

Hierarchy of needs in residential advertisements

ABSTRACT

This study explored how advertisements emphasise individuals' needs as a way to persuade them. More specifically, it investigated which need is addressed more commonly by web advertisements according to the Ideal and Real concepts respectively. For this purpose, five web advertisements related to residential areas were analysed qualitatively based on Maslow's Hierarchy of needs. Based on Maslow's five-stage model (1954), individuals have biological and physiological needs (e.g., air and food), safety needs, love and belongingness needs, esteem needs (e.g., self-respect and prestige), and self-actualization needs (e.g., self-fulfilment). The results showed that the advertisers tend to focus on the individuals' esteem needs compared to others. This research opens up a different perspective to view persuasion in advertisements. Further studies are required to investigate individuals' needs reflected in other types of advertisements using different methods.

Keyword: Advertisements; Hierarchy of needs; Persuasion