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# *In-quest*

Students' Research Compendium



**SEVA MANDAL EDUCATION SOCIETY'S  
SMT. MANIBEN M. P. SHAH WOMEN'S COLLEGE OF ARTS AND COMMERCE  
(Autonomous under S.N.D.T. Women's University, Mumbai)**

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*From the Principal's Desk.....*

**The status of research in academics in India is not very encouraging and the main culprits for it are educators themselves along with the Government. Because of separation of Teaching and Research in our country, generations after generations have been graduating from the University system without producing a single original research. India's investment in research is a measly 0.62% of GDP and in Higher Education; particularly it is only 4% of GDP.**

**To foster research activities at the Institutional level, we have been taking lot of efforts and initiating new methods. It is my firm belief that if at under Graduate level students are taught systematic research and efforts are taken to instil research culture, many of them will be more inclined to take up research. With this thought process we have initiated this publication and bringing out the 1st volume of In-Quest which is exclusively, a compendium of PG students' researches. I wish a very good luck to our initiative of giving a platform to our own students to showcase their research capabilities!!!!**

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Principal**

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## **EFFECT OF SELF-COMPASSION ON HELPING ATTITUDE AND LIFE SATISFACTION AMONG MENTAL HEALTH PROFESSIONALS**

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### **ABSTRACT**

Self-compassion refers to being kind and understanding toward oneself, even in the face of personal failings. This thoughtfulness and acceptance, though, are not limited to the self but can be extended toward others as well. Helping attitude refers to a set of beliefs and behaviors regarding assisting others. Life satisfaction refers to a person's attitude or beliefs toward their life as a whole and the degree to which they seem satisfied with it. Mental Health Professionals are those individuals who work in the fields of counseling, psychology, psychiatry, marital and family therapy, etc. The purpose of this study was to examine the effect of self-compassion on helping attitude and life satisfaction among mental health professionals. Self-compassion was measured using the Self-Compassion Scale (Neff, 2003b). Helping attitude was measured using the Helping Attitude Scale (Nickell, 1998). Life satisfaction was measured using the Satisfaction with Life Scale (Diener, et al., 1985). Data was obtained from a total of 66 Mental Health Professionals. A one-way ANOVA was performed with the help of Statistical Package for Social Sciences (SPSS) 20 to examine the influence of self-compassion on helping attitude and life satisfaction. Statistical analysis indicated there is no significant difference in the level of helping attitude ( $F_{(2,63)} = 1.457$ , n.s) and life satisfaction ( $F_{(2,63)} = 1.842$ , n.s) in relation to self-compassion among mental health professionals. Thus, the data obtained did not support the hypotheses. The limitations and future implications of the study have been discussed.

**KEYWORDS:** Self-compassion, Helping attitude, Life satisfaction, Mental Health Professionals

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## **INTRODUCTION**

Mental health professionals are known to be compassionate toward others and exhibit other-oriented behavior. Nonetheless, dealing with others' problems on a daily basis can be emotionally as well as mentally taxing and can have a negative impact on other aspects of life as well. They are prone to compassion fatigue because dealing with trauma and stresses of other people can create secondary traumatic stress in the individual (Figley, 2002). Moreover, they are long known to be at high risk to develop the burnout syndrome. Burnout tends to have a negative impact on life satisfaction (Hombrados-Mendieta & Cosano-Rivas, 2011). Self-compassion is said to be a valuable coping resource as it allows an individual to better understand their inadequacies and failures and to deal with their own sufferings in a compassionate manner. Similarly, self-compassion may influence an individual's compassion towards others as well. In a study conducted by Dev et al. (2018), the results indicated that greater trait self-compassion was associated with lower burnout and predicted lower barriers to compassion. Thus, it is of significant value to understand if and how self-compassion fosters a helping attitude and impacts life satisfaction among mental health professionals. Moreover, it is appealing to study how self-compassion, which is very much innate, influences helping attitude, which is other-oriented.

### **1.1 Research Questions**

1. Does Self-Compassion have an effect on Helping Attitude among Mental Health Professionals?
2. Does Self-Compassion have an effect on Life Satisfaction among Mental Health Professionals?

### **1.2 Aims and Objectives**

#### **Aim:**

To study the effect of Self-Compassion on Helping Attitude and Life Satisfaction among Mental Health Professionals.

#### **Objectives:**

1. To study the effect of Self-Compassion on Helping Attitude.
2. To study the effect of Self-Compassion on Life Satisfaction.

## **REVIEW OF LITERATURE**

### **2.1 Self-Compassion and Helping Attitude**

Neff and Pommier (2012) conducted a study to examine the link between self-compassion and concern for the well-being of others. The results indicated that higher levels of self-compassion were significantly linked to perspective taking and altruism. The findings suggest that, as self-compassion involves stepping away from one's own experiences to consider the shared human experience, general perspective-taking capacities may be involved when confronting the experiences of both self and others.

Correspondingly, in a research conducted by Marshall et al. (2019) who sought to examine the relative roles of self-compassion and empathy in predicting pro-social behavior. Results showed that self-compassion contributed uniquely to pro-social behavior and the effect sustained even when controlling for the effects of empathy.

### **2.2 Self-Compassion and Life Satisfaction**

Bluth and Blanton (2012) conducted a study to explore the influence of self-compassion on emotional well-being. The results indicated that self-compassion predicted increases in life satisfaction. Moreover, it was found that the component of common humanity was strongly related to life satisfaction as the understanding that people are connected with each other through their shared experience seems to contribute strongly to how satisfied people are with their lives.

In another study conducted by Bluth et al. (2016), the researchers examined age and gender differences in the relationship between self-compassion and emotional well-being. The results indicated that self-compassion is associated with greater life satisfaction and ability to tolerate distress, and less perceived stress at all ages, among both males and females.



## **METHOD**

### **3.1 Research Hypotheses**

#### **Alternate Hypotheses:**

1. There is a significant difference in the level of helping attitude in relation to self-compassion among mental health professionals.
2. There is a significant difference in the level of life satisfaction in relation to self-compassion among mental health professionals.

### **3.2 Participants**

The target population for this study was mental health professionals, which included clinical psychologists, counseling psychologists, psychotherapists, marriage and family counselors, and addiction counselors. The sample population consisted of 66 participants and data were collected from various hospitals, private clinics, de-addiction/rehabilitation centers, and counseling centers.

#### **3.2.1 Sampling Method**

In the present study, Purposive Sampling and Snowball Sampling techniques were used.

#### **3.2.2 Inclusion Criteria**

Participants having minimum two years of full-time experience in the field and a minimum qualification of postgraduate degree/diploma/certificate course in Psychology, Clinical Psychology, Counseling Psychology, Psychotherapy, and M.Sc. in Counseling and Family Therapy or any postgraduate course in Couple and Family Therapy were included.

### **3.3 Variables**

**Independent Variable:** Self-Compassion, consisting of three levels: High self-compassion, Moderate self-compassion, Low self-compassion

#### **Dependent Variables:**

1. Helping Attitude
2. Life Satisfaction

### 3.3.1 Operational Definitions

- **Independent Variable**

Self-Compassion is operationally defined as being open to and moved by one's own suffering, experiencing feelings of caring and kindness toward oneself, taking an understanding, nonjudgmental attitude toward one's inadequacies and failures, and recognizing that one's own experience is part of the common human experience (Neff, 2003a). Total mean score between 1-2.5 indicates low self-compassion, between 2.5-3.5 indicates moderate self-compassion, and between 3.5-5 indicates high self-compassion.

- **Dependent Variables**

1. Helping Attitude is operationally defined as the beliefs, feelings, and behaviors related to helping people (Nickel, 1998).
2. Life Satisfaction is operationally defined as a global assessment of a person's quality of life according to his own chosen criteria (Shin & Johnson, 1978).

- **Mental Health Professionals** is operationally defined as professionals who work in the fields of counseling, psychology, marital and family therapy (Sperry, 2006).

- **Controlled Variables**

Factors such as years of experience and qualification were considered as controlled variables for the research study.

## 3.4 Tools

### 3.4.1 Self-Compassion Scale (SCS) (Neff, 2003b)

The Self-Compassion Scale was developed by Kristin Neff in 2003. It consists of 26 items divided among 6 subscales. The subscales Self-judgement, Isolation, and Over-identification are reverse scored. A total score is obtained by summing up the scores on all 26 items. Total mean score between 1-2.5 indicates low self-compassion, between 2.5-3.5 indicates moderate self-compassion, and between 3.5-5 indicates high self-

compassion. Response to each item is given using a 5-point Likert scale with 1 being 'almost never' to 5 being 'almost always'. The test-retest reliability of the SCS during a 3-week interval was found to be .93. The internal reliability of the SCS was found to be .92.

#### **3.4.2 Helping Attitude Scale (HAS) (Nickell, 1998)**

The Helping Attitude Scale was developed by Gary S. Nickell in the year 1998. Response to each item is given using a 5-point Likert scale with 1 being 'strongly disagree' to 5 being 'strongly agree'. The scale consists of 20 items. The responses on six items are reverse scored. The scores on all 20 items are summed up and a total score is obtained. The scores on the HAS range from 20 to 100 with 60 being the neutral score. The test-retest reliability of the HAS was found to be .837. The internal consistency (Cronbach's Alpha) was found to be .869. The scale is reported to have good construct validity (Nickell, 1998).

#### **3.4.3 Satisfaction with Life Scale (SWLS) (Diener et al., 1985)**

The Satisfaction with Life Scale was developed by Ed Diener, et al. (1985). It is a 5-item instrument and response to each item is given using a 7-point Likert scale with 1 being 'strongly disagree' to 7 being 'strongly agree'. Scores obtained on all items are summed up to obtain a total score ranging from 5 to 35. A score of 20 represents a neutral score. Diener et al. (1985) reported a coefficient alpha of 0.87 for the scale and a 2-month test-retest stability coefficient of 0.82. It has a criterion related validity of .82. Pavot and Diener (1993) have provided evidence for the construct validity of the scale.

### **3.5 Research Design**

The study was a quantitative research adopting a quasi-experimental design, having one independent variable with three levels and two dependent variables.

### **3.6 Procedure**

The aims, objectives, and applications of the study were explained to the participants, consent forms were distributed for those who were willing to participate in the study, and scales were administered.

### 3.7 Ethical Considerations

Before distributing the consent forms, the participants were provided with appropriate and honest information regarding the aims and objectives of the study. The participating mental health professionals were asked to personally sign the consent forms. The obtained data was kept confidential and the participants were made aware of the confidentiality clause. It was ensured that after the conduction of the study, the obtained results would not be published or used for any other purpose without the consent of the participants.

### 3.8 Data Analysis

To study the effect of 'Self-Compassion' on 'Helping Attitude' and 'Life Satisfaction' among Mental Health Professionals, One-way ANOVA was calculated.

## RESULTS

The present research aimed at studying the effects of Self-Compassion on Helping Attitude and Life Satisfaction among Mental Health Professionals. The obtained data was analyzed using One Way Anova with the help of Statistical Package for Social Sciences (SPSS) 20.

Table 4.1, *Descriptive Statistics table of Variables*

|                   | M     | SD   | N  |
|-------------------|-------|------|----|
| Self-Compassion   | 2.92  | 1.02 | 66 |
| Helping Attitude  | 82.14 | 8.12 | 66 |
| Life Satisfaction | 24.44 | 6.44 | 66 |

From Table 4.1, it can be observed that the Mean Self-Compassion was 2.92 and the Standard Deviation obtained was 1.02 (N=66). The Mean Helping Attitude was found to be 82.14 and the Standard Deviation obtained was 8.12 (N=66). The Mean Life Satisfaction was 24.44 and the Standard Deviation obtained was 6.44 (N=66).

Table 4.2, *Descriptive Analysis: Helping Attitude among Mental Health Professionals scoring High, Moderate, and Low on Self-Compassion*

|                     |                          | N  | Mean  | SD    |
|---------------------|--------------------------|----|-------|-------|
| Helping<br>Attitude | High Self-Compassion     | 24 | 83.45 | 6.88  |
|                     | Moderate Self-Compassion | 21 | 79.67 | 5.47  |
|                     | Low Self-Compassion      | 21 | 83.09 | 10.96 |

From Table 4.2, it can be observed that the Mean Helping Attitude of the group High on Self-Compassion (N=24) is 83.45 and the Standard Deviation obtained is 6.88. For the group Moderate on Self-Compassion (N=21), the Mean Helping Attitude is 79.67 and the Standard Deviation obtained is 5.47. The Mean Helping Attitude obtained for the group Low on Self-Compassion (N=21) is 83.09 and the Standard Deviation is 10.96.

Table 4.3, *Inferential Statistics: Analysis of Variance of Helping Attitude among Mental Health Professionals who fall under High, Moderate, and Low Self-Compassion*

|                     |                | Sum of Squares | df | Mean Squares | F     | Sig. |
|---------------------|----------------|----------------|----|--------------|-------|------|
| Helping<br>Attitude | Between Groups | 189.338        | 2  | 94.669       | 1.457 | n.s  |
|                     | Within Groups  | 4092.435       | 63 | 64.959       |       |      |
|                     | Total          | 4281.773       | 65 |              |       |      |

With reference to Table 4.3, it can be observed that the F value of Helping Attitude is 1.457 at df 2 which is not significant at 0.05 level. This indicates that there is no significant difference in the level of Helping Attitude in relation to High, Moderate, and Low Self-Compassion. Thus, the null hypothesis, 'There is no significant difference in the level of helping attitude in relation to self-compassion among mental health professionals,' was retained.

Figure 1 represents the graphical representation of the mean scores obtained for Helping Attitude among Mental Health Professionals in relation to High, Moderate, and Low Self-Compassion.



The x-axis represents the level of Self-Compassion, i.e. High, Moderate, and Low. The y-axis represents the estimated marginal means of Helping Attitude.

Table 4.4, *Descriptive Analysis: Life Satisfaction among Mental Health Professionals scoring High, Moderate, and Low on Self-Compassion*

|                   |                          | N  | Mean  | SD   |
|-------------------|--------------------------|----|-------|------|
| Life Satisfaction | High Self-Compassion     | 24 | 25.79 | 4.73 |
|                   | Moderate Self-Compassion | 21 | 22.29 | 6.83 |
|                   | Low Self-Compassion      | 21 | 25.05 | 7.43 |

From Table 4.4, it can be observed that the Mean Life Satisfaction for the group High on Self-Compassion (N=24) is 25.79 and the Standard Deviation obtained is 4.73. For the group Moderate on Self-Compassion (N=21), the Mean Life Satisfaction is 22.29 and the Standard Deviation obtained is 6.83. The Mean Life Satisfaction obtained for the group Low on Self-Compassion (N=21) is 25.05 and the Standard Deviation is 7.43.

Table 4.5, *Inferential Statistics: Analysis of Variance of Life Satisfaction among Mental Health Professionals scoring High, Moderate, and Low Self-Compassion*

|                   |                | Sum of Squares | df | Mean Squares | F     | Sig. |
|-------------------|----------------|----------------|----|--------------|-------|------|
| Life Satisfaction | Between Groups | 149.061        | 2  | 74.531       | 1.842 | n.s  |
|                   | Within Groups  | 2549.196       | 63 | 40.463       |       |      |
|                   | Total          | 2698.258       | 65 |              |       |      |

With reference to Table 4.5, it can be observed that the F value of Life Satisfaction is 1.842 at df 2 which is not significant at 0.05 level. This indicates that there is no significant difference in the level of Life Satisfaction in relation to High, Moderate, and Low Self-Compassion. Thus, the null hypothesis, 'There is no significant difference in the level of life satisfaction in relation to self-compassion among mental health professionals,' was retained.

Figure 2 represents the graphical representation of the mean scores obtained for Life Satisfaction among Mental Health Professionals in relation to High, Moderate, and Low Self-Compassion. The x-axis represents the level of Self-Compassion, i.e. High, Moderate, and Low. The y-axis represents the estimated marginal means of Life Satisfaction.

## DISCUSSION

It was hypothesized that, 'There is a significant difference in the level of helping attitude in relation to self-compassion among mental health professionals.' The results of the statistical analysis show that there is no significant difference in the level of Helping Attitude as a function of Self-Compassion. The contradictory results can be explained with the help of a study by Neff and Pommier (2012) who sought to determine the effects of self-compassion on compassion for altruism among three different participant groups. They found that there was no significant association between self-compassion and altruism among undergraduate students. To further explore this issue, they calculated the level of empathic concern with low and high self-compassion. It was found that regardless of low or high self-compassion, almost the same level of empathic concern for others was observed. As asserted by the empathy-altruism hypothesis, empathic concern influences the motivation to help others (Batson, 2011). The current study did not control for the level of empathy among the participants. Thus, the obtained results are not inline as the participants may have greater empathic concern for others and may exhibit more kindness regardless of high or low self-compassion.

The second hypothesis stated that, 'There is a significant difference in the level of life satisfaction in relation to self-compassion among mental health professionals.' The results of the statistical analysis show that there is no significant difference in the level of Life Satisfaction as a function of Self-Compassion. Such contrary results were obtained by Shapiro et al. (2005) as well, who sought to examine the effects of a short-term stress management program, mindfulness-based stress reduction, on health care professionals. They performed a regression analysis to estimate the relationship between self-compassion and life satisfaction and found that self-compassion did not have predictive power for life satisfaction. Several factors can be taken into consideration to explain these results. Personality traits may also influence satisfaction with life. Haslam et al. (2005) studied the mediating role of the Big Five personality traits in the

association between values and life satisfaction. They stated that low neuroticism and high openness, conscientiousness, extraversion, and agreeableness are consistently associated with greater life satisfaction. Personality traits of participants were not considered, which may have influenced satisfaction with life.

Taking into consideration the explanations and the obtained data, the null hypotheses were retained.

## **LIMITATIONS**

A major limitation of the study was the small sample size as data was obtained from a total of 66 participants. Additionally, variables such as gender, social norms, personality characteristics, etc. which may influence the variables were not considered. Furthermore, individuals may give socially desirable answers in order to portray themselves in a good light. As mental health professionals are expected to uphold a positive helping attitude, there is a possibility that they may respond in a way to conform to these expectations.

## **IMPLICATIONS**

Mental health professionals are exposed to a wide variety of stressors on a daily basis which may affect their effective functioning and quality of life leading to compassion fatigue and burnout. Thus, it becomes important to provide intervention strategies to help them cope with their stressors effectively. The results of the current study suggest that there is no effect of self-compassion on helping attitude and life satisfaction. However, there are several other factors influencing helping attitude and life satisfaction which can be taken into consideration when designing interventions. As a number of research have shown the positive effects of self-compassion on helping attitude and life satisfaction, interventions aimed at increasing compassion towards self must be considered. Variables such as gender, personality characteristics, and empathy can be considered in future studies. Furthermore, longitudinal studies can be conducted to understand the effect of self-compassion interventions on compassion fatigue, burnout, helping attitude, and life satisfaction.

## CONCLUSION

The results of the study indicate that there is no significant influence of self-compassion on helping attitude and life satisfaction. Thus, the null hypotheses, 'There is no significant difference in the level of helping attitude in relation to self-compassion among mental health professionals,' and 'There is no significant difference in the level of life satisfaction in relation to self-compassion among mental health professionals,' were accepted.

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## GRAPHS

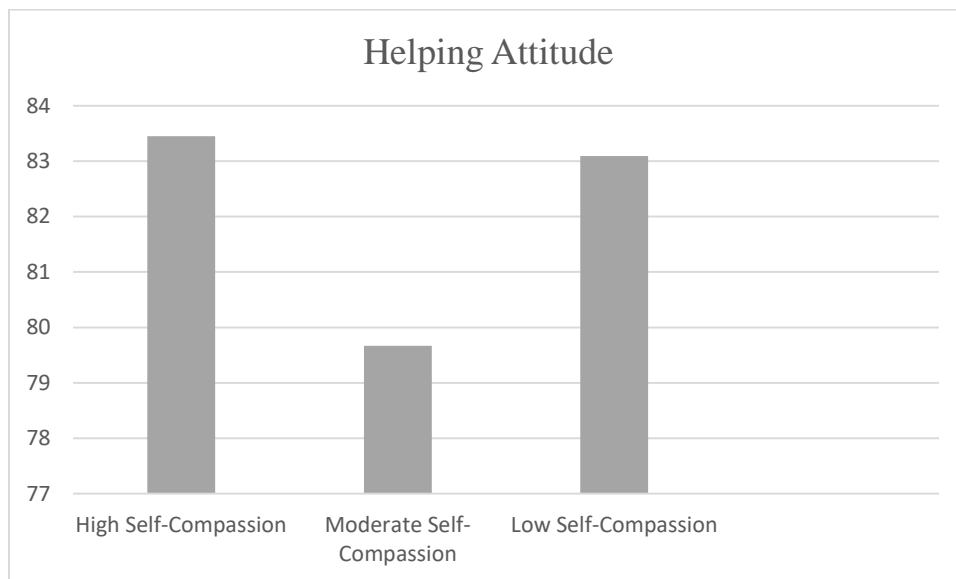


Figure 1: Mean Scores for Helping Attitude in relation to Self-Compassion

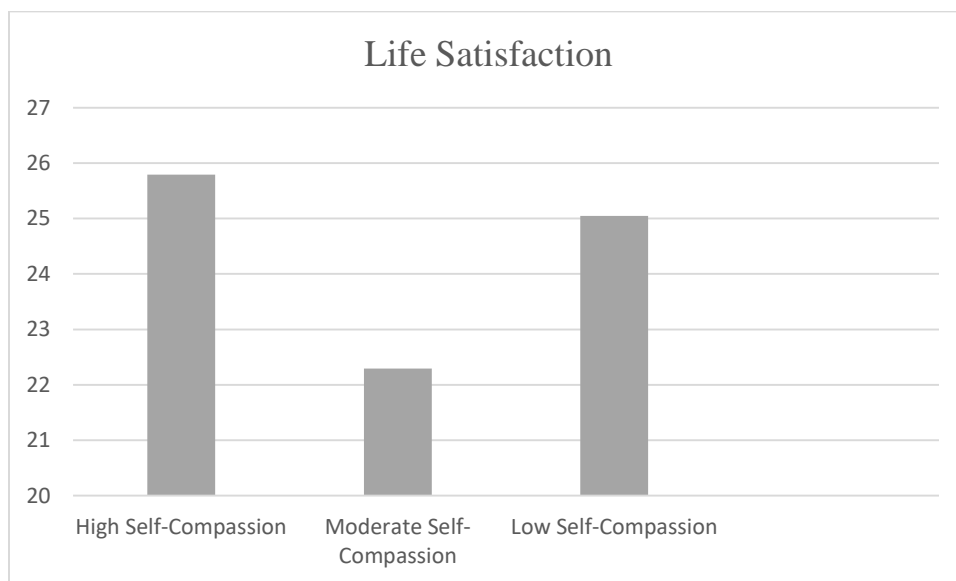


Figure 2: Mean Scores for Life Satisfaction in relation to Self-Compassion

## **Effect of Emotional Intimacy on Emotional Expressivity and Relationship Satisfaction among Married Women**

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### **ABSTRACT**

Emotional Intimacy is defined as a perception of closeness to another that allows sharing of personal feelings, accompanied by expectations of understanding, affirmation and demonstrations of caring. (Sinclair, G, Dowdy, & W., 1985). Emotional Expressivity is defined as 'the extent to which individuals outwardly display their emotions. (Gross & John's, 1997).

Relationship Satisfaction is defined as an interpersonal evaluation of the positivity of feelings for one's partner and attraction towards the relationship. (Rusbult & Bunk, 1993).

A strong relationship is when there is strong Emotional Intimacy that is closeness and trust develops when there are no barriers between the couple that is when there is healthy and hearty expression of the emotions between the couple the relationships grows and helps the couple under each other in a better way which gives them a sense of satisfaction in their relationship. The purpose was to study the effect of emotional intimacy on emotional expressivity and relationship satisfaction among married women. To measure these variables, emotional intimacy scale EIS- Sinclair and Dowdy, 2005 was used, Emotional expressivity scale EES- Ann M. Kring, David A. Smith, and John M. Neale was used, Relationship Assessment Scale by Hendrick was used. The data that was obtained has been analyzed by using independent samples t-test.

The results showed that there was no significant effect of Emotional Intimacy on emotional Expressivity. However, there was a significant difference on the effect of Emotional Intimacy on Relationship Satisfaction  $t(42) = 4.12; p < 0.000$ .

**KEYWORDS:** Emotional intimacy, Emotional expressivity, Relationship satisfaction.

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## **INTRODUCTION**

### **1.1 Overview:**

The word emotion is derived from a Latin word 'emovere' which means 'to strip up', 'to agitate' or 'to exite'. (S.K, 1998)

Emotions are crucial to our ability to adapt to the challenges of our daily life. If we are feeling good or have started the day with positive mind, we are able to pull the most difficult task with all ease, however when we aren't feeling good, we are unable to even pull a small fun activity. Emotions also affect our relationship with others and self. (Krauss, 2012)

Women's nonverbal sensitivity helps explain their greater emotional literacy. Women's skill at decoding others emotions may also contribute to their greater emotional responsiveness. Emotionality is truer of women. Women rejoice with those who rejoice and weep with those who weep. Women also tend to experience emotional events such as viewing pictures of mutilation, more deeply, with more brain activation in areas sensitive to emotion. (David, 2013)

### **1.2 Emotional Intimacy:**

Intimacy is often linked to sex. However emotional intimacy is as important as relationship. If there's an emotional distance between you and your partner. However, if you could open up and disclose your deepest thoughts, emotions and feelings to your partner. This will help you know yourself better and also you would know your partner in a better way which will eventually help you create a stronger bond with your partner. Emotional intimacy is a sense of closeness developed with another person over time. Emotional intimacy gives you the feeling of safety, having your thoughts and feelings accepted. Emotional intimacy is different for different individual. However lack of emotional intimacy in one's relationship can spoil one's love life and sex life. (Suzannah, 2017).

### **1.3 Emotional Expressivity:**

Emotional expression consists of both verbal & non-verbal behaviour. It speaks about one's internal state and takes place with or without self-awareness. People express their emotions in several ways such as facial expression, laughing, crying, frowning, and storming out of room. (James & John, 1997)

#### **1.4 Relationship Satisfaction:**

Satisfaction is an important indicator of the quality of a relationship. It has an consequences for the longevity of the relationship, as less satisfied relationship are more likely to end. Women's marital satisfaction in contrast appears to be two dimensional. The first factor is over all happiness in marriage and the second dimension concerns the ways in which the couple relates to other people, which includes proper behaviour with the family members and friends. (Thomson, 2008)

#### **1.6 Research Question:**

What is the effect of emotional intimacy on emotional expressivity?

What is the effect of emotional intimacy on relationship satisfaction?

#### **1.7 Aims and Objectives:**

##### **Aim:**

To study the effect of Emotional Intimacy on Emotional Expressivity and Relationship Satisfaction among married women.

##### **Objectives:**

1. To study the effect of Emotional Intimacy on Emotional Expressivity.
2. To study the effect of Emotional Intimacy on Relationship Satisfaction.

### **REVIEW OF LITERATURE**

Emotions play a key role in interpersonal relations. The way they are exposed, understood, balanced and communicated alters the character and condition of romantic relations. (Parker, 2020)

Emotional Intimacy is described as the proximity or closeness in which partners feel secure, loved and appreciated. It flourishes the trust and the communication. Relationships that have inadequate Emotional Intimacy often have lack of trust, poor communication and hidden emotions. Being emotionally available and building Emotional Intimacy is a critical part of Relationship Satisfaction. (Parker, 2020)

## **2.1 Emotional Intimacy and Relationship Satisfaction:**

People often seek for an emotional bond that is being accepted for who they are, loved for being themselves and sharing happiness in tough times. They yearn from trust, contentment and closeness. Emotional Intimacy is an experience or a set of feelings which are vital for Relationship Satisfaction. (moms, 2016)

A study by yoo 2013, on couple intimacy and relationship satisfaction: A comparison study between clinical and community couples. The results demonstrated that distressed treatment-seeking couples' levels of differentiation, emotional and sexual intimacy, and relationship satisfaction were significantly lower than those of satisfied, non-treatment-seeking couples. Similar results were scene in another study.

In a study conducted by S, Gangamma and H. (2013). Couple communication, emotional and sexual intimacy and relationship satisfaction. The results of path analysis suggested that sexual satisfaction significantly predicted emotional intimacy for husbands and wives, while emotional intimacy did not appear to have a significant influence on sexual satisfaction.

Gender differences were revealed in terms of how a spouse's perception of sexual satisfaction is associated with his or her partner's relationship satisfaction.

## **2.2 Emotional Intimacy and Emotional Expressivity:**

The current study by Roslyn M. Sparrevohn, (2009) examined aspects of communication and intimacy between people with social phobia and their romantic partner.

The group differences did not differ significantly by gender. A continuous measure of social anxiety also correlated significantly with the three relationship measures and these associations held for emotional expression and self-disclosure after controlling for levels of dysphoria. People with social phobia report reduced quality within their romantic relationships, which may have implications for impairment, social support and ultimately maintenance of the disorder.

This research was conducted by (Terblanche, 2011) to examine the relationship between Shyness and Emotional Intimacy within the context of other variables. The variable in this study was statistically significantly related to Emotional Intimacy in presence of remaining predictors.



## **METHODOLOGY**

### **3.1 Hypotheses**

#### **Alternative Directional Hypothesis:**

1: There is a significant difference in the level of emotional expressivity of individuals scoring high on emotional intimacy as compared to individuals scoring low on Emotional Intimacy.

2: There is a significant difference in the level of relationship satisfaction of individuals scoring high on Emotional Intimacy as compared to the individuals scoring low on Emotional Intimacy.

### **3.2 Participants:**

Sampling was done with 50 married women, with 5 years of marriage.

#### **3.2.1 Sampling Technique:**

Purposive sampling was done, as the population was married women's.

### **3.3 Operational Definition:**

#### **Independent Variable:**

Emotional Intimacy: Emotional intimacy involves a perception of closeness to another that allows sharing of personal feelings, accompanied by expectations of understanding, affirmation and demonstrations of caring. Higher the score greater the perceptions of emotional intimacy.

#### **Dependent Variables:**

Emotional Expressivity: Emotional expressivity is defined as an adjunct to measure of ambivalence over emotional strivings. High scores indicate high emotional expression.

Relationship Satisfaction: Relationship satisfaction is defined as the positivity of feelings for one's partner and attraction to the relationship. The scores for the scales lies between 7 to 35 which indicates high relationship satisfaction as well as low satisfaction.

### **3.4 Tools:**

#### **3.4.1 Emotional intimacy scale:**

Emotional intimacy scale (EIS) by Sinclair and Dowdy, 2005, 5 items will be scored on a 5 point scale from 1 strongly disagree to 5 strongly agree, high score indicating greater perception of emotional intimacy. The reliability was found to be .88 and the validity was found to be .85.

#### **3.4.2 Emotional expressivity scale:**

Emotional expressivity scale (EES) by Ann. M. Kring, David A. Smith and John M. Neale, 1994, 17 items will be scored on 7point likert scale scores will be interpreted by doing a median spilt of the total scores. The reliability was found to be .90.

