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Applying Maslow's Hierarchy of Needs Theory to Library and Information Science Professionals: A Study on Job Satisfaction and Motivation

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Abstract

The study aim to assess the motivation level of library and information science professionals working in the libraries of the colleges affiliated with the University of Mumbai in accordance to Maslow hierarchy of need theory. Quantitative research method was employed for conducting this research study. Data was collected through a structured questionnaire employing five point Likert scale. The study focused on library and information science professionals serving in senior colleges affiliated to University of Mumbai. The research population consisted of 62 library and information science professionals. A data analysis was performed using Microsoft Excel. The findings of the study show that overall job satisfaction among library and information science professionals working in the colleges affiliated with the University of

Mumbai was high, moreover, there are certain areas like financial compensation, working conditions, and professional development that need improvement.

Keywords: Motivation; Job satisfaction; Motivation; Maslow's hierarchy of need theory; University of Mumbai; College libraries; Library and information science professionals;

1. Introduction

Higher educational institution libraries play an important role in acquiring, processing and disseminating of information, knowledge and inculcating research culture among the faculty as well as students. Library and information science professionals are the curators of these repositories and they have to insure that the need of learning and research of their users should meet effectively. Therefore it is important to see the factors that influence on the motivation, job satisfaction and well-being of library and information science professionals. American psychologist Abraham Maslow (Maslow, 1954) developed a hierarchy of need theory in mid-20th century. In his theory, Maslow stated that humans have a hierarchy of needs consisting of five levels, ranging from physiological needs such as food, shelter, and safety to higher levels of self-actualization. According to this theory, if these needs are fulfilled, the person becomes motivated and satisfied.

In the context of library and information science professionals serving in colleges affiliated with the University of Mumbai, there is a growing need to explore how Maslow's Hierarchy of Needs theory applies to their work environment. These professionals face numerous challenges, including adapting to rapidly evolving technologies, meeting the diverse information needs of students and faculty, and navigating administrative demands. Additionally, the cultural and economic context in which they work, which is shaped by the place they work, may present distinctive factors that influence their job satisfaction and motivation.

This survey-based research study investigates the application of Maslow's theory to library and information science professionals working in colleges affiliated with the University of Mumbai. By examining how these professionals perceive and prioritize their needs within the framework of Maslow's hierarchy, we seek to gain insights into their motivations, job satisfaction levels, and overall well-being. Furthermore, this study will focus light on the unique challenges and opportunities faced by library and information science professionals in this specific academic setting.

Our aim is to contribute to a better understanding of the variables influencing their professional lives through a thorough analysis of survey responses and by making connections between Maslow's theory and the realities of library and information science professionals working in colleges affiliated with University of Mumbai. In the end, this study aims to provide strategies for improving library and information science professionals' work-life quality, motivation, and job satisfaction in colleges connected to the University of Mumbai. This will help to create an environment that is more supportive of academic excellence and knowledge sharing

2. Literature Review

Maslow (1943) describes in his book how the individual behave to meet his/her physical and social needs. **Adler (1977)** expressed in his article that, a feeling of inferiority always gives rise to striving, or what Adler also calls a "spring to action" — "the source of our movement toward the goal" **M. S. Sridhar (1981)** in his article articulated that Maslow's theory can act as an instrument to design motivators and also provides a framework of reference for users study. **Hosoi (2005)** described various motivation theories and their application in library and information science professionals working in the academic libraries. The researcher also explained the importance of these theories to motivate the library and information science

professionals in hard time. **Mulder (2012)** explained the practical interpretation of Maslow's Hierarchy of Needs Theory. **Hamid & Muhammad (2014)** conducted study to assess the level of motivation among the library and information science professionals working in the central libraries of Punjab and Islamabad. The data was collected by distributing questionnaire among library and information science professionals. The analysis of the study show that overall the library and information science professionals were very satisfied. The study also found that the there is significant relationship between motivation productivity. **Umeozor (2018)** the researcher discussed major theories of motivation and motivations of library workers. **Logan & Everall (2020)** in this paper the researchers suggests a model to classify a library services and resources according to their importance to the users, based on the basic nature of the services in the library. **Ahmad et al. (2021)** carried out study to identify the significance of major job satisfaction theories in human resource management.

3. Objectives

- To analyze the job satisfaction level of LIS professionals in relation to Maslow's Theory.
- To explore the relevance of Maslow's theory in library and information science professionals

4. Scope and Limitation of the Study

The present research study is limited to arts, commerce and science colleges affiliated to University of Mumbai. This study does not take into account the technical colleges such as engineering, medicine, pharmacy, management, computer science, education, physical education, fine arts, law, etc.

5. Research Methodology

For this research study, the survey method was adopted and the questionnaire instrument was adopted to gather the data from library and information science professionals working in the arts, commerce and science colleges affiliated to University of Mumbai. For this

study library and information science professionals were selected using random sampling method to collect the data. The survey was conducted in the month of September 2023. To obtain data from the respondents structured questionnaire based on Maslow's Hierarchy of Need Theory was prepared to assess how the library and information science professionals perceive and experience different level of needs in their work and career. There are a total of 843 colleges affiliated to University of Mumbai including all categories, 650 of which are professional in nature. The remaining total population is 193 arts, commerce and science colleges. Of 193 affiliated, 152 were randomly selected using the simple random sampling method and the questionnaire was sent to the library and information science professionals using electronic media such as whatsapp and email. Out of 152 respondents 62 professionals submitted the questionnaire. The data obtained from the respondents was extracted to MS-Excel for further analysis using descriptive statistics.

