

Purushartha: Maslow's Need Hierarchy Revisited

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ABSTRACT This paper's purpose is to link the Western concept of motivation and the Hindu principles of *purushartha*. We first examine how the Western model works and –controversies surrounding it. We then propose a way to reconcile these controversies, using Hindu motivational constructs. We discuss Maslow's need hierarchy and *purusharta* as adaptive systems and propose how spiritual connections and relatedness may help better understand motivation. Although there is no empirical support for this proposed link, our explication of *purusharta* as an alternative adaptive system, hopefully will encourage others to further examine these other aspects of motivation and contribute to expanding the scope of Maslow's need hierarchy. This idea of conceptual similarity between Maslow and *purusharta* perhaps can be used to better understand customers' desires for designing better products.