#### **3.4.3 Relationship satisfaction scale:**

Relationship assessment scale (RAS) by Hendrick, 1988, 7 items will be scored on a 5 points ranging from 1 low satisfaction to 5 high satisfaction, higher the score the more satisfied the respondent is with her relationship. The reliability was found to be .48 and the validity was found to be .86.

### **3.5 Research Design:**

This research was quasi-experimental design. There was no random assignment of the test.

### **3.6 Procedure:**

Married women were approached in Mumbai city to study the effects of emotional intimacy on emotional expressivity and relationship satisfaction among married women. Application of the studies were explained. Consent forms was distributed. The questionnaire of emotional intimacy scale, emotional expressivity scale and relationship assessment scale were provided manually to the participants and relevant data was collected.

### **3.7 Ethical Consideration:**

Before distributing the consent forms, measures were taken to provide appropriate and honest information regarding the aims and objectives of the study. The consent forms were

given personally to the participating women's. However participants were allowed to withdraw themselves from the research at any given point of time. The data was kept highly confidential. Steps were taken to ensure that after the conduction of the study, the data will not be published without the consent of the participants.

### 3.8 Data Analysis:

t-test was used in order to determine and analyse the obtained data. There were two groups of the independent variable i.e. high and low and then the relationship with each of the dependent variables was measured. Whether there is a significant difference between the two groups.

## RESULTS

### 4.1 Descriptive Statistics Table of Variables

|                           | N  | Minimum | Maximum | Mean  | Std Deviation |
|---------------------------|----|---------|---------|-------|---------------|
| Emotional intimacy        | 44 | 6       | 25      | 19.84 | 4.817         |
| Emotional expressivity    | 44 | 41      | 94      | 62.50 | 10.795        |
| Relationship satisfaction | 44 | 14      | 35      | 28.32 | 5.905         |
| Valid N (list wise)       | 44 |         |         |       |               |

Table no. 4.1 indicates that the Mean and Standard Deviation of Emotional Intimacy is 19.84 and 4.817 (N=44) respectively. The calculated Mean and Standard Deviation of Emotional Expressivity was found to be 62.50 and 10.795 (N=44) respectively. The table indicates that the Mean and Standard Deviation of Relationship Satisfaction is 28.32 and 5.905 (N=44) respectively.

Table No.4.2 Mean obtained for Emotional Expressivity.

|                        | Emotional Intimacy | N  | M     | SD   |
|------------------------|--------------------|----|-------|------|
| Emotional Expressivity | High               | 22 | 62.00 | 9.44 |
|                        | Low                | 22 | 62.45 | 12.4 |

Table No.4.3 Mean difference in Emotional Expressivity between individuals with high and low Emotional Intimacy.

| t-test for Equality of Means |      |    |                 |
|------------------------------|------|----|-----------------|
|                              | T    | Df | P<br>(2-tailed) |
| Emotional Expressivity       | 1.93 | 42 | .892            |

In order to determine if there exists a significant difference between the means of group each on an independent samples t-test was conducted. As it can be seen from the table 4.3 the mean difference between emotional expressivity scores of individuals with low emotional intimacy and high emotional intimacy was found to be 193 which was not significant at .848 level [ $t(42) = 1.93$ ],  $p > .848$ . Hence there is no significant relationship between the 2 groups.

Table no.4.4 Mean difference for Emotional Intimacy and Relationship Satisfaction among married women.

|                           | Emotional Intimacy | N  | M     | SD   |
|---------------------------|--------------------|----|-------|------|
| Relationship Satisfaction | High               | 22 | 31.45 | 4.55 |
|                           | Low                | 22 | 25.18 | 5.48 |

As observed from the above table 4.4, it can be seen that the mean relationship satisfaction scores for the individuals who scored high on emotional intimacy was 31.45 and for those who scored low on emotional intimacy was 25.18. The standard deviation for the same was found to be 4.55 and 5.48 respectively.

Table no.4.5 Mean differences in Relationship Satisfaction between individuals with high and low Emotional Intimacy.

| t-test for Equality of Means |   |      |                 |
|------------------------------|---|------|-----------------|
|                              | t | Df   | P<br>(2-tailed) |
| Relationship Satisfaction    |   | 6.27 | 4.12<br>0.000   |

In order to determine if there exists a significant difference between the means of the group each on an independent samples t-test was conducted. As it can be seen from the table 4.5 the mean difference between Relationship Satisfaction scores of individuals with low Emotional Intimacy and high Emotional Intimacy was found to be 4.12 which was significant at 0.000 level [ $t(42) = 4.12, p < 0.000$ ]. Hence there exists a significant relationship between the 2 groups.

## DISCUSSION

The aim of the present study is to study the effect of Emotional Intimacy on Emotional Expressivity and Relationship Satisfaction among married women. For this purpose 3 variables were studied and hypotheses were formulated in order to determine if change in independent variable brings about any change in the dependent variable.

It was hypothesized that “the level of Emotional Expressivity is higher in women with high Emotional Intimacy as compared to the ones with lower Emotional Intimacy” the obtained results is not significant thus the null hypothesis that is “there is no significant difference in level of Emotional Expressivity in relation to Emotional Intimacy” was accepted.

An independent samples t-test was computed to analyze the obtained data and determine if there was any difference between the independent and the dependent variable. The acquired results showed that there is no difference between level of Emotional Expressivity and Emotional Intimacy. The existing results were found to be in line with the findings of other researchers who conducted studies on Emotional Expressivity and Emotional Intimacy.

A study in 2013, on couple intimacy and relationship satisfaction: A comparison study between clinical and community couples. The results demonstrated that distressed treatment-seeking couples' levels of differentiation, emotional and sexual intimacy, and relationship



satisfaction were significantly lower than those of satisfied, non-treatment-seeking couples. Similar results were seen in another study.

With respect to the 2<sup>nd</sup> hypothesis of this study states that “the level of Relationship Satisfaction is higher in women with high Emotional Intimacy as compared to the ones with lower Emotional Intimacy” the obtained results is significant thus the alternative hypothesis is accepted and null hypothesis is rejected.

An independent samples t-test was computed to analyze the obtained data and determine if there was any difference between the independent and the dependent variable. The obtained results showed that there is a significant difference between level of relationship satisfaction and emotional intimacy. The existing results were found to be in line with the findings on other researchers who conducted studies on relationship satisfaction and emotional intimacy.

## **LIMITATION**

The limitation of this research is that participants who were in heterosexual relationship and were married for minimum of 5 years were only considered for this research. Since the sample size was limited the effects and causes cannot be generalized.

## **IMPLICATIONS**

The findings of the study suggest that it can be applied to relationship counseling and couples therapy to improve emotional intimacy and relationship satisfaction. As these might help how partners can work on their relationship which will help them develop more warmth and closeness between them. Also training the couples in emotional skills may help them improve their relationship.

The factors that affected can be taken into consideration. Further researches are needed on emotional expressivity.

## **CONCLUSION**

Therefore, through the present study we can conclude that Emotional Expressivity has no significant effect on Emotional Intimacy. However, there is an effect of Emotional Intimacy Relationship Satisfaction.

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## **Effect of Gratitude on Helping Attitude and Life Satisfaction among Nurses**

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### **ABSTRACT**

Gratitude is the feeling of appreciation by a beneficiary towards a benefactor. Gratitude is expressed when a beneficiary receives any kind of help from another individual who has brought about some kind of positive outcome for the beneficiary. Helping attitude is a belief regarding aiding others. It is the act of providing assistance to any individual in need. Life satisfaction, a component of subjective well-being, is the perception of an individual about his or her life according to how satisfied they are with their lives. Nurses are important individuals of the healthcare system who are trained to care for the sick, especially in a hospital. The purpose of the study was to examine the effect of gratitude on helping attitude and life satisfaction among nurses. Gratitude was measured by the Gratitude Questionnaire-Six Item Form (GQ-6) (McCullough et al., 2002). Helping attitude was measured by the Helping Attitude Scale (HAS) (Nickell, 1998). Life satisfaction was measured by Satisfaction with Life Scale (SWLS) (Diener et al., 1985). A total of 64 nurses from various hospitals participated in the present study. An independent samples t-test was performed using the Statistical Package for Social Sciences (SPSS) 20 to analyse the effect of gratitude on helping attitude and life satisfaction. The results of the study indicated that there is no effect of gratitude on helping attitude as well as life satisfaction among nurses.

**KEYWORDS:** Gratitude, Helping Attitude, Life Satisfaction, Nurses

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## **INTRODUCTION**

Gratitude is defined as the positive emotion that an individual feels when another person has intentionally given, or tried to give, one something of value (McCullough et al., 2001; McCullough & Tsang, 2004). Across different investigations, gratitude has been related to higher levels of well-being (Wood et al., 2010) and pro-social behaviour (McCullough et al., 2008). According to Nickell (1998), helping attitudes are the beliefs, feelings and behaviours related to helping. The three major indicators of subjective well-being include life satisfaction, positive affect, and negative affect (Diener, 1984). According to Shin and Johnson (1978), life satisfaction is the “global assessment of a person’s quality of life according to his chosen criteria.”

Nursing is one among the careers in which the level of helping attitude and altruism is expected to be high (Nirmal & Malagi, 2019). Thus, the rationale of the present study is to understand whether gratitude increases the level of helping attitude and life satisfaction among nurses. With the help of many gratitude intervention techniques, the level of gratitude can be increased among nurses which will lead to the increase in their helping attitude towards other people and their life satisfaction.

### **1.1 Research Questions**

1. What is the effect of Gratitude on Helping Attitude among Nurses?
2. What is the effect of Gratitude on Life Satisfaction among Nurses?

### **1.2 Aims & Objectives**

#### **Aim**

To study the effect of Gratitude on Helping Attitude and Life Satisfaction among Nurses.

#### **Objectives**

1. To study the effect of Gratitude on Helping Attitude.
2. To study the effect of Gratitude on Life Satisfaction.

## **REVIEW OF LITERATURE**

### **2.1 Gratitude and Helping Attitude**

Jo-Ann Tsang (2006) conducted a study to examine whether gratitude motivates individuals to

act pro-socially towards others. Results indicated that participants were encouraged to act pro-socially when they had felt grateful after receiving a favour compared to participants who were in the chance condition.

Similar findings were obtained in a study by Wangwan (2014) that examined the relationship between gratitude and pro-social motivation of Thai high school and undergraduate students. The results indicated that when the participants received a favour, they reported a feeling of appreciation, indebtedness and general positive feelings. The results also showed that the feeling of appreciation increased pro-social motivation.

## **2.2 Gratitude and Life Satisfaction**

Yildirim and Alanazi (2018) examined to study the mediating role of perceived stress on gratitude and life satisfaction. Results indicated that gratitude positively predicted life satisfaction. Stress negatively predicted life satisfaction. Thus, the results showed that being grateful for things in life lead to reduced level of stress and higher life satisfaction.

Results were similar in a study conducted by Unanue et al. (2019) to examine the reciprocal relationship between gratitude and life satisfaction. The results showed that individuals with higher than average levels of gratitude is likely to show higher than average life satisfaction. It also showed that individuals with higher than average life satisfaction is likely to show higher than average gratitude.

## **METHOD**

### **3.1 Research Hypotheses**

#### **Alternate Hypotheses:**

1. There is a significant difference in the level of Helping Attitude of individuals scoring high on Gratitude compared to individuals scoring low on Gratitude.
2. There is a significant difference in the level of Life Satisfaction of individuals scoring high on Gratitude compared to individuals scoring low on Gratitude.

### **3.2 Participants**

Nurses are operationally defined as professionals who work in hospital settings to take care of the patients admitted there. The sample population consisted of 64 female nurses, in the age range of 25-35 and data was collected from various hospitals of Mumbai and Navi Mumbai.

### **3.2.1 Sampling Method**

In the present research study, purposive sampling method was used.

### **3.2.2 Inclusion Criteria**

1. Only female nurses were considered in the study.
2. Nurses having a minimum educational degree of G.N.M. / BSc Nursing/ Post BSc Nursing were considered for the present study.
3. Nurses who are in the age range of 25-35 were considered for the present study.
4. Nurses having a minimum work experience of one year were considered in the study.

## **3.3 Variables**

### **Independent Variable:**

1. Gratitude

### **Dependent Variables:**

1. Helping Attitude
2. Life Satisfaction

### **3.3.1 Operational Definitions**

- **Independent Variable**

Gratitude is operationally defined as the positive emotion that an individual feels when another person has intentionally given, or tried to give, one something of value (McCullough et al., 2001; McCullough & Tsang, 2004). A score of 31 was obtained as a neutral score after a median split was performed.

- **Dependent Variables**

1. Helping Attitude is operationally defined as the beliefs, feelings and behaviours related to helping (Nickell, 1998).
2. Life Satisfaction is operationally defined as "global assessment of a person's quality of life according to his chosen criteria" (Shin & Johnson, 1978).

- **Control Variables**

Factors like the gender, age and educational qualification of the nurses were considered as control variables of the present research study. Their working experience was also taken as a control in the present study.



### 3.4 Tools

#### 3.4.1 The Gratitude Questionnaire-Six Item Form (GQ-6) (McCullough et al., 2002):

The GQ-6 was developed by McCullough et al. in 2002. It is a self-report instrument designed to measure the level of gratitude in individuals. The scale has 6 items. Each item is responded to on a 7 point Likert scale described as “strongly disagree”, “disagree”, “slightly disagree”, “neutral”, “slightly agree”, “agree” and “strongly agree”. The scores are added up to get a full score. Items 3 and 6 are reverse scored. The scores can range from 6 to 42. The scale has an internal consistency reliability of .82. The discriminant validity of the scale showed good correlations with different constructs like life satisfaction, vitality, happiness, optimism and hope.

#### 3.4.2 The Helping Attitude Scale (HAS) (Nickell, 1998):

The Helping Attitude Scale was developed by Gary S. Nickell in 1998. It is a self-report instrument designed to measure the helping attitude of individuals. The scale has 20 items. Each item is responded to on a 5 point Likert scale described as “strongly disagree”, “disagree”, “undecided”, “agree” and “strongly agree”. Items 1, 5, 8, 11, 18, 19 are reverse scored. The scores for each item are summed up to form an overall score, ranging from 20 to 100. According to the author, a 60 is a neutral score. Scores above 60 indicate that individuals are high on helping attitude and those below 60 indicate low helping attitude. The test-retest reliability of the HAS was found to be 0.85. The construct validity of HAS has shown that according to Batson's (1991) Empathy-Altruism hypothesis, the HAS is strongly related to the Empathic Concern (EC) subscale ( $r = .526$ ,  $p < .001$ ). It is also positively correlated with the Self Report Altruism Scale, Social Responsibility Scale, Internal Locus of Control and Higher beliefs in a just world.

#### 3.4.3 The Satisfaction with Life Scale (SWLS) (Diener et al., 1985):

The Satisfaction with Life Scale was developed by Ed Diener et al. in the year 1985. It is a self-report instrument designed to measure the life satisfaction of individuals. The scale has 5 items. Each item is responded to on a 7 point Likert scale described as “strongly agree”, “agree”, “slightly agree”, “neither agree nor disagree”, “slightly disagree”, “disagree” and “strongly disagree”. Diener et al. (1985) reported a coefficient alpha of 0.87 for the scale and a 2-month test-retest stability coefficient of 0.82. The scale has good convergent validity with other scales and other types of assessments of subjective well-being. It has a criterion related validity of .82.

### **3.5 Research Design**

The study was a quantitative research with a Quasi-experimental design, having one independent variable with two levels and two dependent variables.

### **3.6 Procedure**

Hospitals were approached for consent to collect data from the nurses. The aims and objectives of the research study were explained to them. The consent forms were given to the nurses who were willing to participate in the study and their signatures were obtained. The scales were administered to them at their workplace.

### **3.7 Ethical Considerations**

Information about the research study was given to the participants before handing out the scales. Their doubts regarding the study were cleared. The consent forms were distributed to the willing participants to sign. The obtained data of the participants was kept confidential and was used only for research purposes.

### **3.8 Data Analysis**

To study the effect of 'Gratitude' on 'Helping Attitude' and 'Life Satisfaction' among Nurses, an independent samples t-test was calculated.

## **RESULTS**

The aim of the present research was to study the effect of Gratitude on Helping Attitude and Life Satisfaction among Nurses. An independent samples t-test was used to analyse the obtained data of the current study. A t-test is a type of inferential statistics used to determine whether there is a significant difference between the means of two groups, i.e., Gratitude and Helping Attitude as well as Gratitude and Life Satisfaction.

Table 4.1 *Descriptive Statistics table of Variables*

|                   | N  | Minimum | Maximum | Mean  | Standard<br>Deviation |
|-------------------|----|---------|---------|-------|-----------------------|
| Gratitude         | 64 | 21      | 41      | 30.27 | 3.363                 |
| Helping Attitude  | 64 | 62      | 93      | 78.95 | 7.849                 |
| Life Satisfaction | 64 | 15      | 31      | 24.67 | 4.148                 |

Table no. 4.1 indicates that the Mean and Standard Deviation of Gratitude is 30.27 and 3.363 (N=64) respectively. The calculated Mean and Standard Deviation of Helping Attitude was found to be 78.95 and 7.849 (N=64) respectively. The table indicates that the Mean and Standard Deviation of Life Satisfaction is 24.67 and 4.148 (N=64) respectively.

Table 4.2 *Descriptive Statistics for Gratitude and Helping Attitude among Nurses*

|          |                | N  | Mean  | SD    | Standard<br>Error Mean |
|----------|----------------|----|-------|-------|------------------------|
| Helping  | High Gratitude | 34 | 80.18 | 7.837 | 1.344                  |
| Attitude | Low Gratitude  | 30 | 77.57 | 7.758 | 1.416                  |

Table no. 4.2 explains the group statistics for Gratitude and Helping Attitude among Nurses. The Mean Helping Attitude of people with high Gratitude was found to be 80.18 and the Standard Deviation was 7.837 (N=34). The calculated Mean and Standard Deviation for Low Gratitude on Helping Attitude was found to be 77.57 and 7.758 (N=30) respectively.

Table 4.3 *Inferential Statistics of Independent t-test of Helping Attitude among Nurses who are high and low on Gratitude*

| Helping Attitude | t     | df | p<br>(two-tailed) |
|------------------|-------|----|-------------------|
|                  | 1.336 | 62 | n.s               |

In Table no. 4.3, it can be seen that the obtained t value, 1.336 at df 62 is not significant at 0.05 level [ $t(62) = 1.336, p > 0.05$ ]. Thus, the null hypothesis, 'there is no significant difference in the level of Helping Attitude of individuals scoring high on Gratitude compared to individuals scoring low' is accepted. The alternative hypothesis, 'there is a significant difference in the level of Helping Attitude of individuals scoring high on Gratitude compared to individuals scoring low' is rejected.

Figure 1 is a graphical representation of the mean scores obtained for Helping Attitude among Nurses in relation to High and Low Gratitude. The x-axis represents the level of Gratitude, i.e., High and Low. The y-axis represents the estimated marginal means of Helping Attitude.

Table 4.4 *Descriptive Statistics for Gratitude and Life Satisfaction among Nurses*

|                      |                | N  | Mean  | SD    | Standard Error<br>Mean |
|----------------------|----------------|----|-------|-------|------------------------|
| Life<br>Satisfaction | High Gratitude | 34 | 24.03 | 4.428 | .759                   |
|                      | Low Gratitude  | 30 | 25.40 | 3.747 | .684                   |

Table no. 4.4 explains the group statistics for Gratitude and Life Satisfaction among Nurses. The Mean Life Satisfaction of people with high Gratitude was found to be 24.03 and the Standard Deviation was 4.428 (N=34). The calculated Mean and Standard Deviation for Low Gratitude on Life Satisfaction was found to be 25.40 and 3.747 (N=30) respectively.

Table 4.5 *Inferential Statistics of Independent t-test of Life Satisfaction among Nurses who are high and low on Gratitude*

| Life Satisfaction | t     | df | p<br>(two-tailed) |
|-------------------|-------|----|-------------------|
|                   | 1.327 | 62 | n.s               |

Table no. 4.5 shows that the obtained t value, 1.327 at df 62 is not significant at 0.05 level [ $t(62) = 1.327, p > 0.05$ ]. Thus, the null hypothesis, 'there is no significant difference in the level of Life Satisfaction of individuals scoring high on Gratitude compared to individuals scoring low' is

accepted. The alternative hypothesis, 'there is a significant difference in the level of Life Satisfaction of individuals scoring high on Gratitude compared to individuals scoring low' is rejected.

Figure 2 is a graphical representation of the mean scores obtained for Life Satisfaction among Nurses in relation to High and Low Gratitude. The x-axis represents the level of Gratitude, i.e., High and Low. The y-axis represents the estimated marginal means of Life Satisfaction.

## DISCUSSION

It was hypothesized that 'There is a significant difference in the level of Helping Attitude of individuals scoring high on Gratitude compared to individuals scoring low on Gratitude'. It was found that change in the Gratitude levels had no effect in the levels of Helping Attitude. Thus, the null hypothesis, i.e., 'There is no significant difference in the level of Helping Attitude of individuals scoring high on Gratitude compared to individuals scoring low on Gratitude' is accepted.

In a study done by Jan (2017) the results showed that females possess better helping attitude than males. The study indicated that professional/non-professional females have better aiding attitudes than their male counterparts as females reported that helping others is a good deed for them and that they seek pleasure from it. Thus, irrespective of their gratitude levels, the level of helping attitude was influenced as the participants in the current research comprised of only female nurses. In another study, Neff and Pommier (2012) found that higher levels of self-compassion were significantly linked to greater compassion for humanity, empathetic concern for others, perspective taking, altruism, forgiveness, and less personal distress when considering the suffering of others. This could also be a possible factor influencing helping attitude which explains why the obtained data is not in line with the hypothesis.

It was hypothesized that 'There is a significant difference in the level of Life Satisfaction of individuals scoring high on Gratitude compared to individuals scoring low on Gratitude'. The results indicate that there is no significant difference in the level of Life Satisfaction as a function of Gratitude. Thus, the null hypothesis, i.e., 'There is no significant difference in the level of Life Satisfaction of individuals scoring high on Gratitude compared to individuals scoring low' is accepted.

A study was conducted by Ferrer (2017) to study the relationship between Gratitude and Life

Satisfaction. It was found that gratitude affects life satisfaction negatively and significantly. Thus, those with higher gratitude levels tend to experience a lower degree of life satisfaction and those with high satisfaction levels tend to experience a lower degree of gratitude (Ferrer, 2017). This could explain why the obtained data was not in line with the hypothesis of the present study. Gender also plays a role in influencing life satisfaction among individuals. In a study by Attiyah and Nasser (2016), results indicated that females demonstrate higher levels of life satisfaction than males. This could explain the obtained results as the participants for the present study only included female nurses.

### **LIMITATIONS**

The limitations of the study could be that the factors like the nurse's marital status and socioeconomic status have not been taken into consideration. Secondly, their salaries have not been taken into consideration in the current research study. Another factor is that the data of nurses has been collected from only two cities, Mumbai and Navi Mumbai. The social support system of the nurses was also not taken into consideration for the present study. Other factors such as personality, burnout, perceived stress and empathy were not considered in this study.

### **IMPLICATIONS**

Nurses play a major role in looking after patients in hospitals, which leads to them experiencing fatigue and burnout on almost a daily basis. These factors may have damaging effects on their mental health. There is also a need to encourage better interpersonal relationships in the workplace. Since the current study included participants from only Mumbai and Navi Mumbai, future researches can be done on nurses from other cities too.

Although the current study accepts the null hypothesis, several past researches have shown the importance of how gratitude can help in improving the helping attitude and life satisfaction among individuals. Thus, it seems important to carry out gratitude intervention and workshops to help nurses improve their mental health. Similarly, future studies can also be conducted on a mixed population of male and female nurses to find out whether gratitude affects their helping attitude and life satisfaction.

## CONCLUSION

The results indicate that there is no significant effect of gratitude on helping attitude and life satisfaction and thus the null hypotheses, i.e., 'there is no significant difference in the level of helping attitude of individuals scoring high on gratitude compared to individuals scoring low' and 'there is no significant difference in the level of life satisfaction of individuals scoring high on gratitude compared to individuals scoring low' were accepted. The current study provides an opportunity to research on the various other factors that were not controlled, which could have influenced helping attitude and life satisfaction.

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## GRAPHS

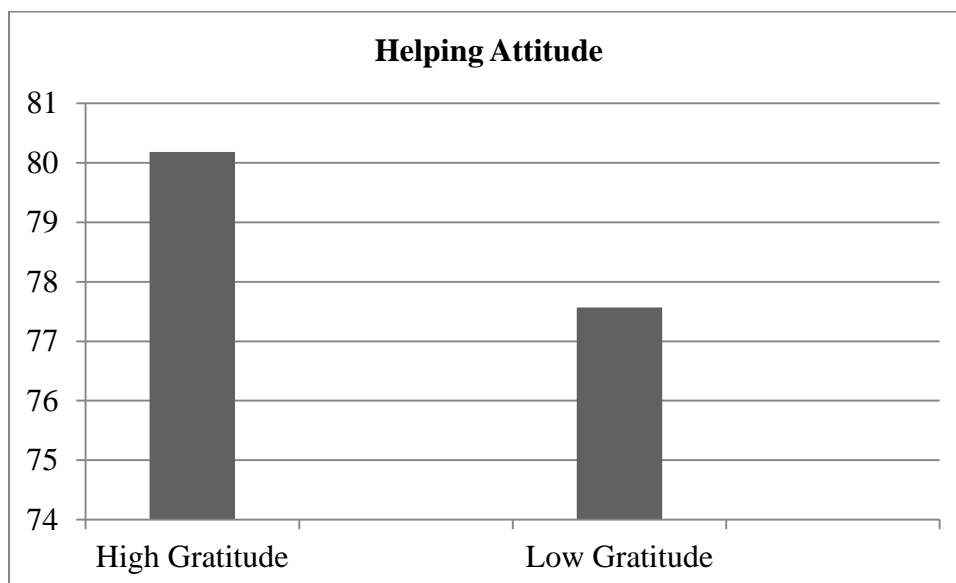


Figure 1: Mean Scores for Helping Attitude in relation to Gratitude

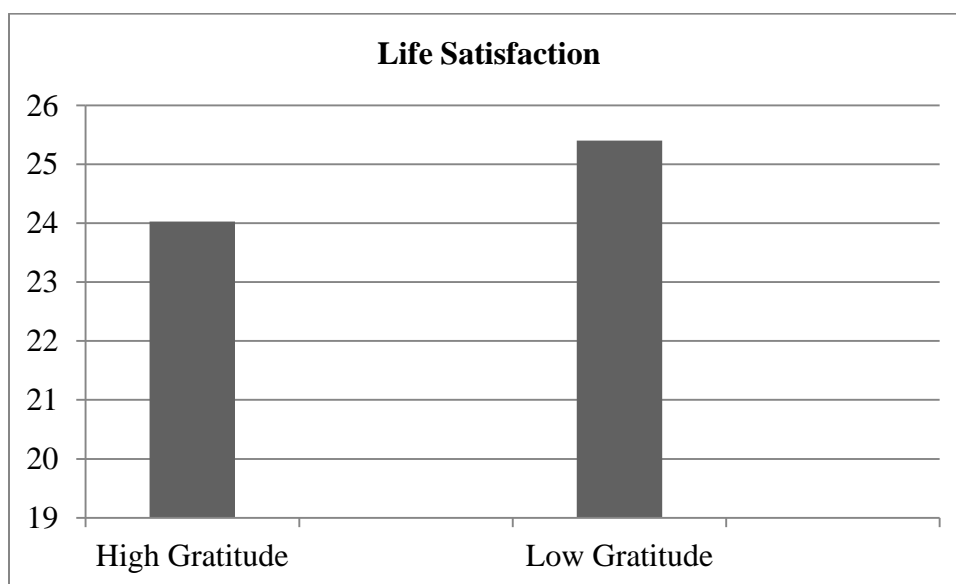


Figure 2: Mean Scores for Life Satisfaction in relation to Gratitude

## **EFFECT OF HARDINESS ON BURNOUT AND SUBJECTIVE WELLBEING AMONG NURSES**

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### **ABSTRACT**

The aim of the present study is to study the effect of Hardiness on burnout and subjective wellbeing among nurses. Nurses play an important role in health services. They act as the link between the different parties involved in the care giving process. While nurses provide care, they experience a lot of stressful situations. 60 Nurses were studied. Hardiness was measured using the Hardiness Scale (Kobasa), Burnout was measured using the Work subscale of Copenhagen Burnout Inventory (CBI) (Krstensen et al.), and Subjective Wellbeing was measured using Subjective Wellbeing Inventory (SUBI) (Nagpal and Sell, 1985). Two t-tests were conducted to determine the significant differences between two levels of independent variable among the dependent variables Burnout and Subjective Wellbeing each respectively using the SPSS software. The result for the finding revealed significant difference between Hardiness and Burnout, 0.05 level. The finding revealed no significant difference between Hardiness and Subjective Wellbeing.

**KEYWORDS:** Hardiness, Burnout, Subjective Wellbeing, Nurses

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## **INTRODUCTION**

### **1.1 Overview**

Nursing is considered as a stressful occupation within the health profession. Nurses are the link between the doctor, patient and their relatives. The word Nurse comes from Latin word "NUTRICIUS" which means nourishes, fosters and protects. In the Webster's New World Dictionary (1975), the word 'Nursing' has a wide range of meanings which, however, fall into the following three categories according to the basic ideas expressed. Nursing means (1) to nourish, to protect, to support, (2) to train, to educate and to supply with whatever promotes growth, development or progress; and (3) to give curative care and treatment to the sick and infirm.

### **1.2 Hardiness**

Hardiness is a personality style that helps a person cope, withstand (Weinberg & Gould, 2011), and actively engage in transformational coping when faced with stressful events (Quick, Wright, Adkins, Nelson, & Quick, 2013). (Performance Psychology, 2016). Suzanne C. Kobasa introduced the concept of psychological hardiness and suggested that hardiness moderates the relationship between stressful life events and illness. Kobasa characterized hardiness as comprising of three components or the 3C's: Commitment, Control, and Challenge. (Mund, 2016).

### **1.3 Burnout**

Burn-out is a syndrome conceptualized as resulting from chronic workplace stress that has not been successfully managed. It is characterized by three dimensions: feelings of energy depletion or exhaustion; increased mental distance from one's job, or feelings of negativism or cynicism related to one's job; and reduced professional efficacy. (International Classification of Diseases (ICD-11)). Burn-out is included in the 11<sup>th</sup> Revision of the International Classification of Diseases (ICD-11) as an occupational phenomenon. It is not classified as a medical condition.

Burnout involves physical and emotional exhaustion, cynicism, and a lowered sense of

self- efficacy that is attributable to work related stress. (Maslach, Leiter, 1997; Pines, 1993).

#### **1.4 Subjective Wellbeing**

Subjective Wellbeing involves the subjective estimate of one's current status in the world. Subjective well-being (SWB) is defined as \_a person's cognitive and affective evaluations of his or her life' (Diener, Lucas, & Oishi, 2002, p. 63).

