

# Chapter 4

## EVALUATION OF MASLOW'S HIERARCHY OF NEEDS THEORY WITHIN THE CONTEXT OF COVID-19 PANDEMIC

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### INTRODUCTION

From the beginning of 2020, people in Turkey faced various disasters such as an earthquake in Elazığ, an avalanche near Van, plane leaving the runway at Sabiha Gökçen Airport. Lastly, COVID-19 broke out in March. COVID-19 first declared in China in January and then affected the whole world. A lot of people contracted the virus and died. Thereon, governments took stringent measures to get the outbreak under control. The borders were closed, flights were shut down, schools were discontinued, quarantine was declared. People are expected to stay at home to ensure social distancing and adopt precautionary measures. The effects of COVID-19 were felt in every area such as economy, education, politics, and social life. People started to live a life they couldn't even imagine. The needs of security and eating-drinking came into prominence more than others. As a result of this situation, Maslow's hierarchy of needs became a current issue. In this book chapter, Maslow's hierarchy of needs theory was evaluated within the context of COVID-19.

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## CONCLUSION

Maslow's hierarchy of needs is a theory that has been approved for years. Although it has found global acceptance, there have been people criticizing this theory. Critics state that the order in the hierarchy will not always progress, sometimes a higher need may be more important than a lower one. However, especially in a crisis, outbreak, and disaster period, it was seen that this theory is true. In the COVID-19 period, people behaved in accordance with this theory. The most important need for people was to reach basic food. For reaching food, a lot of people ignored their security. Yıldız (2020) indicated that currently, the supply chain in the world is maintained in two sectors, the health and the food sector and investments increased in these sectors. For this reason, corporations should attach importance to Maslow's hierarchy of needs theory in such a bad condition.

In this period, while people met these needs, they used online channels. Because of safety, some people bought food from the online market. They communicated via meet, hangout, and zoom programs to meet love and belonging needs. Furthermore, many corporations conducted meeting using these online channels. As a result of this experience, people discovered that things would conduct like this. Therefore, this experience will increase the importance of digital platforms in the future.

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