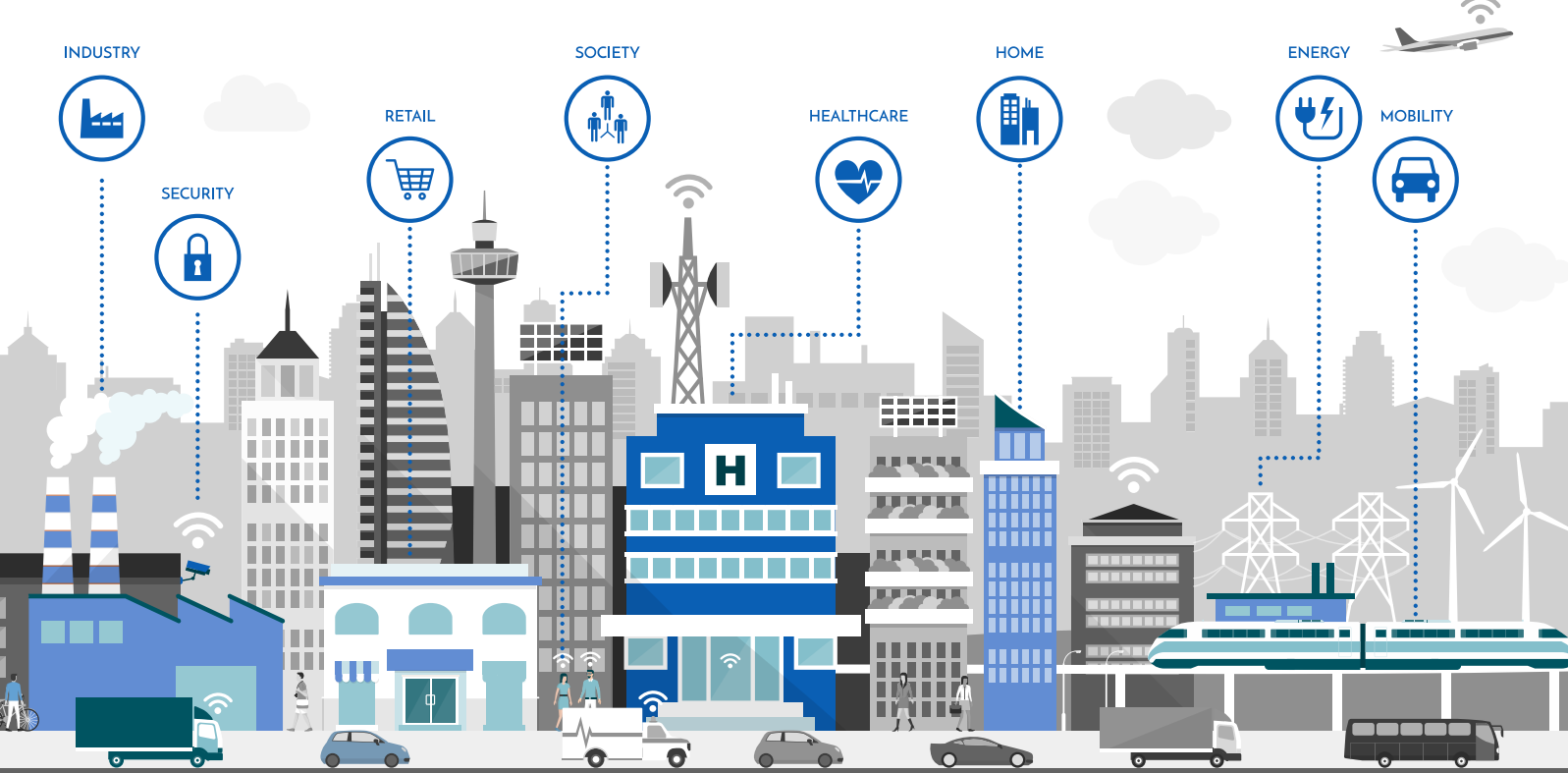


# THE IMPORTANCE OF ICT IN DEVELOPING COUNTRIES: An empirical approach through Maslow's lens



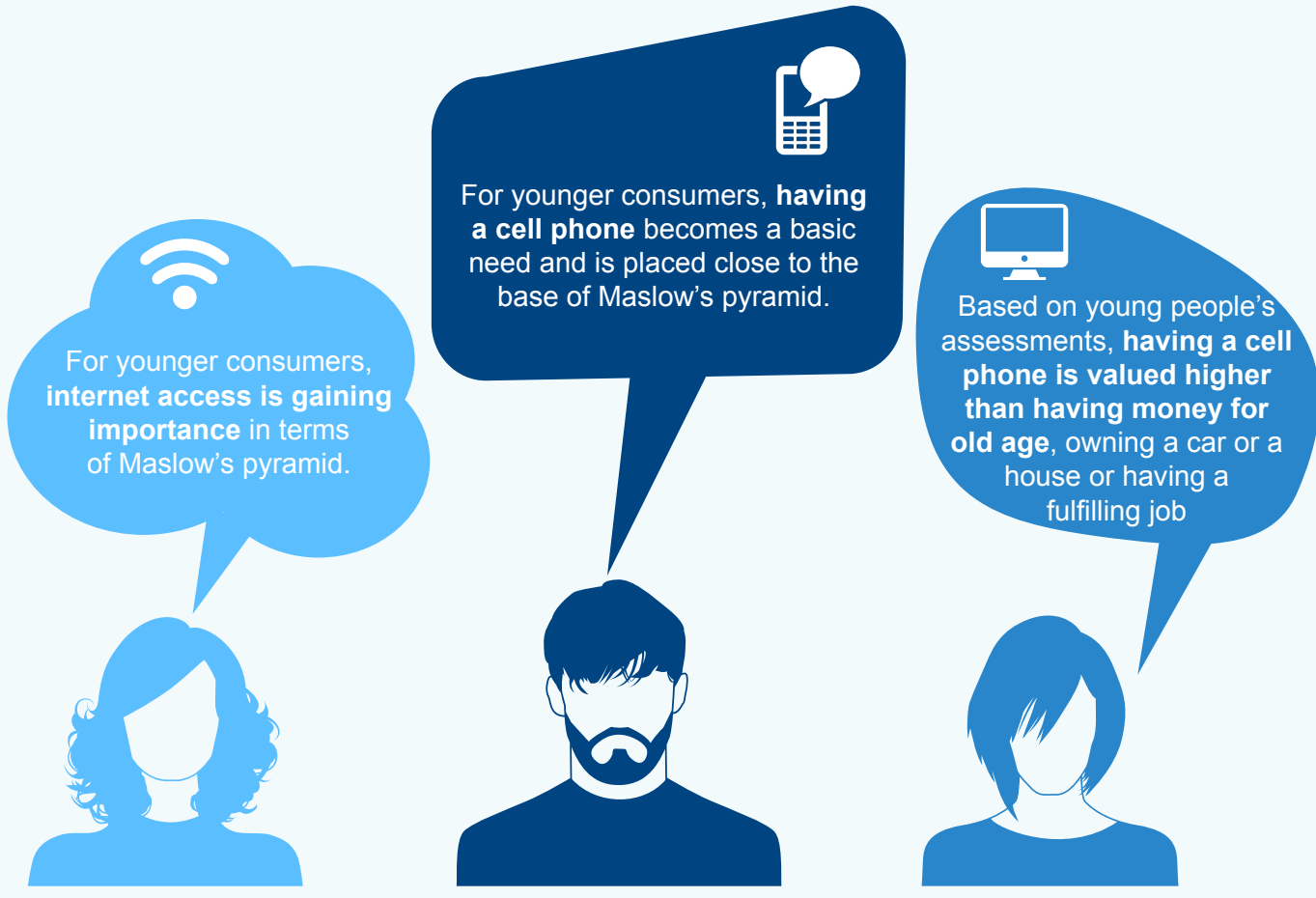
## The role of internet in society as a part of the basic needs

For developing countries, having internet access and owning a cell phone are still placed at the top of Maslow's pyramid