#### **1.5 Research Problem**

1. What is the effect of Hardiness on Burnout?
2. What is the effect of Hardiness on Subjective Wellbeing?

#### **1.6 Aims & Objectives**

1. To study the effect of Hardiness on Burnout.
2. To study the effect of Hardiness on Subjective Wellbeing.

### **LITERATURE REVIEW**

An integrated approach to Hospice, Palliative, and End-of-Life (HP/EOL) care requires nurses and other formal caregivers to advocate for their patients who are facing life-limiting illness. There are concerns regarding the cumulative emotional and/or mental toll experienced by nurses and other formal caregivers who are contending with perceived gaps in care and inadequate pain and symptom management. (Penz, Kelly & Tipper, Lisa.,2019) There are potential factors influencing the professional quality of life of nurses, like personality trait of Hardiness which has an effect on the experience of burnout and the wellbeing of the nurses. Here the focus is on the past researches on hardiness and its effect on burnout and subjective wellbeing.

#### **2.1 Hardiness and Burnout**

Wright, Ralph, Blache (1993), conducted a research to determine whether hardiness is a predictor of burnout and whether it can buffer the effect of stress on burnout. It was

conducted on 31 registered Intensive Care Nurses. Results indicated that hardiness and burnout had a significant inverse relationship. The study found hardiness to be a predictor of burnout and a buffer in the stress-burnout relationship. Furthermore, the relation between hardiness and burnout was found to be stronger than that between stress and burnout.

Similarly, DePew, C., Gordon, M., Yoder (1999), conducted a research to determine whether hardiness is a predictor of burnout and whether it can buffer the effect of stress on burnout. It was conducted on 49 registered nurses working in 7 special care units. Results indicated that hardiness alone accounted for 35% of burnout variance and that the addition of stress had no effect. It also indicated stress, burnout and hardiness had significant relationship. The study confirms finding of previous study that hardiness is a predictor of burnout. They also found that nurses from burn care unit had the highest burnout and stress scores and the lowest hardiness scores of the nurses from the 7 special care units.

## **2.2 Hardiness and Subjective Wellbeing**

Abdollahi, A., Abu Talib, M., Yaacob, S. N., & Ismail, Z. (2014). Studied happiness and stress in nurses. Their study aimed to examine the relationship among hardiness, perceived stress, and happiness in nurses. They also examined mediating role of hardiness on the relationship between perceived stress and happiness in nurses. The study revealed that hardi-attitude nurses evaluated situations as less stressful which resulted in higher happiness and showed hardiness as being a protective factor against perceived stress and a facilitating factor for happiness in nurses.

## **METHOD**

### **3.1. Hypotheses**

#### **a) Alternate Hypotheses**

1. There is a significant difference in the level of burnout of individuals scoring high on hardiness compared to individuals scoring low.
2. There is a significant difference in the level of subjective wellbeing of individuals scoring high on hardiness compared to individuals scoring low.

### **3.2. Participants**

The target population for the proposed study was 60 Nurses. Nurses deal with stressful situations on day to day basis, increasing their likely to experience burnout. The personality trait of hardiness plays an important role in nurses; it is a trait to deal effectively with stressful situations which nurses encounter frequently, so nurses were selected as the target population.

#### **3.2.1 Sampling Method:**

Purposive sampling, the non-probability type of sampling was used to collect data. Purposive sampling is the one in which the subjects are selected based on the characteristics that is suitable and the objective of the study.

### **3.3. Variables**

Independent Variable: Hardiness

Dependent Variable: - Burnout

- Subjective Well-being

#### **3.3.1. Operational Definition**

##### **a) Independent Variable**

Hardiness- Hardiness Scale by Kobasa was used. Median split was used, score at and above the median split value indicated high hardiness and score below the median split value indicated low hardiness.

##### **b) Dependent Variable**

Burnout- Burnout involves physical and emotional exhaustion, cynicism, and a lowered sense of self- efficacy that is attributable to work related stress. (Maslach, Leiter, 1997; Pines, 1993). Burnout will be measured using the Work subscale of the Copenhagen Burnout Inventory (CBI).

**Subjective Wellbeing-** Subjective well-being (SWB) is defined as 'a person's cognitive and affective evaluations of his or her life' (Diener, Lucas, & Oishi, 2002). Subjective Wellbeing Inventory (SUBI) by Nagpal and Sell (1985) was used to measure subjective well-being.

### **3.4 Tools**

#### **3.4.1. The Hardiness Scale – (Suzanne Kobasa)**

It is a 12-item questionnaire that measures the commitment, control and challenge components of hardiness. Scoring is done on a 4-point likert scale, ranging from 0 = strongly disagree, 1= mildly disagree, 2 = mildly agree, 3 = strongly agree.

#### **3.4.2. Copenhagen Burnout Inventory (CBI) – (Kristensen et al.)**

The inventory has 3 sub scales, personal, work and client related burnout. In this research the subscale of Work Burnout will be used. This subscale has 7 items. The scoring is done on a 5 point likert scale. 1= Always, 2= Often, 3= Sometimes, 4= Seldom, 5= Never/Almost Never.

Score of 100 for Always, 75 for Often, 50 for Sometimes, 25 for Seldom.

#### **3.4.3. The Subjective Well-being Scale (SUBI) –(Nagpal and Sell, 1985.)**

It has 40 items. The Inventory measures 11 factorial dimensions ,which are General well-being-positive affect, Expectation-achievement Congruence, Confidence in coping, Transcendence, Family group support, Social support, Primary group concern, Inadequate mental mastery, Perceived ill-health, Deficiency in social contacts and General well-being-negative affect. (Sell, H. 1992)

### **3.5. Controlled Variables**

The region from where data was collected was a control; language proficiency was used as a control.

### **3.6. Research Design**

The current study was quantitative in nature. The study employed Quasi experimental design as it was not possible to control all the key factors affecting the independent variable.

### 3.7. Procedure

Nurses working in hospital and private settings in the city of Mumbai, Maharashtra were approached. The aims, objectives and applications of the proposed study were explained to working nurses and consent forms along with the questionnaires were distributed to the willing participants. The questionnaires were administered to the participants and the relevant data was collected.

### 3.8. Ethical Consideration

Before distributing the consent forms, measures were taken to provide appropriate and honest information regarding the aims and objectives of the study. The consent forms were taken from participating nurses. Participation in the research was voluntary and the participants were allowed to withdraw anytime during the research. The confidentiality of the obtained data was maintained.

### 3.9. Data Analysis

The mean and standard deviations of all the three variables were computed. Independent samples t-test was used to analyze the obtained data.

## RESULTS

The results of the findings are summarized below.

Table 1.1 *The Descriptive Statistics for Hardiness and Burnout Among Nurses*

|         | Hardiness type | N     | Mean  | Std. Deviation |
|---------|----------------|-------|-------|----------------|
| Burnout | High           | 30.00 | 39.37 | 21.93          |
|         | Low            | 30.00 | 28.27 | 18.31          |

Table 1.1, Shows the mean and standard deviations of burnout scores of Nurses scoring high on hardiness and of nurses scoring low on hardiness.



Table 1.2 *Mean Differences in Burnout for Nurses Scoring High and Low on Hardiness*

Independent Samples test

t-test for Equality of Means

|         | T    | df    | Sig.( two-tailed) |
|---------|------|-------|-------------------|
| Burnout | 2.13 | 58.00 | 0.04              |

An independent samples t- test was conducted in order to determine if there exists a significant difference between the means of group each on. As it can be seen from the table 1.2 the mean difference between Burnout scores of individuals with low Hardiness and high Hardiness was 2.13, the df value was 58, the value obtained was significant at .05 level.

Therefore [ $t_{(58)} = 2.13$ ,  $p < 0.05$ ]. Therefore results show that there is a significant effect of Hardiness on Burnout in nurses.

Table 1.3 *Descriptive Statistics for Hardiness and Subjective Well-being (SWB) among Nurses*

|                      | Hardiness type | N  | Mean  | Std. Deviation |
|----------------------|----------------|----|-------|----------------|
| Subjective Wellbeing | High           | 30 | 86.5  | 11.29          |
|                      | Low            | 30 | 90.47 | 10.10          |

Table 1.3, above shows the mean and standard deviations of Subjective Well-being scores, of Nurses scoring high on hardiness and of nurses scoring low on hardiness.

Table 1.4 *Mean Difference in Subjective Well-being (SWB) for Nurses Scoring High and Low on Hardiness*

| Independent Samples test     |       |    |                  |
|------------------------------|-------|----|------------------|
| t-test for Equality of Means |       |    |                  |
|                              | T     | df | Sig.(two-tailed) |
| Subjective Wellbeing         | -1.43 | 58 | 0.16             |

An independent samples t- test was conducted in order to determine if there exists a significant difference between the means of group each on. As it can be seen from the table 1.4 the mean difference between Subjective Well-being scores of individuals with low Hardiness and high Hardiness was -1.43, the df value was 58, the result obtained was not significant. Therefore [ $t_{(58)} = -1.43$ , ns]. Therefore results show that there is no significant effect of Hardiness on Subjective Well-being among nurses.

## DISCUSSION

The demographic details of the participants during the course of the study were obtained and factors like number of years of experience, age, gender, designation were considered for the study. For this study 60 participants were selected out of which majority were females. It was observed that the average age of the participants who were part of the study was 32.44 years and average number of years of experience of the participants was 10.47 years, it was observed that the average working hours of the participants was 8 hours. In this study, three variables were studied in different ways and two hypotheses were formulated.

The obtained results supported the first hypothesis. The results were found to be in line with the previous research conducted on Hardiness and Burnout. Previous study by Judkins and colleagues (2005), showed nurses who scored low on hardiness, generally reported more burnout. The hardiness variables in this study correlated with the burnout dimensions, consistent with the six studies reviewed by Duquette and colleagues (1994). Nurse participants who were more committed to their jobs, and who felt more challenged by their jobs, reported lower scores on the three dimensions of burnout.

The obtained results rejected the second hypothesis, so the Null hypothesis was accepted. There are various determinants of Subjective Wellbeing, financial status, social relationships, good mental health, marriage, skills and talents. College students' (from 31 nations) were studied in satisfaction in various life domains, financial status was more highly correlated with satisfaction for students in poor nations than for those in wealthy nations (Diener & Diener, 1995). For marriage, data specific to Western samples indicate that married men and women alike report more happiness than those who are not married (never married, divorced, or separated); (Lee, Seccombe, & Shehan, 1991). The link between subjective well-being and being married holds for people of all ages, incomes and educational levels, and racial and ethnic backgrounds (Argyle, 1987). Marital quality also is positively associated with personal well-being (Sternberg & Hojjat, 1997). In a study of the happiest 10% of U.S. college students, Diener and Seligman (2002) found that the qualities of good mental health and good social relationships consistently emerge in the lives in the sample of happiest young adults.

## **LIMITATIONS**

Some limitations to the study were; the study was not a longitudinal study to understand effect of Hardiness on Burnout and Subjective Wellbeing in nurses. A longitudinal study would help in better understanding of the effect of hardiness on the dependent variables. Another drawback was that the variables Home Environment, Social Support received, Motivation to work and the Work Environment could affect the participating nurses' levels of hardiness were not studied.

## **IMPLICATIONS**

The research findings can be used in hospital settings, Hardiness training can be given to nurses, and the results have shown that high hardiness leads to low burnout in nurses. Hardiness training will help nurses cope with stressful work environment in a better way and experience less burnout.

## **CONCLUSION**

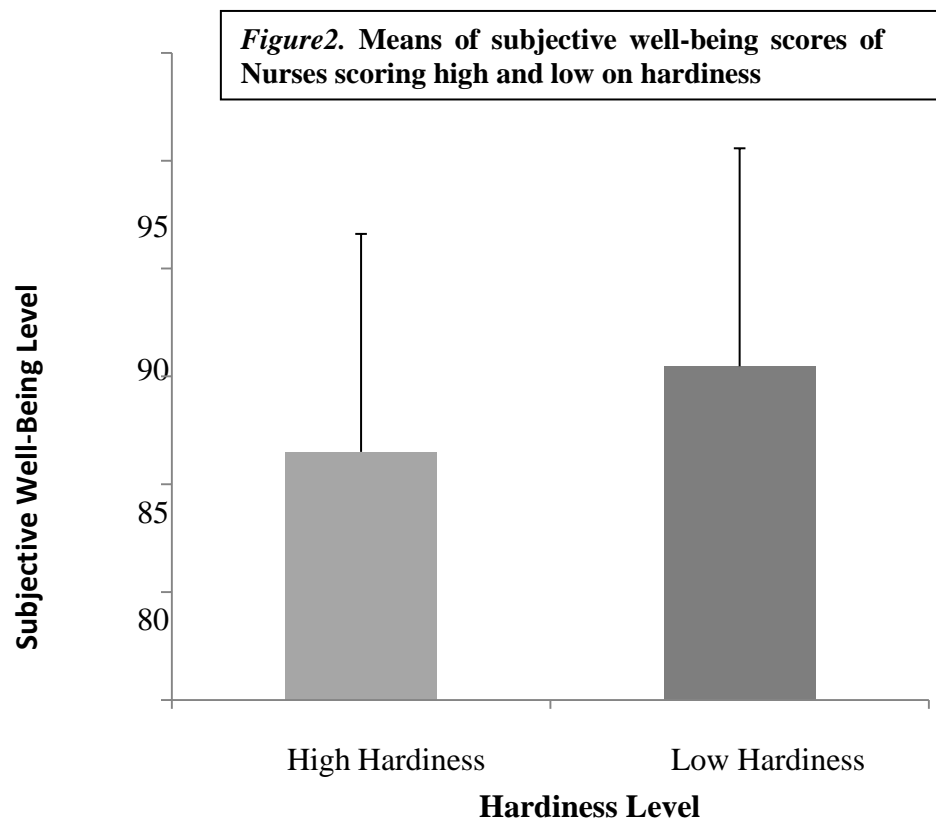
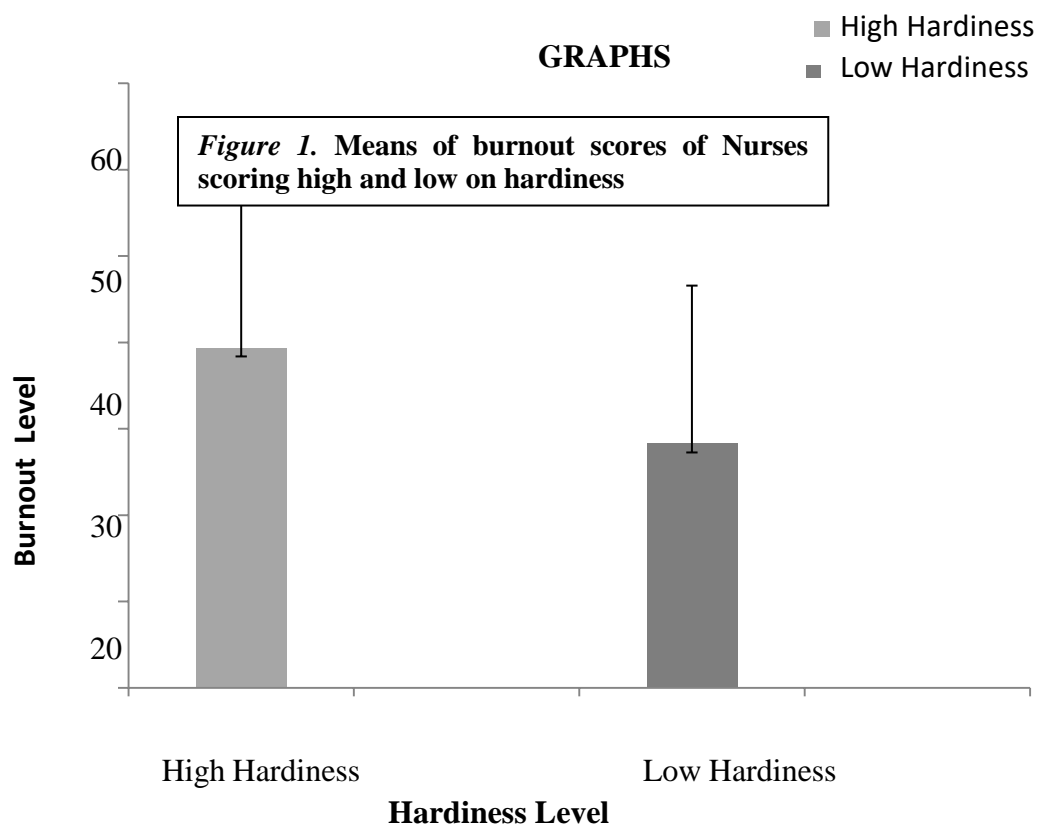
The result for the finding revealed significant difference between Hardiness and Burnout, significant at 0.05 level. Past researches affirm the findings of the result. The findings also

revealed that there is no significant difference between Hardiness and Subjective Wellbeing. There are various possible factors like Gratitude, Interpersonal Relations, and Marriage that affect the effect of Hardiness on Subjective Wellbeing.

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# GRAPHS



## **THE EFFECT OF SPIRITUAL INTELLIGENCE ON ALEXITHYMIA & SEXUAL GUILT AMONG MARRIED WOMEN**

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### **ABSTRACT**

Spiritual Intelligence is a set of adaptive mental capacities which are based on non-material and transcendent aspects of reality, specifically those which are related to nature of one's existence, personal meaning, transcendence and expanded states of consciousness. The purpose of the research was to find out the effect of Spiritual Intelligence on Alexithymia and Sexual Guilt. This study was an attempt to understand how spiritual aspects of human beings are interconnected to their intimate behavior and expressivity. To measure the variables, the Spiritual Intelligence Self – Report Inventory, the Revised Mosher Sex-Guilt Inventory and the Toronto Alexithymia Scale were used. A sample consisted of 98 married women participants, within the age-range of 35-45 years were selected using the Purposive Sampling method. Two t-tests were conducted to determine if there is any significant difference between the means of Spiritual Intelligence and the means of Alexithymia and Sexual Guilt respectively. Results of the present study showcase the mean difference between the two groups on Alexithymia i.e. scores of married women with high spiritual intelligence and low spiritual intelligence to be -0.184 which is not significant at either 0.05 or 0.01 levels. Therefore  $[t(98) = 0.184, p = N.S.]$ . On the other hand the mean difference between the two groups on Sexual Guilt i.e. scores of married women with high spiritual intelligence and low spiritual intelligence to be 1.441 which is not significant at either 0.05 or 0.01 levels. Therefore  $[t(98) = 1.441, p = N.S.]$ . Therefore the Alternate Hypothesis is rejected and the Null Hypothesis is accepted in this research.

**KEY WORDS:** Spiritual Intelligence, Alexithymia, Sexual Guilt

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## INTRODUCTION

Kings defined spiritual intelligence “as a set of adaptive mental capacities which are based on non-material and transcendent aspects of reality, specifically those which are related to nature of one’s existence, personal meaning, transcendence and expanded states of consciousness. When applied, these processes are adaptive in their ability to facilitate unique means of problem solving, abstract-reasoning and coping.” (Kings, 2008)

Recent research provides new evidence that thinking about sex could diminish spiritual motivations, at least in some respects.

Mosher and Cross in the year 1971 defined sex guilt as a “generalized expectancy for self-mediated punishment for violating or anticipating violating standards for proper sexual conduct.” Sex guilt has been negatively correlated with sexual experiences such as having sexual intercourse, engaging in masturbation (Langston, 1973; Mosher, 1973; Mosher & Cross, 1971; Sack, Keller, Hinkle, 1984), and limiting sexual participation to less intimate forms of sexual expression (Mosher & Cross, 1971).

Alexithymia is a subclinical phenomenon involving a lack of emotional awareness or, more specifically, difficulty in identifying and describing feelings and in distinguishing feelings from the bodily sensations of emotional arousal (Nemiah et al., 1976). It refers to a person's inability to identify or verbally describe his or her feelings. The term alexithymia is derived from a Greek word that means “difficulty in identifying and communicating one's feelings.”

## REVIEW OF LITERATURE

### **Spiritual Intelligence and Sexual Guilt.**

A study done to Investigating the relationship between spiritual intelligence and sexual guilt among students of Ilam university of science and research by Mosavi Moghadam Seyyed Rahmatollah et al, (Mosavi Moghadam Seyyed Rahmatollah, 2017) indicated that there was no significant association between the overall spiritual intelligence and sexual guilt scores ( $r=0.192$ ;  $p>0.05$ ).

Another study of the relationship between spiritual and emotional intelligence and sexual satisfaction of married women by Mohebbi-Dehnavi, R. R et al. indicated that there is a positive and significant relationship between emotional intelligence and sexual satisfaction ( $P = 0.001$ ).

### **Spiritual Intelligence And Alexithymia**

The Comparison Of Alexithymia And Spiritual Intelligence In Addicts, Addicts Under Methadone

Treatment, And Non-Addicts was done by Narimani M & Pouresmali (Mohammad Narimani, 2012) A, among 30 individuals under Methadone Treatment, 30 drug-dependent Addicted, and 30 non-addicted individuals resulted that there is a significant differences among addicted individuals and non-addicted adults also among individuals under methadone treatment and non-addicted adults in total alexithymia scores as well as on all three subscale scores.

## **METHOD**

### **3.1 Research Questions**

1. Is there an effect of Spiritual Intelligence on Alexithymia among married women?
2. Is there effect of Spiritual Intelligence on Sexual Guilt among married women?

### **3.2 Aims**

The aim of the research was study the effect of Spiritual Intelligence on Alexithymia and to study the effect of Spiritual Intelligence on Sexual Guilt among married women

### **3.3 Objectives**

1. Is there an effect of Spiritual Intelligence on Sexual Guilt?
2. Is there an effect of Spiritual Intelligence on Alexithymia?

### **3.4 Hypotheses**

#### **Null Hypotheses**

1. There is no significant difference in the level of Alexithymia of individuals scoring high on Spiritual Intelligence compared to individuals scoring low on Spiritual Intelligence.
2. There is no significant difference in the level of Sexual Guilt of individuals scoring high on Spiritual Intelligence compared to individuals scoring low on Spiritual Intelligence.

#### **Alternate Hypotheses**

1. There is a significant difference in the level of Alexithymia of individuals scoring high on Spiritual Intelligence compared to individuals scoring low on Spiritual Intelligence.
2. There is a significant difference in the level of Sexual Guilt of individuals scoring high on Spiritual Intelligence compared to individuals scoring low on Spiritual Intelligence.



### **3.5 Variables**

Independent Variable – Spiritual Intelligence

Dependent Variables – a) Alexithymia

b) Sexual Guilt

#### **3.5.1 Operational Definitions**

**Spiritual Intelligence:** A set of adaptive mental capacities which are based on non-material and transcendent aspects of reality, specifically those which are related to nature of one's existence, personal meaning, transcendence and expanded states of consciousness. When applied, these processes are adaptive in their ability to facilitate unique means of problem solving, abstract-reasoning and coping. Higher the scores on the Spirituality Intelligence measuring scale, higher will be one's spiritual intelligence. A median split was done in order to divide the scores into high and low on Spiritual Intelligence.

**Sexual Guilt:** Sexual guilt or shame refers to a feeling of grave responsibility and deep remorse associated with participation in or even thoughts and fantasies about sexual activity. Higher the scores on the sexual guilt measuring scale, higher will be one's level of guilt.

**Alexithymia:** A person's inability to identify or verbally describe his or her feelings. Higher the scores on the Alexithymia measuring scale, higher will be one's level of Alexithymia.

#### **3.5.2 Controlled Variables**

Inclusion Criteria:

- Gender was taken into consideration during the study, i.e. only women would be a part of the study
- Age was taken into consideration during the study, i.e. only women between the age of 35 – 45 years would be able to participate in the study
- Marital Status was taken into consideration during the study, i.e. individuals who are married for 4 years and above would only participate in the study

Exclusion Criteria:

- Financial Difficulties: women from the below poverty line or who have financial difficulties are not included in the study.
- Divorce: Women who are divorced have not been included in the study.

### **3.6 Participants**

98 married women participants were involved in the study between the age ranges of 35 – 45 years of age. The participants will be Indian (Asian), Mumbai residents, with a minimum proficiency of the English language.

### **3.7 Research Design**

The research design was that of a cause and effect research design having 1 Independent Variable with 2 levels and 2 Dependent Variables which are Alexithymia and Sexual Guilt. It was a quasi - quantitative research design performing an exploratory study.

### **3.8 Sample and sampling method**

The total sample size for the study consisted of 98 married females. The sample population was within the age-range of 34-45 years. Each participant was married for 4 years and above. The population was obtained using purposive sampling. It was collected from those visiting schools, colleges, households and offices.

### **3.9 Research Instruments**

The tools/scales that will be used for the purpose of this study are:

#### **3.9.1 Spiritual Intelligence Self Report Inventory (SISRI)**

SISRI uses a 5 point scale. Higher the score, higher is an individual's spiritual intelligence. Cronbach's alpha reliability of SISRI-24 was also calculated in Indian condition on a sample of 500 senior secondary students (males 315 & females 185) by the researcher which was found 0.786.

Studies have shown strong evidence of constructs validity for SISRI in the Indian scenario. Therefore it is recommended for use in studies in the Indian context also.

#### **3.9.2 Toronto Alexithymia Scale (TAS-20)**

The TAS is a 20-item instrument that is one of the most commonly used measures of alexithymia. Alexithymia refers to people who have trouble identifying and describing emotions and who tend to minimize emotional experience and focus attention externally.

Scoring: Items are rated using a 5-point Likert scale whereby 1 = strongly disagree and 5 = strongly agree. There are 5 items that are negatively keyed (items 4, 5, 10, 18 and 19). The total alexithymia score is the sum of responses to all 20 items, while the score for each subscale factor is the sum of the responses to that subscale. The TAS-20 uses cutoff scoring: equal to or less than 51 = non-alexithymia, equal to or greater than 61 = alexithymia. Scores of 52 to 60 = possible alexithymia.

Reliability: Demonstrates good internal consistency, Cronbach's  $\alpha = .81$  and test-retest reliability .77,  $p < .01$

Validity: Research using the TAS-20 demonstrates adequate levels of convergent and concurrent validity. The 3 factor structure was found to be theoretically congruent with the alexithymia construct. In addition, it has been found to be stable and replicable across clinical and nonclinical populations.

### **3.9.3 The Revised Mosher Sex-Guilt Inventory**

The Revised Mosher Sex-Guilt Inventory, developed by Donald Mosher (1998), is a 50-item scale that assesses guilt about sexual matters. It is in the form of a Likert scale (0-6) and measures sex guilt on a range of 0-300.

The internal consistency of the scale is estimated in the .90 range and its convergent validity ranges approximately from .66 to .86.

Scoring: items '1,4,5,8,9,11,14,16,17,19,22,23,26,27,30,32,34,36,38,39,42,43,46,47,49' to be reverse-scored. After reverse scoring, add scores together to find total guilt scores.

### **3.10 Procedure**

Married Women of the targeted age group were approached. The aims, objectives and purpose of the study were explained to them and a consent form was distributed to the women who were willing to participate in the study. The participants were then given a demographic sheet to be filled; complete confidentiality of details was provided and assured to the willing participants. The questionnaires of SISRI, TAS-20 and The Revised Mosher Sex-Guilt Inventory were administered on the participating women and relevant data was collected.

### **3.11 Ethical Considerations**

Before distributing the consent form, measures were taken to provide appropriate and honest information regarding the aims and objectives of the study. The consent form was personally

signed by the willing participants only. The obtained data was kept confidential. Steps were taken to ensure that after the conduction of the study, the obtained results would not be published without prior consent of the participants.

## RESULTS

*Table 1.1 Descriptive Statistics for Spiritual Intelligence and Alexithymia*

|             | Spiritual Intelligence<br>Category | N  | Mean  | Std. Deviation | Std. Error<br>Mean |
|-------------|------------------------------------|----|-------|----------------|--------------------|
|             |                                    |    |       |                |                    |
| Alexythemia | High                               | 49 | 53.02 | 10.511         | 1.502              |
|             | Low                                | 49 | 53.39 | 9.194          | 1.313              |

Table 1.1 represents the obtained means on the different levels of spiritual intelligence with respect to Alexithymia. The obtained means are of value of 53.02 which is high on spiritual intelligence and 53.39 for low on spiritual intelligence. On the measures of Standard Deviation 10.511 and 9.194 are the values for high and low respectively. The number of participants (N) is 49 for both the categories. The standard error of mean is 1.502 for the category of high and 1.313 for the low category.

*Table 1.2 Mean differences in Spiritual Intelligence and Alexithymia*

### Independent Samples Test

|             |                                   | Levene's Test for<br>Equality of<br>Variances |      | t-test for Equality of Means |       |                        |                        |                                 |   |       |
|-------------|-----------------------------------|---|------|------------------------------|-------|------------------------|------------------------|---------------------------------|---|-------|
|             |                                   | F   | Sig. | t                            | df    | Sig.<br>(2-<br>tailed) | Mean<br>Differen<br>ce | Std.<br>Error<br>Differen<br>ce | 95% Confidence<br>Interval of the<br>Difference |       |
|             |                                   |   |      |                              |       |                        |                        |                                 | Lower   | Upper |
| Alexythemia | Equal<br>variances<br>assumed     | .757  | .386 | -.184                        | 96    | .854                   | -.367                  | 1.995                           | -4.327  | 3.593 |
|             | Equal<br>variances not<br>assumed |   |      | -.184                        | 94.33 | .854                   | -.367                  | 1.995                           | -4.328  | 3.594 |

In order to determine if there is a significant difference between the means of the groups each on Spiritual Intelligence and Alexithymia a t-test was conducted table 1.2 the mean difference between the two groups on Alexithymia i.e. scores of married women with high spiritual intelligence and low spiritual intelligence to be -0.184 which is not significant at either 0.05 or 0.01 levels. Therefore [t (98) = -0.184, p = n.s]. Hence the null hypothesis there is no significant difference in the level of Alexithymia of married women scoring high on Spiritual Intelligence compared to married women scoring low on Spiritual Intelligence is retained.

*Table 1.3 Descriptive Statistics for Spiritual Intelligence and Sexual Guilt.*

| Spiritual Intelligence Category |      | N  | Mean   | Std. Deviation | Std. Error Mean |
|---------------------------------|------|----|--------|----------------|-----------------|
| Sexual Guilt                    | High | 49 | 160.29 | 36.894         | 5.271           |
|                                 | Low  | 49 | 171.18 | 37.971         | 5.424           |

Table 1.3 showcases the obtained means on the different levels of spiritual intelligence with respect to Sexual Guilt. The obtained means are of value of 160.29 which is high on spiritual intelligence and 171.18 for low on spiritual intelligence. On the measures of Standard Deviation 36.894 and 37.971 are the values for high and low respectively. The number of participants (N) is 49 for both the categories. The standard error of mean is 5.271 for the category of high and 5.424 for the low category.

*Table 1.4 Mean differences in Spiritual Intelligence and Sexual Guilt*

|              |                             | Levene's Test for Equality of Variances |      | t-test for Equality of Means |        |                 |                 |                       |   |       |
|--------------|-----------------------------|---|------|------------------------------|--------|-----------------|-----------------|-----------------------|---|-------|
|              |                             | F                                       | Sig. | t                            | df     | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference |       |
| Sexual Guilt | Equal variances assumed     | .985                                    | .324 | 1.441                        | 96     | .153            | -10.898         | 7.563                 | -25.911                                   | 4.115 |
|              | Equal variances not assumed |   |      | 1.441                        | 95.921 | .153            | -10.898         | 7.563                 | -25.911                                   | 4.115 |

In order to determine if there is a significant difference between the means of the groups each on Spiritual Intelligence and Sexual Guilt a t-test was conducted. As seen in table 1.2 the mean difference between the two groups on Sexual Guilt i.e. scores of married women with high spiritual intelligence and low spiritual intelligence to be -1.441 which is not significant at either 0.05 or 0.01 levels. Therefore  $[t(98) = -1.441, p = n.s.]$ . Hence the null hypothesis there is no significant difference in the level of Sexual Guilt of married women scoring high on Spiritual Intelligence compared to married women scoring low on Spiritual Intelligence is retained.