6. Data Analysis

Collected data from respondents was analyzed with help of MS - Excel. Descriptive statistics method was used to analyze the data.

Table No. 1

Physiological Needs

Item	N	Mean	Standard Deviation
My current income and salary as an LIS professional are sufficient to meet my basic needs	62	3.74	3.46
The working conditions, including the physical environment and equipment, in my job positively contribute to my well-being and job performance.	62	3.63	3.28

(Source: Analysis of Survey Data)

The above table provides respondents feedback towards the physiological needs. The item 'my current income and salary as an LIS professional are sufficient to meet my basic needs' evaluate adequateness current income and salary in satisfying basic needs, with a mean score of 3.74 and a standard deviation of 3.46

suggest a moderate level of satisfaction. The second item assesses working conditions and job performance. The mean score of 3.63 suggest respondents are happy about their working condition, though the standard deviation score of 3.28 shows variations in responses.

Table No. 2

Safety Needs

Item	N	Mean	Standard Deviation
I feel secure in my current job position within the LIS field.	62	3.742	3.417
My work-life balance is healthy, and I feel safe and balanced in my personal life due to my current job.	62	3.85	3.48

(Source: Analysis of Survey Data)

The above table provides information regarding the perception towards safety needs among LIS professionals. The item I feel secure in my current job position within the LIS field has mean score of 3.742, which suggest average level of job security and standard deviation score of 3.417 shows variations in responses. The second item has mean score of 3.85, and standard deviation score of 3.48, which indicates slightly higher level of job satisfaction but also significant variations in responses.

Table No.3

Love and Belongingness Needs

Item	N	Mean	Standard Deviation
I have a strong sense of friendship and belonging among my colleagues in the LIS profession.	62	3.85	3.49
I receive mentorship or support from senior professionals in the LIS field, which positively influences my sense of belonging and career development.	62	3.82	3.46

(Source: Analysis of Survey Data)

The above table shows respondents' perceptions towards the love and belongingness needs. The item 'I have a strong sense of friendship and belonging among my colleagues in the LIS profession' has a mean score of 3.85, which suggests mostly positive feelings towards friendship and belonging among my colleagues. The standard deviation score of 3.49 suggests considerable variation in responses. The item 'I receive mentorship or support from senior professionals in the LIS field, which positively in-

fluences my sense of belonging and career development' has a mean score of 3.82, and a standard deviation score of 3.46, which indicates support from senior professionals is positively evaluated by the respondents, which lead to a sense of belonging and career development.

Table No.4

Esteem Needs

Item	N	Mean	Standard Deviation
I am satisfied with the recognition and respect I receive for my work in the LIS profession.	62	3.73	3.38
Career advancement and professional development are important factors for me in my LIS career.	62	4.13	3.73

(Source: Analysis of Survey Data)

The above table shows data related to esteem needs among the library and information science professionals. The item 'I am satisfied with the recognition and respect I receive for my work in the LIS profession' has mean score of 3.73 and standard deviation score of 3.38 suggesting moderate level satisfaction with professional recognition and respect. The another item 'Career advancement and professional development are important factors for me in my LIS career' has a mean score of 4.13 and standard deviation score of 3.73 which suggests that the respondents put high value on career advancement and professional development.

Table No.5

Self-Actualization Needs

Item	N	Mean	Standard Deviation
My current job allows me to fulfill my personal and professional potential to a great extent.	62	3.79	3.41
I actively pursue additional education, certifications, or specializations to further my career goals within the LIS field.	62	4.15	3.75
Achieving self-actualization in my LIS career is a significant factor in my overall job satisfaction.	62	3.95	3.57

(Source: Analysis of Survey Data)

The above table shows data related to the esteem needs among library and information science professionals. The item 'I am satisfied with the recognition and respect I receive for my work in the LIS profession' has a mean score of 3.73 and a standard deviation score of 3.38 suggesting moderate satisfaction with pro-

fessional recognition and respect. The other item, 'Career advancement and professional development are important factors for me in my LIS career', has a mean score of 4.13 and a standard deviation score of 3.73, which suggests that the respondents put a high value on career advancement and professional development.

Table No. 6

Item	N	Mean	Standard Deviation
On a scale from 1 to 5, how satisfied are you with your current job as an LIS professional?	62	4.06	3.63

(Source: Analysis of Survey Data)

Table no. 6 provides information related to the overall job satisfaction of library and information science professionals. The score of 4.06 suggests a high degree of satisfaction among the respondents. While a standard deviation score of 3.63 shows significant disparities in responses.

7. Findings and Conclusion

- Findings of the study shows that library and information science professionals working in colleges affiliated with the University of Mumbai reports various levels of satisfaction throughout Maslow's theory of hierarchy needs.
- Physiological needs, such as salary and working conditions, obtained moderate satisfaction rating, indicating the need for improvement in financial and environmental elements of the job.
- Safety needs such as job security and benefits received a comparatively higher degree of satisfaction, showing that most of the library and information science professionals feel comfortable and well-supported by their employers.
- Social needs, which include relationship with colleague, and sense of belonging has high satisfaction rating which indicate close relationship and supportive workplace.
- Esteem needs for recognition and career growth also scored positively, indicating the significance of professional development and recognition this field.
- Self-actualization needs, including personal and professional development show the highest level of satisfaction, emphasizing the importance of continuous learning and fulfilling one's potential in improving overall job satisfaction.

Overall the job satisfaction among library and information science professionals was

high, indicating certain areas for improvement.

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