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- Evolving and disseminating appropriate management practices.

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The objective of the BSCAN is to encourage publication of contemporary research findings in Management and related areas, provide a forum for discussion on relevant national and international developments and disseminate information on emerging trends

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The broad structure of the editorial content is as follows

- Vichinthanam - An in-depth discussion by experts on a contemporary business/economic topic of national/international relevance, including a well-researched theme paper on the topic.
- A column on international Economic/Business scene
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- A Case study
- A book review
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# CONTENTS

Psychological Factors Influencing Investing In Mutual Funds Among Professionals In Ernakulam District .....	7
Online Shopping Trends Among Youth:A Study With Special Reference To College Students .....	13
Consumer Rights Awareness and Socio-economic Status Among The Youth .....	17
Health Insurance Coverage among The APL Households in Kerala .....	22
Hurdles of Entrepreneurial Development in Tourism .....	26
Determinants of Smartphone Buying Behaviour Among Generation Z : Assessment of Gender Difference .....	31
Consumer Behavior and Their Perception on Investing in Mutual Funds .....	36
Economic Development and The Environment: A Case Study of Chemical Industry in Kerala .....	39
Book Review .....	41



# *Editorial*

We are pleased to present the latest edition of our research journal BSCAN, which includes a range of articles from different fields of research. These articles reflect a diversity of approaches and methodologies, and the insights gained from these studies have the potential to shape our understanding of the world around us. The research presented in this edition showcases the impressive breadth and depth of research work being conducted by scholars.

The current issue of the BSCAN covers a wide range of topics related to business and management. The journal includes a total of nine articles, including one case study, one PhD abstract and a book review. The articles in this issue provide insights into the psychological factors influencing mutual fund investments among professionals, online shopping trends among college students, and consumer rights awareness among the youth. Other articles examine health insurance coverage, determinants of smartphone buying behavior among Generation Z, and hurdles in entrepreneurial development in tourism. The articles provide valuable information for students, researchers, and practitioners in the fields of business, management, and economics. Overall, the current issue presents a diverse set of topics and perspectives that highlight the complexity and challenges of modern business practices.

We are grateful to the authors who have submitted their work for publication in this edition of the journal. The high quality of their research is a testament to their commitment to advancing knowledge in their respective fields. At the same time, we would also like to express our gratitude to the reviewers and editorial board, who have dedicated their time and expertise to ensure that the articles presented in this edition meet the rigorous standards of scholarship that our journal seeks to uphold.

We would like to thank our readers for their continued support of the journal. We hope that the articles presented in this edition will stimulate further discussion and debate, and we look forward to hearing from our readers about their thoughts and reactions to the research presented here.

**Dr. Cyriac Joseph Vempala**



# PSYCHOLOGICAL FACTORS INFLUENCING INVESTING IN MUTUAL FUNDS AMONG PROFESSIONALS IN ERNAKULAM DISTRICT

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## ABSTRACT

*The Indian financial market is becoming competitive day by day and the supply of various financial instruments needs to be in equilibrium to the demand perspectives of the investors. For that it is important to know the psychological factors that influence investment. The present study focuses on the relationship between investment decision and factors like liquidity, financial awareness, and demography. It was found low risk funds and liquidity of fund scheme are having impact on the investor's perception for investing in the mutual fund. There are a number of factors which shows their presence in taking decisions allied to investment like loss aversion, invest in those financial instruments which are already familiar, prefer known risks, herding behaviour, heuristics etc. Demographic variables of investors like gender, educational background and marital status etc also have a deep impact on investment decision. This study is an attempt to identify some the factors that influence investment.*

## INTRODUCTION

In security market psychological factors play an important role in decision making concerning investment. This points to the fact that there is immense significance to study all these psychological factors comprehensively. It will help to know their impact in today's investment scenario. There are many studies on behavioural finance which prove that the psychological factors are relevant at the time of investment decision. Hence, it is important to know the impression of biases of individual investors and as a group in taking investment decision. There are a number of factors which shows their presence in taking decisions allied to investment like loss aversion, invest in those financial instruments which are already familiar, prefer known risks, herding behaviour, heuristics etc. Demographic variables of investors like gender, educational background, and marital status etc also have a deep impact on investment decision.

### Background of the Study

The investors are rational beings is the basic assumption of Standard Finance. This assumption leads to think that the investors consider all the available information while deciding on the portfolio investment. Efficient Market Hypothesis (EMH) is an important theory of Standard Finance and here too the same

assumption prevails. Psychologists have challenged this assumption over the years. They argue that investors cannot be rational as their decisions are influenced by cognitive and psychological faculties. Various prominent psychologists have produced works in this direction. These works have resulted in the development of a new branch of financial economics, known as Behavioural Finance. The subject matter of Behavioural Finance is how various psychological traits affect the decisions of investors.

The agents of the environment were set under some basic assumptions of Standard Finance Theory up to 1970s when the focus was on the study of the environment. These assumptions were unrealistic and hence lead to erroneous conclusions. So, during 1980s when these assumptions were questioned, the agents of the decision-making process and environment, i.e., the people became the subject matter of the study. This gave rise to a different branch of finance called Behavioural Finance, wherein analysis is made about the role of psychological biases in decision making. This branch tried to relax the assumptions of Standard Finance Theory and build the improved models of decision-making process.

Currently there is no unified theory of behavioural finance; but the emphasis has been on identifying

portfolio anomalies that can be explained by various psychological traits in individuals or groups when it is possible to develop highly lucrative portfolio by exploiting the behavioural bias and to recognize that rational behaviour and profit maximization is not complete since it does not consider individual behavioural traits/biases of investors, analysts, or portfolio managers. Further, behavioural finance only acts as a supplement and not as a replacement to standard finance theory because it explains those phenomena that cannot be explained by the traditional finance theory. Theories of behavioural finance that are built on the models of standard finance can help the investors to understand their own behaviour and thus help them to improve upon their decision-making process keeping in view the models of traditional finance theories.

### Significance of the Study

Behavioural finance is a part of finance that says there is emotional involvement in psychological decision processes. In behavioural finance there is a close relation between investor behaviour and stock market. From the studies of Ricciardi and Simon (2000) on behavioural finance the explanation of the emotional process influencing the investors in decision making process is clear. Psychological factors (Ricciardi and Simon, 2000) were included in the behavioural finance theory. These factors influence the financial decision-making process of individuals. One of the psychological factors that influence investors decision is knowledge. Types of information determine the investor to seek and understand where the stock market is going. From this understanding he/she will decide purchasing a stock.

Cognitive psychology in terms of investors' beliefs and preference during decision making is mentioned in Emmanuel, Harris, and Komakech (2010). Investment portfolio in stock market will be judged by investors. After this judgement they decide on whether the portfolio market is beneficial to them. The components that determine the investors to make decision are experience and memory to search information. Additionally, personal knowledge provides an opportunity when making comparison and evaluation.

Nik (2009) described psychological biases influence investor behaviour and stock prices using behavioural finance. Investors refer past performance to evaluate the present performance in the stock market. As a result, they do not involve in all asset categories. Their perspective will change when making decisions as

investors have to make comparison over a period of time. In addition, investors behave aggressively when purchasing stock as they do believe that they will have a high profit gain. On the other hand, investors who do not have confidence will purchase only a small amount of stock.

According to Ritter (2003) the cognitive psychology include overconfidence where investors are confident on their abilities. In the entrepreneurship context, entrepreneurs are overconfident because when they participate in market industry, they do face risk and they earn high profit as a return. In finance, people involve in too little diversification, investors only invest in one item rather than two or more items. Ricciardi (2004) also claims that psychology influence a person to perceive risk of activity. Personality traits and demographic play an important role which differs among survey respondents. All these studies and inferences points to the need and significance of a study on the psychological factors that influence investing.

### Statement of the Problem

The rational and logical theories such as CAPM (Capital Asset Pricing Model) and EMH (Efficient Market Hypothesis) model form the foundation of modern finance. These theories describe investors as rational wealth maximisers. Investors are always rational while making economic choices is the basic postulation of this theories. But our real-time experience is not in line with this supposition. Often, we find people are emotional rather than rational. They habitually tend to be influenced by emotions even when they make economic decisions. This makes behavioural finance relevant.

The top five factors that affect the behaviours of investors according to researchers in behavioural finance are the following:

- Overconfidence
- Excessive Optimism
- Herd behaviour
- Psychology of risk
- Pessimism

Overconfidence happens when people over estimate their skills, knowledge, and accuracy of their information. They are over optimistic about the future and the ability to control the situations. There is fine line between confidence and overconfidence. Confidence involves realistically trusting in one's abilities, while overconfidence usually implies an overly optimistic



assessment of one's knowledge or control over a situation. Overconfident investors tend to believe they are better than others at choosing the best stocks and best times to buy or sell shares.

Excessive optimism originates from overconfidence. People who are excessively optimistic believe that future events will be better than the actual. Optimism can help people have positive emotions, but excessive optimism or unrealistic optimism can cost.

Herd Behaviour or herd mentality is the behaviour of an investor to imitate the action of other investors or follow the movement of the market instead of relying on their own logic. Herd behaviour, gives a tendency for individuals to mimic the actions (rational or irrational) of a larger group. Individually, however, most people would not necessarily make the same choice.

Psychology of risk is the attitude or mindset of investors to take risk. Some investors are risk lovers. They are ready to take high risks for high profits. Whereas there are some others who are risk averters. They are ready to take moderate risk and expect only moderate profits.

Pessimism is a tendency to see the worst aspect of things or believe that the worst will happen. In finance pessimism is a kind of optimism that is gained through experience.

Now the problem we analyse in the present study is how these above-mentioned factors influence investing decisions of individuals in mutual fund.

### Scope of the Study

The scope of the study consists of professionals in Ernakulam District who have the habit of investing. The sample size is sixty and are selected at random. Each of the participants of the study are asked to give responses to a structured questionnaire in order to evaluate and analyse the influencing psychological factors. Though there are many psychological factors that influence investments, in this study we mainly focus on loss aversion, regret aversion, financial literacy, overconfidence, herding behaviour.

### Objective of the Study

The main goal of the present study is to know the perception, awareness, and behaviour of investors towards Mutual funds in Ernakulam district to find their preferred pattern of investment.

1. To understand about the various psychological

factors which influence their investing decisions in mutual funds.

2. To identify their knowledge in risk management and analysis while investing.
3. To analyse the relationship between risk appetite and their investment behaviour.

### Sources of Data and Methodology

There primary and secondary sources of data. Randomly selected professionals from Ernakulam district constitute the primary data. Secondary sources of data were collected from newspapers, journals, magazines and books, reports of AMFI, RBI, and internet sources. The Analysis tool used is MS-Excel and statistical techniques of correlation and regression. In order to have a better understandability visualisation tools like graphs and charts are also used.

### Review of Literature

In the literature review, a brief discussion is done on behavioural finance, conceptual definition of dependent variable (risk perception), independent variables (information asymmetry, demographic factors, overconfidence and expert knowledge) and the relationship between dependent variable and independent variable by various authors.

**Sahoo (2020)** studied the fastest-growing economy of India and identified that the mutual fund industry puts an emerging footprint in economic growth and development. Mutual funds create a simple and viable path for saving and investment. There are various investment products available for investment in the financial market and it doubts whether all these investment products must be able to meet an investor's expectations. Sahoo points out the need to know the investor's perception and expectation, it is necessary to study the implications of mutual funds from a unique perspective. This paper explains how different factors are affecting an individual's perception of mutual funds. As per the findings, individuals are more inclined to traditional investment than an investment in a mutual fund. Those who have invested in mutual funds, most of them were selected equity option and Systematic Investment Plan (SIP). Another finding is that investors do not want to analyse the inherent risks associated with the investment and they need their fund managers and broker's advice. **Asha S. Kutty (2020)** in her paper compares and contrasts traditional finance concepts and behavioural finance concepts. Traditional finance

considers investors as rational beings. This means that every investor before investing in stock market calculates the risk, the return and finally how to trade off risk-return to maximize utility. However behavioural finance studies revealed that human beings are not always rational, they are emotional as well. So, at times their investment is affected by their psychological feelings also. She establishes the various psychological factors influencing investment in stock market and the relationship between these factors.