## DISCUSSION

The aim of the research was to study the effect of Spiritual Intelligence on Alexithymia & Sexual Guilt among married women. It was hypothesized that there is no significant difference in the level of Alexithymia of individuals scoring high on Spiritual Intelligence compared to individuals scoring low on Spiritual Intelligence. The test results of this study showcase no significant difference between the means of the high and the low groups among married women which was found to be insignificant at both 0.05 and 0.01 levels. The reasons involved in this kind of a result could be because the participants in the study were educated and well aware about the effects emotions have on an individual as well as their surroundings. Alexithymia is a broad term to describe problems with feeling emotions. While Freudian theories are largely considered dated, this condition seems to be increasing in awareness. It's often seen as a secondary diagnosis in other preexisting mental health conditions and disabilities, including depression and autism. However, this does not mean that everyone with these conditions has problems expressing with and identifying emotions. People who develop alexithymia also describe themselves as having difficulties with expressing emotions that are deemed socially appropriate, such as happiness on a joyous occasion. Others may furthermore have trouble identifying their emotions. Such individuals don't necessarily have apathy.

It was hypothesized that there is no significant difference in the level of Sexual Guilt of individuals scoring high on Spiritual Intelligence compared to individuals scoring low on Spiritual Intelligence. There was no significant difference between the means of high and low groups among married women which were found to be in significant at 0.05 levels too. The reasons for this outcome could be that although the topic of discussion about, 'sex' is considered to be a more acceptable still an idea of taboo and conservative subject continues to prevail in the Indian society. The participants involved in this study were middle-aged women and as such their subjective perception of certain

concepts such as “homosexuality”, “masturbation”, “petting”, “discussing their sexual affairs with others”, “pre- marital sex” among others may have influenced their responses along with other possible reasons such as the family environment that they grew up in, exposure to sex-related matters, societal and educational influences. Some participants reported to be very stressed and involved in their time-consuming work schedules which do not give them the scope to involve in such practices. This could also be a reason for lowered sexual drives and various personality factors could also have played a vital role for the data obtained. Another contributing factor could be shame, hesitation and unwillingness to answer certain questions that could have triggered the participant's emotional states while answering the questionnaire. On the other hand most of the participants reported to have a minimum of 1 or 2 children in their demographic sheets as they were well aware about the various family planning techniques and did not intend to have more kids after that as it was an expensive affair in a city of Mumbai. Most of the participants were from the working sector which could lead to the decrease in drives due to fatigue and lack of time with their partners.

## **LIMITATIONS**

Both the genders were not involved in the study, therefore the results obtained cannot be generalized to the Indian society. Certain women found the test very personal and hesitated while answering the various items on the test. . Many items on the tests were not understood by the participants because of the limited knowledge about sexual practices.

## **IMPLICATIONS FOR PRACTICE AND FUTURE SCOPE**

The research can be done on a larger and more representative sample in the future for appropriate results. The research can also focus on unmarried couples staying in a live-in relationship. A difference among them and the married couples may be studied. The study can also focus on how these variables affect married life at various age-groups. Researches can also be done to check the difference in between married and unmarried couples or newly married couples to those who have been married for a long time.

## **CONCLUSION**

The purpose of the present study was to explore the effect of Spiritual Intelligence on Alexithymia and Sexual Guilt among married women. The difference between the groups was calculated using

two separate Independent group's t-tests. According to the results obtained it was concluded that Spiritual Intelligence does not have an effect on Alexithymia and Sexual Guilt: wherein we accept the null hypothesis and reject the alternate hypothesis. This could happen as the participants did not answer honestly or must have experienced fatigue while participating in the research.

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## **EFFECT OF EMOTIONAL REGULATION ON SELF-EFFICACY AND PERCEIVED STRESS AMONG INDIAN CLASSICAL DANCERS**

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### **ABSTRACT**

The aim of the study was to study the effect of Emotional Regulation on Self-efficacy and Perceived Stress among Indian Classical Dancers. The study was conducted on 84 Indian Classical dancers of age group 18 to 30 years. Emotional regulation was measured by Difficulties in Emotional Regulation Scale (DERS), Self-efficacy by General Self-Efficacy Scale (GSE) and Perceived Stress by Perceived Stress Scale (PSS). Statistical analysis was done using two t tests to examine the relationship between emotional regulation, self-efficacy and perceived stress. It was found that there is a significant difference in the level of Self-efficacy and Perceived Stress of individuals scoring high on Emotional Regulation compared to individuals scoring low on Emotional Regulation.

**KEYWORDS:** Emotional Regulation, Self-efficacy, Perceived stress.

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## **INTRODUCTION**

### **1.1 Emotional Regulation:**

“Emotion regulation” which refers to how we try to influence which emotions we have, when we have them, and how we experience and express these emotions. (Gross, 1998b). Emotion regulation is a term generally used to describe a person's ability to effectively manage and respond to an emotional experience. People unconsciously use emotion regulation strategies to cope with difficult situations many times throughout each day. Most of us use a variety of emotion regulation strategies and are able to apply them to different situations in order to adapt to the demands of our environment. Some of these are healthy, some are not. Healthy coping strategies, such as managing stress with a walking program, do not cause harm. They can help to diffuse strong emotions, often allowing for a greater understanding of what led to the emotional experience. (Rolston & Lloyd-Richardson, n.d.)

### **1.2 Self-Efficacy:**

Self-efficacy is the belief we have in our own abilities, specifically our ability to meet the challenges ahead of us and complete a task successfully (Akhtar, 2008). General self-efficacy refers to our overall belief in our ability to succeed, but there are many more specific forms of self-efficacy as well (e.g., academic, parenting, sports). Perceived self-efficacy is defined as people's beliefs about their capabilities to produce designated levels of performance that exercise influence over events that affect their lives. Self-efficacy beliefs determine how people feel, think, motivate themselves and behave. Such beliefs produce these diverse effects through four major processes. They include cognitive, motivational, affective and selection processes. (Bandura, 1994)

### **1.3 Perceived Stress:**

Stress has a different meaning for different people under different conditions. The first and most generic definition of stress is that proposed by Hans Selye, also known as “Father of Stress” is, “Stress is the non-specific response of the body to any demand.” (Fink, 2010) Selye repeatedly emphasized the fact that the continued use of the word stress as a non-specific response to any demand was most appropriate. Stress is everywhere and, it has been on the rise over the last several

years. Each of us is acquainted with stress, some are more familiar than others. In many ways, stress feels like a load you just can't carry, a feeling you experience.

#### **1.4 Research Problem**

- 1: What is the effect of Emotional Regulation on Self efficacy?
- 2: What is the effect of Emotional regulation on Perceived Stress?

#### **1.5 Aim**

To study the Effect of Emotional Regulation on Self efficacy and Perceived Stress among Indian Classical Dancers.

#### **1.6 Objective:**

To study the Effect of Emotional Regulation on Self efficacy and Perceived Stress among Indian Classical Dancers.

### **LITERATURE REVIEW**

#### **2.1 Emotional Regulation and Self-efficacy:**

In a study the effectiveness of emotion regulation training on increasing self-efficacy and well-being in drug-dependent individuals was determined. The study was conducted on 30 substance abusers who referred to the Mehrvarzan addiction treatment clinic of Rafsanjan, Iran, in 2015. The results showed that the emotion regulation training has significant effectiveness in increasing self-efficacy and well-being in substance abusers. The effectiveness of the training on increasing well-being was persistent in the follow-up period, but increasing self-efficacy was not persistent (Yazdi Nejad F, Sabet F & A, 2017).

A study examined role of coping self-efficacy in emotion regulation and frequency of NSSI in young adult college students. The sample included 187 self-injuring university students between the ages of 18–26, and was predominately female (76.5%) and Caucasian (67.4%). Emotion Regulation Scale, the Coping Self-Efficacy Scale, and the Non-Suicidal Self-Injury Assessment Tool were assessed on participants. Results indicated that CSE did not act as a mediator between difficulty with ER and frequency of NSSI. Results also stated that greater difficulty with ER predicted

increased frequency in NSSI. (Midkiff, Lindsey & Meadows, 2018)

## **2.2 Emotional Regulation and Perceived Stress:**

A study in year 2018 that examined two specific emotion regulation strategies interacting with perceived stress to predict subsequent internalizing symptoms among emerging adults transitioning to college. Results indicated that cognitive reappraisal buffered against negative effects of stress, whereas expressive suppression was an independent risk factor for internalizing symptoms. Findings show the importance of emotional regulation, highlighting cognitive reappraisal as a protective factor against stress and further demonstrating the direct negative impacts of expressive suppression. (Zahniser & Conley, 2018).

## **2.3 Self -Efficacy and Perceived Stress:**

In the study done by Naga Shilpa and Rajiv Prasad in year 2017, they have explored the relationship between self-efficacy, perceived stress and happiness among the students of Amrita School of Engineering, Coimbatore, which is known for a very high level of academic rigour in the programme. This rigour causes stress among the students. The results showed moderate to strong support for the conceptualized hypotheses. A moderate but inverse relationship was found between self-efficacy and perceived stress, as well as perceived stress and happiness. The relationship between self-efficacy and happiness was found to be quite strong and significant. (Naga & Prasad, 2017)

## **2.4 Emotional Regulation and Dance**

The study by Ofra Walter and Enju Sat in year 2013, examined the effect of folk dancing/circle dancing on emotional self-control and regulation and self-confidence among early childhood- aged children, while comparing circle dancing to dancing in an unorganized open space. The findings showed evidence of an improvement in emotional intelligence among children in both kindergarten classes; there were significant differences between children in the two classes regarding some emotional intelligence variables as a result of circle dancing. In addition, the findings point to a strong correlation between circle dancing and emotional regulation and self-control. (Walter & Sat, 2013)

## **METHODOLOGY**

### **3.1 Hypotheses**

Hypothesis 1: There is a significant difference in the level of Self-efficacy of individuals scoring high on Emotional Regulation compared to individuals scoring low.

Hypothesis 2: There is a significant difference in the level of Perceived Stress of individuals scoring high on Emotional Regulation compared to individuals scoring low.

### **3.2 Participants**

The target population for the proposed study was 84 Indian classical Dancers of age group 18 to 30 years (young adults and adults) of age. The data was collected from dancers of various dance schools, classes and institutes in Maharashtra, India.

**3.2.1 Sampling Method:** Purposive Sampling method was used to collect the samples. Samples were collected with the criteria.

### **3.3 Variables**

Independent Variable: 1) Emotional Regulation

Dependent Variables: 1) Self-Efficacy

2) Perceived Stress

#### **3.3.1 Operational Definitions of Variables**

- Independent Variables:

1) Emotional Regulation: "Emotion regulation" refers to how we try to influence which emotions we have, when we have them, and how we experience and express these emotions. (Gross, 1998b).

- Dependent Variables:

- 1) Self-efficacy: Self-efficacy is the belief we have in our own abilities, specifically our ability to meet the challenges ahead of us and complete a task successfully (Akhtar, 2008).
  - 2) Perceived stress: Perceived stress is the feelings or thoughts that an individual has about how much stress they are under at a given point in time or over a given time period. (A.C. Phillips 2013).
- Control Variables:  
Factors like age, dance form and dancing experience (minimum 5 years) of the participating population were the control variables for the research study conducted.

### **3.4 Tools**

**3.4.1 DERS (Difficulties in Emotional Regulation Scale)** (Gratz, K.L., & Roemer, L 2004): The Difficulties in Emotional Regulation Scale is given by Gratz .K. L and Roemer. L in year 2004. The Difficulties in emotional Regulation Scale is a 36 items self-report questionnaire. It was designed to assess multiple aspects of emotion dysregulation. The measure yields a total score as well as scores on six scales derived through factor analysis; those are Non-acceptance, goals, Impulse, awareness, Strategies and Clarity. Respondent evaluate each item on 5 point Likert scale described as “Almost never”, “Sometimes”, “About half the time”, “Most of the time” and “Almost always”.

**3.4.2 GSE (General Self-Efficacy Scale)** (Schwarzer & Jerusalem 1995): The general Self-Efficacy Scale was developed by Ralf Schwarzer and Matthias Jerusalem in year 1995. It is a 10 item scale designed to access a general sense of perceived self-efficacy with the aim in mind to predict coping with daily hassles as well as adaption after experiencing all kinds of stressful life events. It is a self-report measure. Respondent evaluates each item on 4 point Likert scale described as “Not at all true”, “Hardly true”, “Moderately true” and “Exactly true”.

**3.4.3 PSS-10(Perceived Stress Scale)** (Sheldon Cohen): The Perceived Stress Scale was given by Sheldon Cohen. It is a measure of the degree to which situations in one's life are

appraised as stressful. Items were designed to tap how unpredictable, uncontrollable, and overloaded respondents find their lives. It is 10 items scale.

### **3.5 Research Design**

The adopted research design was a Mixed Research Design with 1 Independent Variable having two levels and 2 Dependent Variables.

### **3.6 Procedure**

Indian Classical dancers of targeted experience were approached from various dance schools, academies, classes and institutes from city of Mumbai, Maharashtra. The aims, objectives and applications of the proposed study were explained to them and consent form was provided to do dancers who were willing to participate in the study. The questionnaires of ERQ, GSE and PSS were being administered to the participating dancers and relevant data was being collected and then scored.

### **3.7 Ethical Considerations:**

Before distributing the consent forms, measures were taken to get honest information about participants dancing experience, measures were also taken to provide appropriate and honest information regarding the aims and objectives of the study. The consent forms were personally signed by the participating dancers. The obtained data was kept confidential.

### **3.8 Data Analysis:**

Two “t” tests were performed to evaluate the data of one independent variable and two dependent variables.

## **RESULTS**

In order to test the hypotheses, independent t-test was computed to obtain the interpretable values, using Statistical Package of Social Sciences (SPSS) version 20 for data analysis. The descriptive and inferential analysis of the variables is shown in following tables.



Table 4.1 - *Descriptive statistics of Self Efficacy among Indian Classical Dancers who are high and low on Emotional Regulation.*

|               | ER code | N  | Mean  | SD    |
|---------------|---------|----|-------|-------|
| Self-efficacy | High    | 42 | 29.50 | 3.736 |
|               | Low     | 42 | 32.88 | 3.437 |

In the table 4.1, the Descriptive analysis of variable Self- Efficacy is shown. Mean for High Emotional Regulation group was 29.50, SD obtained was 3.736 with N of 42, whereas Mean for Low emotional Regulation group was 32.88, SD obtained was 3.437 with N of 47.

Table 4.2 – *Inferential Statistics of Independent t-test of Self-efficacy among Indian Classical Dancers who are high and low on Emotional Regulation.*

|                | Obtained t-value | Df | Significant level |
|----------------|------------------|----|-------------------|
| Self- efficacy | -4.316           | 82 | 0.000             |

As per the above mentioned analysis, it was found that the computed t-value of -4.316 with df 82 was found to be significant at 0.000 level.

Thus, the above obtained results denote that there is a significant difference in the level of Self-efficacy in relation to Emotional regulation. Hence, the alternative hypothesis was accepted.

Table 4.3 – *Descriptive statistics of Perceived stress among Indian Classical Dancers who are high and low on Emotional Regulation.*

|                  | ER code | N  | Mean  | SD    |
|------------------|---------|----|-------|-------|
| Perceived Stress | High    | 42 | 22.66 | 4.902 |
|                  | Low     | 42 | 16.85 | 4.688 |

In Table 4.3, the Descriptive analysis of variable Perceived stress is shown. Mean for High Emotional Regulation group was 22.66, SD obtained was 4.902 with N of 42, whereas mean for Low Emotional Regulation was 16.85, SD obtained was 4.688 with N of 42.

Table 4.4 - *Inferential Statistics of Independent t-test of Perceived stress among young adults who are high and low on Emotional Regulation*

|                  | Obtained t-value | Df | Significant Level |
|------------------|------------------|----|-------------------|
| Perceived stress | 5.550            | 82 | 0.000             |

As per the above mentioned analysis, it was found that the computed t-value of 5.550 with df 82 was found to be significant at 0.000 level. Thus, the above obtained results denote that there is a significant difference in the level of Perceived stress in relation to Emotional Regulation. Hence, the alternative hypothesis was accepted.

## DISCUSSION

### **Emotional Regulation and Self Efficacy:**

The result obtained was found to be significant, therefore the hypothesis was valid and accepted. However, the results are not in the line with past research. Factors like Emotional Intelligence, Personality Differences, Body Image Issues show effect on self-efficacy. The construct of Emotional Intelligence refers to the individual differences in the perception, processing, regulation and utilization of emotional information. Studies have reported positive association between Emotional intelligence and Self-efficacy.

Poor body image may lower self-assessments. Body image concept is used by marketers to sell their products through advertisements. Advertisers specifically target teenagers and adults, which increase their awareness of body image which influence their behaviors. Body image is a powerful construct and studies show its effect over Self –efficacy of individuals. In a research conducted by Tyler L. Fortman (2006), an effect of Body image on self-efficacy is examined. A correlational design study was done using 92 first-year college students (both boys and girls). Results revealed that, in females, body image did affect self- assessments (Self-efficacy and Self-esteem), but did not affect academic achievement.

### **Emotional regulation and Perceived stress:**

The result obtained was found to be significant, therefore the hypothesis was valid and accepted. However, the results are not in the line with past research. Past studies have shown that higher level

of Emotional Regulation in Dancers managing stress thereby reporting low levels of Perceived Stress.

Many other factors may affect Perceived Stress in Dancers like Performance anxiety, Coping Strategies, Expectations of Perfectionism and Competition. Dancer's expectations of Perfectionism in their Dance routines and styles can have an effect on the level of their stress. Perfectionism is a multidimensional construct, with adaptive and maladaptive dimensions. Perfectionism has been allied to achieve impossibly high standards, illogical significance on the achievement of these standards and overgeneralize failures. (Shafique, Gul & Raseed, 2017)

## **LIMITATIONS**

The study was done only on individuals who can read and comprehend English language as the scales are in English language, so the individuals from vernacular background or illiterate individuals were not taken into consideration. Socio-economic status of the participating dancers was not determined.

## **FURTHER IMPLICATIONS**

Despite of the limitations of the research there are still future implications and application of the findings of the research. This study can be used to see if dancers face difficulties in regulating their emotions. These variables can also be studied on other individuals from various art forms to understand the extent to which the population affects the manifestation of the variables. Secondly, the current combination of variables can also be studied with dancers who belong to the younger age range.

## **CONCLUSION**

The result obtained from the data shows that that there is a significant difference in the level of Self-efficacy and Perceived Stress of individuals scoring high on Emotional Regulation compared to individuals scoring low on Emotional Regulation.

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## GRAPHS

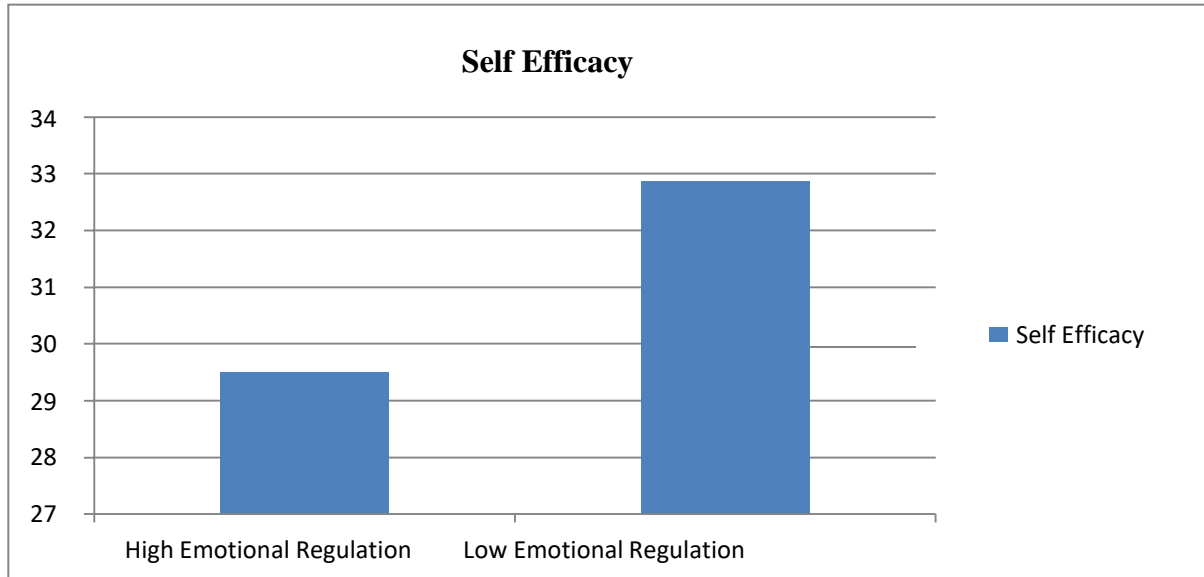


Figure 01: Mean scores of Self-efficacy in relation with Emotional Regulation.

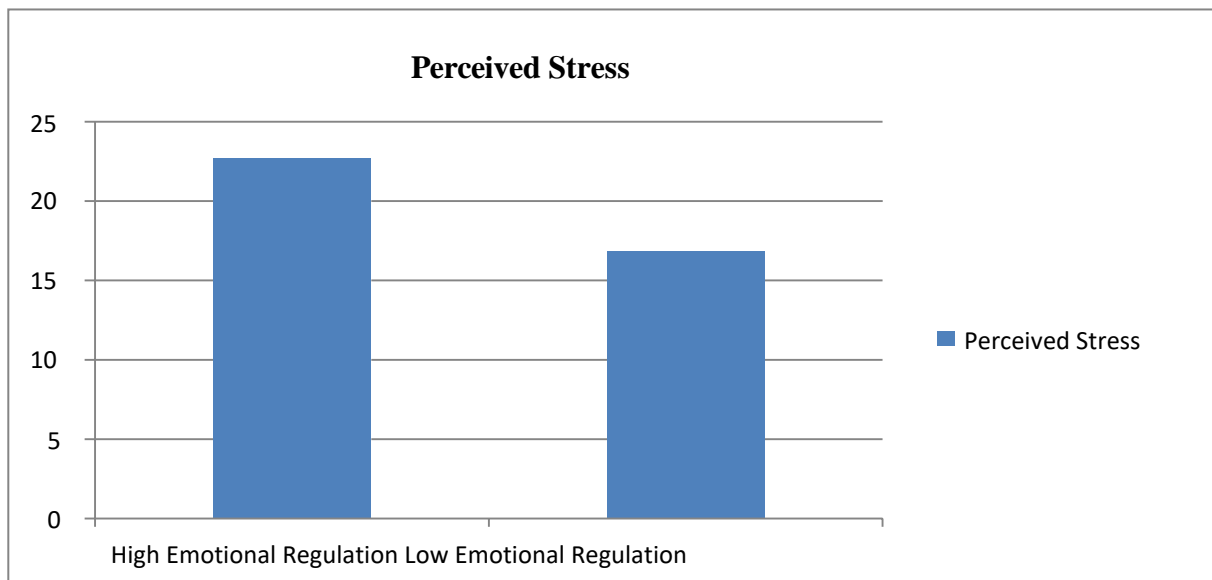


Figure 02: Mean scores of Perceived Stress in relation with Emotional Regulation.

## **EFFECT OF LOCUS OF CONTROL ON PERCEIVED STRESS AND RISK-TAKING BEHAVIOR AMONG EMPLOYEES WORKING IN PRIVATE SECTOR**

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### **ABSTRACT**

Employee productivity is an important component of a company's achievement in today's competitive worldwide setting. The elevated concentrations of stress encountered in the job setting can considerably hamper employee productivity. Employers today analyze the stress management problems critically that lead to reduced employee work performance. Therefore, this study aimed to explore the effects of Locus of Control on the perceived stress and risk-taking behavior among employees working in a private sector. The levels of Locus of Control were assessed by Rotter's Locus of Control (Rotter, 1966) which is a 29-item questionnaire with 6 filler items. The levels of Perceived Stress were assessed by Perceived stress scale (Sheldon Cohen, 1983) and lastly, the risk-taking behavior was assessed by A Domain- Specific Risk-Taking (DOSPERT) Scale (Blais & Weber, 2006). One-way ANOVA was performed in order to examine the differences between Perceived Stress and Risk-Taking behavior among the employees working in a private sector having Internal, In Between and External Locus of Control. The differences between perceived stress and locus of control were found to be insignificant at 0.05 level; whereas, the differences between risk-taking behavior and locus of control were found to be significant at 0.05 level.

**KEYWORDS:** Locus of Control, Perceived Stress, Risk-Taking Behavior, Employees, One Way ANOVA.

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## **INTRODUCTION**

The concept of Locus of Control was given by social learning theorist Julian Rotter in 1966. The actual name that Rotter had devised was Locus of Control of Reinforcement. He discovered that through reinforcements, individuals come to hold beliefs about the cause of their actions, and these beliefs then guide what kind of attitudes and behaviors they adopt in the future (Rotter, 1966). Locus of control refers to an individual's generalized expectations pertaining to where control over subsequent events resides. According to Rotter, the concept can be divided into internal and external. Internal locus of control is characterized by the individual's belief that his/her behavior is guided by his/her personal decisions and efforts. External locus of control is characterized by the belief that his/her behavior is guided by fate, luck, or other external circumstances, such as powerful others. Perceived stress is the feelings or thoughts that an individual has about how much stress they are under at a given point in time or over a given time period. Risk-taking is defined in the developmental literature as engagement in behaviors that are associated with some probability of undesirable results. Employee risk taking represents a willingness to withstand uncertainty and mistakes as one explores new ideas, advocates unconventional or unpopular positions, or tackles extremely challenging problems without obvious solutions, in order to increase the likelihood of accomplishment.

### **1.1 Research Questions**

1. What is the effect of Locus of Control on Perceived Stress?
2. What is the effect of Locus of Control on Risk-Taking behavior?

### **1.2 Aims & Objectives**

Aim: To study the effect of Locus of Control on Perceived stress and Risk-Taking behavior.

Objectives:

1. To study the effect of Locus of Control on Perceived stress.
2. To study the effect of Locus of Control on Risk-Taking behavior

## **REVIEW OF LITERATURE**

### **2.1 Locus of Control and Perceived Stress**

In a study done by Caramanica (2017) on The Direct and Interactive Impact of Emotional Intelligence and Locus of Control on Private Sector Employees' Perceived Stress; it was found that emotional

intelligence was a significant predictor of perceived stress. Researchers also found that the locus of control was not a significant predictor of perceived stress for U. S. Employees.

Khan et al, (2012) studied the buffering role of locus of control on stress among the college/university teachers of Bahawalpur. Results of this study indicated that high internal locus of control determines high coping and mediating ability of stress among the teachers. The research further concluded that the high internal locus of control determines high coping ability of stress among the teachers and also buffer against stress. The teachers identified with internal locus of control reveal low level of stress as contrast to the teachers with external locus of control.

## **2.2 Locus of Control and Risk-Taking Behavior**

A study by Macaden (2010) examined the influence of locus of control on risk perception in older South Asian people with Type 2 diabetes in the UK. The qualitative analysis of the study revealed that Fate and luck were also held to be responsible for the way their diabetes progressed or worsened and the practitioners felt that the sense of responsibility among most South Asians with Type 2 diabetes was predominantly external to themselves and that they were often dependent on the practitioners or the healthcare services for support.

A study by Johnson (2018), examined the relationship between locus of control, perception of risk and cyber misbehaviors. Internal locus of control was found to be associated with higher perception of cyber risk, and higher cyber risk perception was found to lead to fewer cyber misbehaviors. While internal locus of control has a relationship with the curtailing of cyber misbehaviors, it is the perception of cyber risk stemming from this trait that has the larger effect on lowering the rate of cyber misbehaviors.

## **METHOD**

### **3.1 Research Hypotheses**

#### **Alternate Hypotheses**

- 1) There is a significant difference in the level of Perceived Stress among individuals in relation to Locus of Control.
- 2) There is a significant difference in the level of Risk-Taking behavior among individuals in relation to Locus of Control.



### **3.2 Participants**

The target population for this study was Indian adults of age group 22-35 years of age who were currently working in a private company. The data was collected from various private companies established in the city of Thane and Mumbai, Maharashtra where above mentioned criteria was met.

#### **3.2.1 Inclusion Criteria**

Indian adults who were in the age range of 22-35 and were working in the private companies situated in Thane and Mumbai and could speak and understand English were included in the study.

#### **Sample Size**

Sample population consisted of 101 participants.

#### **3.2.2 Sampling Method**

In the present study Purposive sampling was used.

### **3.3 Variables**

**Independent variable-** Locus of control

#### **Dependent Variables:**

1. Perceived Stress
2. Risk-Taking Behavior

#### **3.3.1 Operational Definitions:**

- **Independent Variable**

Locus of control refers to an individual's generalized expectations pertaining to where control over subsequent events resides. Internal locus of control is characterized by the individual's belief that his/her behavior is guided by his/her personal decisions and efforts. External locus of control is characterized by the belief that his/her behavior is guided by fate, luck, or other external circumstances, such as powerful others.

- **Dependent Variables**

1. Perceived Stress is the feelings or thoughts that an individual has about how much stress they are under at a given point in time or over a given time period.
2. Risk-Taking is defined in the developmental literature as engagement in behaviors that are associated with some probability of undesirable results (Boyer T., 2006).

- **Controlled Variables:**

Factors such as age, geographical location and working place were considered as controlled variables in the present study.

### **3.4 Tools**

#### **3.4.1 Rotter's Locus of Control Scale (Rotter, 1966)**

This scale is used to see the degree to which people believe the cause of their behavior lies. It is a 29-item forced choice scale including six filler items intended to make the purpose of the test somewhat more ambiguous. This scale was developed by Julian Rotter in 1966. The scale presents a forced choice pair of statements with one internally oriented and another externally oriented. The Internal-External Locus of Control Scale demonstrated satisfactory coefficient alphas and test-retest reliability for a 1-month period in the original study. The scale showed a good average reliability of .70. Rotter reported high discriminant and construct validity.

#### **3.4.2 Perceived Stress Scale (Sheldon Cohen, 1983)**

Is an instrument to measure the perception of stress of people. The items were designed to tap how unpredictable, uncontrollable, and overloaded respondents find their lives. The questions in the PSS ask about feelings and thoughts during the last month. The scale can be administered on individuals of age 18 years and above. This scale is a 10-item inventory and each item is evaluated with the five-point likert scale described as “never”, “almost never”, “sometimes”, “fairly often”, “very often”. The internal reliability for this scale tested with the technique of Cronbach Alpha was .78(Cohen et. al, 1988). Andreou et al. (2011) reported high construct validity for the scale.

