

What are the components of Maslow's pyramid in marketing? It gives him a feeling of satisfaction and happiness, such as participating in charitable activities, traveling around the world, etc. Because a person buys a modern and expensive car compared to other cars, only because he feels that buying this product gives him more self-esteem. [6] Self-actualization It is the last level of the pyramid and its head, in which the individual finishes meeting all the previous requirements of self-respect, building relationships, belonging, and love, and meeting the requirements for safety and security in addition to the instinctive requirements of a person. Regarding products that provide safety and security for the consumer, such as cars, the consumer at this stage searches for a car in which he feels safe and has a greater ability to withstand shocks, etc. The customer feels a sense of belonging to the company as if he is part of it, or that this product represents a reward for what customers do. [5] Appreciation It is the fourth level in the pyramid, through which the individual seeks self-respect and the respect and appreciation of others. It is fueled by independence, freedom, status, success and self-confidence, in which everything that the consumer thinks will achieve self-respect is marketed, and famous brands of cars or jewelry stand out here, so there is no real need. Maslow's pyramid consists of the following:

Physiological needs They are the necessary needs for human survival. Requirements. [6]