**Sabir, Mohammad and Shahar (2019)** in his paper "The Role of Overconfidence and Past Investment Experience in Herding Behaviour with a Moderating Effect of Financial Literacy: Evidence from Pakistan Stock exchange" shows that there is a positive relation between overconfidence and herding behaviour of stock market investors. **Zahera and Bansal (2019)** in their work "A study of Prominence for Disposition Effect: A Systematic Review" sees individual investors, institutional investors, and mutual fund investors behave differently in response to the disposition effect. Mutual funds are less affected by the disposition effect than other categories of investors. Demographic variables like age, gender, experience, and investor sophistication also impact the occurrence of disposition effect. **Mittal (2019)** in his work "Behaviour Biases and Investment Decision: Theoretical and Research Framework" indicates the limited valuable research in developing the economy in this area's behaviour biases and their impact on individual investors' investment decisions in India.

**Trivedi, Rajesh., Swain, Prafulla., and Dash, Manoranjan (2017)** argue that the prime drive of any investment is to get maximum return with a minimum risk and mutual funds provide the opportunity for the investors. The research provides an insight into the types of risks which exist in a mutual fund scheme. The data was collected from mutual fund investors as well as non-mutual fund investors of this industry. **Kaur and Koushik (2016)** in their work "Determinants of investment behaviour of investors towards mutual fund" checks in India why the mutual funds' investments is not a favourable alternative as in developed countries. This research infers that investment behaviour could be explained with awareness, perception and socioeconomic characteristics of individual investors.

**Singh and Jha (2015)** piloted a study where they found that investors are attracted to the Mutual fund

investment due to its income capability, return viability, liquidity, and safety. However, they lack knowledge of SIP (Systematic Investment Plan) investment. They also consider other investment avenues before investment in Mutual funds. **Bashir Ahmad Joo and Kokab Durri (2015)** in their paper reviews various studies in the behavioural finance area so as to have clear understanding of the subject and to see how significant it is in financial decision making. From the review it is deduced that behavioural finance tries to fill the gap between actual behaviour (Normal behaviour) and expected behaviour (Rational Behaviour), however, currently there is no unified theory of behavioural finance that gives a proper place to the factors influencing financial decisions of investors.

**Ramamurthy and Reddy (2010)** piloted a study to investigate current drifts in the mutual fund industry and lure a decision that the core paybacks for small investors' attributable to competent management, diversification of investment, tranquil supervision, positive feasibility of return, liquidness of investment, limpidity, flexibility, low cost, broad selectivity, and an appropriate guideline directed by SEBI. **Anand and Murugaiah (2008)** pointed out the deliberate practices in financial services marketing. As per their observation, the Mutual fund sector needs new tactics to survive in this competitive economy and must look after an efficient operation or fund management. **Hussein A. H, (2007)** found that expected corporate earnings, get rich quickly, stock marketability, past performance of the firm's stock, government holdings, and the creation of the organized financial markets are the investors considerations. **Dimitrios I. M, (2007)** conducted a study on Investors behaviour in the American Stock Exchange (ASE) and found that individual investors rely more on newspapers/media and noise in the market when making their investment decisions, while professional investors rely more on fundamental and technical analysis and less on portfolio analysis.

### Result of Analysis

The Table given below is analysis of the demographic profile of the respondents. 38% of the respondents are female and 62% of the respondents are male. 49% of the respondents are investors of age group of 31 to 40 years. 79% of the respondents are employed. 43% of the respondents have monthly income above Rs.50,000 and 80% of the respondents are married.

## Determinants of Investment in Mutual Funds

Variable	Coefficient	z - value	p - value
Overconfidence	0.769	3.495	0.153
Herding Behaviour	0.793	3.747	0.029
Financial Literacy	0.820	4.140	0.002
Investment Experience	0.548	2.580	0.010

Note: Degree of freedom 2 and Level of Significance 5%

### Findings

The study aimed to ascertain the psychological elements which contribute towards the investing behaviour of individual mutual investors. This study revealed that there is a positive relationship between overconfidence and the herding behaviour of stock market investors. Overconfident investors normally exaggerate information. There is a moderating effect of financial literacy on the relationship of overconfidence and the herding behaviour of investors and discovered that financial literacy enhanced the effect of overconfidence on herding behaviour. Financial literacy improves the ability of investors to perform financial analysis, therefore financial literacy gives investors' confidence.

The second hypothesis was to investigate the effect of past investment experience on herding the behaviour of investors. The findings discovered that past investment experience has a positive relationship with herding behaviour. Finally, financial literacy has a moderating role on the relationship of past investment experience and herding behaviour. It has a negative role and mitigates the herding behaviour of investors.

Several researchers recognize different factors that drive investors toward herding behaviour including overconfidence and past investment experience. Investors indulge in behavioural biases and these biases lead towards irrational investment decisions. There is a need to increase the financial literacy of investors. High and low levels of financial literacy correspond to different levels of intensity of herding behaviour among individual investors. Therefore, the cognitive profiles of individual investors prove to be important for determining herding behaviour. There is a dependence association between the cognitive profile of investors and the herding phenomenon. The determinants of herding behaviour and financial literacy are interconnected either in a

positive or negative relationship. In the presence of financial literacy, past investment experience mitigates herding behaviour.

Some of the well-established findings of demographic characteristics are reiterated in this study and they are in line with the literature on behavioural finance:

- Gender: Men seems to be more risk seeking than women.
- Marital status: Single individuals have a tendency to make riskier decisions than married persons.
- Age: Youth persons are disposed to be more risk seeking than old.
- Level of education: People with higher levels of education demonstrate a greater risk propensity.
- Financial knowledge (Experience/ Expertise): Individuals who have more knowledge of risk and risky situations, be liable to undertake greater financial risks.

### Practical Implications

Before investing their hard-earned money, investors should evaluate risk involved in Mutual funds schemes. They may approach a professional analyst to know which fund is suitable for investment in line with safety, liquidity, and profitability. Along with this, they must explore their instinct while investing by analysing factors like market sentiments, reliability of market information, funds volatility to make the investment safer and profitable. Proper diversification, regular risk analysis, and reading business news, periodicals to grasp a good understanding of market conditions are also desirable. As Mutual funds are subject to market risks, while investing in Mutual funds the investment amount must be small. A smooth, consistent investment with a small amount will lead to a balanced management of funds. Similarly, all individual must keep their certain part of the money in those Mutual fund schemes which are liquid. This will help the investors to meet their eventualities as and when required by them.

Different investment avenues are available such as LIC, Currency holdings, Public Provident Fund, Fixed deposits in a bank, Postal saving schemes, UTI, Real estate, Equity investment, and Mutual funds. Fixed deposit in banks remains a high level of investment preference by most of the individuals. Gold, Real estate, LIC, Post office saving, Public Provident Fund (PPF), Mutual fund, and equity comes next in this order. This is

mainly because of the low level of awareness towards Mutual funds. Investors' perception of investment is completely depended up on safety, riskless return, and profitability. We can say that investors choose safety over a higher return. They do not want to take a risk; even the investment law is based on the higher the risk higher is the return.

This study indicates that the specific factors that influence a person's risk perception are cognitive and affective factors. Some of them are heuristics, prospect theory, representativeness, framing, anchoring, the role of feelings, overconfidence, loss aversion, familiarity bias, perceived control, expert knowledge, and the influence of worry. These factors are to be controlled and addressed properly in order to boom up the Mutual Fund industry.

### Conclusion

Mutual fund is a professionally managed firm of collective investments that collects money from many investors. It is put in stocks, bonds, short-term money market instruments, and/or in other securities. A mutual fund is a financial intermediary that allows a group of investors to pool their money together with a predetermined investment objective. There is a fund manager who is responsible for investing the pooled money into specific securities. One of the best investments ever created are Mutual funds because they are very cost effective and easy to invest. The awareness level of mutual fund, acceptability of mutual fund, factors behind the investment in mutual fund, the factors which are considered by the investors and awareness of systematic investment plan have been studied. Even though investing is considered as a rational process, it is not always so. Most often many psychological elements are involved in it. This explains the unexpected raises and falls of stock market investments. An understanding of these factors will help an investor to be aware of it and thereby reduce the effect of these emotional elements while making an investment.

The predilections towards Mutual fund and investments are still low. Individuals are aware of the fact that Mutual fund return is high and can give them profitable investment opportunities. Still, they leave in the traditional mode of investments like gold and bank deposits. This is mainly because of fear of risk, uncertainty, and market volatility. Investors in the city prefer the safety mode of investment rather than a profitable mode of investment. All they are believe in safe

investment with a consistent return. However, awareness must be created on investment in Mutual funds. Even the risk in investment is high, it can be mitigated through proper consultation, analysis, and diversification to maximize the return.

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# ONLINE SHOPPING TRENDS AMONG YOUTH: A STUDY WITH SPECIAL REFERENCE TO COLLEGE STUDENTS

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## ABSTRACT

*The rising use of the internet in India provides an impetus to online shopping. Now consumers are increasingly adopting electronic channels for purchasing their daily needed products. The increasing use of the internet by the younger generation in India is creating opportunities for online retailers. To stay ahead in a highly competitive market these days most companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in the markets. Companies are also using the internet to convey, communicate and disseminate information, sell the product, take feedback and also to conduct satisfaction surveys with customers. Customers perceive the benefits of online shopping not only in the form of buying products but also to compare prices, product features and after-sale service facilities they will receive if they purchased the product from a particular website. If online retailers know which factors are affecting Indian consumers' buying behaviour, the associations between these factors, and the characteristics of online buyers then they can develop effective marketing strategies to convert potential customers into active ones. The study aims to trace the online shopping trends among the youth, which also included understanding if gender has any impact on online shopping among the youth, studying the satisfaction level of online shopping, analysing the factors influencing buying behaviour, and to identify the problems of online shopping.*

## INTRODUCTION

The Internet has surprisingly been developed into a new distributive channel for many products. Nowadays dependence on online shopping is increasing and most often customers are more satisfied with their online shopping as compared a market shopping. Online shopping is virtual shopping which enables consumers to shop across multiple marketplaces on 24 x 7 bases through the internet. It facilitates consumers to shop at online stores by simply clicking at the tip of a mouse. Online shopping is the practice in which consumers decide to buy a product through the internet.

The Internet has changed how a consumer's store is viewed and rapidly developed into a global perspective. An online shop arouses the physical similarity of buying products as well as services from an internet shop and this process of shopping is called business-to-consumer online shopping. Other names for online stores are e-shop, e-store, Internet shop, web-store, virtual store and online store. In some social

networking sites like E Bay, e-shopping is being done, whereas some retail online shops are available. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, and information about the product specifications, features and prices. Online stores typically enable shoppers to use "search" features to find specific models, brands or items.

## Background of the Study

India is one of the leading countries with the highest number of internet users. In January 2022, India had 658 million internet users, according to World Population Review A total of 5.07 billion people around the world use the internet today – equivalent to 63.5 percent of the world's total population. Internet users continue to grow too, with the latest data indicating that the world's connected population grew by more than 170 million in the month of October 2022 About 351 millions of India's 692 million active internet users are in rural parts of the country, where internet penetration stands at 37%,

according to a report by IMAI and Kantar.

An online shop evokes the physical analogy of buying products or services at a regular "brick-and-mortar" retailer or shopping centre; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from other businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, and information about the product specifications, features and prices. Online stores typically enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interact-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer typically sends the file to the customer over the Internet.

### **Significance Scope of the Study**

The wide use of the internet in India, especially during this corona pandemic season offers a growing prospect for e-shopping. Through online shopping, people can save time, money etc. and moreover they are also getting a quality products. It is combined with searching for products and finding information about them. Now, using the internet to shop online has become a primary reason to use the internet. Therefore, the internet has developed into a highly competitive market. Consumer behaviour is treated as an applied discipline.

If more is known about the factors that affect online behaviour and the relationships between these factors, further it can help build new marketing strategies and transform probable customers into lively customers. This study gives an improved vision of consumer behaviour. Consumers can purchase any item online. Online shopping gained momentum due to a variety of reasons, viz. convenience, availability of products at consumers' doorsteps, gift vouchers, discounts, low prices, variety of products, etc. A study on online shopping behaviour among youth enables us to understand the extent to which online shopping has influenced the younger generation.

### **Review of Literature**

Globally, it has been recognized that no work can be meaningfully conceptualized and achieved without studying what already exists in reference to it. The knowledge of already established research areas enables us to clear understanding what is already well illuminated in that area and what more research areas identified are still being unexplored. N. Anitha (2015), found that online retailing is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the internet. Online shopping preferences differ with respect to different age groups. Consumers within the age group of 25-35 are more interested in doing online shopping followed by those belonging to the age group of less than 25. The study was conducted among consumers in Chennai.

Online shopping is gaining popularity among people especially the younger generation but in today's scenario to become equally popular among all age groups e-marketing will have to cover a longer distance. As per the study mode of payment is depended upon the income of the respondents. People from different age groups are doing online shopping regularly. The attitude of consumers is changing with time, Prashant Singh (2014). In a country like India, consumers are finding online shopping very comfortable because of many variables like cash on delivery, customization or personalization of the websites, home delivery etc. Dholakia and Uusitalo (2002) examined the relationship between age and Internet shopping; found that younger consumers reported more linen to online shopping.