#### **3.4.3 Domain Specific Risk Taking (DOSPRT) Scale (Blais & Weber, 2002)**

The scale is used to assess both the reported level of risk taking and perceived- risk attitudes that is, the willingness to engage in risky activities in five domains: ethical, financial, health/safety, social, and recreational decisions. The scale was developed by Ann- Renee Blais and Elke U. Weber in 2002. The scale can be administered on individuals of age 22-35 years. The DOSPERT scale is 30-item scale, where each item is evaluated using a 7-point rating scale ranging from “extremely unlikely” to “extremely likely”. The internal consistency reliability estimates associated with risk taking scores ranged from .70 to .84 and those associated with risk-perception scores, from .70 to .81 (Weber, et al. 2002). Blais and Weber (2002) also reported the evidences for discriminant and construct validity of the scale.

### 3.5 Research Design

The study was a quantitative research adopting a quasi-experimental design, having one independent variable with three levels and two dependent variables.

### 3.6 Procedure

The aims, objectives, and application of the proposed study were explained to participants and consent forms were distributed for those who were willing to participate in the study. Participants had complete freedom to clear any of their doubts regarding the study.

### 3.7 Ethical Considerations

Before distributing the consent forms, the participants were provided with appropriate and honest information regarding the aims and objectives of the study. The consent forms were personally signed by the participants. The participants were assured that the information they provide will be kept confidential and will be used only for research purpose.

### 3.8 Data Analysis

To study the effect of “Locus of Control” on “Perceived Stress” and “Risk-Taking behavior” among employees working in private sector, One- way ANOVA was calculated.

## RESULTS

Table 4.1 *Descriptive statistics of Perceived Stress among employees working in private sector that is internal, in between and external on Locus of Control*

| <b>Perceived Stress</b>             | <b>N</b> | <b>Mean</b> | <b>SD</b> |
|-------------------------------------|----------|-------------|-----------|
| <b>Locus of Control: Internal</b>   | 33       | 16.21       | 7.09      |
| <b>Locus of Control: In Between</b> | 36       | 17.16       | 6.79      |
| <b>Locus of Control: External</b>   | 32       | 19.59       | 5.49      |

Table no. 4.1 indicates the descriptive analysis of Perceived Stress is shown. Mean for Internal Locus of Control group was 16.21 and the SD obtained was 7.09 (N=33). Mean for In Between Locus of Control group was 17.16 and the SD obtained was 6.79 (N=36). Lastly, mean for External Locus of Control group was 19.59 and the SD obtained was 5.49 (N=32).

Figure 1 is a graphical representation of the Descriptive statistics of Perceived Stress among employees working in private sector in relation to Locus of Control. On the Y axis, means of perceived stress is shown whereas on the X axis, three levels of Locus of Control are shown.

Table 4.2 *Descriptive statistics of Risk-Taking Behavior among employees working in private sector who are in internal, in between and external Locus of Control*

| <b>Risk-Taking Behavior</b>         | <b>N</b> | <b>Mean</b> | <b>SD</b> |
|-------------------------------------|----------|-------------|-----------|
| <b>Locus of Control: Internal</b>   | 33       | 104.09      | 16.41     |
| <b>Locus of Control: In Between</b> | 36       | 98.11       | 19.95     |
| <b>Locus of Control: External</b>   | 32       | 108.25      | 12.77     |

As seen in 4.2 table, descriptive analysis of Risk-Taking behavior is shown. Mean for Internal Locus of Control group was 104.09, SD was 16.41 for N of 33. Mean for In between Locus of Control group was 98.11, SD obtained was 19.95 for the N of 36. Mean for External Locus of Control group was 108.25, SD obtained was 12.77 for N of 32.

Figure 2 represents Descriptive statistics of Risk-Taking Behavior among employees working in private sector in relation to Locus of Control where on Y axis Means of Risk-Taking Behavior are shown and on the X axis, categories of Locus of Control are shown.

Table 4.3 *Analysis of Variance of Perceived stress and Risk-Taking Behavior among employees working in private sector who fall in Internal, In between or External Locus of Control*

|                             | <b>F</b> | <b>Significance</b> |
|-----------------------------|----------|---------------------|
| <b>Perceived Stress</b>     | 2.32     | .10                 |
| <b>Risk-Taking Behavior</b> | 3.14     | .04                 |

In the above table, it can be seen that the F value for Perceived stress is 2.32 and the significant value is 0.10 which is insignificant at 0.05 level thus indicating that there is no significant difference in the levels of Perceived Stress among those scoring internal, in between and external on Locus of Control. Whereas, the F value for Risk-Taking Behavior is 3.14 and the significant value is 0.04 which is significant at 0.05 level thus indicating that there is a significant difference in the level of Risk-Taking Behavior among those falling under internal, in between or external Locus of Control. Hence, the alternative hypothesis “There is a significant difference in the level of Risk-Taking behavior among individuals in relation to Locus of Control” was accepted.

Table 4.4 *Post hoc analysis of multiple comparisons- Tukey HSD*

| <b>Risk-Taking Behavior</b>         | <b>Mean Difference</b> | <b>Significance</b> |
|-------------------------------------|------------------------|---------------------|
| <b>Locus of Control: In Between</b> | -10.13                 | 0.39                |
| <b>Locus of Control: External</b>   | 10.13                  | 0.39                |

Post hoc analyses are done to explore where exactly the difference lies between the two means as ANOVA does not identify which particular differences between pairs of means are significant. As it

can be seen in the above table, the significant mean difference lies in the In between and external locus of control group at 0.05 level.

## **DISCUSSION**

The first hypothesis stated that “There is a significant difference in the level of Perceived Stress among individuals in relation to Locus of Control”. One-way ANOVA was computed and the results revealed that there was an insignificant difference found between the levels of Perceived Stress seen among individuals with Internal, In Between and External Locus of Control. Hence, the Null hypothesis was accepted.

The results are not consistent with the past literature which suggests that a person's Locus of Control does affect his/her level of perceived stress. Some of the factors such as Personal control, Explanatory style, gender, Type A behavior pattern, Social support, amount of sleep an individual gets, transportation time and working hours of the employees, years of experience and the job profile may have affected the levels of perceived stress of employees irrespective of their position on the continuum of Locus of Control.

The second hypothesis stated that “There is a significant difference in the level of Risk-Taking Behavior among individuals in relation to Locus of Control”. One-way ANOVA was computed and the results revealed that there was a significant difference found, meaning that individuals falling under In between and External Locus of Control exhibit higher Risk-Taking Behavior as compared to individuals under Internal Locus of Control group.

The obtained results are supported by a correlation study conducted by Roseberry et al. (2000) on Health Locus of Control, Perception of Risk and Risk-Taking Behavior among older adolescents. The result findings of this research indicated a negative correlation between internal health locus of control and perception of risk, a positive significant correlation between chance health locus of control and perception of risk and a moderate positive significant correlation between perception of risk and risk-taking behavior.

Therefore, by looking at the past researches, we can say that an individual's position on the continuum of Locus of Control will affect his/her engagement in risky behaviors.

## **LIMITATIONS**

Firstly, the participants included in the study were residents of Thane and Mumbai; other geographical areas were not taken into consideration. Second, individuals must have given socially desirable or biased responses in order to portray themselves in a good light. Third, gender was not considered as one of the control variables because the present study focused on overall general population of adults in the age range of 22-35 and not individual differences among genders.

## **FUTURE IMPLICATIONS**

The future implications of the findings will be that, workshops on Effective decision making and stress management can be taken in the corporate sectors to manage employee risk taking behavior and stress in an effective manner. Further research can also be taken with respect to considering gender as a mediating factor as there can be few differences observed between how women perceive stress and how men perceive their stress. Further research can also be done by taking into consideration an individual's job profile, sleep patterns and schedules to see if it will affect the stress levels and risk-taking behaviors.

## **CONCLUSION**

The aim of the present study was to examine the effect of Locus of Control on Perceived Stress and Risk-Taking Behavior among Employees working in private sector. The results of the present study indicated that Locus of Control does not have any effect on the levels of Perceived Stress. Whereas, Locus of Control does have an effect on Risk-Taking Behavior among employees who are working in private sector.

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### GRAPHS

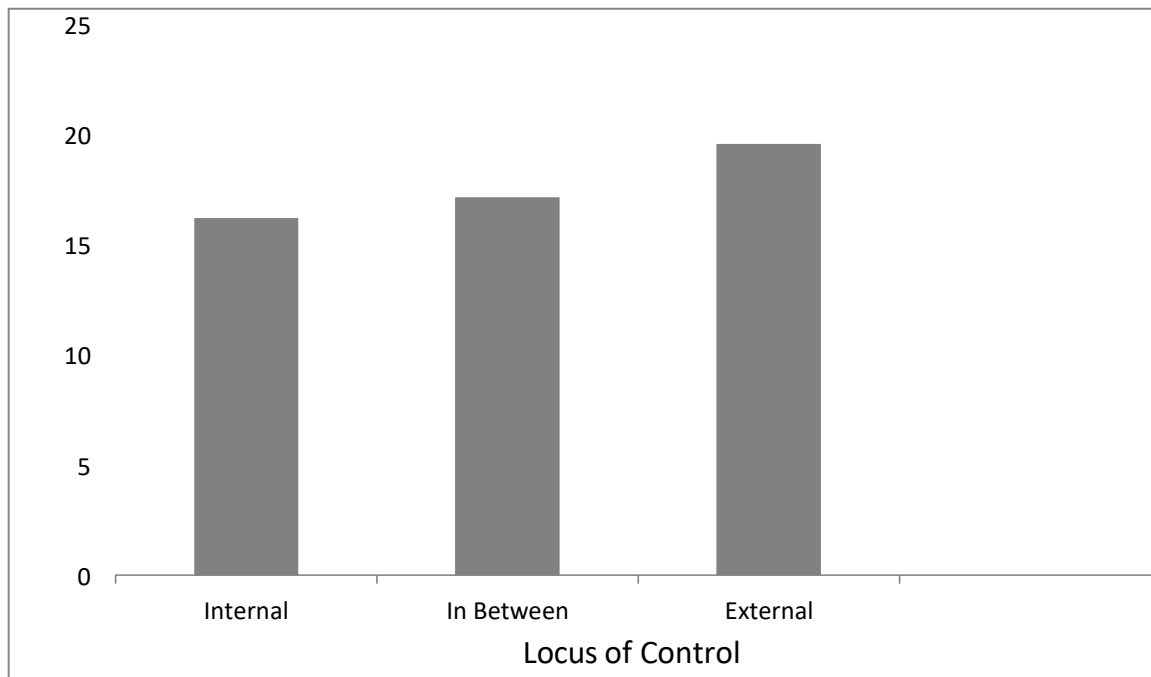


Figure 1- Mean values of Perceived in relation to Locus of Control

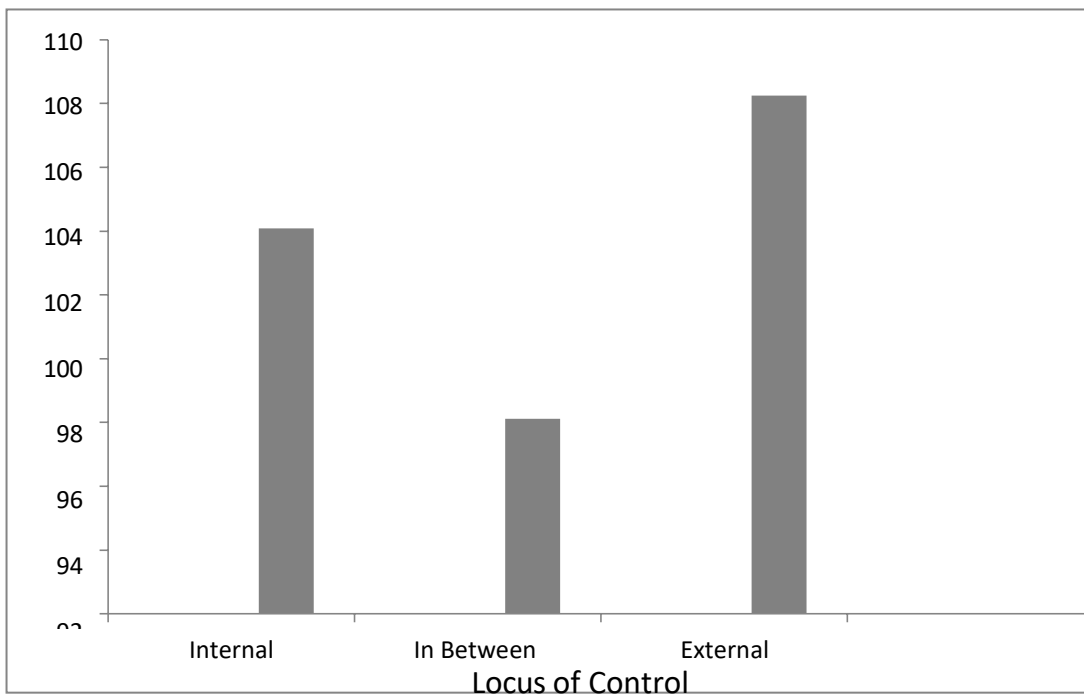


Figure 2- Mean values of Risk-Taking Behavior in relation to Locus of Control

## **RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE, BURNOUT AND JOB SATISFACTION AMONG TEACHERS**

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### **ABSTRACT**

The purpose of the study was to study the relationship between emotional intelligence, burnout and job satisfaction among secondary school teachers. Teaching is a profession which is always filled with challenges. Teachers build the nation and they guide their students throughout their life to make others life. They face many challenges in there day to day life they face many ups and downs as they have to deal with many things at a time. Which may lead to stressful situation sometimes and they may feel exhausted and tired and they experience burnout which affects their satisfaction at workplace. The sample constituted for the 70 secondary school teachers. The three scales: The emotional intelligence scale, Burnout measure- short version, Minnesota Satisfaction Questionnaire- Short Form was administered on the participants. Two Pearson product moment correlations were computed for significance level. Statistically negative correlation was found between emotional intelligence and burnout  $r = -.262$  and positive correlation was found between emotional intelligence and job satisfaction  $r = .322$ .

**KEY WORDS:** Emotional Intelligence, Burnout, Job Satisfaction, Teachers.

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## **INTRODUCTION**

Teaching is considered a high-risk profession due to the high impact of occupational risk factors on educators' health. Teachers are required to cope with a wide diversity of stressors including workload, role ambiguity, lack of workplace social support or classroom management difficulties, among others. Teacher performance is marked by a large number of competencies and skills that they have to acquire throughout their professional careers.

### **1.1 Emotional Intelligence**

Emotional intelligence is the ability to perceive, value, express and manage emotions, as well as the ability to understand and know them. This is necessary in order to regulate emotions, which in turn favors the intellectual and emotional development of subjects. It shows the intimate relationship that this has with all the teaching-learning processes, being necessary the knowledge of emotions within educational institutions. In addition, teachers adapt to the continuous changes that today's society undergoes, in order to guarantee the full development of the student body. Likewise, the continuous contact with students, parents, or legal guardians or relations with peers, generates an accumulation of stress and tension that often leads to the Burnout.

### **1.2 Burnout**

According to Maslach Burnout is "Psychological syndrome of exhaustion, cynicism and inefficacy in the work place. Teaching has been identified as a particularly stressful occupation. Negative aspects of the job such as disciplinary problems, student apathy, overcrowded classrooms, involuntary transfers, excessive paperwork, inadequate salaries, demanding or unsupportive parents, and lack of administrative support are among the stressors that confront teachers. As a result of these stressful aspects of teaching, burnout among teachers occurs, expressed in physical (e.g., headaches, peptic ulcers), psychological (e.g., depression, anger), and behavioral (e.g., deterioration in work performance, absenteeism) symptoms (Cunningham, 1982).

### **1.3 Job Satisfaction**

Every teacher must have the potential and clear intention to discharge their duty with

utmost devotion to derive satisfaction from their work. Job satisfaction is the combination of emotional and psychological experience at any work. Job Satisfaction is the relationship between what everyone expects in accordance to what everyone achieves. Any work cannot be effectively done without satisfaction. Teachers are important in building the nation and budding citizens of the nation. So, job satisfaction is an important concept that is not only related to an individual but it is relevant for the society's well-being.

#### **1.4 Aim and Objective**

To examine the relationship of emotional intelligence with burnout and job satisfaction among secondary school teachers.

##### Objective

To examine how much the three variables correlate with each other.

#### **REVIEW OF LITERATURE**

In the study by Weng, H. C., Hung, C. M., Liu, Y. T., Cheng, Y. J., Yen, C. Y., Chang, C. C., & Huang, C. K.; 2011 studied the associations between emotional intelligence and doctor burnout, job satisfaction and patient satisfaction in hospitals of Taiwan where they found out that the higher self-rated Emotional intelligence was significantly associated with less burnout and higher job satisfaction. Higher patient satisfaction was correlated with less burnout. Less burnout was found to be associated with higher job satisfaction and it was found that higher EI was significantly associated with less burnout and higher job satisfaction. In addition, less burnout was not only associated with higher levels of patient satisfaction, but also with higher levels of job satisfaction.

Study by Mohammadyfar, M. A., Khan, M. S., & Tamini, B. K.; 2009 the aim was to study the determination of the effect size of emotional intelligence and occupational stress on mental and physical health among teachers. The results showed that emotional intelligence and job burnout were explained 43.9% of mental health and 13.5% of variance of physical health. Teachers who have reported higher emotional intelligence have better mental health. The ones who have reported high EI can regulate their emotional states and are healthier because they accurately perceive and appraise their emotional states, they know how and when to express their feelings, and can effectively regulate their mood states. On the other hand positive emotions may indeed undo the lingering effects of negative emotions that narrow one's thought-action.

Numerous researches were conducted to find the difference or relation between emotional intelligence and job satisfaction. The study by Çekmecelioğlu, H. G., Günsel, A., & Ulutaş, T.; 2012 shows the impact of emotional intelligence (EI) on job satisfaction. The results shown that there was a significant positive relationship between emotional intelligence and internal satisfaction. Specifically these findings indicated that employees with high emotional recognition are more likely to have higher levels of internal job satisfaction. Findings showed that emotional recognition was positively and significantly related to internal satisfaction. The findings imply that employees with high EI are more adept at identifying and regulating their emotions. The ability to understand their emotions could imply that employees with high EI are more aware of the factors that contribute to their experience of positive and negative emotions which ultimately results with higher internal satisfaction.

## **METHOD**

### **3.1 The research question for the study**

Question 1: Is there any significant relationship between emotional intelligence and burnout among teachers?

Question 2: Is there any significant relationship between emotional intelligence and job satisfaction among teachers?

### **3.2 Participant**

The sample population for the study was 70 participants. The target population of this study was secondary school teacher and the participants were in the age of 25-60 years including both males and females. The data was collected from schools.

### **3.3 Variable**

Predictive variable/Independent variable: Emotional intelligence

Criterion variable/ Dependent variable: Burnout, Job satisfaction

#### **3.3.1 Operational Definitions of variables**

##### **1) Predictive variable:**

Emotional intelligence: Emotional intelligence scale by Anukool Hyde, Sanjyot Pethe,

Upinder Dhar 2002 was used. A score of 85 and above indicates high emotional intelligence, score of 52 to 84 indicates normal range and score of 51 and below indicates low emotional intelligence.

2) Criterion variable:

Burnout: The Burnout measure short version scale developed by Pines and Maslach (2005) was used. A score upto 2.4 indicates a very low level of burnout, score between 2.5 and 3.4 indicates danger signs of burnout, score between 3.5 and 4.4 indicates burnout, a score between 4.5 and 5.4 indicates a very serious problem of burnout, a score of 5.5 require immediate professional help.

Job satisfaction: Minnesota satisfaction questionnaire developed by David j, Weiss, Rene V, Dawis George W, and Lloyd H. Lofquist was used. A score of 75 or higher shows higher job satisfaction and 25 or lower shows low job satisfaction and score from 26-74 will indicate moderate job satisfaction.

### **3.4 Tools**

1) The Emotional Intelligence Scale: Developed by Anukool Hyde, Sanjyot Pethe, Upinder Dhar. It was a 34 item scale that measured self-awareness, empathy, self-motivation, emotional stability, managing relations, integrity, self development, value orientation, commitment, altruistic behavior. Scoring was done on 5 point likert scale from completely agree to completely disagree.

2) The Burnout Measure-Short Version: Developed by Pines and Maslach. It was a 10 item scale that measured level of burnout of an individual. Scoring was done on 7 point likert scale. 1-never, 2-almost never, 3-rarely, 4- sometimes, 5-often, 6- very often, 7-always.

3) Minnesota Satisfaction Questionnaire- Short Form: Developed by David j, Weiss, Rene V, Dawis George W, and Lloyd H. Lofquist. It was a 20 item scale that measures internal, external and general job satisfaction of an individual. Scoring was done on 5 point likert scale. 1-very dissatisfied, 2- dissatisfied, 3-normal, 4- satisfied, 5-very satisfied.

- Control Variable

Factors like language proficiency and region from where data was collected was controlled for the proposed study.

- Research Design

The study was quantitative research adopting correlation research design where the researcher tries to correlate two or more variables.

- Procedure

In the present study Purposive sampling was used. In this study participant were approached and the questionnaires were filled by them. Teachers were approached from various schools in the city Mumbai, Maharashtra. Then the questionnaires were distributed to the participants and the relevant data were collected. Further, on the basis of all responses of participants the relations between each variable was found.

- Ethical Considerations

Before distributing the consent forms, measures were taken to provide appropriate and honest information regarding the aims and objectives of the study. The consent forms were taken from participated teachers. Participation in the research was completely voluntary and the participants were allowed to withdraw anytime during the research. The confidentiality of the obtained data was maintained.

- Data Analysis

Pearson product moment correlation was used to analyze the data that were obtained, as the predictive variable (Emotional Intelligence), had any relationship with criterion variables (Burnout and Job Satisfaction). The Statistical Package for the Social Science (SPSS), a software package for statistical analysis was used for analyzing data obtained from the three questionnaires.

## **RESULTS**

The table 1 depicts the mean, standard deviation of the following variable. The mean obtained for emotional intelligence was 136.7286 (SD- 13.73235). The mean obtained for burnout was 2.7857(SD- .84943) and for job satisfaction the mean obtained was 79.2000(SD- 6.82408). The number of participants was 70.

*Table 1 Descriptive Statistics*

|                        | Mean     | SD       | N  |
|------------------------|----------|----------|----|
| Emotional intelligence | 136.7286 | 13.73235 | 70 |
| Burnout                | 2.7857   | .84943   | 70 |
| Job satisfaction       | 79.2000  | 6.82408  | 70 |

Table 2 shows the level of correlation between emotional intelligence and burnout. The value of R was found to be -.262 and it was significant at 0.05(2 tailed) level. A negative correlation between emotional intelligence and burnout was established which says that the result found is in line with the hypothesis.

*Table 2 - Pearson product moment correlation between emotional intelligence and burnout*

| Variable               | Burnout |
|------------------------|---------|
| Emotional intelligence | -.262*  |

\*significant at the 0.05 level

Table 3 shows the level of correlation between emotional intelligence and job satisfaction. The value of R was found to be .322 and it was significant at 0.01(2 tailed) level. A positive correlation between emotional intelligence and job satisfaction was established which says that the result found is in line with the hypothesis.

*Table 3 Pearson product moment correlation between emotional intelligence and job satisfaction*

| Variable         |                               |
|------------------|-------------------------------|
| Job satisfaction | Emotional intelligence .322** |

\*\*significant at the 0.05 level

## DISCUSSION

As seen in the result there is a significant relationship between emotional intelligence and burnout. The similar results have been found by different researcher where they have shown that there is a significant negative relationship between emotional intelligence and burnout. The researches by Vaezi, S., & Fallah, N they found that there is a negative



relationship between emotional intelligence and burnout. They have stated that the higher the teachers emotional intelligence less will be the burnout. They have stated that the teachers who are high in emotional intelligence and who use emotional intelligence skill properly are more likely to deal effectively occupational stress and environmental demands. The results also indicates that there is also a positive correlation between teachers teaching experience and age which means with the year of experience and growing age teachers build high emotional intelligence skills and are less likely to experience burnout. The teachers after years of experience get comfortable in what they do and their level of nervousness and disorganization is also reduced so they experience burnout at that point. Present findings also the participants are high in emotional intelligence.

In present study, there is a positive correlation between emotional intelligence and job satisfaction that has been found. So there are researches which states that there is positive relation between EI and job satisfaction. The research by Çekmecelioğlu, H. G., Günsel, A., & Ulutaş, T. results have shown that there is significant positive relationship between emotional intelligence and job satisfaction. The employees high in EI they are more aware of the factors contributing to their positive and negative emotions thus the employees are well aware about their condition at workplace and they can manage their emotions easily thus they experience high internal job satisfaction.

In the present study as well the teachers reported high in emotional intelligence and low in burnout and also high in job satisfaction. The teachers are high in emotional intelligence that they have the skills to manage their emotions and also they are the ones who can effectively cope up with their day to day occupational stressors so therefore they are high in their job satisfaction. Teachers have mentioned that having stressful situation will never lead them to stop working or feel low. They have lot of work like to manage the classes, extracurricular activities, administrative work, annual day and many events preparation and many more but in spite of having lot of work they can manage their work easily as they use their emotional intelligence skills to cope with the situations easily the teachers might be committed to the work and they are emotionally stable therefore they are able to manage lot of work at one go and because of that their productivity at workplace is very effective which gives them satisfaction and hence they are experience high job satisfaction.

## LIMITATIONS OF THE STUDY

The current study has focused on secondary school teachers only as participants. Other school teachers were not taken into consideration. The teachers who were participated were teaching in different boards like ICSE and SSC. Focus has to be given on one board only because the boards in themselves differ in many ways. Focus has to be given on teaching experience and age as well.

## FUTURE IMPLICATION OF THE STUDY

For teachers to regulate their emotions and stress and to develop sense of satisfaction various teachers training program can be organized for them. Various life skill programs for teachers can be arranged to enhance their emotional intelligence.

## CONCLUSION

Emotional intelligence and burnout were negatively correlated with other. Emotional intelligence and job satisfaction were positively correlated.

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## **EFFECT OF FACEBOOK USE ON PUBLIC SELF-CONSCIOUSNESS AND SELF- CRITICISM AMONG YOUNG ADULTS**

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### **ABSTRACT**

One of the most popular social media is Facebook where young people upload their pictures as well as like and comment on their friend's pictures. At the same time young people are concerned about how they present themselves on social media. Self-Consciousness is the tendency to be nervous or uncomfortable because you are worried about what people think about you or your actions. Public Self- Consciousness is an awareness of the self as it is viewed by others. Self-Criticism is the act of criticizing one's own faults or shortcomings. The purpose of the study was to examine the effects of Facebook use on Self-Consciousness and Self-Criticism among young adults. Facebook use was measured by Multidimensional Facebook Intensity Scale (Orosz et al., 2015). Public Self-Consciousness was measured by Public Self-Consciousness sub-scale of Self-Consciousness Scale-Revised (SCS-R) (Scheier and Carver, 1985). Self-Criticism was measured by The Forms of Self-Criticising/Attacking & Self-Reassuring Scale (FSCRS) (Gilbert et al., 2004). An independent t-test was performed to find out the results. It was found that there is a significant difference in the level of Public Self-Consciousness and Self-Criticism of individuals scoring high on Facebook Use compared to individuals scoring low on Facebook Use.

**KEYWORDS:** Facebook Use, Public Self-Consciousness, Self-Criticism, Independent t-test.

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## **INTRODUCTION**

As a social networking website, it offers an online platform on which users create profiles, generate and share contents and information, and interact with other known and unknown contacts (Boyd and Ellison, 2007). Facebook allows users to share photos, videos, and information such as addresses, phone numbers, employer information, education information, likes and interests, and contact information (Gogolinski, 2010). Founded in 2004, by Mark Zuckerberg, Facebook's mission is to give people the power to build community and bring the world closer together. There were 1.59 billion active users on Facebook on average for June 2019 (Facebook, 2019).

Psychological researchers have discovered that social media reveals a lot about someone's personality and the way they think (Hagan, 2013). One of the destructive personality tendencies that have a wide-ranging negative ramification is self-criticism (Thompson & Zuroff, 1999).

### **1.1 Research Questions**

1. Does Facebook Use have an effect on Public Self-Consciousness among young adults?
2. Does Facebook Use have an effect on Self-Criticism among young adults?

### **1.2 Aims & Objectives**

Aim:

To study the effect of Facebook use on Public Self-Consciousness and Self-Criticism.

Objectives:

1. To study the effect of Facebook use on Public Self-Consciousness.
2. To study the effect of Facebook use on Self-Criticism.

## **REVIEW OF LITERATURE**

### **2.1 Facebook**

As a social networking website, Facebook provide an online platform for large number of activities where users can engage in. People can post and share their pictures and videos; they can like and leave a comment on their friend's posts and can create as well as join multiple social groups. Furthermore, Facebook users have full control over their personal information and privacy as they can set their profiles as private or public and filter whom they would like to include in their social networks (such as friending or unfriending) (Isaranon, 2019).

## **2.2 Facebook and Public Self-Consciousness**

In a study done by Gogolinski (2010), it was found that individuals with higher levels of public self-consciousness were more self-conscious about their own Facebook pages, as well as more concerned with displaying truthful and accurate information on their own Facebook pages. Their finding suggested that those who are very aware of how they are perceived (high public self-consciousness) may prefer a page that is cautious in the information it displays because this leaves less room for negative self-perceptions.

## **2.3 Facebook and Self-Criticism**

Mongrain (1993) studied the dependency and self-criticism scales of the Depressive Experiences Questionnaire (DEQ) in relation to the factors and facets of the NEO Personality Inventory. The results from the regression analyses with the NEO factors revealed that both Dependency and Self-Criticism were predicted by Neuroticism. Self-criticism was also predicted by Neuroticism but was negatively related to Extraversion.

Mozafari et al (2018) studied the relationship between Internet addiction with social anxiety and loneliness among high school students in Yasuj. The result revealed a significant positive correlation between social anxiety, social loneliness, romantic loneliness and family loneliness with Internet addiction. This research suggested that socially anxious and lonelier individuals are particularly susceptible to problematic internet use.

Past researches indicate that there have been various researches on Facebook Use with abundance of various other variables. However, not many researches have attempted to study Self-Criticism as a variable along with Facebook Use as well as Public Self-Consciousness.

# **METHOD**

## **3.1 Research Hypotheses:**

Alternate Hypotheses:

1. There is a significant difference in the level of Public Self-Consciousness of individuals scoring high on Facebook Use compared to individuals scoring low on Facebook Use.
2. There is a significant difference in the level of Self-Criticism of individuals scoring high on Facebook Use compared to individuals scoring low on Facebook Use.

### 3.2 Participants:

The target population for the proposed research study was young adults i.e., participants were in the age range of 18-25 years. The data was collected from various colleges of Mumbai and Navi Mumbai where above age range criteria were met.

#### 3.2.1 Inclusion Criteria

Young adults who were in the age range of 18-25 and were residents of Mumbai and Navi Mumbai and who had completed their 12<sup>th</sup> and were pursuing graduation or post- graduation in any field were included.

Sample Size:

Sample population consisted of 100 participants.

#### 3.2.2 Sampling Method:

In the present study used Purposive and Snowball sampling.

### 3.3 Variables:

**Independent Variable** – Facebook Use

Dependent Variables:

1. Public Self-Consciousness
2. Self-Criticism

#### 3.3.1 Operational Definitions:

- **Independent variable**

Facebook use was operationally defined as an individual checking Facebook before going to bed, passing time when the individual is bored, logs into Facebook even if (s)he does not have time and using it intensively and expressing own ideas, likings and style to other users (Orosz et al., 2015).