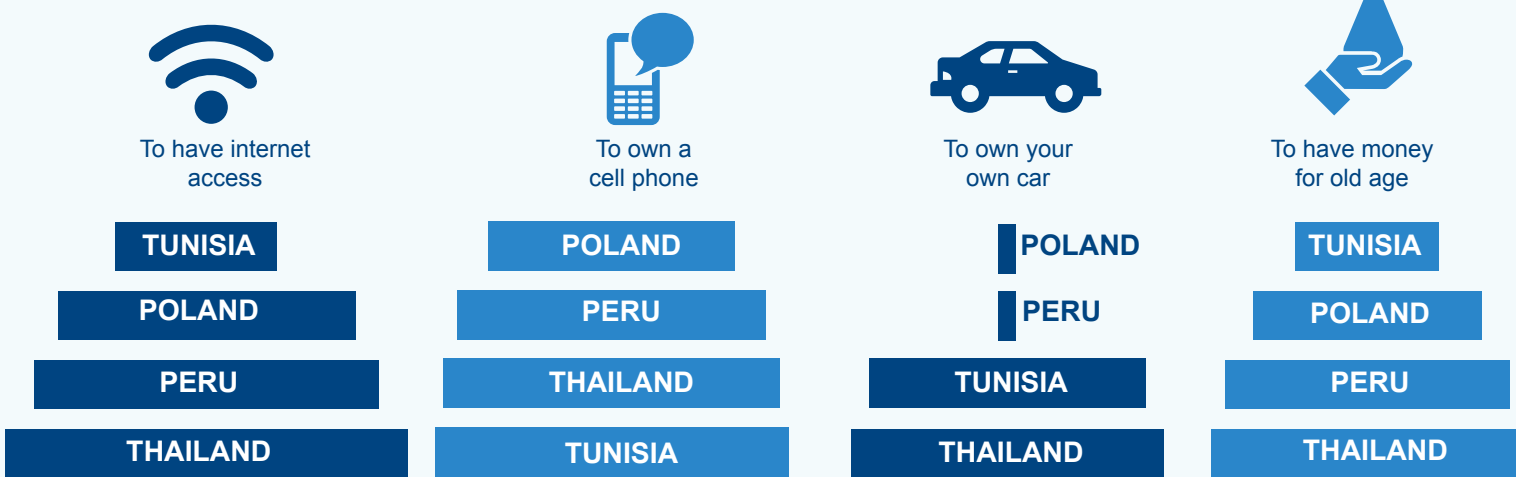


Source: BBVA Research, Pew Research Center and Maslow (1943)

## Will there be any change in the near future?



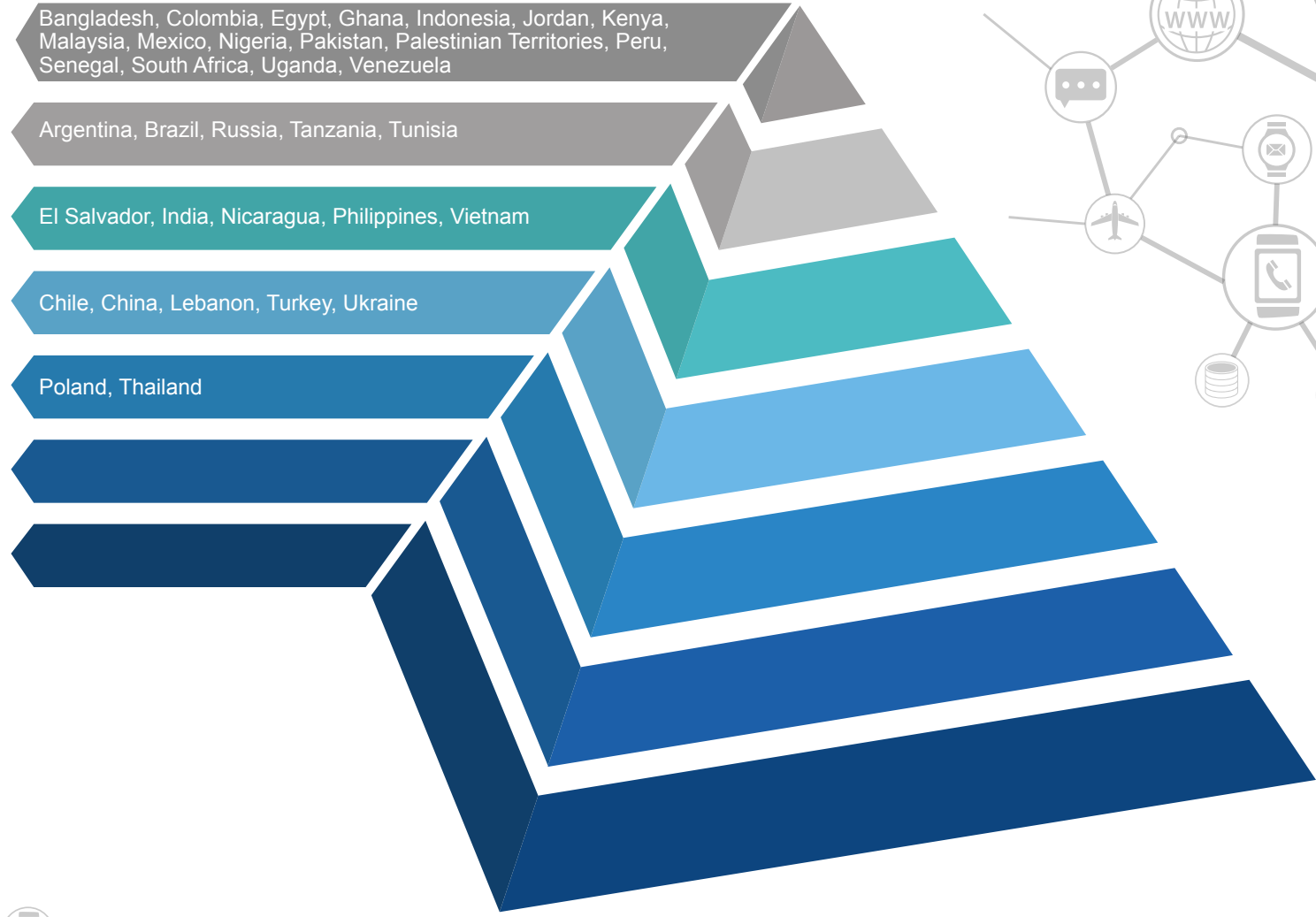
Compared to older consumers, younger people, who are the early adopters, allocate ICT needs closer to the base of Maslow's pyramid