Upasana Kanchan, Naveen Kumar and Abhishek Gupta (2015), in their article "A Study of Online purchase behaviour of Customers in India" Published in the ICTACT Journal on Management Studies stated that online shopping is gaining popularity among people of the young generation. Higher-income groups and educated people are purchasing more via e-retailing websites. People have hesitations in doing online shopping due to security concerns. At the same time, people are resistant to change because of the technological complexity of making online purchases. Companies involved in online retailing should focus on building trustworthy relationships between producers and customers.

### The Objective of the Study

The present study is based on the following specific objectives

- To study the pattern of online shopping among youth.
- To identify the problems of online shopping.
- To study the satisfaction level of online shopping.
- To understand if any gender interest in online shopping among students.

### Data and Methodology of the Study

The present study is confined to college students from Kottayam district. Both primary and secondary data were used for the purpose of the study. Primary data was collected from college students from Kottayam district and secondary data was collected from various books and publications. A sample of 100 respondents (50 male and 50 female respondents) was selected randomly and details were collected from them with help of a structured questionnaire. Statistical tools like average and chi-square were used for data analysis.

### Result of Analysis

The present study was mainly carried out to recognize the importance of online shopping in the present world among the youth. The present study found that there has been a significant change in buying behaviour among the youth irrespective of economic and demographic characteristics. The majority of respondents (94%) were more interested in online shopping than direct purchasing. Compared to women men are more interested in online shopping. Offers (40%) and convenience are the main driving force for online shopping (36%). 38% of the respondents are aware of the less quality of product purchases from online shopping. The major proportion of respondents (90%) has been using online shopping occasionally prior to the date of the survey. The majority of respondents opined that social media motivate them to shop online (54%). The majority of respondents (92%) opt for mobile for online shopping. 32% of the respondents purchase electric products through online shopping. 50% of respondents' favourite shopping site is Flipkart and 36% of respondents are influenced by Instagram for online shopping.

The online retail or e-commerce sector is completely dependent on the internet. As more and more people in the country are getting connected to the

internet, the sector is growing at a fast pace. Moreover, smartphone penetration in India is increasing. Cheaper smartphones have made it easier for people to get connected to the internet from their handheld devices. It is the youth that is getting more attracted to such devices and is more willing to use these products for their benefit. Add to it the fact that the percentage of the young population in India (who are also the most active online buyers) is extremely huge. The internet is also getting cheaper. All these factors together make young people to shop more online.

The absence of touch and feel factor is the major drawback of online purchases. So it would be nice if such a facility is provided for all varieties of products. The quality of the product and website design creates a positive impact on online shopping. So the manufacturers and sellers should concentrate more on the designing part of the website. According to the present study, various shoppers fear unsecured transactions in online shopping payments and misuse of personal information given by online shoppers. Online sellers must adopt various methods and try to increase the faith of online shoppers regarding online shopping. Online sellers can be more punctual and give accurate information about delivery times and be more transparent with their delivery charges and product return policy.

### Conclusion

The use of modern and user-friendly technology has indeed opened doors/opportunities in online shopping thus enabling youth for a more convenient lifestyle today. Luckily, today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately accessing the private database. Through privacy and security policies, website designers are doing their work in the best way and end unethical practices. So, the overall picture for online shopping seems to be a brighter one in India.

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# CONSUMER RIGHTS AWARENESS AND SOCIO-ECONOMIC STATUS AMONG THE YOUTH

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## Abstract

The investigator stated the present study as "Consumer Rights Awareness and Socio-Economic Status among the Under Graduate Students of Kottayam District". The study aimed to find out the relationship between Consumer Rights Awareness and Socio-Economic Status among the Under Graduate Students of Kottayam District. The design selected for the study was Descriptive Survey Method. The sample included 400 Under Graduate students of Kottayam District. Descriptive Statistics like Mean, Standard Deviation and Inferential Statistics like t- test and ANOVA were used for the statistical analysis. The investigator used a self-constructed tool named Consumer Rights Awareness Questionnaire and a standardized tool Socio Economic Status (SES) Scale prepared and standardized by Dr. A Sukumaran Nair. The major finding of the study was there existing a moderate positive relationship between the Consumer Rights Awareness and Socio-Economic Status among the Under Graduate Students of Kottayam District.

**Key Words:** Consumer Rights Awareness and Socio-Economic Status

## INTRODUCTION

Consumers are the largest economic group in any country. Marketing starts with consumer and ends with the consumer. They are the central point of all economic activities. The ultimate aim of production, storage and distribution is to ensure consumption of goods and services to the satisfaction of the consumers. It is rather paradoxical that the consumers are advertised as the 'king' by sellers and service producers; but in actual practices he is treated as a slave or servant. Most of the consumers are poor, illiterate, ignorant, apathetic or just defeated and continue to be at the receiving end. Consumer awareness can be created among the students about their rights and responsibilities as consumers through formal and informal means. The aim of consumer education has mainly been to teach and educate students to be and act as informed rational and prudent consumers. Consumer education plays a key role in consumer empowerment, helping the consumer gain the skills, attitudes and knowledge they need to be able to gear the choices they make as consumers to their economic interest and to protect their health and ensure safety.

### Significance of the Study

Man cannot live without the awareness of his rights and duties in the society. Education is the instrument for

promoting awareness of consumer rights among the students. Teacher, school and society have major role in this area. The main responsibility of the teacher is to create awareness, respect and positive attitude towards the consumer rights. Study on Consumer Rights Awareness promotes the student's understanding of financial matters when they are faced with real-life situations. Study on Socio Economic Status of the students helps us to understand the social and economic level of the students. The present study throws light on how Socio-Economic Status is related to Consumer Rights Awareness.

We live in a consumption society. Consumption is an important part of our everyday life and uses up a significant proportion of our money and our time. This consumption society is changing very rapidly. Ever since the mid-twentieth century consumers have faced major changes in their life styles and consumption habits due to different cultural, social, economic and technical influences. The increasing mobility of population, production of new items and services, purchasing methods and information availability modify perceptions. This development has created the need for consumers who can interpret relevant information and corporate message in order to make prudent choices. Hence consumer needs information and education.

Awareness on the part of consumer is necessary for two reasons:

- One needs to know his/her responsibilities and obligations as a consumer to get the best out of the product/services that was purchased.
- One needs to know his/her right as a consumer to get an effective redressal in case of deficiency of services/defective product.

Consumer Rights Awareness should help to open the “consumer eye” of the consumer. The “consumer eye” concept means that an informed consumer looks at a product critically and analytically, first from his own point of view as an individual consumer, then with the interest of the community at large in mind. The study about the Socio Economic Status of the students is significant in the sense that it is a help to educational authorities, teachers and parents. Realizing the importance Socio Economic Status on Consumer Rights Awareness, changes may be introduced in the curriculum to emphasis this vital aspect. New topics that promote Consumer Rights Awareness among students may be given special importance in the curriculum. Teachers can adopt suitable instructional strategies based on the importance of Socio Economic Status on Consumer Rights Awareness reflected through the study. Parents can realize the influence of Socio-Economic Status on Consumer Rights Awareness and provide appropriate environment to their children.

### Objectives

- To study the significant difference, if any, in the Means of the Scores of Consumer Rights Awareness among the Under Graduate students of Kottayam District based on Gender, Locale and Subjects.
- To study the significant difference, if any, in the Means of the Scores of Socio-Economic Status among the Under Graduate students of Kottayam District based on Gender, Locale and Subjects
- To study the relationship between Consumer Rights Awareness and Socio-Economic Status among the Under Graduate students of Kottayam District.

### Hypotheses of the Study

- There exists a significant difference in the Means of the Scores on Consumer Rights Awareness among the Under Graduate Students of Kottayam district with regard to Gender, Locale and Subjects.
- There exists a significant difference in the Means of

the Scores on Socio Economic Status among the Under Graduate Students of Kottayam District with regard to Gender, Locale and Subjects.

- There exists a significant relationship between Consumer Rights Awareness and Socio-Economic Status among the Under Graduate students of Kottayam District.

### Variables of the Study

The variables used in the study are

- Consumer Rights Awareness

The variable Consumer Rights Awareness has the following components

- Right to Safety
- Right to Choose
- Right to Seek Redressal
- Right to be Informed
- Right to be Heard
- Right to Consumer Education

- Socio Economic Status

The variable Socio-Economic Status has the following components.

- Education of the family members
- Occupation of the family members
- Monthly income of the family

### Statement of the Problem

The investigator defined the problem as “Consumer Rights Awareness and Socio-Economic Status among the Under Graduate Students of Kottayam District”

### Methodology of the Study

The present study used descriptive survey method for the collection of data on Consumer Rights Awareness and Socio-Economic Status among the Under Graduate Students of Kottayam District.

### Sample of the Study

The study was conducted on a representative sample of 400 Under Graduate Students of Kottayam District. The sample was selected by the stratified random sampling technique giving due representation to factors like Gender of the students, Locality and Subjects of study.

### Tools

The following tools were used in the present study

- Consumer Rights Awareness Questionnaire
- Socio Economic Status (SES) Scale

Questionnaire on Consumer Rights Awareness was prepared by the Investigator to assess the Consumer Rights Awareness of Under Graduate students. It

consisted of closed ended questionnaires. The Socio-Economic Status (SES) Scale was constructed and standardized by Dr. A Sukumaran Nair to assess the Socio-Economic Status of the Under Graduate Students.

### Statistical Techniques Used for the Analysis

- Two- tailed 't' test to find the significant difference in the means of scores with regard to Gender and Locale
- One Way Analysis of Variance (One Way ANOVA) for the analysis of variance in the means of scores based on Subjects.
- Karl Pearson's product Moment Correlation 'r' is employed to find the relationship between Consumer Rights Awareness and Socio-Economic Status.

### ANALYSIS AND INTERPRETATION

Table 1. Difference in Consumer Rights Awareness

Variable	Category	N	Mean	Standard Deviation	Degrees of freedom	't' Value	Remarks
Consumer Rights Awareness	Boys	189	29.10	5.38	398	0.25	Not Significant at 0.05 level
	Girls	211	28.98	4.22			
	Urban	227	28.78	5.0	398	1.14	Not Significant at 0.05 level
	Rural	173	29.33	4.63			

#### 1. Difference based on Gender

There exists no significant difference between the Means of the Scores on Consumer Rights Awareness among Boys and Girls of the Under Graduate Students of Kottayam District. The obtained 't' value 0.25 was less than the tabled value 1.96 at 0.05 level of significance with degrees of freedom 398. It shows that Boys and Girls are almost similar in their Consumer Rights Awareness. But the awareness of the boys is better than girls in Consumer Rights.

#### 1. Difference Based on Locale

There exists no significant difference in the Means of the Scores on Consumer Rights Awareness among the Under Graduate Students from Urban and Rural areas of Kottayam District. The obtained 't' value 1.14 was less than the tabled value 1.96 at 0.05 level of significance level with degrees of freedom 398. It shows that urban and rural area students are almost similar in their Consumer Rights Awareness. But the students from Urban areas showed more Consumer Rights Awareness compared to students from Rural

areas.

Table 2.  
Difference Based on Subjects of Study

Variable	Category	Sum of Squares	Df	Mean Square	F Value	Remarks
Consumer Rights Awareness	Between Groups	155.12	2	77.56	3.36	Significant at 0.05 level
	Within Groups	9169.31	397	23.09		
	Total	9324.44	399			

#### 1. Difference Based on Subjects of Study

There exists significant difference in the Means of the Scores on Consumer Rights Awareness among the Under Graduate Students of Kottayam District with respect to subjects. The obtained 'F' value 3.36 was greater than the tabled value 3.02 at 0.05 level of significance with degrees of freedom 2/397. From Multiple Comparisons of different pairs of Consumer Rights Awareness, it is found that there exists a significant difference in the means of the scores on Consumer Rights Awareness among the Under Graduate Students of Arts and Commerce Students. Commerce Students are found to possess higher Consumer Rights Awareness than the Arts and Science Students.