- **Dependent variables**

1. Public Self-Consciousness was operationally defined as the tendency to think about those self-aspects that are matters of public display, qualities of the self from which impressions are formed in other people's eyes (Scheier & Craver, 1985).
  2. Self-Criticism was operationally defined as sense of inadequacy and self-hatred.
- **Young Adults** was operationally defined as people who are in the age range of 18-25 and are pursuing graduation or post-graduation in any field.

- **Controlled Variables**

Factors such as age, educational qualification, use of smart phones and Facebook use were considered as controlled variables for the proposed research study.

### **3.4 Tools**

#### **3.4.1 Multidimensional Facebook Intensity Scale (Orosz et al., 2015)**

The Multidimensional Facebook Intensity Scale was developed by Orosz et al. in 2015. It is a self-report instrument which provides a full-scale score of an individual's level of Facebook use as well as various sub-scale scores. It consists of 13 items divided among 4 sub-scales: Persistence, Boredom, Overuse, and Self-Expression. A total score is obtained by summing up the scores on all 13 items. Response to each item is given using a 5-point Likert Scale. The Cronbach's alpha for Persistence was found to be .75, for Boredom it was .81, for Overuse it was .72, and for Self-Expression it was .80. The test-retest correlation for Persistence was .87, for Boredom it was .80, for Overuse it was .80, and for Self-Expression it was .82.

#### **3.4.2 Self-Consciousness Scale-Revised (Scheier and Carver, 1985)**

The Self-Consciousness Scale-Revised was developed by Scheier and Carver in 1985. It is a self-report questionnaire which gives score of 3 different sub-scales. It consists of 22 items divided among 3 sub-scales: Private Self-Consciousness, Public Self-Consciousness, and Social Anxiety. Respondents are asked to indicate the extent to which each of the 22 statements is like them, using the following response format: 3=a lot like me, 2=somewhat like me, 1=a little like me, and 0=not like me at all. In order to determine the internal consistency of the revised Self-Consciousness Scale, three separate Cronbach alphas were computed, one for each subscale. The test-retest correlation for the private subscale was .76, for the public subscale .74, and for the social anxiety subscale .77. These values suggest that the revised Self-Consciousness Scale possesses reasonable stability across time.

#### **3.4.3 The Forms of Self-Criticising/Attacking & Self-Reassuring Scale (FSCRS) (Gilbert et al., 2004)**

The scale was developed by Gilbert, Clarke, Hempel, Miles and Irons (2004). It is a 22-item scale, which measures different ways people think and feel about themselves when things go wrong for them. The items make up three components, there are two forms of self-criticalness; inadequate self and hated self, and one form to self-

reassure, reassured self. The responses are given on a 5-point Likert scale (ranging from 0 = 'not at all like me', to 4 = 'extremely like me'). Cronbach alphas were .90 for inadequate self and .86 for hated self and reassured self respectively.

### **3.5 Research Design**

The study was a quantitative research adopting a quasi-experimental design, having one independent variable with two levels and two dependent variables.

### **3.6 Procedure**

The aims, objectives, and application of the proposed study were explained to participants and consent forms were distributed for those who were willing to participate in the study. Participants had complete freedom to clear any of their doubts regarding the study.

### **3.7 Ethical considerations**

Before distributing the consent forms, the participants were provided with appropriate and honest information regarding the aims and objectives of the study. The consent forms were personally signed by the participants. The participants were assured that the information they provide will be kept confidential and will be used only for research purpose. It was ensured that after the conduction of the study, the obtained results would not be published or used for another purpose without the consent of the participants.

### **3.8 Data Analysis**

To study the effect of "Facebook Use" on "Public Self-Consciousness" and "Self-Criticism" among young adults, independent t-test was calculated.

## **RESULTS**

A t-test is a type of inferential statistics used to determine whether there is a significant difference between the means of two groups, i.e., Facebook Use and Public Self-Consciousness as well as Facebook Use and Self-Criticism.



Table 4.1 *Descriptive Statistics table of Variables*

|                               | N  | Mean  | Standard<br>Deviation |
|-------------------------------|----|-------|-----------------------|
| Facebook Use                  | 47 | 2.92  | 0.650                 |
| Public Self-<br>Consciousness | 47 | 15.22 | 3.65                  |
| Self-Criticism                | 47 | 20.51 | 11.16                 |

Table no. 4.1 indicates that the Mean and Standard Deviation of Facebook Use is 2.92 and 0.650 (N=47) respectively. The calculated Mean and Standard Deviation of Public Self-Consciousness was found to be 15.22 and 3.65 (N=47) respectively. The table indicates that the Mean and Standard Deviation of Self-Criticism is 20.51 and 11.16 (N=47) respectively.

Table 4.2 - *Descriptive statistics of Public Self-Consciousness among young adults who are high and low on Facebook Use.*

|                                   |                      | N  | Mean  | SD    | Standard<br>Error Mean |
|-----------------------------------|----------------------|----|-------|-------|------------------------|
| Public<br>f-<br>Consciousne<br>ss | High Facebook<br>Use | 47 | 16.04 | 3.730 | .544                   |
|                                   | Low Facebook<br>Use  | 47 | 14.34 | 3.509 | .512                   |

As seen in the table 4.2, the descriptive analysis of variable Public Self-Consciousness is shown. Mean for High Facebook Use group was 16.04, SD obtained was 3.730 with N of 47, whereas mean for low Facebook Use was 14.34, SD obtained was 3.509 with N of 47.

*Table 4.3 – Inferential Statistics of Independent t-test of Public Self-Consciousness among young adults who are high and low on Facebook Use.*

|                           | Obtained t-value | df | Significant level |
|---------------------------|------------------|----|-------------------|
| Public Self-Consciousness | 2.279            | 92 | 0.025             |

With reference to the above analysis, it was found that the computed t-value of 2.279 with df 92 was found to be significant at 0.025 level [ $t(92) = 2.279, p < 0.025$ ]. Thus, the above obtained results denote that there is a significant difference in the level of Public Self-Consciousness in relation to Facebook Use. Hence, the alternative hypothesis “There is a significant difference in the level of Public Self-Consciousness of individuals scoring high on Facebook use compared to individuals scoring low on Facebook use” was accepted.

Figure 1 is a graphical representation of the mean scores obtained for Public Self-Consciousness among young adults in relation to High and Low Facebook Use. The x-axis represents the level of Facebook Use, i.e., High and Low. The y-axis represents the estimated marginal means of Public Self-Consciousness.

*Table 4.4 – Descriptive statistics of Self-Criticism among young adults who are high and low on Facebook use.*

|                |                   | N  | Mean  | SD     | Standard Error Mean |
|----------------|-------------------|----|-------|--------|---------------------|
| Self-Criticism | High Facebook Use | 47 | 24.36 | 11.293 | 1.647               |
|                | Low Facebook Use  | 47 | 15.77 | 9.743  | 1.421               |

With reference to table 4.4, the descriptive analysis of variable Self-Criticism is shown. Mean for High Facebook Use group was 24.36, SD obtained was 11.293 with N of 47, whereas mean for low Facebook Use was 15.77, SD obtained was 15.77 with N of 47.

*Table 4.5 - Inferential Statistics of Independent t-test of Self-Criticism among young adults who are high and low on Facebook Use.*

|                | Obtained t-value | df | Significant Level |
|----------------|------------------|----|-------------------|
| Self-Criticism | 3.951            | 92 | 0.000             |

With reference to the above analysis, it was found that the computed t-value of 3.951 with df 92 was found to be significant at 0.000 level [ $t(92) = 3.951, p < 0.000$ ]. Thus, the above obtained results denote that there is a significant difference in the level of Self-Criticism in relation to Facebook Use. Hence, the alternative hypothesis “There is a significant difference in the level of Self-Criticism of individuals scoring high on Facebook use compared to individuals scoring low on Facebook use” was accepted.

Figure 2 is a graphical representation of the mean scores obtained for Self-Criticism among young adults in relation to High and Low Facebook Use. The x-axis represents the level of Facebook Use, i.e., High and Low. The y-axis represents the estimated marginal means of Self- Criticism.

## DISCUSSION

The first hypothesis stated that “There is a significant difference in the level of Public Self- Consciousness of individuals scoring high on Facebook use compared to individuals scoring low on Facebook use.” The obtained results supported the first hypothesis, thereby showing the differences and it suggests that individuals who are high on Facebook Use are also high on Public Self-Consciousness.

The result is in line with the past research which says that individuals who use Facebook as a tool to improve their mood may experience more negative affect due to social overload, jealousy, and envy. Individuals high in neuroticism, who already maintain a higher negative affect than those low in neuroticism, might be particularly inclined towards increased Facebook use, which could deteriorate their mood further (Drouin & Abbasi, 2019).

Neuroticism was found to be positively associated with the Multidimensional Facebook Intensity Scale's subscale of Overuse in the study done by Sultan (2018). This study also found a positive association between Neuroticism and Persistence of use. Despite the variety of social media networks, perhaps those who are neurotic are prone to maintaining their behavioral and

emotional attachment to Facebook to check in and view the activities of others and see if any of this activity includes (or excludes) them.

The second hypothesis stated that “There is a significant difference in the level of Self-Criticism of individuals scoring high on Facebook Use compared to individuals scoring low

on Facebook Use.” The obtained results supported the second hypothesis, thereby showing the differences and it suggests that individuals who are high on Facebook Use are also high on Self-Criticism.

There has been no research done on Facebook Use and Self-Criticism. However, self-criticism has also been linked to other mental health issues, including social anxiety, mood disorder, and self-injury (Klonsky & Moyer, 2008). For example, Iancu, Bodner, and Ben-Zion (2015) examined the relationship between social anxiety and self-criticism. According to the Diagnostic and Statistical Manual of Mental Disorders, Fifth Edition (2013), individuals with social anxiety disorder (SAD) avoid others because they fear that they will be scrutinized for saying or doing ‘the wrong thing,’ causing them to feel embarrassed or humiliated. These individuals would also describe feeling inferior to others, focusing on others’ views of them and sensing that they are being criticized and rejected.

Therefore, by looking at the past researches, we can say that high Facebook Use can lead to high Self-Criticism among young adults.

## **LIMITATIONS**

Firstly, specific educational stream for graduation and post-graduation was not considered as one of the control variables. Second, individuals must have given socially desirable answers in order to portray themselves in a good light. Third, gender was not considered as one of the control variables because the present study focused on overall general population of young adults in the age range of 18-25 and not individual differences among genders.

## **FUTURE IMPLICATIONS**

The future implications of the findings will be to study the relationship between Public Self-Consciousness and Facebook Use among different age groups keeping gender difference into considerations. Relationship between Self-Criticism and Facebook Use across different age groups can also be studied. Longitudinal study can help us explain the extent to which Facebook Use can affect individuals’ Public Self-Consciousness and Self-Criticism and the effects of this social media use across the life course.

## CONCLUSION

The aim of the study was to find the effect of Facebook Use on Public Self-Consciousness and Self-Criticism among young adults. The result obtained from the data shows that there is a significant difference in the level of Public Self-Consciousness and Self-Criticism of individuals scoring high on Facebook Use compared to individuals scoring low on Facebook Use.

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## GRAPHS

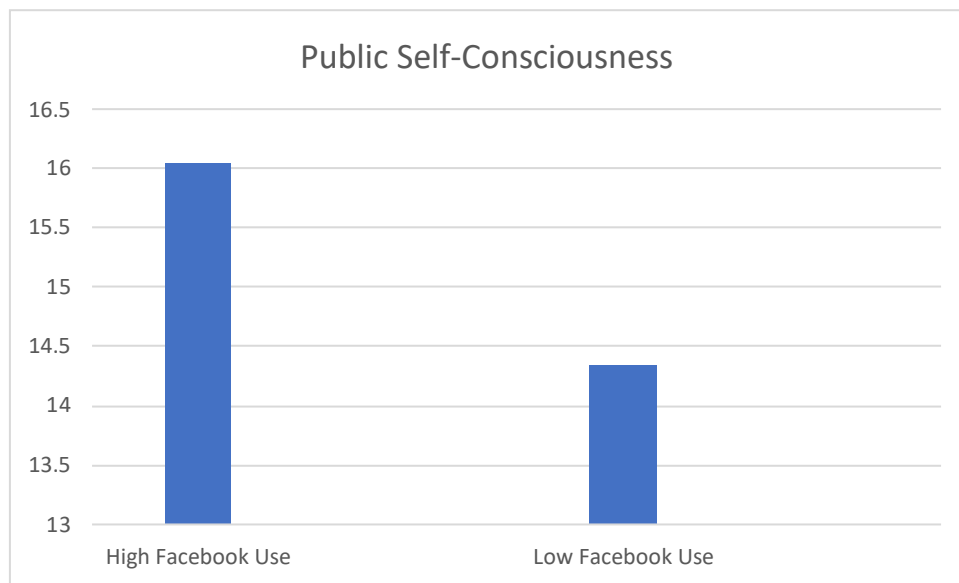


Figure 1: Mean Scores for Public Self-Consciousness in relation to Facebook Use

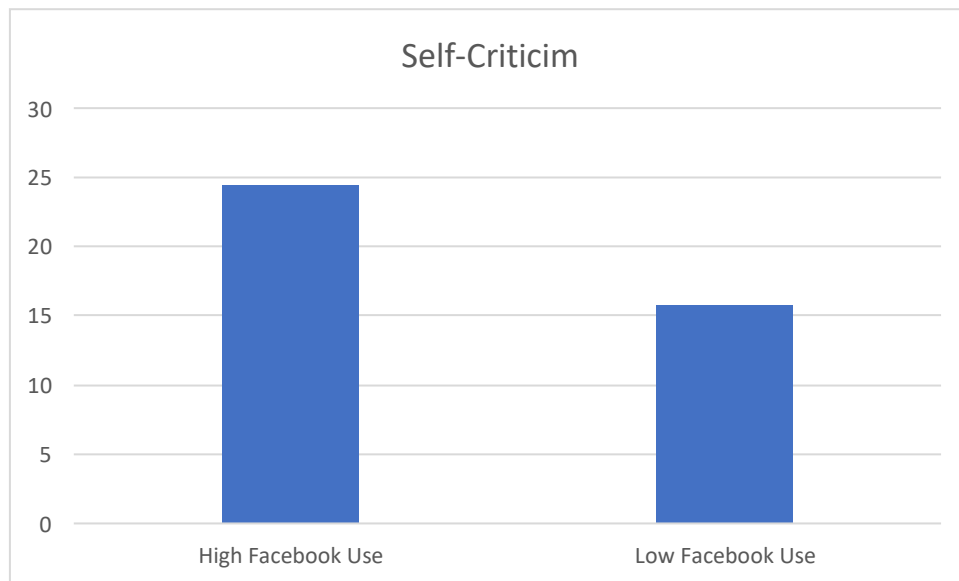


Figure 2: Mean Scores for Self-Criticism in relation to Facebook Use

## **EFFECT OF EMOTION REGULATION ON PSYCHOLOGICAL DISTRESS AND RESILIENCE AMONG CAREGIVERS OF CHILDREN WITH SPECIAL NEEDS**

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### **ABSTRACT**

Special needs are an umbrella term that covers developmental delays, medical conditions, psychiatric conditions and congenital conditions that require accommodations so children can reach their full potential. In general, it is seen that parents of these children serve as caregivers for their children throughout their life. Overall, even though they have shown patterns of resilience and effective coping with their parenting responsibilities, they have also shown to have greater difficulties in psychosocial functioning than the general population. Hence this study aimed to explore the effects of emotion regulation on the psychological distress and resilience among caregivers of children with special needs. The 3 scales – Emotion Regulation Questionnaire, Kessler's Psychological Distress Scale and the Brief Resilience Scale were administered to a sample population of 100 (n=100) caregivers of children with special needs. Then, 2 Independent t tests were performed in order to examine the differences between the psychological distress and resilience among the caregivers of children with special needs having high or low levels of emotion regulation. Data was analyzed using the SPSS version 21 and the results were found to be statistically insignificant indicating that there is no difference in the levels of Psychological Distress and Resilience in individuals scoring high or low on Emotion Regulation.

**KEYWORDS:** Emotion regulation, Psychological distress, Resilience, Caregivers, Special needs

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## **INTRODUCTION**

Emotions are important in everyday life and they help us to provide information about our interactions with others and the environment. Emotion regulation refers to the process of altering stimuli and modulating responses (Eisenberg, 2004; Thompson, 1994).

Lerutla (2000) defined psychological distress as the emotional condition that one feels when it is necessary to cope with upsetting, frustrating or harmful situations (Shaheen, 2012). In another study of Chalfant et al. (1990) psychological distress is defined as a continuous experience of unhappiness, nervousness, irritability and problematic interpersonal relationships (Shaheen, 2012). Emotion regulation is hence considered as a factor that can buffer against the negative effects of psychological distress.

Ann Masten (2001) defines resilience as a class of phenomenon characterized by good outcomes in spite of serious threats to adaptation or development (C R Snyder, 2002). An important point in the field of research among children with special needs is that while some families of these children face adversity, some families are seen to be faring well. Although it has been reported that families of these children have higher than usual amount of psychological distress, many families have reported positive impacts as well (McConnel et al.).

### **1.1 Research questions**

1. What is the effect of Emotion regulation on Psychological distress?
2. What is the effect of Emotion regulation on Resilience?

### **1.2 Aims and Objectives**

**Aims-** The aim of this research was to examine the effect of Emotion Regulation on the Psychological Distress and Resilience among the caregivers of children with special needs.

#### **Objectives**

- 1) To study the effect of Emotion Regulation on Psychological distress
- 2) To study the effect of Emotion Regulation on Resilience

## **REVIEW OF LITERATURE**

**2.1** A similar study was done by Laura Brummer, Lusia Stopa and Ramola S. Bucks (2013) where the influence of age on emotion regulation strategies and psychological distress

among 175 middle-aged and 85 older adults was studied. Data was collected using self-report questionnaires. Results found that older adults make more use of suppression, the emotion regulation strategy. This greater use is not related to their levels of psychological distress.(Brummer, 2013)

**2.2** Another study done by Boyes, et al. (2015) studied the moderating and mediating effects of emotion regulation and rumination on the adverse life experience and psychological distress in adolescence. Data was collected from 2637 Australian high school students within the age range of 12 to 18 years through self- report questionnaires and were followed up 1 year later. Results showed that Expressive suppression and rumination were positively associated with psychological distress. (Martin, 2015)

## **METHODOLOGY**

### **3.1 Research Hypotheses**

#### **Alternate Hypotheses**

1. There is a significant difference in the level of Psychological Distress of Individuals scoring high on Emotion Regulation compared to Individuals scoring low.
2. There is a significant difference in the level of Resilience of Individuals scoring high on Emotion Regulation compared to Individuals scoring low.

### **3.2 Participants**

The target population for the proposed study was 100 caregivers of Indian children with special needs. The data was collected from various schools for special children in the city of Mumbai, Maharashtra. Purposive sampling method was used to select the sample participants for this study.

#### **3.2.1 Inclusion Criteria**

Mothers and fathers both were included; children with special needs included all conditions such as Intellectual disability, learning disability, Autism Spectrum Disorder, ADHD, Cerebral palsy, Down syndrome, etc. Mothers and fathers had a basic understanding of English language, and care giving of minimum 5 years was present.

#### **Sample size**

Sample size consisted of 100 caregivers of Indian children with special needs.

### 3.2.2 Sampling method

Purposive sampling was used in this study.

### 3.3 Variables

**Independent Variables:** Emotion Regulation

**Dependent Variables:** Psychological distress, Resilience

#### 3.3.1 Operational definitions of variables

Independent Variables

1. Emotion Regulation: Emotion regulation was operationally defined as a process in which people change the experience or expression of their emotions. It was measured through the strategy of Expressive suppression which is further operationally defined as the attempt to hide, inhibit or reduce ongoing emotion-expressive behavior (Gross and Levenson, 1993; Gross and John, 2003(Gillespie, 2016)). High and low scores on Emotion Regulation were decided on the basis of the Median Split that was done on the data.

Dependent Variables

1. Psychological Distress was operationally defined as lack of enthusiasm, problems with sleep, feeling downhearted or blue, feeling hopeless about the future, feeling emotionally bored or losing interest in things and thoughts of suicide (Decker 1997, Bernette & Mui 1997, Weaver 1995 (Shaheen, 2012)
2. Resilience was operationally defined as the capacity to face stressors without significant negative disruption in functioning (Perry, 2002; Ledesma, 2014).

### 3.4 Research Instruments

1. Emotion Regulation Questionnaire (ERQ)(Gross, J.J., &John, O.P. (2003)

It is a self-report questionnaire developed by J.J. Gross and O.P. John to assess the emotion regulation process including two dimensions of cognitive reappraisal and expressive suppression (Gross and John, 2003). It is a 10-item scale designed to measure the respondent's tendency to regulate their emotions in 2 ways: 1) Cognitive reappraisal 2) Expressive Suppression. Respondents answer each item on a 7-point Likert-type scale ranging from 1 (strongly disagree) to 7 (strongly agree). Preece, David & Becerra et al (2019)

reported the reliability of the two dimensions as follows; cognitive reappraisal( $\alpha = .89-.90$ ) and expressive suppression ( $\alpha = .76-.80$ ). These scores had acceptable to excellent levels of internal consistency. Sideekaali (2018) reported high concurrent and discriminant validity for this scale.

2. Kessler's Psychological Distress scale (K10)(Kessler & Mroczek, 1992)

It is a self-report questionnaire developed by Kessler R. to assess the level of distress that a person has experienced in the most recent 4-week period. It is a 10-item scale having a five-point scale where 5 is all of the time and 1 is none of the time. Internal consistency reliability was assessed using the Cronbach alpha. Huges et. Al. (2018) reported the reliability of K10 as  $\alpha = 0.88$ . Easten et. Al. (2017) reported high convergent validity for the scale.

3. Brief Resilience Scale (BRS) (Smith & colleagues, 2008)

It is a self-report questionnaire developed by Smith and colleagues to assess the ability to bounce back and recover from stress. This scale is answered has a five-point rating scale where 1 is strongly disagree and 5 is strongly agree. Internal consistency of this scale was assessed using the Cronbach alpha. Rodriguez et al (2016) reported the reliability of the BRS as  $\alpha = 0.83$  and high convergent validity for the scale.

### 3.5 Research Design

A quasi-experimental design with one Independent variable that is Emotion Regulation having two levels as high or low was used for the study. A median split was done in order to differentiate between the high and low scores of Emotion Regulation. It was a quantitative research exploring the effect of Emotion Regulation on Psychological Distress and Resilience in caregivers of children with special needs.

### 3.6 Procedure

Both parents of children with special needs were approached after having taken the permission of the authorities of various schools in the city of Mumbai, Maharashtra. The aims, and the objectives and the applications of the study were explained to them and the consent forms along with the scales were distributed to those parents who were willing to participate in the study. Based on the descriptive statistics, inferential statistics were computed. Two independent t-tests were done in order to obtain the results.

### 3.7 Ethical Considerations

Honest and appropriate information was provided regarding the aims and objectives of the

study. It was made sure that the consent forms are personally signed by the participating parents and the Heads of the schools. The obtained data was kept confidential. The participants were debriefed about the purpose of this study after the data collection.

### 3.8 Data Analysis

To study the effect of Emotion Regulation on Psychological Distress and Resilience, Independent t-tests were calculated.

## RESULTS

*Table 4.1- Descriptive statistics of Psychological Distress in caregivers who are high and low on Emotion Regulation*

| Psychological Distress |      | N  | Mean  | SD   |
|------------------------|------|----|-------|------|
| Emotion Regulation     | High | 53 | 24.13 | 7.30 |
| Emotional Regulation   | Low  | 47 | 21.87 | 7.30 |

In table 4.1 the descriptive analysis of variable Psychological Distress is shown. Mean for High Emotion Regulation group was 24.13 and the SD obtained was 7.30 with N of 53. The mean obtained for Low Emotion Regulation group was 21.87 and the SD obtained was 7.30 with N of 47.

*Table 4.2- Inferential statistics of Psychological Distress in caregivers who are high and low on Emotion Regulation*

|                        | Obtained t value | Df | Significance Level (2 tailed) | Mean difference |
|------------------------|------------------|----|-------------------------------|-----------------|
| Psychological Distress | 1.54             | 98 | .126                          | 2.25            |

In table 4.2 the inferential analysis of variable Psychological Distress is shown. The computed t value of 1.54 with 98 degrees of freedom was found to be statistically insignificant at 0.05 level. Thus, the obtained results show that there is no significant difference in the levels of Psychological Distress in relation to Emotion Regulation.

*Table 4.3- Descriptive statistics for Resilience in caregivers who are high and low on Emotion Regulation*

| Resilience         |      | N  | Mean  | SD   |
|--------------------|------|----|-------|------|
| Emotion Regulation | High | 53 | 17.24 | 3.77 |
| Emotion Regulation | Low  | 47 | 18.21 | 3.54 |

As seen in table 4.3 the descriptive analysis for variable Resilience is given. Mean obtained for Emotion Regulation High group was 17.24 and SD obtained was 3.77 with N of 53. The Mean obtained for Emotion Regulation Low group was 18.21 and SD obtained was 3.54 with N of 47.

*Table 4.4- Inferential statistics for Resilience in caregivers who are high and low on Emotion Regulation*

|            | Obtained t value | Df | Significance<br>(2tailed) | level | Mean<br>difference |
|------------|------------------|----|---------------------------|-------|--------------------|
| Resilience | 1.31             | 98 | .191                      |       | -0.96              |

As seen in this table the computed t value which was 1.31 at 98 degrees of freedom was found to be statistically insignificant at 0.05 level. Thus, the obtained results show that there is no significant difference in the levels of Resilience in relation to Emotion Regulation.

## **DISCUSSION**

In this study it was hypothesized, 'There will be a significant difference in the level of Psychological Distress of Individuals scoring high on Emotion Regulation compared to Individuals scoring low on Emotion Regulation.' The independent samples t-test results showed that there is no significant difference in the levels of Psychological Distress between caregivers having high or low levels of Emotion Regulation. Hence the Null Hypothesis was accepted.

Studies have shown that psychological distress declines across age groups for females and males from 40-44 to 60-64 age. Some of these age differences are accounted for by other psychosocial risk factors like recent crises at work and negative social relationships with family and friends. But other mechanisms that explain the lower levels of distress in older age groups are yet to be identified. In a study done by Laura Brummer, et al. (2013) it was found that older adults make more use of suppression, the emotion regulation strategy. But it was also found that this greater use of this emotion regulation strategy is not related to their levels of psychological distress. Hence psychological distress seems to be lower in older age group populations. In this study most of the participants were from the older age group and this seems to have caused the results to be in significant.

It was also hypothesized, 'There will be a significant difference in the level of Resilience of Individuals scoring high on Emotion Regulation compared to Individuals scoring low on Emotion Regulation.' The independent samples t-test results showed that there was no significant difference in the levels of Resilience between caregivers having high or low levels of Emotion Regulation. Hence the Null Hypothesis was accepted.

According to researchers, Paulo Cesar Diaz and Irene Cadime (2017), resilience is linked positively to factors such as home, community and peer environment. Studied have also shown that Resilience is connected to factors such as confidence, good social support, education etc. All these factors decrease the chances of low resilience in caregivers and could explain why the results are insignificant.

## **LIMITATIONS**

One of the major limitations of this study is that there was no single disability that was studied in particular, this study focused on children with many kinds of disabilities such as Intellectual Disability, Learning disability, Autism, ADHD, Cerebral Palsy, Down syndrome,

etc. and their caregivers. Hence the possibility that each disability might differ in the amount and intensity of psychological distress that it produces was not addressed in this study. The fact that every kind of disability requires a different level of resilience was also not addressed in this study.

## **FUTURE IMPLICATIONS**

Further analysis can be done by organizing workshops on specific disabilities at a time and introducing specific interventions for each different kind of disability. Intervention can also be planned to use and promote healthy emotion regulation strategies. Intervention can be planned for those individuals who are particularly high on psychological distress and workshops can be conducted to promote their healthy living.

## **CONCLUSION**

The aim of this study was to investigate the effect of Emotion Regulation on the Psychological Distress and Resilience in caregivers of children with special needs. The data was analyzed using independent t tests in the SPSS software version 21. The independent samples t-test results show that there is no significant difference in the levels of Psychological Distress and level of resilience between caregivers having high or low levels of Emotion Regulation. Hence, the results indicate that the data is not significant with the hypothesis.

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## **EFFECT OF STRESS ON BURNOUT AND SLEEP DISTURBANCES AMONG BANK EMPLOYEES**

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### **ABSTRACT**

Stress plays an important role in everyone's life. Stress, resulting from the inability of self-curative faculty (homeostasis) or the internal environment of the body to cope with stressors gives rise to diseases and illnesses. The purpose of the research is to examine the effect of Stress on burnout and sleep disturbances. The number of participants participated in this research study was 100 within the age range of 30-45 years from Thane and Mumbai. The data was collected using Perceived Stress Scale, Burnout Measure (BM), and Pittsburgh Sleep Quality index (PSQI). For data analysis, t test was used to see the significant differences between two levels of independent variable. The findings revealed no significant difference between Stress and burnout. There was a no significant difference between Stress and Sleep Disturbances.

**KEYWORDS:** Stress, Burnout, Sleep Disturbances, Bank employees

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## **INTRODUCTION**

### **1.1 Burnout**

Burnout, as a term, came into existence almost 30 years ago. It was used to describe a state of fatigue and frustration that emerged from demands that exceeded the individual's resources.

Burnout and high levels of stress among human service workers has become a crucial issue in recent years. A number of studies have reported that 21-67% of mental health workers may be the victims of high levels of burnout. Human services include occupations such as counselors, nurses, remedial teachers and social workers. All of these services involve the modification of clients/ patients either physically or psychologically. Thus, Human services involve a unique amalgamation of client expectations, consumer behaviour, knowledge and skills of the service provider and the motivation of clients to change. Consequently, stress and emotions form an inherent part of the field with the stress resulting, more often than not, from the consumer's behavior and the service provider's inability to express dissatisfaction or disapproval of the behavior burnout.

### **1.2 Sleep Disturbances**

The main focus of the present paper is not on recovery in general, however, but on recovery through sleep. Since by definition, sleep fails to give sufficient daily restitution to eliminate fatigue, sleep should be an important aspect of burnout investigation. Sleep is fundamental for the anabolic processes, intended to reconstruct the damages of the wear and tear (Adam & Oswald, 1977, 1983). But sleep is also necessary for proper brain functioning, wellbeing and daily functioning (Benington & Heller, 1995), thus basic for both body and mind.

### **1.3 Aim & Objectives**

#### **Aim:**

To Study the Effect of Stress on Burnout and Sleep Disturbances among Bank Employees.

#### **Objective:**

- i. To Study the Effect of Stress on Burnout Among Bank Employees.
- ii. To Study the Effect of Stress on Sleep Disturbances Among Bank Employees.

