The Role of Basic Needs on Villager's Developmental Behavior  
(Case Study: Sardar Jasngal District in Fuman County)

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Extended Abstract

1. INTRODUCTION
Different research findings depict that rural areas of country are underdeveloped in spite of many efforts that have been done concerning rural development. Various scientific ideas have been provided by researchers concerning rural underdevelopment conditions. In one of the approaches concerning country underdevelopment, internal factors have been introduced as original factors responsible for underdevelopment, which have been intensified by international relation system as external factors. Several studies have considered human capital as an important factor in development process and know the weakness of human capital in rural areas effective in underdevelopment. In this case, it must be said that how the weakness of human capital plays a role in the underdevelopment situation. Some groups believe that if human societies are in the condition of explosion due to sever poverty, this condition will generate a healthy society with noble ideas of human excellence.

Based on psychological studies, the needs of human beings and the process of providing needs are factors which affect people motivation to keep track of development process. The main aim of this paper is considering the role of Maslow's hierarchy of needs on developmental behavior of rural societies. Hence, this question arises that in what stage the villagers are to access their basic needs and what role the present conditions play in their developmental behavior. Finally, correcting viewpoints will be provided.

2. THEORETICAL FRAMEWORK
Human hierarchical needs are considerable based on Abraham Maslow model. Including: Physiological needs, need to oxygen, food, water and relatively fix body temperature are the human basic needs, which if not provided, people will die. Safety needs, these needs are including safety, job, income, housing and property.

Social needs, such as power, friendship, belonging and empathy in society. Self-esteem needs, including self-confidence and need to self-actualization. It is also the perfect expression of one's creative potential. Man flourishes when reaches this stage which means that he can understand society existing conditions, be realistic, and have neutral judgment and democratic vision. He is creative and innovative and seeks to achieve a persistent identity in the society.

The roles of rural dwellers' needs characteristics in their developmental behavior are considered in this paper based on Maslow hierarchical human needs theory.

3. METHODOLOGY
This research is a fundamental-applied research and is based on two methods of library and fieldwork. Research study area is rural area of Sardar Jangal District in Fuman County. Firstly, the villages have been classified to three types of plains, foothills and mountainous. Then, sample villages of each type have been chosen according to the number of each type of villages. Finally, 300 households were selected randomly as sample villages based on Cochran method. A questionnaire including 16 questions has been completed by head of households through interview. Validity of questionnaire has been considered through content validity and reliability of questionnaire has been surveyed through Split half Method. Collected data were analyzed based on descriptive frequency, Man-Whitney (U) test and kruskal-wallis test.

4. DISCUSSION
Nonparametric U Test with p value of less than 0.05 depicted that most people, about 74 percent are searching to secure their so-called daily foods; problems such as sustainability of development, self-actualization and self-esteem in their thinking is more fantasy.

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Nonparametric U Test was conducted concerning the willingness of people to pay for better future of the country and villages, and their willingness for training courses to improve job performance. In both cases (with p value of 0.012 and 0.032 respectively), it is found that low income groups in most cases seek their immediate needs. They do not participate in rural development plans and do not have any incentives to improve their professional capacity.

For understanding developmental idea of different income groups concerning tracking goals such as self-esteem, respect and self-actualization, nonparametric test of Kruskal-Wallis was done. The results showed that various income groups have different views so that these problems are the concern of not many of rural population who do not have any difficulty in meeting their basic needs.

5. CONCLUSION
In this study Maslow theory concerning the role of hierarchical human needs on their developmental behavior was confirmed and showed that the current behavior of villagers is reasonable in the conditions which has been imposed on them. Development process will not be possible without fulfilling basic needs, including social justice, and people voluntary participation. Therefore, it is necessary to first provide the basic physiological and security needs of rural population. Then, the crowd should be called to pursue sustainable development goals and institutionalize it in the society. In this case, dynamic forces of society will be empowered and forces resistant to developmental trends will be adjusted.

Key words: Hierarchy of needs, developmental behavior, rural development, Fuman County.

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