Table 3.  
Difference in Socio Economic Status

Variable	Category	N	Mean	Standard Deviation	Degrees of freedom	't' Value	Remarks
Socio Economic Status	Boys	189	95.13	28.85	398	2.87	Significant at 0.01 level
	Girls	211	87.58	23.54			
	Urban	227	88.62	25.58		2.17	Significant at 0.05 level
	Rural	173	94.37	27.37			

#### 2. Difference based on Gender

There exist a significant difference in the means of scores on Socio Economic Status among the boys and girls of Under Graduate Students of Kottayam District. The obtained 't' value 2.87 is greater than the tabled value 2.58 at 0.01 level of significance with degrees of freedom 398. The Means of the Scores of Socio Economic Status of boys are higher than girls, which can be interpreted that the boys had high Social Economic Status as compared to girls.

#### 3. Difference based on Locale

There exists a significant difference in the Means of the Scores on Socio Economic Status among the

Under Graduate Students from Urban and Rural areas of Kottayam District. The obtained 't' value 2.17 is greater than the tabled value 1.96 at 0.05 level of significance with degrees of freedom 398. Locale has significant influence on Socio Economic Status of the Under Graduate Students of Kottayam District.

#### 4. Difference Based on Subjects of Study

There exists a significant difference in the Means of the Scores on Socio Economic Status among the Under Graduate Students of Kottayam District with regard to Subjects. The obtained 'F' value 4.64 as greater than the tabled value 3.02 at 0.05 level of significance with degrees of freedom 2/397. From Multiple Comparisons of different pairs of Socio-Economic Status, it is found that there exists a significant difference in the means of the scores on Socio Economic Status among the Under Graduate Students of Arts and Science Subjects. Science Students are found to possess higher Socio-Economic Status than the Arts and Commerce Students.

Table 4.

Difference Based Socio Economic Status

Variable	Category	Sum of Squares	Df	Mean Square	F Value	Remarks
Socio Economic Status	Between Groups	6426.76	2	3213.38	4.64	Significant at 0.05 level
	Within Groups	275194.23	397	693.18		
	Total	281621.00	399			

#### Correlation Analysis

Relationship between Consumer Rights Awareness and Socio-Economic Status for the total sample were calculated. The correlation analysis revealed the following results.

Table 5.

Correlation of Consumer Rights Awareness and Socio-Economic Status of the Total Sample

Variable	Number	Degrees of Freedom	r value	Remark
Consumer Rights Awareness	400	398	0.152	Significant at 0.01 level
Socio Economic Status				

From the table 5, it is observed that the calculated r value 0.152 is greater than the tabled value 0.128 at 0.01 level of significance with degrees of 398. There exists a moderate positive relationship between the Consumer Rights Awareness and Socio Economic Status among the Under Graduate Students of Kottayam District.

#### Conclusion

The study revealed that Consumer Rights Awareness Scores among the Under Graduate Students of Kottayam District differ significantly with respect to gender, locality and subjects. Another conclusion is that the Means of the Scores of Consumer Rights Awareness of male is higher than female students. The Consumer Rights Awareness of the students from urban area is better than students from rural area. The study found that there is a significant difference in the Means of the Scores of Consumer Rights Awareness among the Under Graduate Students of Kottayam District from Arts and Commerce subjects. But there is no significant difference in the Means of the Scores of Consumer Rights Awareness among the Under Graduate Students of Kottayam District from Arts and Science subjects and from Science and Commerce subjects. The study found that the males had high Socio Economic Status as compared to female Under Graduate Students of Kottayam District and the urban area Under Graduate Students had high Socio Economic Status compared to rural area Under Graduate Students of Kottayam District. The study also revealed that there exists a significant difference in the Means of the Scores of Socio Economic Status among the Under Graduate Students of Arts and Science subjects. But there exists no significant difference in the Means of the Scores of Socio Economic Status among the Under Graduate Students of Arts and Commerce subjects and Means of the Scores of Socio Economic Status among the Under Graduate Students of Science and Commerce subjects. Another finding is that there exists a moderate positive relationship between the Consumer Rights Awareness and Socio Economic Status among the Under Graduate Students of Kottayam District.

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# HEALTH INSURANCE COVERAGE AMONG THE APL HOUSEHOLDS IN KERALA

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## Abstract

*It has been hypothesized that health insurance coverage considerably increases with higher standards of living. In the case of Kerala with a much-advanced state of social development it has also started showing an alarming trend of high morbidity. In this scenario there has been rising health expenditure thereby raising the need for purchasing health insurance. But this has not acted as an incentive to the households in purchasing health insurance. Previous studies have showed a dismally low rate of households in India being covered under health insurance. The study tries to analyze the health insurance purchasing culture among the APL households in Kerala. It uses multinomial logit model to further analyze the reasons behind purchasing health insurance. The results show that the health insurance sector has not yet penetrated into the Kerala households and the purchasing decision has a significant relation with educational qualifications.*

**Keywords:** health insurance, mlogit model

## INTRODUCTION

Promoting and protecting the health condition is one essential component in ensuring human and social development. This was recognized more than 30 years ago by the Alma-Ata Declaration signatories, who noted that Health for All would contribute both to a better quality of life and also to global peace and security. But timely access to health services – a mix of promotion, prevention, treatment and rehabilitation – is also critical. This cannot be achieved, except for a small minority of the population, without a well-functioning health financing system. It determines whether people can afford to use health services when they need them. It determines if the services exist. (World Health Report 2010)

Kerala has long been known for its remarkable leap in social development popularly dubbed as the Kerala model of development. This mainly indicates the improvement of social indicators like the life expectancy and education. But of late there have been many reversing trends in the state that cast a dark shadow to the popular social development image of Kerala. While Kerala had been hailed for its very low levels of mortality, the National Sample Survey conducted in 1973-74 reported a startling finding that Kerala's morbidity was

one of the highest in India, 71 per 1,000 persons in the case of acute illness and 83 per 1,000 persons in the case of chronic illness. This trend was followed by many other studies which point towards the same conclusions.

Health of people and social development of the community go hand in hand because better health conditions will raise the level of capabilities development in an economy. In the light of evaluating health care costs coupled with demand for health care services and ever growing morbidity rates, health financing in emerging as an important development aspect. Many a times the common man's budget is highly rigged due to unexpected health expenditures even moving an APL family in to a BPL one.

The promotion of government financed health insurance RSBY has been a breakthrough with regard to health financing for all. It majorly covers the BPL families and Kerala has extended this to APL families in a partial way. But this does not ensure complete health financing in Kerala as more than 75% of the population in Kerala are above poverty line. Thus, communities which gives high regard to other indicators of social development like education, sex ratio etc is bound to give considerable importance to their health. But with the higher morbidity rates persisting, health expenditure and health financing

proves to be highly significant. Health insurance plays a major role in determining a family's social development aspirations.

### Objectives

1. To analyze the health insurance penetration among the APL population in Kerala
2. To study the determinants for choosing health insurance and reasons governing the trend.

### Methodology

The study mainly involves a primary data analysis. The main source of data for this study is the sample survey conducted among the APL households in two districts of Kottayam and Palakkad. The total sample size included 100 APL households from Kottayam and Palakkad by the use of a multi stage random sampling technique. Kottayam was selected as it is relatively an urban area and belongs to the southern part of Kerala with a higher morbidity rate. Palakkad being a more rural area and belonging to the northern part of Kerala was selected. Here to get a rural sample Puthupariyaram panchayat was randomly selected and from wards 12, 13 and 14, 50 households were selected. In Kottayam, Changanacherry Municipality was selected at random to give an urban sample. From the municipality, wards 3, 4 and 31 were selected from which 50 APL households were selected. Together it would give a more comprehensive picture of the trends in Kerala. An interview schedule was created and the response was recorded.

### Health insurance penetration among APL households in Kerala

The socio-economic profile of the households ought to have a positive relationship with the purchase of health insurance theoretically. This can be illustrated using economic factors like income, employment and medical expense, and social factors like education, number of dependent members and gender. The majority of the sample respondents are uninsured pointing towards the lack of a health insurance availing culture in Kerala. The same is the case in both rural and urban samples. Further this health insurance status and socio-economic indicators are cross tabulated to give the trend in health insurance coverage. This reinforces that the health insurance penetration in Kerala is very low.

Table: 1 Percentage of Insured and Uninsured with respect to various indicators

	Insured	Percentage	Uninsured	Percentage	P value
<b>Age</b>					0.001
18- 30	1	5	1	1	
31- 40	5	26	5	6	
41 -50	7	37	26	32	
51- 60	2	11	25	31	
Above 60	4	21	24	30	
<b>Education</b>					0.01
SSLC and below	1	5	26	33	
Plus 2	3	15	5	6	
Below graduation	0	0	6	8	
Graduation	9	45	27	34	
Post-graduation	5	25	14	18	
Professional	2	10	2	3	
<b>Employment</b>					0.053
Agriculture	0	0	2	2	
Self Employed/Business	4	21	12	15	
Private Organization	5	26	12	15	
Government/ Organized sector	6	32	28	35	
Pensioner	3	16	20	25	
Unemployed	1	5	7	9	
<b>Monthly Income</b>					0.003
Up to 5000	0	0	1	1	
5001 to 10000	1	5	4	5	
10001 to 25000	6	32	33	41	
25001 to 50000	8	42	26	32	
Above 50000	4	21	17	21	
<b>Dependent Members</b>					0.34
Nil	2	11	5	6	
1	2	11	22	27	
2	5	26	20	25	
3	6	32	20	25	
more than 3	4	21	14	17	
<b>Medical Expense</b>					0.811
Up to 500	10	53	38	47	
501 to 1000	5	26	19	23	
1001 to 2000	2	11	15	19	
above 2000	2	11	9	11	
<b>Disease</b>					0.106
Yes	3	16	12	15	
No	16	84	69	85	

Source: Primary data

The most used source of fund for covering medical expenses is using one's own fund. The other major source for covering medical expenses is coverage by the employer. Health insurance as a source of fund for covering medical expenses is only a small insignificant part. A major reason for this as stated by the elderly respondents were that due to their age the private health insurance providers do not provide their products after a certain age. People with a prior health problem are also at a disadvantage. They also have grave disadvantages with regard to the products that are provided. Although these factors are considered in government sponsored RSBY-CHIS, most of the APL population are not eligible to enroll in it. It also depicts the very low share of government funded medical services that is being put to use by the APL households. The dismal case of high out of pocket expenditures faced by APL households can be attributed to this trend. The government sponsored schemes does not cover most of the APL households and under catastrophic circumstances prove to wreck

the budget of these households.

Going in depth in to the social and economic indicators and their cross tabulation with the insurance status could help us derive the particulars of the respondents and preference for health insurance. The maximum share of health insurance coverage is seen in the middle age group (41 -50). And it is fairly large in the thirties. This could be seen as the awareness of starting of many diseases and security measures to counter this. It is also the age that sees the need for making savings methods like tax reduction and the like. The least covered age group under health insurance is between 18 to 30. This could be due to the fact that youth are not affected by health problems in the same rate as the old age and middle age and thus would not be considering an option to evade this risk. Moreover, the income earned in the early years may not be sufficiently large to be investing in health insurance and other risk reducing options. The old age group also have sufficiently large share in the insured population. The results are also statistically significant.

The health insurance coverage is the maximum among the educated especially above graduation. This reinstates that higher education creates a better awareness about social development. But it is also seen that graduates constitute a large share of the uninsured as well. This is quite strange as higher education ought to instill risk reduction behavior. Considering health insurance and employment, almost all employment groups are similar with respect to health insurance coverage. All the groups have fairly equal shares in taking health insurance as well as not taking health insurance.

The same observation holds true with regard to monthly income. Higher income groups are theoretically bound to be having a preference for health insurance. But the survey results indicate although the share of higher income groups in the total insured households is large; a majority is still uninsured like the lower income groups. In the case of medical expense and health insurance status, households with less medical expense are seen to be covered under health insurance as per the survey results. But theoretically households with higher medical expenses are expected to be purchasing health insurance. It is also interesting that people who had a history of being hospitalized or had an accident, thereby being prone to having higher medical expenses do not have a bigger share in health insurance.

### Health Insurance Status and its Determinants

To study the determinants for preferring a health insurance, a multinomial logit model was formulated and analyzed. The health insurance status i.e., the response being affirmative was taken as the dependent variable and the independent variables chosen were age, gender, education, occupation, marital status, number of dependent members, medical expense, history of accident/ hospitalization, presence of diseases and health coverage from employer. The only statistically significant determinant in the model was education. Education attainment is highly associated with health insurance. The chance of getting insured is found to increase significantly with higher attainment of education. The other determinants were not to have any statistically significant results to increase in the chances for improvement in getting insured.