## **REVIEW OF LITERATURE**

### **2.1 Stress and Burnout**

A study examined the occupational stress and professional burnout in the banking sector of Pakistan. Descriptive, correlation and regression statistical tools were used to analyse data. The results identified that workload, working hours, technological problem at work, inadequate salary, time for family and job worries at home are the significant sources of stress in the banking sector. The significant symptoms of burnout as revealed by the results are back pain, extreme tiredness, headache and sleep disturbance. The changing work pattern is creating stress for the bank employees and these stressors are leading to burnout. These results are consistent with the emergent evidence of the impact of stress on the burnout. (Khattak, J. K., Muhammad, A. K., Ayaz , U. H., Muhammad , A., & Amjad , A. M. 2011).

### **2.2 Stress with Sleep Disturbances**

A study was conducted to describe the current state of nurses' shift work in Taiwan and how it affects nurses' stress, sleep quality and self-perceived health status. To enable the provision of 24-hour patient care, nurses need to work various shifts. Long-term shift work significantly affects nurses' overall physical and mental health. The results showed that regardless of the amount of shift work they performed, nurses reported moderate job stress, poor sleep quality and moderate self-perceived health. The following significant relationships were observed: job stress was inversely related to sleep quality, which was directly related to self-perceived health status. Conclusion and implications for nursing management Hospital managers need to ensure healthier shift work scheduling in order to improve nurses' clinical performance and personal health status, thereby also improving the quality of patient care. Lin, S.-H., Liao, W.- C., Chen, M.-Y., & Fan, J.-Y. (2014) studied on the impact of shift work on nurses' job stress, sleep quality and self-perceived health status.

## **METHOD**

### **3.1 Hypotheses**

Alternate hypotheses:

1. There is significant effect of Stress on Burnout among Bank Employees.
2. There is significant effect of Stress on Sleep Disturbances among Bank Employees.

### 3.2 Participants

The target population for this study was 100 Bank employees of age group of 30 – 45 years of age. The data was collected from Mumbai, Thane, Navi Mumbai, Maharashtra and India. The gender was not considered.

### 3.3 Variable

- (i) Independent Variable: Stress – two levels: Low and High level of Stress.
- (ii) Dependent Variable:
  - 1. Burnout
  - 2. Sleep Disturbances

#### 3.3.1. Operational definitions of variables

##### • Independent Variables

**Stress:** H. Selye (1936) defined stress as “non-specific responses that be resulted from a variety of different kinds of stimuli.” Perceived stress scale was used by Cohen et al. (1983). A total score that range from 0-40, 0-13 Low Stress, above 14-40 indicates high stress.

##### • Dependent Variable

- (1) **Burnout:** Burnout involves physical and emotional exhaustion, cynicism, and a lowered sense of self-efficacy that is attributable to work related stress. (Maslach, Leiter, 1997; Pines, 1993).
- (2) **Sleep Disturbances:** Sleep fails to give sufficient daily restitution to eliminate fatigue, sleep should be an important aspect of burnout investigation. Sleep is fundamental for the anabolic processes, intended to reconstruct the damages of the wear and tear (Adam & Oswald, 1977, 1983).

### 3.4 Tools

#### 3.4.1 The Perceived Stress Scale

The Scale was developed by Cohen et al. (1983). The test consists 10-item. The scale measures the degree to which situations in one's life are appraised as stressful. Scoring was done on a 5- point scale ranging from never (0) to almost always (4). Positively worded items were reverse scored, and the ratings are summed, with higher scores indicating more perceived stress. PSS- 10 scores were obtained by reversing the scores on the four positive items. (4,5,7,8). The reliability coefficient was found to be 0.85 – 0.82. (Cohen et al.,1983).

### **3.4.2 Burnout Measure (BM)**

The scale was developed by Pines & Aronson, (1988). The scale consists 10 items. The scoring was done on a 7-point Likert scale. 1 = never, 2 = Almost Never, 3 = Rarely, 4 = Sometimes, 5 = often 6 = very often 7 = always, Scoring is adding all the response and divide by 10. 5.5 indicates high score, 3.5 - 4.5 indicates moderate burnout and 2.4 – 2.5 indicates low. The scale was psychometrically sound with reliability of 0.85, inter item correlations is 0.46 - 0.89. (Pines & Aronson, 1988).

### **3.4.3 Pittsburgh sleep Quality Index (PSQI)**

Pittsburgh sleep Quality Index (PSQI) was developed by Buysse and his colleagues (1989). The scale consists of 19 items. Score was calculated by totalling the seven component scores. Scores range from 0 – 21. It indicates lower score denote healthier sleep quality. The reliability coefficient was found to be 0.83.

## **3.5 Research Design**

The study is a quantitative research and quasi-experimental design, having one independent variable with 2 levels and 2 dependent variables.

## **3.6 Procedure**

Bank Employees of the targeted age group were approached from Mumbai and Thane. The participants were explained about study and were provided consent form to ensure their permission for being the part of the study. The questionnaires were administered on the participants and the relevant data was collected.

## **3.7 Ethical Considerations**

The instruments for measuring the variables would be used without modification. The participants would be informed about the purpose of the study and what it measures. The participants would also be assured that the information they provide will be kept confidential and used only for research purpose.

### 3.8 Data Analysis Plan:

To study the effect of 'Stress' on 'Burnout' and 'Sleep Disturbances' among bank employees two separate t-test was calculated.

## RESULTS

**Table No.1** Descriptive Statistics of Burnout among bank employees with high and low on stress.

|         | Stress | N  | Mean  | SD     |
|---------|--------|----|-------|--------|
| Burnout | High   | 55 | 5.300 | 4.7601 |
|         | Low    | 45 | 2.846 | 1.5900 |

Reference to Table no. 1, the descriptive analysis of variable Burnout is shown. Descriptive analysis provides simple summaries about the sample and the measures. This study sample consisted of 100 participants. Mean for High Burnout group was 5.300, SD obtained was 4.7601 and with N of 55. Whereas mean for low Burnout group was 2.846, SD obtained was 1.5900 and with N of 45.

**Table No.2** Mean difference in the level of Burnout among bank employees with high and low on stress.

|         | df | t     | Sig (2 tailed) |
|---------|----|-------|----------------|
| Burnout | 48 | 2.485 | .023           |

From Table no. 2, it was found that the computed t value of 2.485 with df 48 was not found significant. Thus, the result suggests that there is no significance difference in the level of Burnout due to high and low Stress Among Bank Employees.

**Table No.3** Descriptive Statistics of Sleep Disturbances among bank employees with high and low on stress.

|                    | Stress | N  | Mean  | SD    |
|--------------------|--------|----|-------|-------|
| Sleep Disturbances | High   | 55 | 14.96 | 5.653 |
|                    | Low    | 45 | 6.54  | 4.320 |

Reference to Table no. 3, the descriptive analysis of variable Sleep Disturbances is shown. Descriptive analysis provides simple summaries about the sample and the measures. This study sample consisted of 100 participants. Mean for High on Stress group was 14.96, SD obtained was 5.653 and with N of 55. Whereas mean for Low on Stress group was 6.54, SD obtained was 4.320 and with N of 45.

**Table No.4** Mean difference of Sleep Disturbances among bank employees with high and low on stress.

|                    | df | t     | Sig (2 tailed) |
|--------------------|----|-------|----------------|
| Sleep Disturbances | 48 | 5.945 | .088           |

From Table no. 4, it was found that the computed t value of 5.945 with df 48 was not found significant. Thus, the result suggests that there is no significance difference in the level of Sleep Disturbances due to high and low Stress among Bank Employees.

## DISCUSSION

The aim of the study is to examine the impact of Stress on Burnout and Sleep Disturbances among Bank Employees.

### Stress and Burnout

It was hypothesized that 'there is significant effect of stress on burnout among Bank employees.



To study this hypothesis two tailed t-test was conducted and the results were not found significant i.e. there is no difference in the level of burnout due to Stress. That is not in line with past research. The possible reason for the data not being in line in the present study would be the factors affecting Burnout. According to Furingsten, Sjogren, Forsner (2015), burnout is not only caused by work-related factors. Other factors such as lifestyle and personality traits also contribute to the occurrence of the syndrome. They do not occur in isolation and their association with burnout may be reliant on the presence or absence of another factor. Added to this, some of these factors may have a direct influence on burnout, whereas others may have an indirect one, by means of mediating or moderating relations. Furthermore, as indicated by numerous authors, factors related to the individual's personality should be taken into consideration when explaining burnout Lohmer M (2013). The most studied personality trait related to burnout is probably the type A personality. Subjects with type A personality tend to perceive the environment as contrary to their goals and threatening to their self-esteem.

### **Stress and Sleep Disturbances**

It was hypothesized that 'there is significant effect of stress on burnout among Bank employees. To study this hypothesis two tailed t-test was conducted and the results were found to be not significant i.e. there is no difference in the level of Sleep disturbances due to Stress.

The possible reasons for the data to be not in-line with the hypothesis are the factors affecting Sleep Disturbances. Therefore, it can be concluded that stress has no effect on burnout and sleep disturbances among Bank employees. There are lot of factors which can be taken into consideration by which it is hypothesized that stress is not the factor for sleep disturbances. One of the factors is that the training in the office was provided with a great ease and the work in the office was balanced accordingly. There might be a possibility that stress relief workshops must have been conducted for the employees in order to make them feel mentally healthy. Usually, the government job timings are stable and conventional, so there is enough job security and as there is stability in job it is obvious that there is less stress in the environment. Taking into consideration, other sectors except banks the working hours are less. One of the factor might be that, the position the employees hold are constant and that usually get promotions so the stress factor does not have a consideration.

## LIMITATIONS

A limitation of the study is that the researchers in this study have not considered other factors of stress such as experience of stress producing life events or absence of social support. The researchers also have not taken into consideration social, organizational and interpersonal sources of stress but have tapped solely into stress. The sample of the study consisted of only 100 working individuals. Inclusion of diverse participants could bring in diverse population view.

## IMPLICATIONS

Various steps can be taken to decrease the level of stress. It can be also used in job recruitment as it can predict behaviour, emotional responses, coping tendencies, and adequacy of adjustment in difficult life circumstances. Even to improve mental health as all the variables (Stress, Burnout, and Sleep Disturbances) are not the predictors of good mental health.

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## **EFFECT OF EMPATHY AND SELF-COMPASSION ON LONELINESS AMONGST YOUNG ADULTS**

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### **ABSTRACT**

Empathy and Self- Compassion appear to be closely related concepts. Empathy is an important component of social cognition which leads to our ability to understand and react to the feelings of others, succeed in effective interpersonal interaction, and in promoting pro-social behaviour. Self- Compassion implies being discerning and compassionate with yourself in the times of suffering and failure or perceived inadequacy. Research has examined empathy and self-compassion individually and explored the possible consequences of being low in these variables. It can entail various mental health conditions leading to depression, anxiety, loneliness, adjustment etc. Therefore, the purpose of the study was to examine the effect of empathy and self- compassion on loneliness amongst young adults. The population used for this study consisted of young adults between the age range of 18 to 25 years. The sample size consisted of 100 participants. The tools that were used for measuring empathy, self- compassion and loneliness were Toronto Empathy Questionnaire (TEQ) (Spreng et al, 2009); Self- Compassion Scale (SCS) (Neff, 2003); UCLA Loneliness Scale Version- 3 (Russell, 1996) respectively. The sample was collected using Convenience and Snowball sampling method. Further, statistical analysis was performed with the use of two-way ANOVA and post-hoc analysis was conducted to understand the significance between the groups. Results indicated that the level of empathy and self-compassion had a significant effect on loneliness individually.

**KEYWORDS:** Empathy, Self- Compassion, Loneliness, Young Adults, Two-way ANOVA

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## **INTRODUCTION**

Research conducted on empathy in the recent times has placed importance on distinguishing between the cognitive and emotional components of empathy (Preston & de Waal, 2002). Feeling compassion for others and self- compassion appear to be closely related concepts. While empathy involves understanding feelings of others, self- compassion is concerned with the understanding of self. Researchers have found that compassion for others is not related to self-compassion or only weakly related (Gilbert 2016; Neff and Pommier 2012). This suggests that it is possible to be compassionate towards others but not towards the self, or vice versa. [Lopez et al., 2017].

According to of Erik Erikson's theory of psychosocial development, during the sixth stage of intimacy vs isolation, young adults from the age of 18 to 40 years begin to form intimate and loving relationships with other individuals other than their family. Unsuccessful completion of this stage can lead to isolation, loneliness and depression. Hence, it becomes crucial to study whether empathy and self- compassion which are essential for the formation of caring, loving and healthy interpersonal relationships of an individual have an effect on loneliness amongst young adults.

### **1.1 Research Problem**

1. What is the effect of Empathy on Loneliness amongst young adults?
2. What is the effect of Self- Compassion on Loneliness amongst young adults?

### **1.2 Aims and Objectives**

#### Aim:

To study the effect of Empathy and Self- Compassion on Loneliness amongst young adults.

#### Objectives:

1. To study the effect of Empathy on Loneliness amongst young adults.
2. To study the effect of Self- Compassion on Loneliness amongst young adults.

## **REVIEW OF LITERATURE**

### **2.1 Empathy and Loneliness**

Lonely individuals show high rates of social anxiety and neuroticism, and perceive their social interactions to be negative (Segrin & Kinney, 1995; Russell, 1996). Hence, a lonely person may not accurately detect a partner's appreciation of their social interaction. [Beadle et al, 2012].

A study conducted by Pamukçu et al in 2010 was undertaken to understand the role of empathic tendency and perceived social support in predicting loneliness levels of college students. The sample was composed of two seventy-eight college students between the age group of 18 to 27 years old belonging to different grade levels and departments. The results revealed that empathic tendency and perceived social support were the significant predictors of the loneliness among college students. Empathic tendency explained approximately 58 % of the total variance of loneliness scores.

### **2.2 Self-Compassion and Loneliness**

Self-compassion has significant positive correlations with agreeableness, indicating a greater ability to get along with others and therefore more opportunities to feel connected (K. D. Neff et al., 2007). Self-compassion has been shown to alleviate many of the psychological issues associated with loneliness, revealing an indirect relationship between the two constructs that could indicate a direct relationship [Lyon, 2015].

A study was conducted by Ahmet Akin in 2010. The purpose of the study was to examine the relationships between self-compassion and loneliness. 398 university students were included in the sample size. The results revealed that self-kindness, common humanity and mindfulness related negatively to loneliness. In contrary, self-judgment, isolation and over-identification were found positively associated with loneliness. Loneliness was predicted negatively by self-kindness, common humanity, and mindfulness. On the other hand, self-judgment, isolation, and over-identification predicted loneliness in a positive way.

## **METHOD**

### **3.1 Research Hypotheses:**

Alternate Hypotheses:

1. There is a significant difference in the level of loneliness of individuals scoring high on empathy in relation to individuals scoring low on empathy.
2. There is a significant difference in the level of loneliness of individuals in relation to self-compassion.
3. There is an interaction effect between empathy and self-compassion on the level of loneliness.

### **3.2 Participants:**

The target sample for the study consisted of Indian young adults from the metropolitan area of Mumbai, Maharashtra which included participants from Mumbai City and Mumbai Suburban.

#### **3.2.1 Inclusion criteria:**

The age group of the sample included was 18-25 years of age residing in an urban setting. The young adult sample included in the study consisted of two genders; male and female. The participants who met the educational qualification criteria of completing 12<sup>th</sup> grade were included in the study.

#### **Sample size:**

The sample population consisted of 100 young adults.

#### **3.2.2 Sampling Method:**

The present study used Convenience sampling and Snowball sampling techniques.

### **3.3 Variables:**

#### **Independent Variables**

1. Empathy
2. Self- Compassion

**Dependent Variable:** Loneliness

#### **3.3.1 Operational Definition of Variables**

- **Independent Variables**

1) Empathy is operationally defined as a primarily emotional (rather than a cognitive) process. (Spreng et al). Emotional empathy is commonly thought of as an emotional reaction (e.g.,

compassion) to another's emotional response (e.g., sadness). A median split was used to separate the IV in two levels of high and low.

2) Self- Compassion is operationally defined as being discerning and gentle towards oneself in the face of hardship or perceived inadequacy and entails acknowledging that suffering, failure, and inadequacies are part of the human condition, and that all people—oneself included—are worthy of compassion.

- **Dependent Variables**

Loneliness is operationally defined as the perception of inadequate social connection and feelings of social isolation. It is used to measure one's subjective feelings of loneliness as well as feelings of social isolation.

- **Young Adults** was operationally defined as people who are in the age range of 18-25 and have completed their 12<sup>th</sup> grade.

- **Control Variables**

Factors like age, education and geographical region of the participating population were the control variables for the research study.

### 3.4 Tools

**3.4.1 Toronto Empathy Questionnaire (TEQ) (Spreng et. al, 2009):** This measure of empathy assesses empathy as primarily an emotional (rather than a cognitive) process. It is a 16-item questionnaire. Each item of the scale is evaluated with the five-points Likert described from 0 to 4 as, “never”, “rarely”, “sometimes”, “often” and “always” respectively. Negatively worded items are reverse scored. The scores can range from 0 to 64. The internal consistency of TEQ measure is good, Cronbach's  $\alpha = .87$ . It demonstrates high test-retest reliability,  $r = .81$ ,  $p < .001$ . Item-remainder coefficients are sound, ranging from .36 - .59. The TEQ has correlated positively with the Empathy Quotient,  $r = .80$ ,  $p < .001$  confirming convergent and discriminant validity.

**3.4.2 Self- Compassion Scale (SCS) (Neff, 2003):** Self-compassion Scale is a 26-item self-report measurement. It consists of six sub-scales; self-kindness, self-judgment, common humanity, isolation, mindfulness, and over-identification. Each item is rated on a 5-point Likert scale (1=Almost never to 5=Almost always). The subscales Self-judgement, Isolation, and Over-

identification are reverse scored. A total score is obtained by summing up the scores on all 26 items. A score of 1-2.5 for overall self-compassion score indicates an individual is low in self-compassion, 2.5-3.5 indicates moderate, and 3.5-5.0 indicates high self-compassion. The SCS has shown test-retest reliability of .93 during a 3-week interval. The SCS has shown good internal consistency with alpha coefficients in previous studies reported as follows: SCS composite (.91), self-kindness (.82), self-judgment (.79), common humanity (.84), isolation (.79), mindfulness (.82), and over-identification (.76) (de Bruin et al., 2012). High convergent (Neff et al, 2007; Neff & Beretvas, 2013) and discriminant validity (Neff, 2003) has also been shown.

**3.4.3 UCLA Loneliness Scale Version- 3 (Russell, 1996):** It is a 20-item scale designed to measure one's subjective feelings of loneliness as well as feelings of social isolation. Participants rate each item on a scale from 1 (Never) to 4 (Often). The positively worded items are reverse scored. Scoring is on a continuous basis. It appears to be very reliable; Cronbach's  $\alpha$  range from .89 to .94 across various samples. Convergent validity is provided by correlations with the other measures of loneliness including NYU Loneliness Scale and the Differential Loneliness Scale.

### **3.5 Research Design**

The study was a quantitative research adopting a quasi-experimental design and had two independent variables and one dependent variable.

### **3.6 Procedure**

The aims, objectives and applications of the study were explained to the participants and consent forms were provided to those who were willing to participate in the study. After the data was collected, statistical analysis was performed to understand the significance between the groups.

### **3.7 Ethical Considerations**

Accurate and honest information was provided regarding the aims and objectives of the study. The confidentiality of the participants was ensured and the obtained data was kept confidential.



The obtained results were utilized only for research purposes. If at any point during the study, any participant wished to withdraw their name, they were free to do so.

### 3.8 Data Analysis

Two-way ANOVA was performed to examine the effect of empathy on loneliness and self-compassion on loneliness.

Post-hoc analysis was also conducted on the data to understand the significance between groups.

## RESULTS

The data was analysed through a between-groups two-way analysis of variance to see the effect of Empathy and Self-Compassion on loneliness.

### *Descriptive Statistics*

*Table 4.1: Descriptive Statistics for Empathy in High and Low level*

| Empathy | N   | Mean     | Std. Deviation |
|---------|-----|----------|----------------|
| High    | 53  | 50.32075 | 4.2867         |
| Low     | 47  | 38.61702 | 6.3333         |
| Total   | 100 | 44.8200  | 7.92181        |

Table 4.1 reveals that empathy is divided into two levels of high and low through a median split. The number of participants in the high category was 53 and the low category was 47. The mean for the total scores of empathy was 44.82 with a standard deviation of 7.921.

*Table 4.2: Descriptive Statistics for Self- Compassion in High, Moderate and Low level*

| Self- Compassion | N   | Mean    | Std. Deviation |
|------------------|-----|---------|----------------|
| High             | 32  | 3.7046  | 0.23732        |
| Moderate         | 39  | 2.99589 | 0.22827        |
| Low              | 29  | 2.30689 | 0.27566        |
| Total            | 100 | 3.0229  | .59987         |

Self- Compassion is divided into 3 levels of high, low and moderate as showcased in Table 4.2. The high self- compassion group consisted of 32 individuals, low self- compassion group had 29 individuals and moderate self- compassion group had 39 individuals. The total mean for this construct was 3.022 with a standard deviation of .599.

*Table 4.3: Descriptive statistics of Loneliness in relation to Empathy*

| Loneliness         | N  | Mean    | Std. Deviation |
|--------------------|----|---------|----------------|
| High Empathy Group | 53 | 43.7924 | 9.700          |
| Low Empathy Group  | 47 | 47.5744 | 10.114         |

With reference to Table 4.3, it can be seen that the mean score of loneliness for the group of high empathy was 43.792 and the standard deviation was 9.7. The mean score of loneliness for individuals scoring low on empathy was 47.574 and the standard deviation was 10.114.

*Table 4.4: Descriptive statistics of Loneliness in relation to Self-Compassion*

| Loneliness                     | N  | Mean    | Std. Deviation |
|--------------------------------|----|---------|----------------|
| High Self-Compassion Group     | 32 | 38.6875 | 7.764          |
| Moderate Self-Compassion Group | 39 | 47.4871 | 8.592          |
| Low Self-Compassion Group      | 29 | 50.5862 | 10.161         |

Table 4.4 reveals that the mean score of loneliness for the high self-compassion group was 38.687. The mean score of loneliness for individuals scoring moderate on self-compassion was 47.487 and for individuals scoring low on self-compassion was 50.586. The standard deviation for high self-compassion group, moderate self-compassion group and low self-compassion group was 7.764, 8.592 and 10.161 respectively.

In order to assess significance of differences, data was analysed using two-way ANOVA.

*Table 4.5: Effect of Empathy and Self-Compassion on Loneliness*

| Source                      | Dependent Variable | Type III Sum of Squares | df | Mean Square | F      | Sig. |
|-----------------------------|--------------------|-------------------------|----|-------------|--------|------|
| Empathy                     | Loneliness         | 462.726                 | 1  | 462.726     | 6.136  | .015 |
| Self-Compassion             | Loneliness         | 2490.081                | 2  | 1245.040    | 16.509 | .01  |
| Empathy and Self-Compassion | Loneliness         | 36.665                  | 2  | 18.333      | .243   | n.s  |

Table 4.5 reveals that the mean square was 462.726 and the difference in the level of loneliness of individuals scoring high on empathy in relation to individuals scoring low on empathy was found to be significant,  $F(1) = 6.136$ ,  $p = .01$ . Thus, the alternate hypothesis that “There is a significant difference in the level of loneliness of individuals scoring high on empathy in relation to individuals scoring low on empathy” was accepted.

Figure 1.1 represents the graphical representation of the mean scores obtained for Loneliness amongst young adults in relation to High and Low Level of Empathy. The x-axis represents the level of Empathy, that is, High and Low. The y-axis represents the mean scores of Loneliness.

Table 4.5 reveals that the mean square was 1245.040 and the difference in the level of loneliness of individuals scoring high on self-compassion in relation to individuals scoring moderate and low on self-compassion was found to be significant,  $F(2) = 16.509$ ,  $p = .01$ . Thus, the alternate hypothesis that “There is a significant difference in the level of loneliness of individuals in relation to self-compassion.” was accepted.

Figure 1.2 represents the graphical representation of the mean scores obtained for Loneliness amongst young adults in relation to High, Moderate and Low Level of Self-Compassion. The x-axis represents the level of Self-Compassion, which is, High, Moderate and Low. The y-axis represents the mean scores of Loneliness.

Table 4.5 reveals that the mean square was 18.333. The difference in the interaction effect

between empathy and self-compassion on the level of loneliness of individuals was found to be insignificant,  $F(2) = .243$ ,  $p = .785$ . Thus, the alternate hypothesis that “There is an interaction effect between empathy and self-compassion on the level of loneliness.” was rejected.

In order to assess the significance of differences between the three groups of Self-Compassion for the variable of Loneliness, post hoc analysis was conducted.

*Table 4.6: Post Hoc analysis for Loneliness*

| (I)<br>self-<br>compassion | (J)<br>self-<br>compassion | Mean<br>Difference (I-<br>J) | Std.<br>Error | Sig. |
|----------------------------|----------------------------|------------------------------|---------------|------|
| H                          | L                          | -11.8987*                    | 2.22646       | .01  |
|                            | M                          | -8.7997*                     | 2.07132       | .01  |
| L                          | H                          | 11.8987*                     | 2.22646       | .01  |
|                            | M                          | 3.0990                       | 2.12935       | .317 |
| M                          | H                          | 8.7997*                      | 2.07132       | .01  |
|                            | L                          | -3.0990                      | 2.12935       | .317 |

\*. The mean difference is significant at the .05 level.

#### *Post Hoc Test*

As displayed in Table 4.6, a post hoc comparison for the variable of loneliness was conducted using the Tukey HSD test. The results indicated that the mean score for high self-compassion group was significantly different than the mean scores for moderate self-compassion group and low self-compassion group. However, the condition of low self-compassion did not significantly differ from the condition of moderate self-compassion.

## **DISCUSSION**

Studies have revealed that individuals who are lonely are individuals who also show high rates of social anxiety and neuroticism, and perceive their social interactions to be negative even when they might not be (Segrin & Kinney, 1995; Russell, 1996). Hence, a lonely person may have difficulty in the ability to detect a partner's appreciation of their social interaction (an important component of empathy which contributes to loneliness) (Beadle et al, 2012). Empathy has also showed consistent and strong positive associations with pro-social behaviour, social functioning

and well-being which might inhibit aggressive behaviour and improve interpersonal relationships (Nagle et al). The findings of this study are in line with the past research as the results indicate that the level of empathy has a significant effect on loneliness.

Self-compassion has been shown to alleviate many of the psychological issues associated with loneliness, revealing an indirect relationship between the two constructs that could indicate a direct relationship (Lyon, 2015). Studies that have examined the construct of self-compassion have found that it has significant positive associations with agreeableness, which suggests a greater ability to get along with others and therefore more chances to feel connected. Unlike self-esteem, self-compassion also promotes social connection instead of opposition, encouraging a view of common humanity and shared experience that should decrease feelings of loneliness (Neff, 2003). The findings of this study are in line with the past research as the results indicate that the level of self-compassion does have a significant effect on loneliness.

The variables of Empathy and Self-Compassion were also studied together to gauge the interaction effect of these constructs on loneliness. However, results indicated that there was no interaction effect found between empathy and self-compassion on the level of loneliness of individuals. Based on literature reviewed, it has been demonstrated that empathy as well as self-compassion, both have important implications on social relationships, interpersonal functioning, psychological health and well-being. Empathy may be defined as compassion for others and self-compassion as compassion for oneself (Daltry et al, 2018). In literature, self-compassion and empathy have been found to be related to each other, but also different from, one another (Daltry et al, 2018). While there is limited research in this domain, existing literature indicates that individuals with low self-compassion might still be empathetic toward others. Hence, no strong evidence of the interaction of these variables can be found which further demonstrates why the results obtained were insignificant.

## **LIMITATIONS**

It is important to note some limitations of the study to provide directions for future research. Firstly, gender differences have not been considered in the study. Secondly, the study needs to be replicated in other populations and geographical areas to closely examine the effects of the variables; otherwise, generalization of the results is limited. Another limitation of the study was that the participants might have provided socially desirable responses.

## IMPLICATIONS

The current study adds to the already existing literature on empathy and self-compassion. Intervention programs could be designed for vulnerable population. These programs could be executed well-before the clients begin to show the symptoms by inculcating empathy and self-compassion at an earlier and preventive stage. The current study also focuses only on a specific age-group from a specific geographical location which could be extended in future studies. Further, gender related differences can be studied to provide a better understanding about the influence of these variables.

## CONCLUSION

The purpose of the study was to examine the effect of empathy and self-compassion on loneliness amongst young adults. Results indicated that the level of empathy and the level of self-compassion had a significant effect on loneliness but there was no indication of an interaction effect.

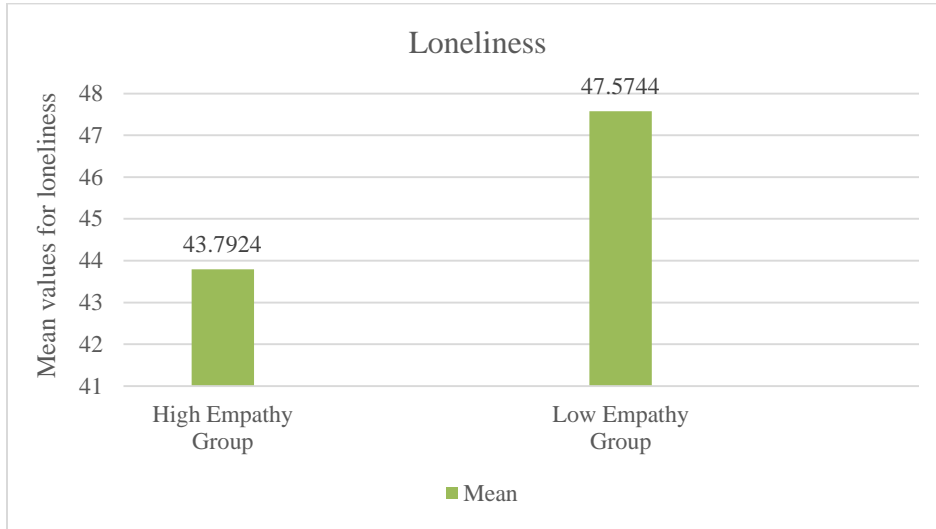
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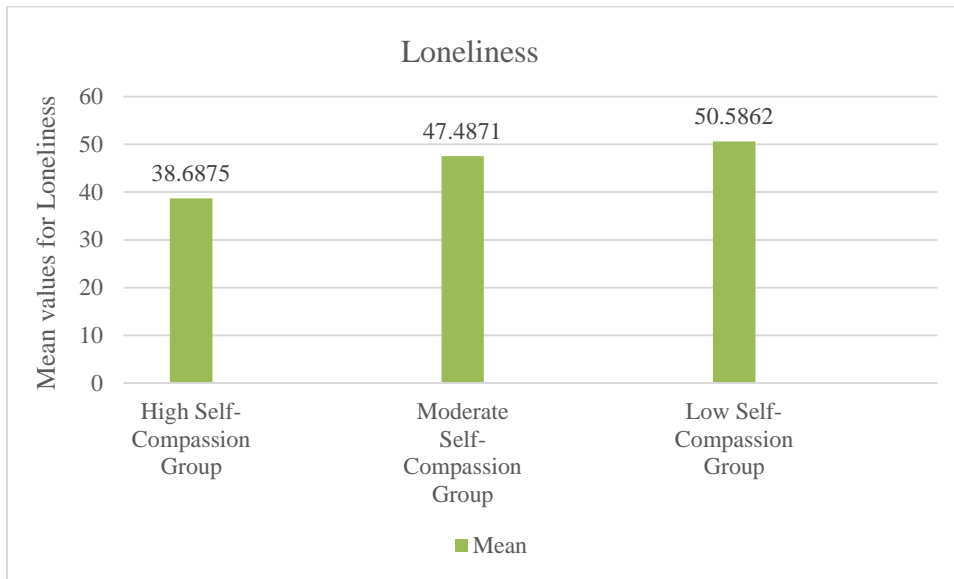
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## APPENDIX

*Figure 1.1: Descriptive statistics of Loneliness in relation to Empathy*



*Figure 1.2: Descriptive statistics of Loneliness in relation to Self-Compassion*





## **THE IMPACT OF GRATITUDE TRAINING PROGRAM ON PSYCHOLOGICAL WELL BEING, LIFE SATISFACTION AND LONELINESS AMONG GERIATRIC POPULATION**

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### **ABSTRACT**

The main objective of this study was to examine the effectiveness of the Gratitude Training program on psychological well-being, Life satisfaction and Loneliness among senior citizens living in old age homes.. A pre and post-test was designed on a sample of 20 older adult's age group of 65 years and above to examine the module intervention. The scale used in this study were Psychological Well-being Scale Carol D. Ryff (1989), Satisfaction with Life Scale (SWLS) Diener, E., Emmons, R. A., Larsen, R. J., & Griffin, S. (1985), and Loneliness was assessed using the UCLA Loneliness Scale (Version 3) Russell, D. (1996).The obtained data were analysed by using paired sample t-test. The results indicate that the Gratitude training program proved to be effective by showing a positive significant difference in the level of psychological well-being  $t_{(19)} = p < .000$ , Life satisfaction  $t_{(19)} = p < .000$ , and Loneliness  $t_{(19)} = p < .000$ . These results demonstrate a positive impact of the gratitude training program on psychological well-being, life satisfaction and loneliness among geriatric.

