

Needs and their structure, boundlessness of human needs

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Introduction

Since a person remains a biological and social being that has needs, the relevance of this topic is constant, its knowledge will certainly help in the development of one's entrepreneurial business in the future, and in general for understanding the field of activity. Naturally, such an important thing cannot be ignored in economics, which actively studies the psychology of a person both for understanding his needs and behavior, and for the most effective manipulations.

The purpose of the work is: to conduct a detailed analysis of the topic of needs.

To do this, it is necessary to solve the following tasks:

- define the needs and understand the reason for their fundamentality;
- analyze and study the structure of needs;
- understand the essence of infinity of needs;
- identify the role of needs in the market and in the economy as a whole.

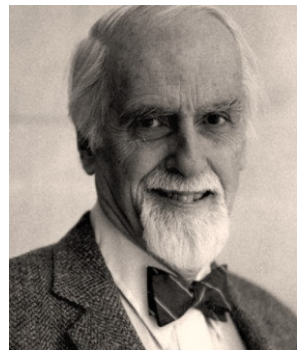


McClelland's Theory of Motivation

Structure:

In the structure or hierarchy of needs, the largest blocks are the lower needs (physiological) and higher needs, they are also biological and social needs. Since man is still for the most part a living being, the lower needs require much more attention and, as a rule, are obligatory in satisfaction, until they are satisfied, the higher needs cannot arise.

In addition to the humanitarian essence of needs, they can also be considered from the economic side; in this approach, accuracy and a single definition are primarily important. Economic needs are those needs that motivate a person to act. They play the greatest role in society and are closely connected with the historically established relations of production and the division of resources. Actually, the needs considered in unity with all links of social reproduction, including consumption, acquire economic meaning.



D.K. McClelland (1917-1998)

Definition of needs:

Need is a property of a person to experience an objective-subjective need for material and socio-spiritual benefits for his existence and development.

The objectivity of needs expresses the conditions of life, without which a person cannot physically exist or because of which he will suffer, and subjectivity – the desire of a person to cover them and get satisfaction.

From this it can be understood that all the activities of people are aimed at covering these needs, from art to heavy industry, the production of goods.

However, despite all the production and economic relations that are so developed in the modern world, a person always wants to cover the need and get a result, a function, and not specifically consume a product or service.

Hence the theory of the ideal product is formed. Its essence is as follows: an ideal thing is that thing that does not exist, but performs a function.



Abraham Maslow (1908-1970)



Maslow's pyramid (needs)

Infinity of needs:

The problem of infinity of needs is a fundamental question of economics, which determines its structure. This problem sounds like this: "Needs, no matter how long and strongly they are satisfied, cannot be satisfied forever, that is, it is impossible to finally satisfy the need." The problem lies in the fact that resources and production capacities are always limited, but there is no need. Accordingly, the question of the distribution of limited resources to satisfy unlimited needs is the key issue of the development of the economy and the essence of its existence as such. That is why there is a need for a competent distribution of resources, the development of technologies, the accumulation of knowledge in order to cover the needs most effectively at the lowest cost.



Clayton Paul Alderfer (1940-2015)

ERG theory



Conclusion:

In the process of work, we managed to find out and understand the essence of needs, their role in the life of society, their significance in different spheres of life and in various structures, to understand the topic of the infinity of needs.

Needs are the very basis of our life, which makes this topic of paramount relevance. One of the most striking examples is marketing, which is so necessary in the modern economy and is entirely tied to the study of human behavior, including needs, because the consumer wants to satisfy them, which you must be well versed in doing business and in general trading. In addition, the study of the system of needs is necessary to build good schemes for motivating the work team and identifying a person as a working resource as such.