

B.A. Part 3 (SEM V)

Motivational Theories: Need Hierarchy Theory

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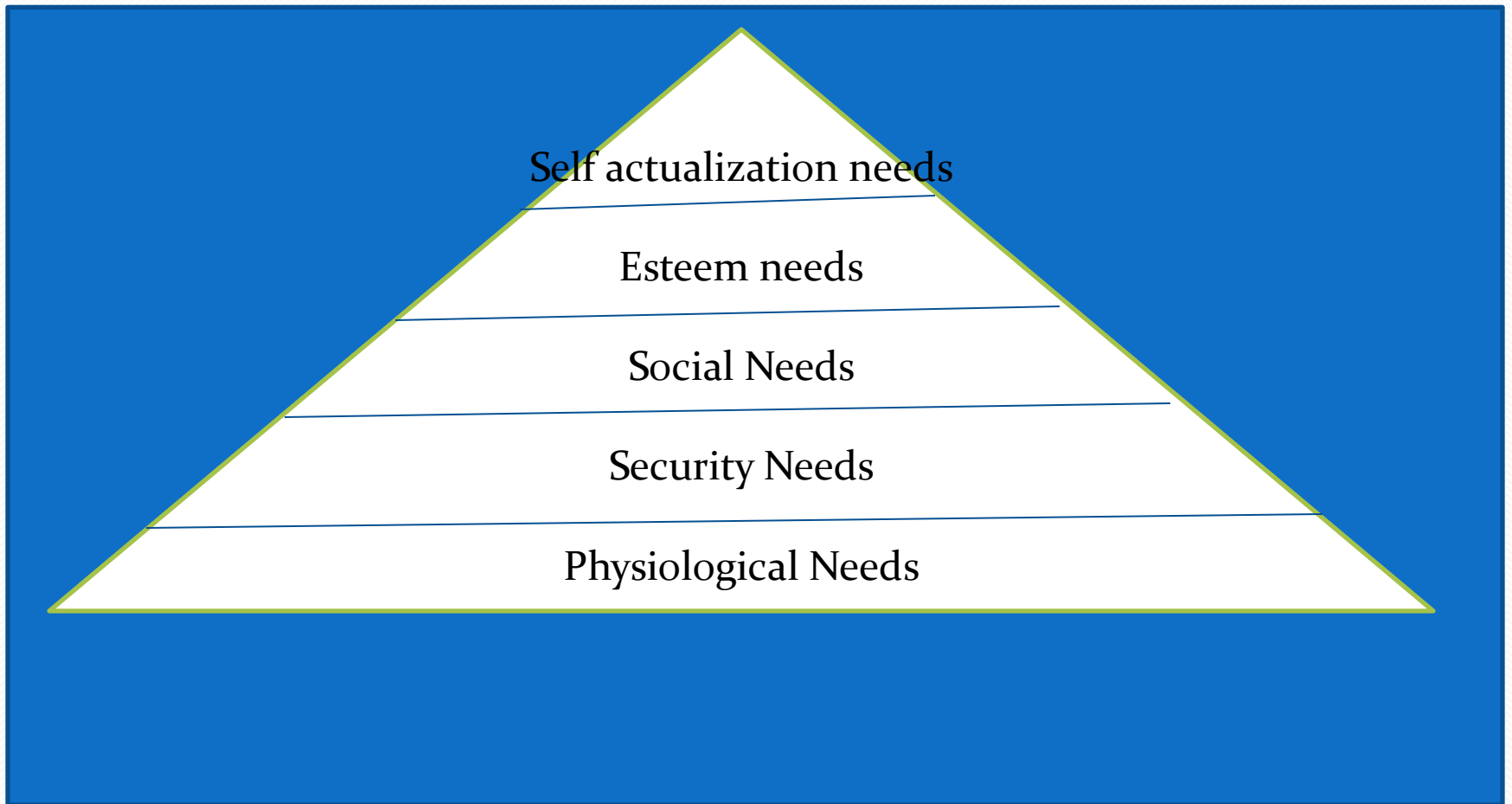
Motivation

- The term 'Motivation' is derived from the Latin word 'movere' meaning 'to move'. In the organizational context, motivation implies a basic psychological process. Rensis Likert views motivation as 'the core of management'.
- Motivation is a psychological process which energizes and activates individual to achieve his formulated goals.

Maslow's Theory of Need Hierarchy


- Abraham Maslow in his classic paper *A Theory of Human Motivation* (1943) propounded the “Need Hierarchy” theory of human motivation. His popular book “Motivation and Personality” was published in 1954.
- Maslow's Need Hierarchy is the first systematic conceptual model of human motivation. He explained that human needs influences human behaviour.
- Maslow's Need Hierarchy concept consists of five levels of human needs arranged in an ascending order.

Need Hierarchy



Need Hierarchy

1. **Physiological Needs:** biological needs like hunger, sleep, thirst etc.
2. **Security Needs:** safety needs like protection against natural calamities, threat, danger.
3. **Social Needs:** love needs like belongingness to groups, family, friendship.
4. **Esteem Needs:** Ego needs, which can be divided into two groups namely achievement needs like self-confidence, independence, competence; and recognition needs like status, importance, appreciation.
5. **Self-actualization Needs:** like self-fulfillment, realization of one's potential, creativity.

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- The prepotency of a satisfied need decreases and another unsatisfied need emerges to replace it.
 - Human needs are inter-dependent, interrelated and overlapping and human behaviour is multi-motivated.
 - Whether Maslow's need hierarchy has been criticized by many, but then it is an important theory of motivation.



Thanks