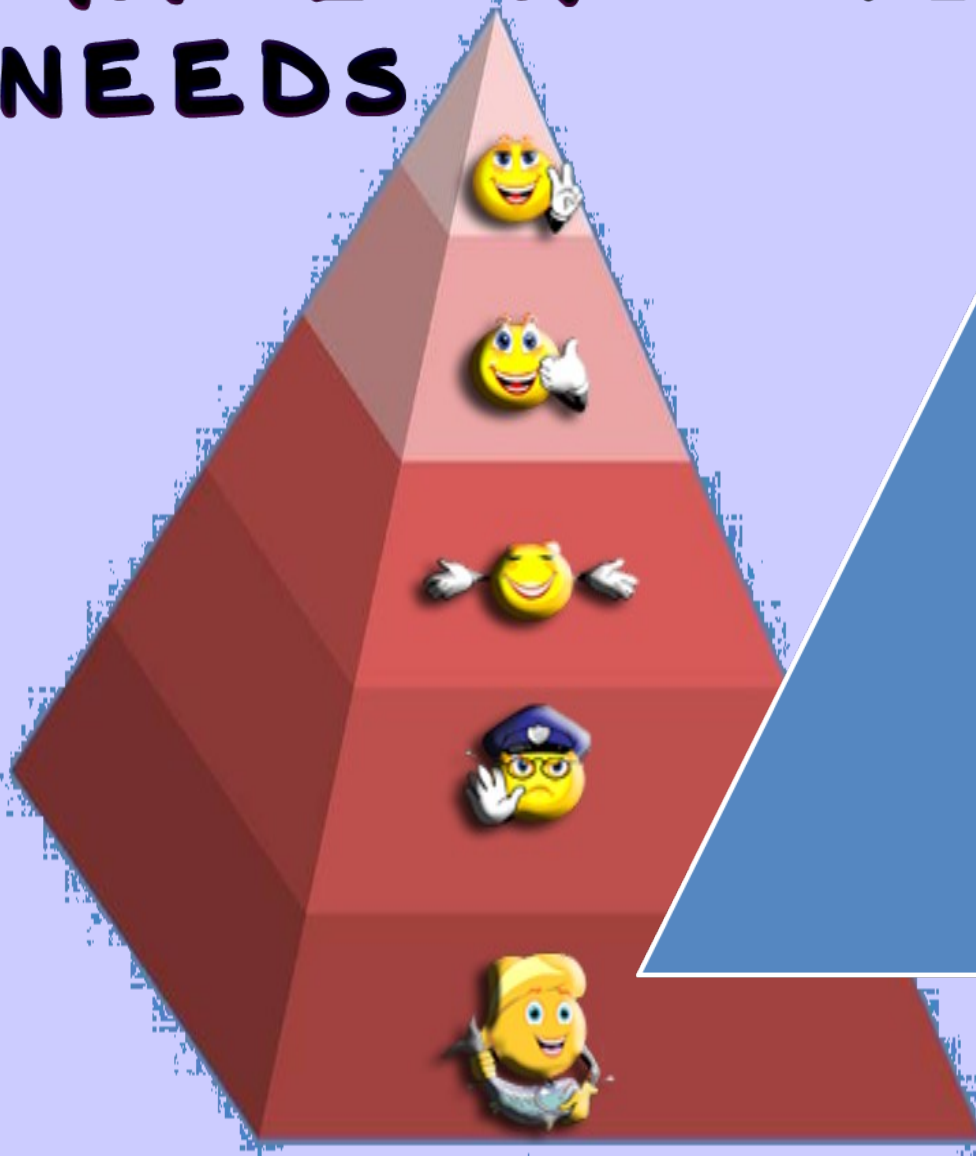
Esteem

Belongingness

**Safety and
Security**

Physiological

MASLOW'S HIERARCHY OF NEEDS



New Need

Achievement

Need

MASLOW'S HIERARCHY OF NEEDS

Physiological Needs



- **Survival**
- **Food**
- **Water**
- **Sex**
- **Basic needs**

MASLOW'S HIERARCHY OF NEEDS

Safety Needs



- **Health**
- **Employment**
- **Safety**
- **Security**
- **Family**

MASLOW'S HIERARCHY OF NEEDS

Belongingness Needs



- **Love**
- **Affection**
- **Intimacy**
- **Acceptance**
- **Family**
- **Friendship**

MASLOW'S HIERARCHY OF NEEDS

Esteem Needs



- **Confidence**
- **Respect**
- **Status**
- **Recognition**
- **Competence**
- **Freedom**

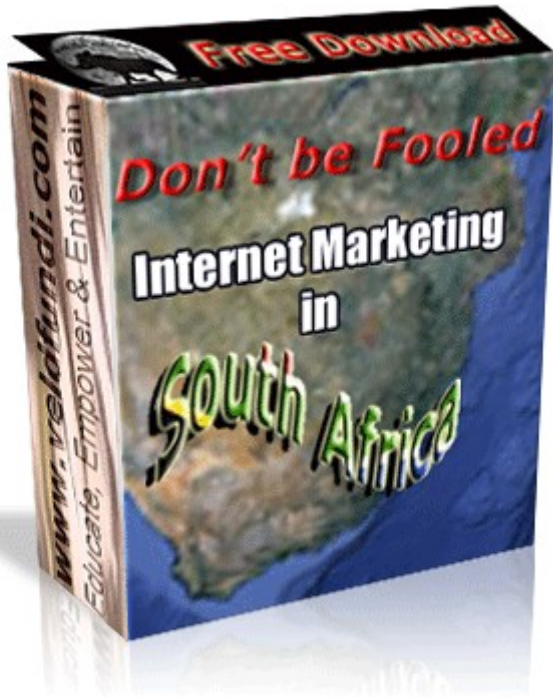
MASLOW'S HIERARCHY OF NEEDS

Self Actualisation Needs



- **Potential**
- **Acceptance**
- **Morality**
- **Understanding**
- **Creativity**
- **Inner Peace**

MASLOW'S HIERARCHY OF NEEDS



Maslow's Hierarchy of Needs is dealt with in greater detail in the eMarketing in South Africa compilation.

www.veldfundi.com/emarketing