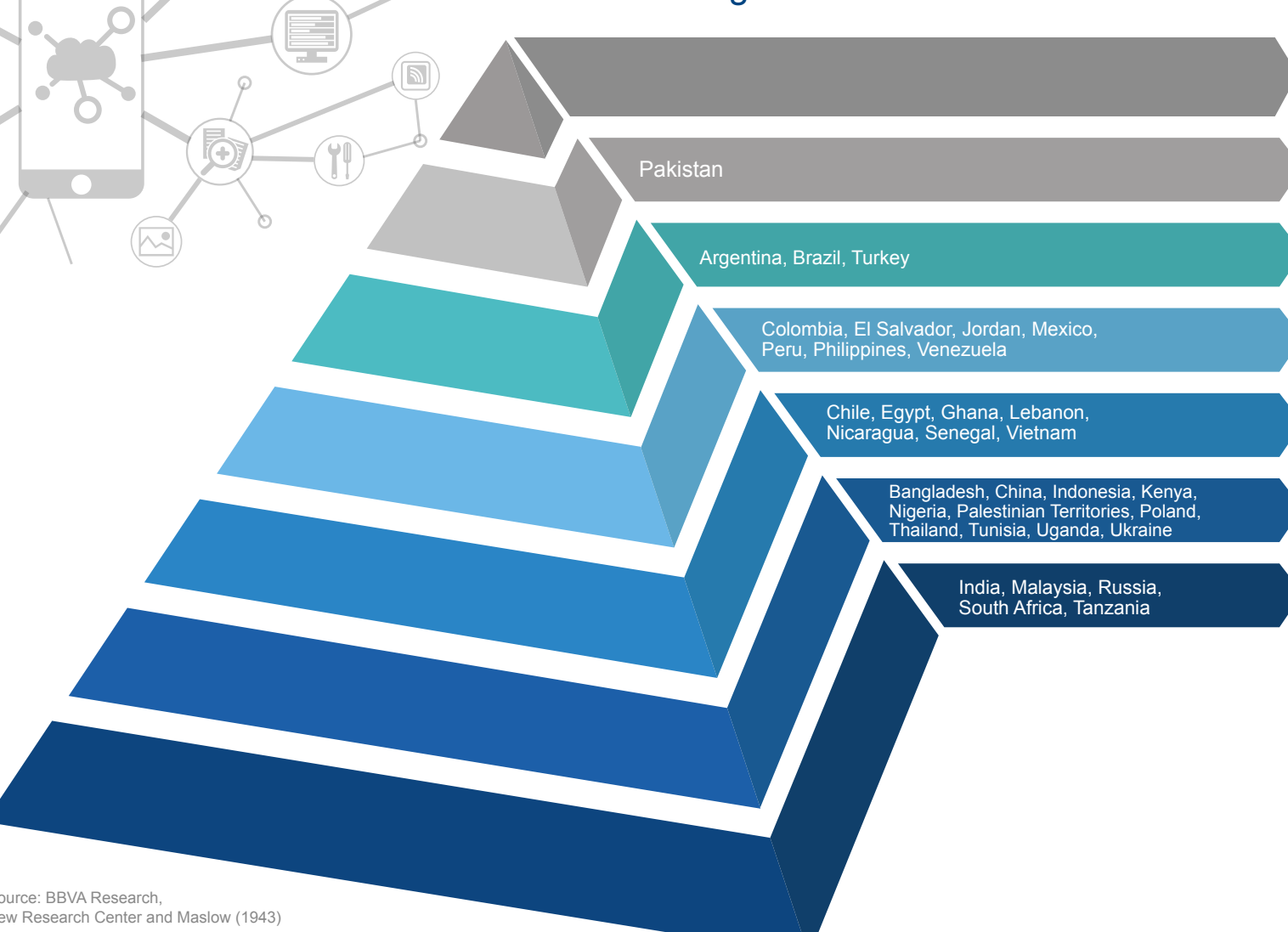
Source: BBVA Research, Pew Research Center and Maslow (1943)

## Younger consumers' ICT assessment: evidence across countries

**INTERNET ACCESS** is no longer the most dispensable need in half of the countries



**OWNING A CELL PHONE** is already in one of the lower levels of the pyramid, as are basic needs such as having a fulfilling job and money for old age in half of the countries



Source: BBVA Research, Pew Research Center and Maslow (1943)