Table: 2 Multinomial Logistic Regression Results using primary data

HEALTH INSURANCE	B	Std. Error	Wald	Df	Sig.	Odds ratio	95% Confidence Interval for OR	
							Lower Bound	Upper Bound
Intercept	-2.752	1.768	2.423	1	.120			
[elderly (> 60yrs) = yes/no]	-.274	.677	.164	1	.686	.760	.202	2.867
[GENDER=Male/Female]	-.023	.743	.001	1	.975	.977	.228	4.187
[Education=Above SSLC/SSLC and below]	2.304	1.110	4.307	1	.038	<b>10.011</b>	<b>1.137</b>	<b>88.187</b>
[Occupation=Employed/Unemployed]	.507	1.252	.164	1	.686	1.660	.143	19.319
[MARITALSTATUS=Married/Single]	-.964	.998	.933	1	.334	.381	.054	2.695
[dependent members=> 3 members/<= 3 members]	.426	.714	.355	1	.551	1.531	.378	6.208
[medical expense=1.00]	-.357	1.056	.114	1	.736	.700	.088	5.542
[ACCIDENTHOSPITALIZATION=Yes/No]	-.112	.938	.014	1	.905	.894	.142	5.613
[DISEASE=Yes/No]	-.048	1.018	.002	1	.963	.953	.130	7.012
[EMPLOYMENTCOVERAGE=Yes/No]	-.410	.689	.354	1	.552	.663	.172	2.561

The insured population was further probed to analyze the incentive behind choosing to get insured. The information gained by them was mostly from the private insurance agents. Some respondents attributed the source of information to be from friends and relatives convincing them the advantages of taking a health insurance. Only a few respondents received information about health insurance from government's awareness programmes. This was mainly with regard to CHIS and only a handful of respondents were eligible for CHIS.



The features that need to be present in a health insurance scheme so as to get uninsured households to be insured, the respondents mainly needed family security as an important feature. Another important feature to be needed is the provision to evade big expenditure. Other features aspired are well-being and health assurance, tax benefits and risk cover. These features although said to be aspired are hypothetical and the respondents did not show any particular preference towards getting insured.

### Conclusion

The health insurance coverage among the APL households in Kerala is still at a growing stage. Although after liberalization of health insurance the sector saw a growth in the sector, it is yet to manifest itself in the same magnitude as in the better developed countries. As Kerala is at par with many developed countries with respect to human development, it is expected to reach a better rate of health insurance coverage as well especially considering the growing morbidity rates. It is not because Kerala is not spending on its health but it is mostly out-of-pocket expenditure and studies have found this resulting in the rate of poverty both in urban and rural population in Kerala. To avoid such a risk it is essential that the health insurance is better developed and more population is covered under this. It is welcoming that the state government has extended the RSBY-CHIS to cover the APL households, it is yet not sufficient as the vast majority is ineligible for this. Although there is high awareness in policies and education, still due to the lack of awareness about the

need for risk reduction and difficulty in claiming the expense, APL households in Kerala are still affected by high OOP and unnecessary fall in their standard of living.

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# HURDLES OF ENTREPRENEURIAL DEVELOPMENT IN TOURISM

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## **Abstract**

*Tourism was identified by government as a vehicle to facilitate growth in the Kerala economy. In one way or other way, tourism impacts upon various sectors of the economy. Tourism industry has been recording a steady growth; and it churns out immense employment opportunities. International tourism to Kerala has also grown at an alarming rate. This, however, is not the case with entrepreneurs, in spite of the existence of numerous opportunities such as a growth in sports and adventure tourism, an increase in other hallmark events, conferences, casinos, peace parks and major corridor developments. For various reasons, most attempts by government has not resulted in an increase in entrepreneurs. This paper will identify the problems and threats to the growth of entrepreneurship in tourism sector in Kerala economy.*

**Keywords:** *Tourism entrepreneurs, financial incentives, Marketing incentives.*

## **INTRODUCTION**

Tourism is currently the fastest growing industry in Kerala, one of the largest industry in the world and also the biggest employer. Globalisation has brought about several economic changes in the tourism sector. The focus of the tourism industry has shifted from air travel, overnights, meals and so on to total experiences or fantasy worlds associated with specific destinations. This new tourism phenomenon is not only influenced by economic factors but also by new cultures and a new generation of tourists. Tourism has a variety of economic impacts. Tourism contributes to sales, profits, jobs, tax revenues, and income in areas. The most direct effects occur within the primary tourism sectors -- lodging, restaurants transportation, amusements, and retail trade. Through secondary effects, tourism boosts most sectors of the economy. An economic impact analysis of tourism activity normally focuses on changes in sales, income, and employment in a region resulting from tourism activity. An economic impact assessment (EIA) traces changes in economic activity consequent on a change of policy or the adoption of a new one. An EIA will identify which economic sectors benefit from tourism and estimate resulting changes in income and employment in the region. Economic impact assessment procedures do not assess economic efficiency and also do not generally produce estimates of the fiscal costs of an

action. In dealing with many problems, economic impact analysis will be part of a broader analysis.

### **Objectives.**

- 1) To explore the employment potentiality of Kerala tourism.
- 2) To analyze the marketing, financial and human resource problems faced by the tourism entrepreneurs and to explore the attitude of the local community towards tourism entrepreneurs

### **Methodology**

The study is explorative and analytical in nature. Both primary and secondary data are used for the study. Primary data are collected from a sample of 100 entrepreneurs from various districts of Kerala. Convenience sampling has been used for selecting the sample. In addition to primary data, secondary data was also used for the study. Books, Periodicals, Magazines, Brochures and the internet source are used for collecting the secondary data.

### **Tools of Analysis**

Various statistical tools such as measures of central tendency, percentages and chi square are used for analyzing the opinion of respondents. Measures of central tendency has used for identifying the mean values of respondents and chi square test is used for

analyzing the difference in opinion of rural and urban entrepreneurs.

#### Employment Potentiality in Tourism Sector.

International tourism has been progressing since 1950. Many countries are deeply involved in reaping the benefits of tourism by taking various promotional measures and providing infrastructure facilities. The growth of international tourism activities has flourished substantially from the beginning of the 20th Century. Between 1950 and 2014, the international tourist arrivals have increased from 25.3 million to 940.0 marking a compound average growth rate of 6.21 whereas the receipts from tourism have increased from US \$2.1 billion to \$980.0 billion which embarks a compound average growth rate 10.79.

Table 1: Tourist Arrival and Receipts (Worldwide) During 1950-2014

Year	Arrival in Million	Average Annual Growth Rate	Receipts (US \$ billions)	Average Annual Growth Rate
1960	25.3	-	2.1	-
1970	69.3	17.39	6.9	2.28
1980	165.8	13.92	17.9	1.59
1990	286.2	7.26	105.2	4.87
2000	459.2	6.04	264.7	1.51
2010	687.3	4.97	477.0	0.80
2016	940.0	3.67	980.0	1.05
CAGR		6.21		10.79

Source: India Tourism Statistics (various issues), Department of Tourism, Government of India.

Table 1 indicates that the growth in tourism, both in terms of the number of persons travelled and amount received through tourism, had a tremendous progress. While analyzing the average annual growth rate, it is reduced to about 20 per cent during the period from 1950 to 2016. The absolute number of arrivals have multiplied more than two times during 1990 and 2016. Similarly, the amount received through tourism also multiplied more than four times from 1990 to 2014. The compound annual growth rate of receipt through tourism is much higher than the number of persons travelled during the period

The distribution of tourists in the world is not in a uniform manner. Table 2 shows that up to one half of tourist arrivals and revenue receipts have been recorded in 15 major countries. France ranks first by receiving 76.8 million tourists i.e., 8.2 per cent of the total tourist arrivals during 2013-2014, and ranks third in sharing the revenue of international tourism. So far the volume of tourists is concerned, United States is the second largest destination which attracts 59.745 million tourists during

the same period and the foremost country to earn US\$ 103.5 billion accounting for 10.5 per cent of the total tourism revenue of the world. Spain, Italy, China, and the United Kingdom gained enormously both in international tourist arrival and receipts.

As per the report published by the World Travel and Tourism Council, 2013, the total contribution of Travel and Tourism to employment, including jobs indirectly supported by the industry, is expected to rise by 2.3 per cent per annum from 258,592,000 jobs (8.8% of total employment) in 2011 to 323,826,000 jobs (9.7%) by 2021. The world-wide expected employment generation through tourism development is illustrated in Table 3.

Table 2: Tourist Arrival and Revenue Earning (Country wise) During 2013-2014

Countries	Arrivals in 2015-2016			Revenue Earned 2015-2016		
	Arrivals (in Millions)	In %	Rank	Revenue (in Billion US \$)	In %	Rank
France	76.800	8.2	1	46.3	4.7	3
United States	59.745	6.4	2	103.5	10.5	1
Spain	56.677	6.0	3	52.5	5.4	2
China	55.665	5.9	4	45.8	4.6	4
Italy	43.626	4.6	5	38.8	3.9	5
United Kingdom	28.133	3.0	6	30.4	3.1	7
Germany	26.875	2.7	7	34.7	3.5	6
Austria	22.004	2.3	8	18.6	1.9	9
Mexico	22.395	2.4	9	11.8	1.2	12
Russian Federation	20.271	2.2	10	8.9	0.9	14
Hong Kong	20.085	2.1	11	23.0	2.3	8
Canada	16.095	1.7	12	15.7	1.6	10
Greece	15.007	1.6	13	12.7	1.3	11
Poland	12.470	1.3	14	9.4	1.0	13
Hungary	9.510	1.0	15	5.3	0.5	15
Other countries	454.642	48.3		522.6	53.5	
Total	940.000	100.0		980	100	

Source: World Travel and Tourism Council.

Table 3: Expected Employment Generation through Tourism

#### Development (Direct Employment)

Region	2011(E) (in '000)	2021 (in '000)	% Increase	CAGR
World	99048	120427	21.5	1.97
Africa	7806	10203	30.7	2.71
America	15811	19239	21.7	1.98
Asia Pacific	63891	77502	21.3	1.95
Europe	9709	11153	14.8	1.40
Middle East	1831	2330	27.2	2.44

Source: World Travel and Tourism Council.

On analyzing the prospect of employment generation through tourism up to 2011, Africa tops first in the matter of growth in employment as well as the average annual

growth rate. Europe and the Asia Pacific region recorded a smaller growth rate in employment generation as compared to the world at large. While analyzing the growth and compound annual growth rate Middle East stands second with regard to the increase in employments through tourism

Tourism industry has mushroomed phenomenally in the last few decades and has become an important factor in the economy of many nations. It has emerged as the world’s largest export industry and has become a unique instrument for economic development as well as for the promotion of social integration and international understanding. Over the years, its role as a major contributor in improving the balance of payment and for creation of new business opportunities, employment generation, ecological conservation and regeneration as well as for percolation of economic benefits to the weaker sections of the society has been increasing tremendously. Among these benefits, employment generation seemed to be the most beneficial to developing nations like India.

Table 4: Employment (Direct and Indirect) in Tourism from 2009 to 2014

in Asia Pacific Region

Year	Direct employment (in '000)	% of change	Total employment (in 000)	% of change
2015	59737.1	-	146743	-
2016	63432.8	6.2	151710	3.4
2017	62196.4	-1.9	156884	3.4
2018	62503.2	0.5	145870	-7.0
2019	61024.3	-2.3	142848	-2.1
2020	61695.7	1.1	140516	-1.6
CAGR		0.65		-0.86

Source: World Travel and Tourism Council .

On analyzing the growth pattern of employment in the Asia Pacific region, it is clear that growth in tourism employment had shown an upward trend till 2016. Since then a negative growth pattern could be observed. Only in the year 2016 an increase of more than one percentage could be witnessed. The compound annual growth rate is also less than one for the five year period. The total employment (both direct and indirect) also increased up to 2018 and thereafter it shows a negative trend and it was not reversed even in 2020 as well. It may be due to the global meltdown that the employment growth potentiality lost its momentum.

#### Common Problems of Tourism Entrepreneurs

Some common problems faced by the tourism entrepreneurs in Kerala are discussed in this section. The identified variables are finance, marketing, HR

incentives and the attitude of locals toward tourism entrepreneurs.

#### Timely availability of finance

Table 5: Availability of Finance

Term of Establishment	Fin. Ass. Availed	
	Rural	Urban
<5 Years	34.5%	65.5%
5 to 10 Years	9.4%	19.6%
10 to 15 Years	25.6%	7.4%
More than 15	30.5%	7.5%
Total	100	100

Source: Primary data

From the above table it is clear that among the entrepreneurs who started business with in a period of five years, the urban entrepreneurs are satisfied with the availability of finance for conducting the business. Entrepreneurs who have an experience of 5 to 10 years and operates in urban areas are more satisfied with the availability of finance than the entrepreneurs working in rural areas in the similar category. From the analysis it can be inferred that only new generation entrepreneurs are more satisfied with the availability of finance than already established concerns. The chi square analysis also reveals that the difference in opinion is not significant as the p value is more than .05.

