

THE FULFILLED NEED, A COMPROMISE BETWEEN ASPIRATION AND REALITY

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Abstract

Consumption is based on the needs of the individuals. Representing the need for food, movement, rest, the role of primary needs is to ensure the physical integrity of the body. If primary needs include the total of needs that ensure the man 's survival as a biological creature, the role of the secondary needs is to ensure psychical and social integrity.

You can say that, although they have developed along the time, secondary needs represent a very important part in the individual 's development as a rational and conscious human being.

Thus human needs represent experienced requests, respectively expectations of having, being, knowing, believing and last but not least, achieving certain belongings. At present, structural and quantitative modification of needs determine the life manner and the life style to include more non-material consumption parts, situated on the same level as the material consumption.