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## Self Actualisation: For Individualistic Cultures Only?

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### Abstract:

*Maslow's idea of Self Actualisation alludes to the best "need" in his motivational hypothesis; the need to acknowledge and satisfy one's potential. Examine has consistently highlighted the contrasts between societies utilizing the individualistic-collectivistic measurement, yet these distinctions have not been reached out to the attributes that characterize self actualisation.*

*The present review expects to test the social legitimacy of Self Actualisation by utilizing the Personal Orientation Inventory (POI) survey as a thorough measure of the self actualising qualities initially highlighted by Maslow. The POI survey was tried on 100 British members as speaking to people from an individualistic culture, and 100 Indian members as speaking to people from a collectivistic culture.*

### KEYWORDS:

*Self-Actualisation, cultural differences, Maslow.*

## INTRODUCTION

Self Actualisation is the term given to the cutting edge mental idea initially instituted by Kurt Goldstein (1934) and after that created by Maslow (1943, 1954, 1968) in his work on motivational speculations. Sitting at the highest point of Maslow's "chain of importance of necessities" (1943), self actualisation can be depicted as people understanding their potential, "satisfying themselves" and "doing the best they can do" (Maslow, 1954, p.150). As per Maslow, this phase in the chain of importance must be accomplished when necessities drop down in the pecking order are fulfilled.

## SELF-ACTUALIZATION

What makes people work ? Why do some people perform better than others ? Why does the same person act differently at times ? Perhaps one of the biggest questions confronting organizations today is the 'people' question. In fact, if you dig very deeply into any problem you will get to know people. Human behaviour is the result of the motivating process. But how do we motivate employees to achieve the goals of an organization and at the same time satisfy the needs of employees ? How to tap the latent human capability in organization endeavours ? Managers encounter an interesting problem here. The manager is responsible for completing a task. However, a manager alone cannot complete the task. The contributed efforts of subordinates are necessary and vital. A manager must stimulate people to action to accomplish the desired goals ; he must fuse the varied individual human capacities and powers of the many people employed into a smoothly working team with high productivity. How do we get people to perform at a higher than normal percent of their physical and mental capacities and also maintain satisfaction ? This is the challenge of motivation. Motivation is an inspirational process which impels the members of the team,

to pull their weight effectively to give their loyalty to the group, to carry out properly the task that they have accepted and generally to play an effective part in the job that the group has undertaken.

If we take an economic view of man, we expect to work because work produces wealth. But this view of man is gradually fading. With the advent of Human Relations Movement, a new concept of man is emerging which suggests that man works not only for money alone but also to satisfy his higher order needs—needs to be recognized, to be appreciated and to feel a sense of achievement in whatever one does. According to Blum and Nylor (1968), “work is a form of activity that has social approval and satisfies a real need of the individual to be active. To produce, to create, to gain, respect, to acquire prestige and incidentally to earn money – these are some of the reasons that people work”. Several attempts have been made to analyze why a person behaves the way he does. A number of theories have been propounded, each one trying to explain behaviour in a somewhat different framework.

### MASLOW'S NEED HIERARCHY THEORY

The theory of human motivation as enunciated by Maslow (1943) examines the question why people work in terms of their need satisfaction or need deprivation. His theory postulates that human needs can be organized into hierarchy or relative prepotency with the physiological needs at the bottom and self-actualization at the top. Maslow presents five needs categories, which are presented below :

1. Physiological Needs : These refer to the basic needs for the maintenance of body processes, such as hunger, thirst and sex. Though most proponents of all needs, they are basically independent of each other. When these needs are satisfied other higher order needs emerge, which dominate a person's behaviour.
2. Safety Needs : These refer to needs like freedom from physical harm, need for orderly life and economic security.
3. Social Needs : Social needs emerge when the physiological and safety needs are satisfied. They refer to love, affection and belongingness needs. In industries workers often go along with their groups on issues like strike and go slow even when they do not believe in them because going against the wishes of the group might lead to rejection and hence the deprivation of the satisfaction of social needs.
4. Esteem Needs : These can be classified into two categories – in the first group, we find needs referring to strength, achievement, adequacy and in the second group, these needs relate to such things as recognition, appreciation and reputation. Man's work values and self-esteem is based on one's own abilities on the one hand and recognition and reputation on the other.
5. Need for Self-actualization : When all the needs are satisfied, the need for self-actualization arises. This need is described, as the need to become everything that one is capable of becoming. Its specific form and the ways to reach self-actualization, however, varies from person to person and perhaps in the same person from time to time.

In the Maslow's theory of motivation, needs are arranged in a hierarchy from lower order needs to higher order needs which means that the lower order needs ought to be satisfied before the higher order needs emerge. For instance, a hungry worker should satisfy his hunger before he could strive to satisfy higher order needs like need for status or esteem etc.

A second characteristic of Maslow's theory is that lower order needs are cyclic. i.e., as soon as a person starts concentrating on higher order needs after the lower order needs are satisfied ; they appear again and disturb his efforts to satisfy higher order needs. For example, a well-fed worker looking for a job will stop or slow down in his efforts when he feels hungry again.

The fact that satisfaction of lower order needs leads to the emergence of higher needs may give an impression that a need must be satisfied 100 percent before the next need emerges. In Maslow's own words, “a more realistic description of the hierarchy would be in terms of decreasing percentage of satisfaction as we go up the hierarchy of prepotency” Maslow, (1943). This means that an average individual cannot be fully (100 percent) satisfied in his needs. As he goes up the need hierarchy, the percentage of satisfaction decreases. He may be satisfied 85 percent in his physiological needs, 70 percent in his safety needs, 50 percent in social needs, 40 percent in self-esteem needs and 10 percent in self-actualization needs.

Satisfaction of higher order needs leads to greater efficiency. An employee, whose ego or self-actualization needs are relatively satisfied would be able to perform more meaningfully as compared to another whose needs in this category are not that satisfied.

### CONCLUSION

In general, these distinctions in the members' reactions can be credited to the absence of

appropriateness of the estimations and inquiries of the POI to a collectivistic culture. Since the outcomes demonstrate that the members from a collectivistic culture delivered scores that were altogether lower than those members from an individualistic culture, as indicated by the POI, the immediate ramifications is that collectivists are less "self completed" than individualists. In any case, this paper proposes this is not the situation. The idea of self actualisation in a collectivistic culture may comprise of completely extraordinary qualities to the ones measured by the POI. As bantered in the presentation, the idea of self actualisation as satisfying one's fullest potential may be pertinent to any individual in any conceivable culture, however the attributes and the real satisfaction of this largest amount of inspiration may vary between societies.

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