Table 6 Chi-Square Tests

	Value	df	A symp. Sig. (2- sided)
Pearson Chi-Square	5.667(a)	2	0.59

#### Support from the Government

Table 7: Incentives from the Government

Term of Establishment	: Incentives from the Government	
	Rural	Urban
<5 Years	13.6%	86.4%
5 to 10 Years	40.0%	6.0%
10-15 Years	26.8%	3.2%
More than 15	19.6%	4.4%
Total	100	100

Source: Primary data

While analyzing the respondents views regarding the availability of incentives from the government , it can be observed that new entrepreneurs who have track record

of less than five years in urban sector are satisfied with availability of incentives from the government. But in case of entrepreneurs who have a track record of 5 to 10 years in the urban sector are not much satisfied with the incentives programmes. While analyzing the opinion through chi square test the difference in opinion is not significant as the p value is more than .05.

Table 8. Chi-Square Tests

	Value	df	A symp. Sig. (2- sided)
Pearson Chi-Square	4.966(a)	2	0.84

Problems of Marketing

Table 9: Problem of marketing

Term of Establishment	Fin. Ass. Aailed	
	Rural	Urban
<5 Years	17.1%	82.9%
5 to 10 Years	40.7%	5.3%
10-15 Years	19.2%	6.0%
More than 15	23.0%	5.8%
Total	100	100

Source : Primary data

While analyzing the respondents opinion regarding the problems of marketing it is seen that 82.9% of entrepreneurs in urban area viewed that they are facing problems of marketing. But in rural sector entrepreneurs who have track record of 5 to 10 years viewed that they are facing marketing problems. On analyzing the opinion through chi square test it is revealed that the difference in opinion is significant as the p value is less than .05

Table 10 - Chi-Square Tests

	Value	df	A symp. Sig. (2- sided)
Pearson Chi-Square	7.050(a)	2	0.029

Availability of Skilled Labour

Table 11: Availability of Skilled Labour

Term of Establishment	Fin. Ass. Aailed	
	Rural	Urban
<5 Years	33.3%	66.7%
5 to 10 Years	42.9%	8.1%
10-15 Years	9.3%	16.3%
More than 15	14.5%	9.0%
Total	100	100

Source: Primary data.

On analyzing the respondents opinion regarding the availability of skilled labour it is revealed that two third of the respondents in urban area who have a track record of less than five years viewed that they are facing labour shortage where as one third of respondents in rural area who have track record of 5 to 10 years viewed that they are facing inadequacy of trained staff. Chi square analysis also shows that the difference in opinion is not significant as the p value is greater than .05.

Table 12 Chi-Square Tests

	Value	df	A symp. Sig. (2- sided)
Pearson Chi-Square	9.388(a)	6	0.153

Attitude of Locals

Table 13: Favorable Attitude of Locals

Term of Establishment	Problems	
	Yes	No
<5 Years	34.3%	66.7%
5 to 10 Years	59.3%	4.7%
10-15 Years	3.2%	10.0%
More than 15	3.2%	18.6%
Total	100	100

Source: Primary data

On analyzing the views of the respondents regarding attitude of locals towards tourism ventures, it is observed that two third of the new generation entrepreneurs finds the attitude of the locals are not favorable. Only one third viewed that they feel favorable attitude of the locals towards tourism ventures. On analyzing the opinion through chi square test it is seen that the difference in opinion is not significant as the p value is more than .05.

Table 14 Chi-Square Tests

	Value	df	A symp. Sig. (2- sided)
Pearson Chi-Square	13.050(a)	4	0.11

Findings

The study has two fold objectives. On the one hand it purports to explore the employment potentiality of tourism sector. In this regard it is revealed that there is high growth of tourism in the world as a whole particularly in India. Both revenue and number of employment are increasing through out the globe. It is also expected that such a growth in the tourism will continue in the coming

years and the employment potentiality also increases. The second aspect of the study is to explore the common problems faced by the tourism entrepreneurs in Kerala. The variables identified are financial, marketing, government support and attitude of the locals towards tourism ventures. New generation entrepreneurs are more satisfied with the availability of finance than established concerns. In case of marketing new generation entrepreneurs in urban area are facing problems of marketing. With regards to the availability of skilled labour, two third of the respondents in the urban area facing labour shortage. As regards attitude of the locals, two third of the new generation entrepreneurs find the attitude of locals are not favourable.

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# DETERMINANTS OF SMARTPHONE BUYING BEHAVIOUR AMONG GENERATION Z : ASSESSMENT OF GENDER DIFFERENCE

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## **Abstract**

Smartphones are one of the most preferred digital devices among the Generation Z. The advanced computing capability and connectivity of smartphones made humans more depend on it extensively in their lives. The research investigates the importance of smartphone and also the gender difference among Generation Z with respect to factors such as product feature, price, social influence and brand name. In total, 600 completed and usable questionnaires were received from the respondents who comprised college students of Ernakulam District. The research used percentage analysis and t-test to achieve the objective. The result shows that except product feature other factors like social influence, price and the brand name have significant difference among gender of Generation Z. The study findings have consequences for the industry, requiring smartphone manufacturers to create unique products and marketing materials based on gender variations and preferences.

**Keywords :** Smartphones, Generation Z, Social factors, Brand, Gender and Price

## **INTRODUCTION**

Smartphones have become increasingly important and important in our social lives in today's fast-paced digital world. Smartphone technology is a relatively new technology that is rapidly evolving and gradually impacting consumers' behavior, their daily activities, their social activities, the mobile industry, business activities, marketing, education, healthcare and more (Alwahaishi & Snášel, 2013; Carayannis & Clark, 2011; Rohm et.al, 2012). Generation Z is considered as mega mobile generations. They are born in the 1990s and raised in the 2000s. The Generation Z exists in a world with the web, internet, smartphones, laptops, freely available networks, and digital media are considered as the Generation Z (Bascha, 2011; Brue Tulgan & Rainmaker Inc., 2013). There is always a gender disparity among the different aspects impacting the purchase, which is a key problem for marketers. Moreover, the interrelationship between gender in smartphone purchase is analysed in the study.

Characteristics of Generation Z

- Digital Natives.
- Tech savvy.
- Extensive social networks.

- Huge Purchasing Power.
- Social Media Influencers.

## **2. Problem Statement**

Understanding gender differences on purchasing is vital in providing customised and targeted marketing. Gender difference in purchasing the smartphone is a major concern for marketers as the purpose, brand difference, product-related factors, social pressure etc are different among genders. So deeply understanding the two groups is necessary to become more focus towards the target market.

## **3. MAIN OBJECTIVES OF THE STUDY**

1. To find out if there is any significant difference between male and female consumers in their response to the factors affecting smartphone purchase intention among Generation Z.
2. To understand the significance of smartphone device among Generation Z.

## **4. HYPOTHESIS OF THE STUDY**

The null hypothesis are:

H01: There is no significant difference between male and female consumers with respect to social influence among Generation Z.

H02: There is no significant difference between male and female consumers with respect to product feature among Generation Z.

H03: There is no significant difference between male and female consumers with respect to price among Generation Z.

H04: There is no significant difference between male and female consumers with respect to brand name among Generation Z.

## 5. REVIEW OF LITERATURE

Consumer behaviour is defined as “the decision process and physical activity individuals engage in, when evaluating, acquiring, using or abandoning of goods and services (Loudon & Bitu, 1994). Understanding the consumer behavior concept is very critical for survival and profitability of firm. Consumers are central to organizational success and the organizations that understand this are more successful in their business operations (Blackwell, Miniard, & Engel, 2006). According to Karjaluoto et al (2005) study of factors affecting consumer choice for mobile phones in Finland found that price, brand and size of the phone are the key factors in purchase of any new mobile phone. Ling et al (2006) surveyed College students to identify their preference for the mobile phones. The result showed that physical appearance, size and menu of the mobile phone are the most determinant factors affecting the buying behavior of consumers. Azira, R. et al. (2015) examined factors influencing purchasing intention of Smartphone among university students in Malaysia and deduced that “Three of four variables in study namely product features, brand name, and social influence have a significant relationship with product purchase intention and have positive correlation amongst them” Kaushal, SK and Kumar Rakesh (2016) conducted study of 159 students and young professionals from city of Lucknow to find out presence of any significant difference between factors like Compatibility, Product Features, Price, Brand, relative advantage, dependency, social influence and convenience that affect consumer's (male or female) purchase of Smartphone. Results of the study revealed that only Compatibility, Even though the research regarding this topic is limited, it shows that the male and female have different abilities to influence others and these differences relates to gender differences in power. (Carli, 1999). Some other studies illustrate that women are considered as being warm, expressive, compassionate, and understanding (Broverman et al., 1972; Martin, 1987; Ruble, 1983; Williams & Best, 1990).

People feel more positive toward women than men and, also, prefer to like women to men. (Eagly & Mladinic, 1989) Thus, Women are 14 perceived more preferable when showing warmth, friendliness. However, men have more expert and legitimate power than women so they are able to portray their competence, leadership, and assertiveness. (Carli, 1999; Rudman, 1998) Based on the research conducted by (Economides & Grousopoulou, 2009) show that in Greece female students are concerned about appearance and design and bothered about price. While the male students were more concerned about battery life, phone security and processing speed. Another study conducted by Ogunyemi (2010) reveal that Females preferred smaller phones that look good with fewer features while males prefer bulky phones with more features. Hargittai and Kim (2010) in his study proved that there is no statistic differences between males and females regarding entertainment-related purchasing factors of mobile phones.

## 6. RESEARCH METHODOLOGY

Due to the huge number of the study population, a convenient sample was used with a target of 600 college students in Ernakulam District. To be selected as a respondent in this study, the respondents were required to have a smartphone. Data was collected using both online and offline questionnaire survey comprised of two main parts: demographics and factors through a structured questionnaire on a five-point Likert scale. Descriptive statistics such as percentage analysis was used to assess the demographic profile of the respondents to make the analysis more meaningful, clear and easily interpretable. Inferential statistical tools such as t-test was applied for analysis by using SPSS 20.

## 7. DATA FINDINGS AND DISCUSSION

Descriptive statistics and Inferential Statistics techniques were used for statistical analysis.

### 7.1 DESCRIPTIVE STATISTICS

In descriptive statistics, percentage analysis covering demographic profile has been analyzed. The results are tabulated below:



Table 1: Percentage Analysis on Demographic Profile of Respondents

Sl. No.	Groups	Class	Frequency	Percentage	Cumulative Percentage
1	Gender	Girls	300	50.0	50.0
		Boys	300	50.0	100
		<b>Total</b>	<b>600</b>	<b>100.0</b>	
2	Age	18 years	171	28.5	28.5
		19 years	183	30.5	59.0
		20 years	204	34.0	93.0
		21 years	42	7.0	100.0
		<b>Total</b>	<b>600</b>	<b>100.0</b>	
3	Occupation of Parent	Private Sector	186	31.0	31.0
		Public Sector	169	28.2	59.2
		Self-Employed	226	37.7	96.8
		Unemployed	19	3.2	100.0
		<b>Total</b>	<b>600</b>	<b>100.0</b>	

The gender of respondents is equally considered representing 50% each from boys and girls. Majority of them were in the age of 20 (34%), followed by age of 19 (30.5%). Accordingly, the majority of the respondent's parents are Self-employed (37.7%) followed by the private sector which was (31%). Moreover, there are few respondents parents considered as unemployed (3.2%)

Table 2: Frequency of smartphone access by students

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid All within 15 minutes or less	91	15.2	15.2	15.2
All within 30 minutes or less	45	7.5	7.5	22.7
All within 5 minutes or less	437	72.8	72.8	95.5
All within an hour or less	27	4.5	4.5	100.0
<b>Total</b>	<b>600</b>	<b>100.0</b>	<b>100.0</b>	

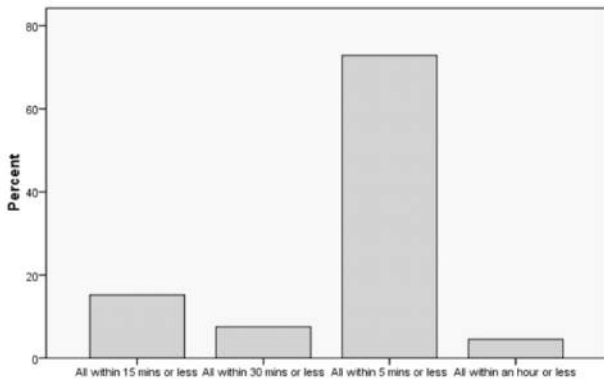


Figure 1: Frequency of smartphone access by students

The above chart shows that all within 5 minutes or less

the younger generation check their smartphone.

