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## Maslow Hierarchy of needs and aesthetic needs

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### ABSTRACT

The need for aesthetics/cosmetics has emerged as a rising trend recently. The needs are endless. Needs are not a country or region, needs are universal. Maslow's aesthetic need is applied in almost every field. In order for a person to realize herself, she/he must first feel confident and feel good. At this point, successful aesthetic (surgical and non-surgical) applications allow the person to find her/himself. This situation is reflected in life success.

**KEYWORDS:** Maslow hierarchy of needs, aesthetic/cosmetic need, need for self-actualization, aesthetic/cosmetic tourism.

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## I. INTRODUCTION

The expectations of the person from life do not end. So the needs are endless (Lamm,1992:1511).<sup>[8]</sup>

Maslow's theory is a theory known to almost everyone (Sodoma,2006:38).<sup>[5]</sup> These needs and desires that Maslow have stated are universal and orderly (Raymond, Mittelstaedt & Hopkins, 2003:13).<sup>[13]</sup> In this context, Maslow's hierarchy of needs is generally in the form of a pyramid that needs to survive in broad-based lower levels and need self-realization at the narrow hill (Gawel,1996:1).<sup>[5]</sup>

The maslow model offers us a tool to understand the needs, which are the meaning of life (Benson & Dundis,2003: 319).<sup>[1]</sup> On the other hand, according to Maslow, meeting a higher level requirement without meeting a lower level requirement is not important for the individual. Therefore, while "the concept of hierarchy of needs" is the basis of the theory in Maslow's theory, the hierarchy of needs is shown in steps / levels (Erdem,2008:5).<sup>[4]</sup> The most important of these needs is the need for self-realization. But before a person comes to her, she must satisfy her most basic vital needs, which are hunger, thirst, security and other needs such as belonging and love (Maslow & Lewis,1987).<sup>[9]</sup>



## II. LITERATURE REVIEW

(McLeod, 2007)<sup>[11]</sup>, she/he explained these needs as follows;

- “Biological and physiological needs
- Safety needs
- Love and belongingness needs
- Esteem needs
- Cognitive needs
- Aesthetic needs
- Self-actualization needs
- Transcendence needs”

Changes to the original five-stage model are highlighted. It is then updated and includes a seven-stage model and an eight-stage model; both of these models were developed in the 1960s and developed in the 1970s. Aesthetic needs have entered our lives in the form of beauty, the search for appreciation and form, balance, etc. Maslow (1943), while expressing the formula in the form of a more positive human behavior focusing on what went right rather than focusing on psychopathology and what went wrong in humans, she was concerned with all the yet undiscovered potential in humans and how she achieved this potential (McLeod, 2007).<sup>[11]</sup>

Theoretically, we all have the ability to self-construct. However, most of us will not do this, or we will only be able to do so to a limited degree. Maslow (1970) stated that only two percent of people will be able to achieve self-actualization (McLeod, 2007).<sup>[11]</sup>

### Biological and Physiological needs

In order to sustain human life, they need certain needs. Biological needs : They need oxygen, water, food and a relatively constant body temperature. These are the most important needs because these requirements are vital to human life (Simons, Irwin & Drinnien, 1987).<sup>[14]</sup>

### Safety needs

In human life, there should be warmth, love and trust (Poston, 2009:350).<sup>[12]</sup> The stress we face in every moment of our lives; it has always existed in human history. When the essential needs for living are met, the individual takes to the next level and seeks safety, including relief from anxiety and stress (Benson & Dundis,2003:319).<sup>[1]</sup> Emotional confidence, economic security, health safety, protection against accidents and injuries, protection from diseases, as well as security needs, protection from chaos, feeling safe in the future (Duyan, 2008:8).<sup>[3]</sup> Recently, there have been difficulties in meeting the home and accommodation needs of their children and elderly relatives. Home and accommodation needs are among the important security needs (Taormina & Gao, 2013:161).<sup>[16]</sup>

### Love and belongingness needs

Safety and physiological needs are among the important needs in human life. When the needs for safety and physiological well-being are met, the next need for belonging and love, and belonging may arise. involves giving and receiving a sense of love and belonging, as people want to overcome feelings of loneliness and alienation (Jerome, 2013:42).<sup>[7]</sup>



### Esteem needs

When the first three classes of needs are met, the need for prestige can become more effective. These; it contains the requirements of both self-esteem and the respect one person receives from others. People need a stable, well-founded, high level of self-esteem and respect from others. When these needs are met, the person feels confident and valuable. When these needs are not met, the person is disappointed and the person feels weak, useless, worthless and helpless. This situation causes the person not to be at peace with herself (Jerome, 2013:42).<sup>[7]</sup>

### Cognitive needs

In order to continue life in the best way: the need for information and understanding, curiosity, discovery, predictability and the desire to find meaning (McLeod, 2007).<sup>[11]</sup>

### Aesthetic needs

Beauty (aesthetic / cosmetic operations; surgical and non-surgical), appreciation, balance, search for form (McLeod, 2007).<sup>[11]</sup> Aesthetics has been continuing its flow in our lives as a rapidly rising train in the world. As countries realize that the need for aesthetics is so important, each country makes its promotions in line with their own plans. At this point, Maslow's hierarchy of needs, which is frequently used in almost every field, comes to the fore. In this context, the person whose aesthetic need has been met will have realized herself.

### Self-actualization needs

It struggles through a commitment to an important job and a valuable job, and in this context, the path to happiness can be described as "self-actualization" (Maslow, et al., 1998). Similarly, Maslow believed that people have an innate natural desire for self-actualization relative to other needs. (Mawere, et al., 2016).<sup>[10]</sup>

Other psychologists based on Maslow's work have made different definitions of self-actualization in the literature. This shows that the concept has been evaluated more fully and the necessary attention has been given (Celentani, 2019:8).<sup>[2]</sup>

Self-actualization can be expressed as the voice of the human heart. Sometimes it can be in a single voice, and sometimes a lot of voices take different forms as a result (Celentani, 2019:8).<sup>[2]</sup> We can see the self-actualized person enjoying life, that is, as saturated. He will not eat that food with the same appetite again. Because he has achieved his desired goal and will no longer have a goal he wants to achieve. This situation isolates the person and causes her to cut off her connection with

the outside world. In other words, it causes the person to withdraw into her own shell. Therefore, in order to achieve their goals, a person should set new goals and run towards those goals with the same enthusiasm. Because life goes on.

### Transcendence needs

A person is motivated by values that go beyond his or her personal self (for example, mystical experiences and specific experiences related to nature, aesthetic experiences, sexual experiences, service to others, the pursuit of science, religious belief, etc. (McLeod, 2007).<sup>[11]</sup>

## III. CONCLUSION

According to the data of (ISAPS), while (11,363,569) surgical procedures were performed in the world in 2019, (13,618,735) non-surgical aesthetic procedures were performed. Thus, ISAPS (International Society of Aesthetic Plastic Surgery), in the light of the specified data; when we look at 2018, which was the previous year, in 2019, it was stated that total procedures (7.4%), surgical procedures (7.1%) and total non-surgical procedures (7.6%) increased. (ISAPS, 2019)<sup>[6]</sup>

It proves that the aesthetic need is a prominent need especially in recent years. Under all circumstances, the demand for aesthetic/cosmetic tourism sector is increasing day by day. As can be seen, these increases show the interest in aesthetic/ cosmetic tourism and the success of the health tourism sector.

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