Table 3: Device used by students to access internet

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid cable modem	96	16.0	16.0	16.0
net setter	45	7.5	7.5	23.5
smartphone internet connection	459	76.5	76.5	100.0
<b>Total</b>	<b>600</b>	<b>100.0</b>	<b>100.0</b>	

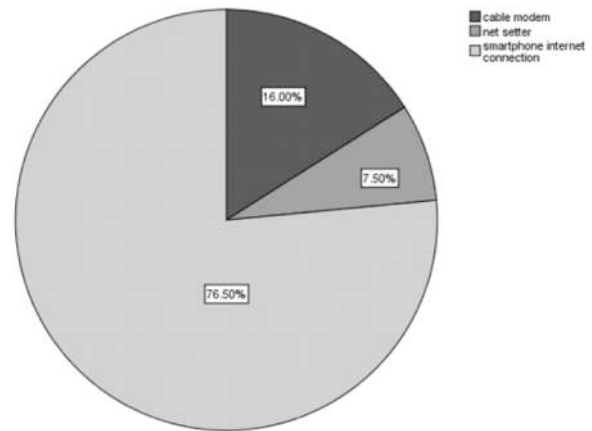


Figure 2: Device used by students to access internet  
From the above table, it is clear that the generation z consumers (76.50%) use the smartphone to access the internet.

### 7.2 INFERENCE STATISTICS

As part of inferential statistics, T-Test has been conducted and the results are tabulated below: Table 4:t-test for testing Significant difference between male and female consumers in their response towards the factors influencing purchase intention of smartphone.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
								95% Confidence Interval of the Difference		
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
brand	Equal variances assumed	4.073	.044	4.175	598	.000	1.77333	.42473	-.93920	2.60747
	Equal variances not assumed			4.175	578.359	.000	1.77333	.42473	-.93914	2.60753
Product feature	Equal variances assumed	1.776	.183	1.709	598	.088	.70333	.41164	-.10511	1.51178
	Equal variances not assumed			1.709	567.501	.088	.70333	.41164	-.10520	1.51187
Price	Equal variances assumed	10.413	.001	4.465	598	.000	1.87333	.41954	1.04938	2.69729
	Equal variances not assumed			4.465	558.641	.000	1.87333	.41954	1.04926	2.69741
Social influence	Equal variances assumed	20.188	.000	2.408	598	.016	.98000	.40702	-.18064	1.77936
	Equal variances not assumed			2.408	534.823	.016	.98000	.40702	-.18045	1.77955

From the above table 6 sig(2-tailed) value for brand is .000, value for price is .000, value for social influence is .016. Since the sig (2-tailed) value is less than  $\alpha$  i.e.; 5%, Hence the null hypotheses (H01, Ho3 & HO4) are rejected. It means there exists a significant difference between gender and other factors such as price, social influence and brand name among Generation Z. The value for product feature is .088 and hence it shows that male and female student’s responses have no significant difference with respect to product feature among Generation Z.

**8. LIMITATIONS OF THE STUDY:**

The present study was confined to college students only. The study considered only five factors influencing buying of smartphone.

**9. Conclusions**

The study reviewed the various literature and has investigated the significant difference among gender that affects factors influence the purchase of the smartphone. The study also reveals that the students access the internet through the smartphone and also, they spend more time on accessing smartphone. These findings proved the significance of smartphone among

Generation Z. The current study aims to ascertain the significant difference between male and female consumers in their response to the factors affecting consumer’s smartphone purchase. The key findings of the study revealed that there is a significant difference among gender with respect to social influence, price and brand name. The study also reveals that male and female respondent’s response was not significant only for the product feature. Both male and female of Generation Z expect the same product feature while they have a difference in response to other factors such as social influence, price and brand name. The result of this study is important for smartphone manufacturers in India to focus independently the needs of male and female customers.

**10. SCOPE FOR FUTURE RESEACRH**

Another study in the same field of inquiry would be very relevant to do since it would encompass all the factors driving Generation Z to buy a smartphone and provide a more comprehensive analysis of the topic.

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# CONSUMER BEHAVIOR AND THEIR PERCEPTION ON INVESTING IN MUTUAL FUNDS

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## Abstract

*In today's competitive market, different kinds of investment avenues are available to every investor. All investment modes have both advantages and disadvantages. An investor should always try to balance the benefits and shortcomings of different investment modes before making such investments. Due to two factors, Indian investors were drawn to mutual funds. First of all, they provide a higher return than fixed deposits, and secondly, the funds are managed by experts who keep an eye on business operations and stock market outlooks, among other things. A sizable number of mutual funds are also in operation, investing in various schemes to satisfy the demands of their target clients. Bond funds, income funds, money market funds, and other types of mutual funds are all designed to satisfy the goals of various saving types. In the present study, an attempt has been made to understand consumer behavior and their perception on investing in mutual funds.*

## INTRODUCTION

A mutual fund is a type of group savings plan. Despite the advantages of mutual funds, people still prefer to invest their money on their own. Mutual funds play a significant role in mobilising small investors' savings and directing them toward profitable businesses in the Indian economy. Mutual finance has not been a thing before. introduced programmes that were appropriate for the needs of farmers, small business owners, and retailers to reach their target market. The fund sector is criticised for having exorbitant fund expenses. They believe there are several hidden costs and a lack of competition in the mutual fund business, making it difficult for investors to lower their costs. They contend that investing in financial products with low cost ratios is the greatest approach for buyers to increase the rewards they receive from mutual price ranges. Fund managers disagree, arguing that prices are set by a highly competitive market and, as a result, represent the price that traders assign to the service provided. They also observe that expenses are fully reported. Product conceptualization and creativity are lacking.

## STATEMENT OF THE PROBLEM

Large numbers of investment avenues are available today differing in their risks and returns. Mutual fund is a type of investment suitable for investors who

prefer a normal rate of return. The study is an attempt to know about the perception of the individual Mutual Fund investor and the factors influencing investment in mutual funds.

## OBJECTIVES

1. To analyse the investors' perception regarding investing in Mutual Funds
2. To find out the reasons that influence while buying mutual funds
3. To find out the satisfaction level of investors regarding the mutual fund.

## HYPOTHESES

The current study begins with problem identification, which refers to a thorough understanding of consumer behaviour and individual perception surrounding the purchase of mutual funds, specifically how the inhabitants of the Ernakulam district engage in choosing mutual funds. Additionally, the following key goal, objectives, and hypotheses were established: Determine the buying habits and personal perceptions of consumers' underlying qualities in relation to buying mutual funds.

Hypothesis 1: Average return on investment is independent of gender.

Hypotheses 2: The period of investment is independent of gender

### LIMITATIONS OF THE STUDY

- This study depicts the present scenario and hence may not be applicable for another period of time.
- The answers to the questionnaire depend upon the beliefs and prejudices of the investors
- The study is restricted to information collected about mutual fund investors with the help of a questionnaire

### REVIEW OF LITERATURE

Rajeev V. Jain, Dhimen Jagdishbhai Jani, and Bhautik Alpeshkumar Patel (2012). The customer perception of mutual funds as an investment choice in Gujarat's Valsad city was the primary subject of this study. They showed that consumers had a favourable opinion of investing in mutual funds. Anand and Murugalah (2004) explored that, in order to attract investor financial industries requires innovation in developing and delivering financial services to survive and even to earn profit. Raja (1998) examined several Consumers and found that there is an impact of demographical variables such as age, gender, income etc. Bogle (1992) and Ippolito (1992) have suggested that Consumers are selecting funds on past performance. They also specify that investors invest in such a fund whose past performance is positive rather than negative for a specific period of time.

Desigan et al. (2006) conducted a study on women investor perception towards investment selection. Accordingly, women Consumers generally avoid mutual funds, the main reason is a lack of awareness, investment procedures, entry and exit moves etc. According to Lu Zheng (1999) majority of Consumers, invest in a mutual fund; do invest on the basis of short-term future performance and they use fund-specific information for their selection decision. K. Lashmana Rao (2011) made an analysis of investors' perception towards mutual fund schemes, he made the conclusion SEBI, AMFI, and IRDA should take appropriate steps to enhance Consumers' knowledge for making more prudent decisions.

Deepak Agrawal (2011) gives a summary of the mutual fund industry in India. Additionally, he conducts data analysis at both the fund management and investor levels. Reddy, V Prabhakara (2010) carried out a comparison of mutual funds from the public and private sectors to assess the performance of the mutual fund

business in India. After deregulation, the private sector mutual funds gradually took up the market share that UTI, a public sector mutual fund, had had from 1997–1998.

### DATA AND RESEARCH METHODOLOGY

The data was gathered via a questionnaire, and the survey was carried out over the course of two months, from May 1 to June 30, 2022. A pre-tested questionnaire that was given to a small sample of 20 informed current retail investors was used to gather the necessary data. The choice of the judgment sample was made because of time and money restrictions. Based on my investigation, I discovered the following outcomes.

The data and information collected will be classified, tabulated and processed and its findings presented in a systematic manner. Tables, graphs, charts, diagrams, percentage methods, and correlation are some of the statistical tools used in the study. Hypotheses have been set and the ratio of the  $\chi^2$  statistic to its degree of freedom, with a value less than 5 indicating acceptable fit was also used to analyse data. Age analysis and a parametric statistical tool like an independent sample Chi-square test are used for the purpose of analysing the perceptions of the Mutual Fund investors. The main objective of the study is to evaluate the perception of the Mutual Fund investors in Ernakulum district and their satisfaction level.

### TESTING OF HYPOTHESES

#### GENDER AND AVERAGE RETURN ON INVESTMENT

To find out where these attributes are independent the following hypothesis is tested,

H0a: The two attributes gender and an average return on investments are independent.

H1a: The two attributes gender and the average return on investments are dependent.

The Chi-square test is carried out for testing the above hypothesis and the result is shown in Table 1. The result states that the test is not significant as the table value is greater than the calculated value. Therefore we accept hypothesis H0a and reject hypothesis H1a so as to reach the conclusion that both variables are independent.

Table 1: Chi-Square Tests (A)

	Calculated Value	df	Table Value
Chi-Square	1.88859	6	12.59

## GENDER AND PERIOD OF INVESTMENT

To find out where these attributes are independent the following hypothesis is tested,

H0b: The two attributes gender and period of investments are independent.

H1b: The two attributes of gender and period of investments are dependent.

The Chi-square test is carried out for testing the above hypothesis and the result is shown in Table 2. It is clear from the table value is greater than the calculated value. Hence we reject hypothesis H0b so as to conclude that both the attributes of gender and period of investments are independent.

Table 2: Chi-Square Tests (B)

	Calculated Value	df	Table Value
Chi- Square	16.880.34	6	12.59

## SUGGESTIONS

- AMFI must run sufficient education campaigns on the benefits of investing in mutual funds and inform the public about cutting-edge, exclusive programmes.
- Mutual fund businesses must teach in colleges and universities, and those publications must be included in the curriculum.
- In some cases, the guidance provided by our regulatory agencies, such as SEBI, is conflicting and baffling. The numerous provisions' components and execution must be done in a better method.

- To ensure that their investors are aware of the company's financial situation, mutual fund companies must timely send their annual reports to their investors. This can enable the investor to gauge the level of interest in their venture.

## CONCLUSION

It highlights the crucial factor that influences the client's decision to choose a particular mutual fund. Assessing the financial overall performance of several mutual fund schemes on unique metrics was one of the goals of the recent study. The mutual budget industry performs a basic role in the control of stock expenses and holds a substantial portion of the company's equity.

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# ECONOMIC DEVELOPMENT AND THE ENVIRONMENT: A CASE STUDY OF CHEMICAL INDUSTRY IN KERALA

(This Thesis was awarded PhD by Mahatma Gandhi University Kottayam, Kerala)

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Kerala is one of India's most prosperous and blooming industrial states have a number of large and Micro, Small and Medium Enterprises of which more than 1,800 are chemical industries alone in the private sector along with some public sector undertakings. The chemical products turned out as an integral part of human survival as it supports the production of almost all necessities of life. Other than the positive benefits of chemical industries, many environmental and human health threats are glued to the industry. So, exploring the depth of negative environmental externality along with its positive externality due to the growth of chemical industries made to society shows the significance of the study. The pollution emissions both in air and water from industrial centres in Kerala comprise a relevant area of study. So, the present research is analysing the existence of the development and environment nexus. The

## **OBJECTIVES**

The main objectives of the study are the following:

- To make an empirical analysis of the relationship between economic development and the environment.
- To analyse the determinants of environmental awareness of residents in the study area
- To compare the externalities of chemical industries in Kerala from the viewpoint of residents in the study area.

## **DATA AND METHODOLOGY**

The study used both primary and secondary data. Analysis of the nexus between economic development and the environment was based on secondary data.

The data was collected from the Directory of Water & Air Quality of the Kerala State Pollution Control Board (KSPCB). The water quality indicator such as Dissolved Hydrogen Ions (PH), the condition of the Oxygen regime i.e., Dissolved Oxygen (DO), Biological Oxygen Demand (BOD), Total Coliform (TC) and Faecal Coliform (FC) from all stations of 23 rivers for the period of 2008-2018 was reviewed from the various volumes of Water & Air Quality Directory of Kerala Pollution Control Board. Net State Domestic Product for the years of 2008 to 2018 was collected from various issues of Economic Review, Government of Kerala

The study used Panel regression to analyze the nexus between economic development (in the form of NSDP) and environmental degradation (in form of water and air quality indicators). The primary data was collected from the residents nearby the industry. Tools such as binomial logistic regression ordered logistic regression and percentage method were employed for data analysis. To analyze the relationship between economic development and the environment, a Panel regression test was carried out employing NSDP as a proxy variable for economic development and air and water quality indicators as proxy variables for the environment. The variables were chosen for the air quality indicators such as SO<sub>2</sub>, NO<sub>x</sub>, RSPM and water quality indicators pH, DO, BOD, TC and FC level.

## **RESULT OF ANALYSIS**

Each of these indicators showed different forms of relation. Among these, except RSPM in the cubic model, all other variables showed significant relation with income. It was also the relationship between economic

activity and environmental quality that has been widely discussed and empirically tested by scholars. This descriptive research analysed the hypothesis called Environmental Kuznets Curve (EKC). The EKC hypothesis illustrates the relationship between economic growth and environmental degradation forming an inverted U-curve, indicating that at the beginning of development, environmental quality will decrease along with increasing economic growth, and then reach a certain point the environmental quality will gradually improve. observed from the forms of relation with air quality indicators and income, air pollution created by industries has not exceeded the limit put by Kerala Pollution Control Board. And water quality indicators except for DO and BOD, other variables showed that other than income there are external factors that lead to water environmental problems.

A binomial logical regression model was employed to analyze the influence of factors such as age, distance from industry, years of residence, gender and industry as a dummy on the opinion of respondents regarding the creation of pollution and rate of pollution. All these factors showed significant relation on the perception of negative externality created by the chemical industry. Respondents from Ernakulam and Thiruvananthapuram admitted that industries were responsible for creating pollution and rated pollution levels graver than in Palakkad. Regarding the factors determining awareness about pollution, the binomial logistical regression model was used which reflected a significant relationship among variables. Respondents from Palakkad stated to have the least awareness about externalities created by industries. Inter-district development analysis accepted the alternative hypothesis which indicated the existence of an inter-district difference in the development due to the chemical industry. Comparative analysis of perception about environment and development stated that the industries did not contribute significantly to local

development and also revealed that industries were not the reason for the creation of social overhead capital in the area. The respondents strongly supported the view that Government and industries have a major role in controlling environmental issues.

#### **LIMITATIONS OF THE STUDY**

The researcher also experienced some critical limitations which affected adversely the quality of the overall study. They are: the absence of district-wise data about all major pollutants posed a constraint, reluctance from the respondents regarding the actual impact of industries on their life, unavailability of data from the side of the company regarding pollution, and absence of previous studies related to this area.

#### **SUGGESTIONS AND CONCLUSION**

The study identified that the inhabitants are willing to shift to faraway places from the industrial area therefore, residents should be rehabilitated to safer distances. Stringent environmental laws specially to control air pollution and water pollution should be implemented. Promotion of environmental education, training and awareness should be undertaken regularly by elected representatives, bureaucrats and the judiciary at different levels like district, block and panchayat levels.

This study provides significant lessons learnt on various aspects of economic development and the environment in the state of Kerala. In its journey towards industrial growth and economic development, the respective Governments and industries should seek profound solutions to mitigate the negative externalities of industrial growth, particularly caused by the chemical industry. The study findings are pointers that above all, sustainable ecological management promotes a natural balance to suit the needs of the present man keeping in mind that future generations are the need of the hour.



## BOOK REVIEW

Author : **Napoleon Hill**

*Reviewed by*

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If you have ever wondered about how to use the potential of your subconscious mind, this book might be it. It is all about how a person can retrain its own mind and focus all its energy into becoming successful. The book is all about the thirteen principles which can change the course of one's mindset. By applying these thirteen steps, one can begin to notice positive changes. The author writes about successful people and their stories to inspire his readers. He talks about the value of persistence, constant efforts, and recognizing opportunities. He talks about the need for a "Burning Desire" within a person to achieve something.

Every person deals with fear, doubt, etcetera as obstacles to achieving success. The book also talks about how to deal with failure and emotions which cause a person to give up. People who want to achieve their financial dreams should read this book.

Napoleon Hill researched and wrote about the mindset of millionaires and billionaires. It took him twenty to twenty-five years to build this masterpiece.

### **About the Author: Napoleon Hill**

Napoleon is the author of one of the best selling self-help books of all time. He is also known as a conman for a lot of reasons. He has had allegations of fraud. There is also a dispute about the authenticity of many of Hill's claims. Napoleon Hill's collaboration with Andrew Carnegie was never confirmed. Hill allegedly started making claims of interviewing Carnegie after he had died. Aside from Hill's writings, there are no accounts of the meeting taking place.

The evidence is lacking for many of Hill's other

claims of meeting other famous men. He claims the photos and endorsement letters from famous men were all lost in a fire.

Napoleon Hill's other claims are also called into question. He said that he helped President Wilson to negotiate Germany's surrender in World War I. But there is no known evidence of any such incidence. He claimed he helped F.D.R. write his fireside chats with no known evidence. There are no records of Hill interviewing famous men such as Theodore Roosevelt, etc.

### **Other Works by the Author:**

- The Law of Success (1928)
- The Magic Ladder to Success (1930)
- Outwitting the Devil (1938)
- How to Sell Your Way Through Life (1939)
- Grow Rich!: With Peace of Mind (1967)
- Succeed and Grow Rich Through Persuasion (1970)

### **Think and Grow Rich by Napoleon Hill:**

Being one of the best-sold books of all time from the self-help and psychology genre, it certainly meets the talk. This book talks about various subjects including how our own subconscious mind works against us. A lot of people say it is inspiring, and even life-changing. It is a blueprint of all the characteristics and qualities Hill found in all his subjects.

There was one fact that called out to me the most about the book. Not only did Napoleon observe these great people but he also implemented all these ideas and principles. Only after seeing the results, he wrote

about them. He inspires his readers not to accept their situational reality but to make their aspirational desires. Readers often try to find one secret from beginning to end but Napoleon doesn't talk about it. Instead, he talks about mastering the thirteen principles and once that happens, he guarantees success.

Napoleon also talks about how one of the core things we are cursed and conditioned with is Indecisiveness. He tells us how taking action is better than inaction which is a very important lesson. There are many such great lessons throughout the book which are delightful to read.

**How Think And Grow Rich is the ultimate guide to success:**

The fact that books can alter the course of one's mind is undisputed but this particular book talks about how if we don't plant deliberately chosen thoughts in our subconscious mind, then it will work on the thoughts it is receiving as a result of neglect. This is usually negative.

This book is all about how we should have a definite purpose. It tells us about we can use the power of autosuggestion. Sometimes we already know things and it comes to us automatically. We only have to channel our focus on recognizing it. The author asks us to mix thoughts with feelings. He says positive thoughts attract positive actions. He also tells us about the power and benefits of visualization. This book basically teaches us to train and program our subconscious mind to achieve our goals and ambitions.

One of the best things about this book which makes it an "ultimate guide to success" is that it talks about the kind of passion you will need in order to reach your destination. It also talks about being crystal clear on what you will have to sacrifice to get what you want. Hence it is one of the firsts books that are usually recommended by a lot of people who are trying to grow or become rich.

**Reasons why you might not pick this book:**

Napoleon wrote this book in the era of Depression. So a lot of people believe that it might be a little old fashioned. People believe that finances have got more complex over the years. And thus they might not choose this book.

Another reason which clouds the minds of people is that a lot of other self-help books and financial help books cover topics similar to this one like personal growth, how to manage and increase your finances, etc. This book does not contain any plans or ideas as to

how to start something in a specific manner. It just focuses on your mind and being positive.

The first few chapters are slow-paced. Some people may find it repetitive which may discourage the readers as well. But, this book is still relevant to the complicated finances of growing times. The principles there are sound, accurate, and everlasting. Once the book engages the reader, it cannot be put down. The book picks up the pace from the fifth chapter. The narration is fluid and smooth and the author explains his point very well. Overall, this book is a must-read for people who need a pep-talk, someone who wants a casual read, and someone who learns from other people's success stories.

**The Thirteen Principles:**

Hill has divided the book into chapters each based on a certain principle he wants to convey. He talks about how you should pursue something you love to do and have a burning desire for. The basic reason for this is widely known and eliminates the excuse for mediocrity.

Hill also advises being around people who inspire you because you are the result of the five people you surround yourself with and they are the ones who influence you the most. He also speaks about how writing and reading things that drive you. They impact your determination and strengthen your will to achieve. Napoleon questions the reader. He asks what value are we providing to the people and how do we apply the knowledge we gain to bring more value to society. The author also makes a point to recall the old saying "Jack of all trades and master of none." He specifies that specialized knowledge is far better than general knowledge.

**The Main Message of the book:**

This book is a masterpiece and all points in this book should be considered with great detail. The book is also very subjective, the message may vary from reader to reader. However, the basic message of the book is the cycle that is created using these principles. It creates a pyramid of Desire- Faith- Action (Decisions). All this continues because of Persistence. The author claims that once a person has a crystal clear vision of where he wants to be, that produces a burning desire within him. This desire should be backed by Faith and Specialized Knowledge, creating some Action or leading to certain decisions.

It also makes the reader realize that there will be a lot of obstacles that one will have to face while

achieving something. These obstacles are not only external but internal as well. Feelings and emotions such as fear, anxiety, indecisiveness, etc are the main hurdles one may face.

Other than this, the book talks about the stories of many successful people and aims at making his audience understand how these principles actually work when applied. Taking into account the real-life situations and incidences, Napoleon makes his book interesting, authentic, and proof-based. This not only motivates the reader but also prevents him from thinking about it as baseless preaching.

What I like the most:

I absolutely loved the fact that this book has success stories of other people which made me interested in knowing more. They told me about the adversaries and triumphs of these people whether they were famous or not. This book is so easy to read that it fulfilled its aim to reach out to maximum readers, accurately conveying its message.

According to me, the best chapters were Desire, Organized Planning, and Devil's Workshop. These chapters deal with the aforementioned principles and obstacles.

The Devil's Workshop deals with how we should not let our sad thoughts affect us. Thoughts like "I wish I was born rich" or "If only I could catch a lucky break." Organized planning is all about how to form a plan that will do well. It also includes the attributes of an effective leader. Desire also tells us about having ambition and constantly working for achieving it. This chapter asks us to remind ourselves that anything else is not sufficient.

I enjoyed reading the last principle of Sixth sense which

cannot be questioned, disputed, or practiced. It's a part of the universal truth that Napoleon Hill talks about.

Some of the famous quotes from the book:

"The starting point of all achievement is DESIRE. Keep this constantly in mind. Weak desire brings weak results, just as a small fire makes a small amount of heat."

"Before success comes in any man's life, he is sure to meet with much temporary defeat, and, perhaps, some failure. When defeat overtakes a man, the easiest and most logical thing to do is to quit. That is exactly what the majority of men do. More than five hundred of the most successful men this country has ever known told the author their greatest success came just one step beyond the point at which defeat had overtaken them."

"An educated man is not, necessarily, one who has an abundance of general or specialized knowledge. An educated man is one who has so developed the faculties of his mind that he may acquire anything he wants, or its equivalent, without violating the rights of others."

"Opinions are the cheapest commodities on earth. Everyone has a flock of opinions ready to be wished upon anyone who will accept them. If you are influenced by "opinions" when you reach DECISIONS, you will not succeed in any undertaking."

"To win the big stakes in this changed world, you must catch the spirit of the great pioneers of the past, whose dreams have given to civilization all that it has of value, the spirit that serves as the life-blood of our own country – your opportunity and mine, to develop and market our talents."

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