**KEYWORDS:** Gratitude, Psychological well-being, Life satisfaction, Loneliness.

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## **INTRODUCTION**

Aging is a series of processes that begin with life and continue throughout the life cycle. Individuals approach the end of their life's challenges and changes related to old age arise. Growing older means confronting psychological emotional and social issues. Research indicates that after retirement health of the older retirees deteriorates which seems to affect adjustment well-being and happiness in old age (Sahoo, 2009).

As people grow old, the likelihood of experiencing age-related issues increases. Studies have shown that depressive symptoms are highly prevalent in the elderly population and increase with age (van't Veer-Tazelaar et al., 2008). Life events may also lead to depression and it affects people of all ages but it is common among older people. Typically, elderly patients with depression do not report depressed moods but instead present with less specific symptoms such as insomnia, anorexia, and fatigue. Also, elderly people sometimes dismiss less severe depression as an acceptable response to life stress or a normal part of aging (Sahoo, 2008).

### **1.1 Research Problem**

Does Gratitude Training Program have an impact on Psychological Well-being, Life Satisfaction, and Loneliness among the geriatric population?

### **1.2 Aim and Objectives**

#### **Aim**

To study the impact of Gratitude Training Program on Psychological Well-being, Life Satisfaction, and Loneliness among the geriatric population.

#### **Objectives**

1. To study the impact of Gratitude Training Program on Psychological Well-being.
2. To study the impact of Gratitude Training Program on Life Satisfaction.
3. To study the impact of Gratitude Training Program on Loneliness

## **REVIEW OF LITERATURE**

Psychological well-being is a positive psychological construct that is related to subjective views of one's self and life. Life satisfaction is a concept that is frequently used in

gerontology studies to evaluate well-being. Wu and hang (2011) reveal connections between social isolation and elderly well-being, as well as between loneliness and elderly well-being. Proper intervention and prevention have positive effects on alleviating social isolation and loneliness thus improving well-being among the elderly.

### **2.1 Gratitude and Psychological Well-Being**

Gratitude protects individuals from trauma. Results indicate that gratitude can be served as protective mechanisms among students; faculty and staff members. Previous research has found that gratitude leads to improvement in wellbeing and quality of life. Gratitude has also been studied among substance abuse patients who lead to better improvement in Psychological well-being after the intervention. Ghalesefidi et al. (2019) explored the effectiveness of gratitude on psychological well-being and quality of life among hospitalized substance abuse patients.

### **2.2 Gratitude and Life Satisfaction**

Işık and Ergüner-Tekinalp, (2017) examined the effects of Gratitude journaling on Turkish first-year college students, college adjustment, Life satisfaction and positive affect on those who showed signs of stress and difficulty in adjustment. Chen et al. (2015) examined Gratitude and Athlete's life satisfaction an intraindividual analysis on the moderation of ambivalence over emotional expression. Findings suggest that gratitude positively associated with weekly life satisfaction results revealed that greater the gratitude felt by Participants at a given moment is associated with greater satisfaction of life also it was found that ambivalence over emotional expression shows the association between the gratitude and life satisfaction were weaker.

### **2.3 Gratitude and Loneliness**

Caputo (2015) investigated the relationship between gratitude and loneliness: the potential benefits for promoting social bonds. The results indicate that loneliness is negatively correlated with subjective happiness, life satisfaction, and social desirability whereas gratitude found to be positively associated with them. Further loneliness was found in students or retired individuals. It was also found throughout hierarchical multiple regression analysis that gratitude can contribute to decreasing loneliness feelings.

## **METHOD**

### **Hypotheses**

Alternate Hypotheses:

1. There is a significant difference in the level of Psychological well-being before the gratitude training program as compare to after the gratitude training program among individuals.
2. There is a significant difference in the level of Life Satisfaction before the Gratitude Training Program as compare to after the gratitude training program among individuals.
3. There is a significant difference in the level of Loneliness before the Gratitude Training Program as compare to after the Gratitude training program among individuals.

### **Variables**

Independent variables: Gratitude Training Program

Dependent variable:

- 1) Psychological well being
- 2) Life satisfaction
- 3) Loneliness

Operational Definitions of Variables:

#### Independent Variable

A Gratitude-Based Training program was designed which consists of 2 months (10session) training program. Each 10 session consists of 1hour (activity session).

#### Dependent Variable

- 1) Psychological well-being – Psychological well- being consists of positive relationships with others, personal mastery, autonomy, a feeling of purpose and meaning in life, and personal growth and development.
- 2) Life satisfaction –Life satisfaction is the indicator of subjective well-being which refers to people's evaluation of their lives, overall global judgment about happiness, feelings and life satisfaction.
- 3) Loneliness –Loneliness might be described as negative feelings or sadness brought on by a lack of communication, companionship or relationships with other people.

## **Research Design**

This study explored the impact of a gratitude training program on psychological well being, life satisfaction, and loneliness through pre-post repeated measure design where the same group of participants undergoes both the pre-test and post-test.

### **Participants**

The Gratitude training program was designed on 20 Indian geriatric population age groups of 65 years and above including males and females. The training program was conducted and the data were obtained from the old age home of Mumbai, Maharashtra.

## **Sampling Method**

The sampling method that was used for this study is purposive sampling.

### **Tools**

#### Psychological well being

The level of Psychological well-being was evaluated in participants using Psychological Well-being Scale which was developed by psychologist Carol D. Ryff (1989). The scale consists of 18 items ( 3 per dimensions ) in which participants indicate their Agreement and disagreement on 7 points Likert response scale.

#### Life Satisfaction

The instrument used for Life satisfaction was Satisfaction with Life Scale ( SWLS) developed by Diener, E et al (1985) to measure global cognitive evaluations of one's life satisfaction (not a degree of either positive or negative influence). It consists of 5 items with 7 points Likert response scale.

#### Loneliness

Loneliness is assessed using the UCLA Loneliness Scale (Version 3) developed by Russell, D. (1996). The scale consists of a 20-item scale designed to measure one's subjective feelings of loneliness as well as feelings of social isolation. Participants indicate their response on a 4-point response scale ranging from 1(never) to 4 (always).

## Procedure

After the approval had been obtained from the old age home the training program took place at old age home where the participants were invited to participate in 2 months (10session) training program. The gratitude training program was conducted in a group setting wherein before the program the researcher asked the participants to fill out the informed consent form as well as the pre-test questionnaire. After the 10th intervention session was completed a week later the participants were invited to fill out the post-test questionnaire. Then the participants were debriefed about the exercises and the intervention in its totality.

## Data Analysis Method

The data analysis method involved in this study was a t-test.

## Ethical Consideration

- 1.Full consent would be obtained from the participants before the study.
- 2.Voluntary participation of respondents in the research.
- 3.Maintaining confidentiality

## RESULTS

The data was collected before the pre-test and after the post-test to examine whether the gratitude training program had an impact on these variables.

**Table 4.1** *Mean and standard deviation of scores of psychological well-being on pre and post-test*

| Psychological well-being | N  | Mean   | Sd     |
|--------------------------|----|--------|--------|
| Pre-Test                 | 20 | 3.1850 | .63435 |
| Post – Test              | 20 | 4.3400 | .57984 |

The above table 4.1 represents the comparison of mean pre and post-test scores on psychological well-being. This implied that the gratitude training program did indeed lead to an increase in psychological well-being.

**Table 4.2** *computation of t value for scores on psychological well-being on pre and post-test*

| Psychological well-being<br>(2tailed) | t     | df | Sig. |
|---------------------------------------|-------|----|------|
|                                       | 6.311 | 19 | .000 |

As can be seen in table 4.1 the mean post-test score was greater as compared to pre-test scores on psychological well-being. A paired sample t-test was computed to understand whether there is a significant difference in mean scores. Table 4.2 shows that the t value found was 6.311 ( $t(19) = 6.311$ ,  $p < .000$  two-tailed test). The mean difference between the pre and post-test was found to be 1.1550. It was found to be significant at .000 level of significance. This implies that the gratitude training program had a positive effect on increasing the level of psychological well-being of participants.

**Table 4.3** *Mean and standard deviation of scores of Life Satisfaction on pre and post-test*

| Life Satisfaction | N  | Mean    | Sd      |
|-------------------|----|---------|---------|
| Pre-Test          | 20 | 20.8500 | .74126  |
| Post-Test         | 20 | 28.6000 | 1.60144 |

The above table 4.3 shows the mean scores on life satisfaction. The scores on life satisfaction can also viewed in figure 2. The table shows mean scores for Life satisfaction in post- test was at 28.6000 higher as compared to the mean scores of the pre-test which was 20.8500. Thus, we will reject the null hypothesis and accept the alternate hypothesis.

**Table 4.4** *computation of t value for scores on Life Satisfaction on pre and post-test*

| Life Satisfaction | t                | df      |
|-------------------|------------------|---------|
|                   | Sig.             |         |
|                   | (2-tailed) 5.152 | 19 .000 |

Table 4.4 shows a comparison of mean pre-test and post-test scores on Life satisfaction. As can be seen in the table, the mean of post-test score was greater than the pre-test scores. The mean difference between the pre-test and post-test was found to be 7.75000. However a paired sample t-test indicated that there is a significant difference in the level of life satisfaction 5.152 ( $t(19) = 5.152$ ,  $p < .000$  two-tailed test). It was found to be significant at .000 level of significance. Thus, it implies that the gratitude training program has led to an increase on life satisfaction in the participants.

**Table 4.5** *Mean and standard deviation of scores of Loneliness on pre and post-test*

| Loneliness  | N  | Mean    | Sd       |
|-------------|----|---------|----------|
| Pre-Test    | 20 | 49.6000 | 11.97961 |
| Post – Test | 20 | 32.5000 | 3.28473  |

As can be observed from the above table 4.5 there was a significant difference between the mean scores of pre-test and post-test. The table shows mean scores of loneliness in pre-test scores was higher 49.6000 as compared to the mean scores of the post-test which was 32.5000. Thus, we will reject the null hypothesis and accept the alternate hypothesis.

**Table 4.6** *Computation of t value for scores on Loneliness on pre and post-test*

| Loneliness | t     | df | Sig. (2-tailed) |
|------------|-------|----|-----------------|
|            | 6.158 | 19 | .000            |

The above table 4.6 shows a comparison of mean pre-test and post-test scores on Loneliness. As shown in the table the mean of pre-test was higher as compared to the mean scores of the post-test. The mean difference between the two scores was found to be 17.1000. However, a paired sample t-test indicated that there is a significant difference in the level of loneliness before and after the gratitude training program 6.158( $t(19) = 6.158$ ,  $p < .000$  two-tailed test). It was found to be significant at .000 level of significance. Thus, it implies that the gratitude training program is effective in reducing the level of loneliness among geriatric participants.



## DISCUSSION

For the first hypothesis, results were analyzed in Table 4.2. The mean post-test score was greater as compared to pre-test scores on psychological well-being. Thus, mean the difference between the pre and post-test was found to be significant. The obtained results were in line by Friedman, Chiara Ruini, Renee Foy, Laverne Jaros, and Hellen Sampson & Carol D. Ryff (2017) Studied Lighten UP! A community-based group intervention to promote psychological well-being in older adults. This study linked on how group intervention leads to psychological well-being in older adults by increasing their life satisfaction, social well-being, and improvement in sleep, lower levels of depression as well as fewer physical symptoms.

In the second hypothesis, results were analysed in Table 4.4. The mean of the post-test score was greater than the pre-test scores. Thus, the study implies that having a grateful life orientation positively affects life satisfaction. The study was in line by Rash et al. (2011) investigated Who Benefits the Most from a Gratitude Intervention among 56 adults and Findings revealed that participants in the 4-week Gratitude intervention have led to reporting higher satisfaction with life and self- esteem. Findings also indicate that gratitude Interventions improve life satisfaction and decreased negative affect in participants.

In third hypothesis results analyzed in table 4.6, the result indicated that gratitude training program does have an effect on levels of loneliness among geriatric. However, a paired sample t-test indicated that there is a significant difference in the level of loneliness before and after the Gratitude training program. The study is in line with the past research by O'Connell et al. (2016) studied the mediating effects of loneliness on the gratitude-health link. The results showed that high levels of gratitude lead to better physical health and this was indicated by lower levels of loneliness also gratitude was negatively correlated with loneliness and physical health, such that those who described higher levels of gratitude also show lower levels of loneliness and physical health. Thus, higher levels of gratitude also reveal lower levels of loneliness and physical health.

## LIMITATIONS

Limitations in this study would be firstly gender was not equally distributed the study had male participants and female participants equally distributed participants would be led to better understanding. Secondly, the sample size was small and only limited to 20 participants of older adults undergoing the training program living in old age homes due to which control

group is absent and the results cannot be generalized.

## **FUTURE IMPLICATIONS**

The Gratitude Training program can be done with different age groups. Forgiveness can be considered as a variable to enhance the optimal level of functioning as it was not taken into consideration in this research. Gratitude modules can be used with schools and colleges. The same intervention can be administered in lower socioeconomic classes, rural areas to find out whether the gratitude training program possesses a positive impact or not.

## **CONCLUSION**

The results indicate a significant difference between the pre-test and post-test. The Impact of Gratitude Training Program on psychological well-being, Life satisfaction and loneliness among the geriatric population found to be effective and statistically significant on these variables.

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## **TO STUDY THE IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER DECISION MAKING PROCESS WITH REFERENCE TO SKIN-CARE PRODUCTS**

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### **ABSTRACT**

Celebrity Endorsement plays an important role while introducing a new product or making changes in existing product. It helps them to capture more market. People get easily influenced towards a product if introduced by a celebrity. We all are living in a period where celebrity acts as a spokesperson to launch a product or service. Sales of FMCG, fashion and beauty products are usually high because of celebrity endorsement. When it comes to skin-care, there are certain other factors which people consider before celebrity. The factors could be price, quality of product, past experience with the same product and many others. This research paper has tested hypothesis of how celebrity impacts consumers while making their decision of purchase reference to skin-care products. A company should consider quality of skin-care products as main component and personality of celebrity should match features of products which create trustworthiness among consumers.

**KEYWORDS:** Celebrity Endorsement, Decision making process, Skin-care products.

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## INTRODUCTION

Celebrity Endorsement is a form of brand advertising campaign that involves a well-known person using their fame to help promote a product or service. Celebrities are people who enjoy public recognition by large share of certain group of people whereas attributes like attractiveness, extra-ordinary lifestyle are just examples and specific common characteristics cannot be observed though it can be said that within a corresponding social group, celebrities generally differ from the social norm and enjoy a high degree of public awareness.

Decisions can be complex, comparing, evaluating, selecting as well as purchasing from a variety of products depending upon the opinion of a consumer over a particular product. This renders understanding and realizing the basic problem of the consumer decision making process.

Skin care is the range of practices that support skin integrity, enhance its appearance and relieve skin conditions. The Federal Food, Drug, and Cosmetic Act define cosmetics as products intended to cleanse or beautify (for instance, shampoos and lipstick).

## OBJECTIVES OF THE STUDY

- i. To explore the concept of Celebrity Endorsement.
- ii. To identify various factors affecting decision making process with reference to Skin-care products.
- iii. To study the impact of Celebrity Endorsement on consumer behavior.
- iv. To provide conclusions and suggestions for the study.

## METHODOLOGY

The present paper is an outcome of extensive reading of various books and internet websites in the subject of **Impact of Celebrity Endorsement on Consumer Decision Making Process with reference to Skin-care products**. It was attempted to conduct a survey of 120 respondents from Mahim and Matunga which includes male and female respondents between 18 years to 35 years. A structured questionnaire was prepared and designed to collect information. After a proper evaluation, the data has been analyzed and is further interpreted. Hypotheses designed for the study are tested with **Wilcoxon Sign Rank Test**.

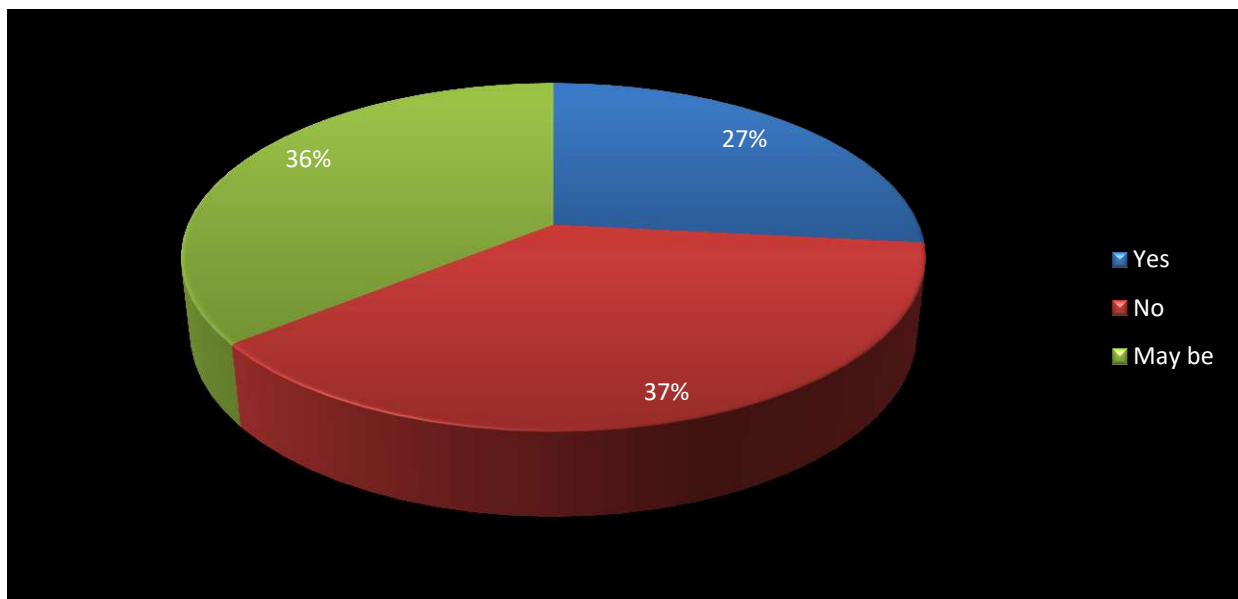
## DISCUSSION

According to Patrick Bishop (2000), “When you get a celebrity to endorse your company or sign licensing agreement, you benefit from customer awareness of the property, which could include the perception of the quality, education, value or a certain image. If a celebrity is endorsing or the business is selling the product of a well-known person or entity, then people assume they must be a good company to deal with.”

Companies consider several factors while selecting a celebrity endorser or a brand sponsor, when attempting to establish a campaign for a brand:

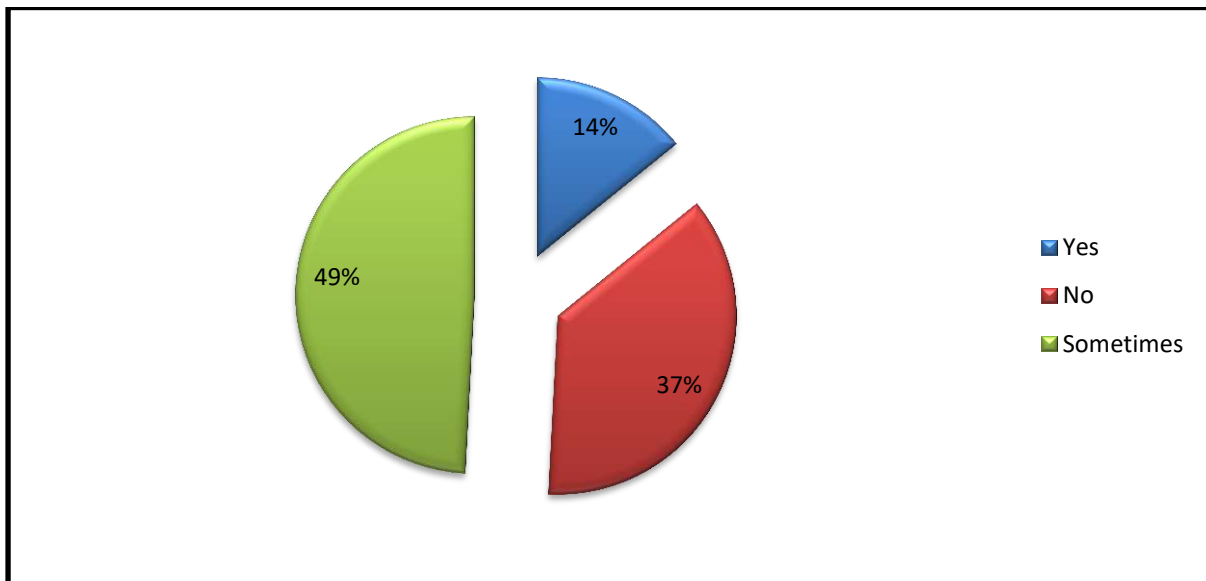
- Fame: wide recognition by the consumers or by specific groups.
- Adjustment: combination or match between brand attributes and celebrity attributes regarding consumer perception.
- Financial feature: costs and returns from the use of celebrities as endorsers and;
- Roles: different ways to use celebrities in marketing communication.

**Chart 1.1**  
**Impact of Celebrity Branding on Buying Decisions**



Source: Compiled from primary data, 2020

From the above graph 1.1, it can be observed that only 27 per cent of the respondents believe that celebrity branding has positive impact on buying decisions whereas 37 per cent of the respondents believe that it has no impact on buying decisions. Remaining 36 per cent of the respondents have neutral opinions about celebrity branding.

**Chart 1.2****Influence of Favorite Celebrity Endorsement on Purchase Decisions**

Source: Compiled from primary data, 2020

From the above graph 1.2 it can be observed that 14 per cent of the respondents get influenced by their favorite celebrity while purchasing whereas 37 per cent of the respondents do not get influenced by their favorite celebrity while making a buying decision. Other 49 per cent of the respondents have neutral opinion.

**Factors influencing Consumer Decision Making Process:**

- **Price/Cost:** Price is probably the most important consideration for the average consumers. Consumers with high brand loyalty are willing to pay a premium price for their favored brand, so their purchase intention is not easily affected by price.
- **Promotion:** Advertising is a non-personal presentation of information in mass media about product, brand, company, store or service. It greatly affects consumer's images, beliefs and attitude towards products and brands and in turn influences their decision making process.
- **Past Experience:** Past experience with the product can help consumer in their decision making process. Believe developed through past experience becomes a crucial part of existing purchase which lead to consumer becoming loyal customers. Past experience of using a product or service also helps the consumer from misleading.

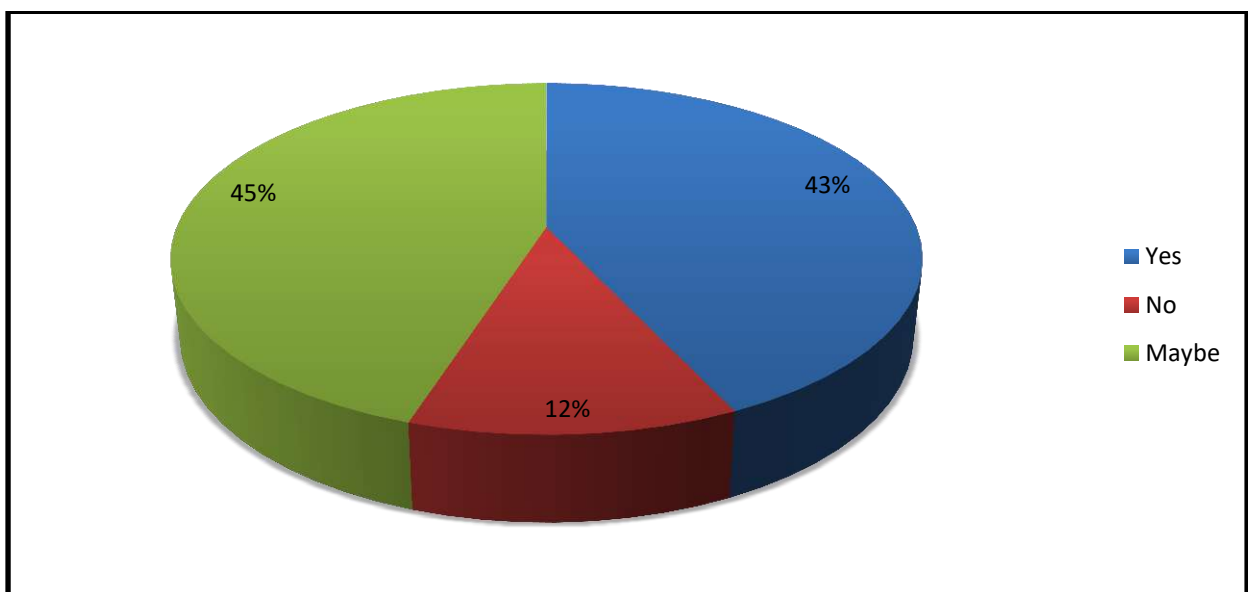
- **Quality:** Product Quality encompasses the features or characteristics of a product or service that bears on its ability to satisfy stated needs. Consumers may repeat the purchase of single brand or switch around several brands due to quality of product.
- **Celebrity Endorsement:** It is also an important factor that influence customer in making decision while purchasing a product or service. Since celebrity has large customer base spread over geographical area. Celebrities use their fame to promote product or service in the market.
- **Packaging:** As we know first impressions go a very long way in how people perceive anything. This is the same idea that companies implement via their packaging. The outer appearance of the product (the package) is the first thing a potential customer will see, and so it can be a great marketing tool for the product.

#### Impact of Celebrity Endorsement on Consumer Decision Making Process:

- **Increased Attention:** Today it is easier for consumer to choose what advertise commercials they want to see by changing the channel or record TV programs without commercials.
- **Image Polishing:** If a company's image has suffered and is going in the wrong direction than the companies had in mind, celebrity endorsement can be a good way to polish the image of the company. This way they give the product or brand a new image.

Chart 1.3

#### Increase in Sales due to Celebrity Endorsement



Source: Compiled from primary data, 2020

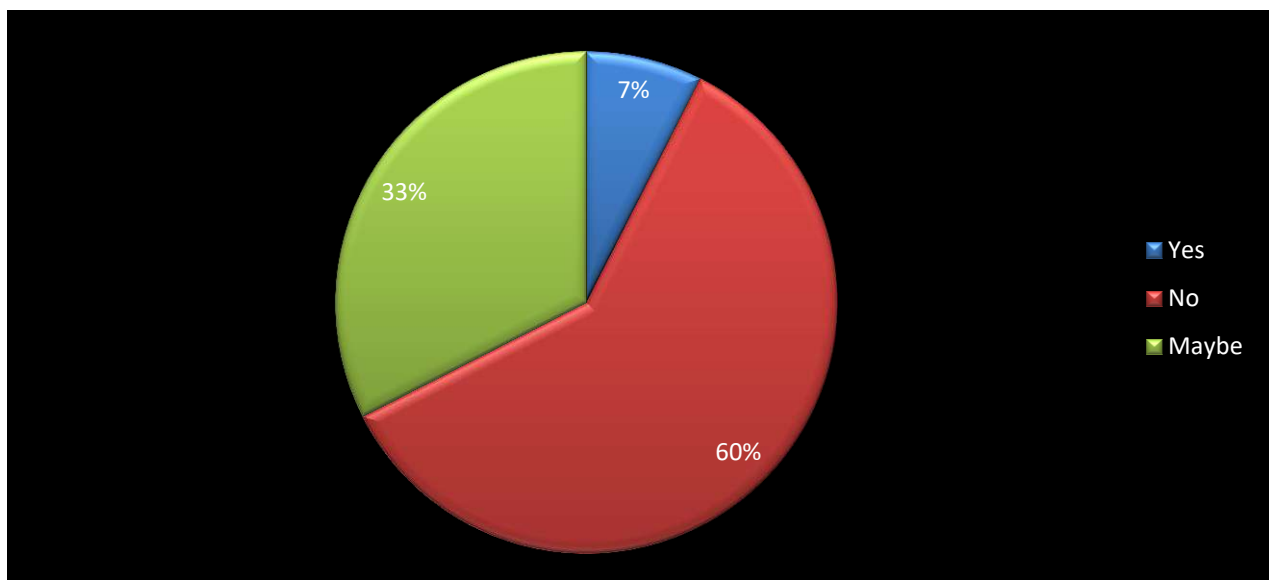


The above graph 1.3, states that 43 per cent of the respondents purchase skin-care products when endorsed by favorite celebrity whereas 12 per cent of the respondents do not agree with the same. On the other hand, 45 per cent of the respondents sometime purchase skin-care products when it is endorsed by well-known personality.

- **Brand Introduction:** A company can choose celebrity for endorsement which suits their product or service the most while promoting. This is a good way to receive instant response to company's advertisements by purchasing a product or service.
- **Brand Repositioning:** If the positioning of a product or brand does not work as the company hoped for, celebrity endorsement can be a good way to reposition the product or brand by giving the brand a new image through the endorser.
- **Negative Celebrity Information:** Any negative news about a celebrity may reduce the celebrity's allure, and therefore the appeal of the brand the celebrity has endorsed.
- **Overexposure and Overuse:** The issue of Overexposure arises when famous celebrities start endorsing several products at a time. If a celebrity's image ties in with several different brands, the connection between the celebrity and a specific brand becomes blurry.

**Chart 1.4**

**Celebrities Give True Picture of Products through Advertising**



Source: Compiled from primary data, 2020

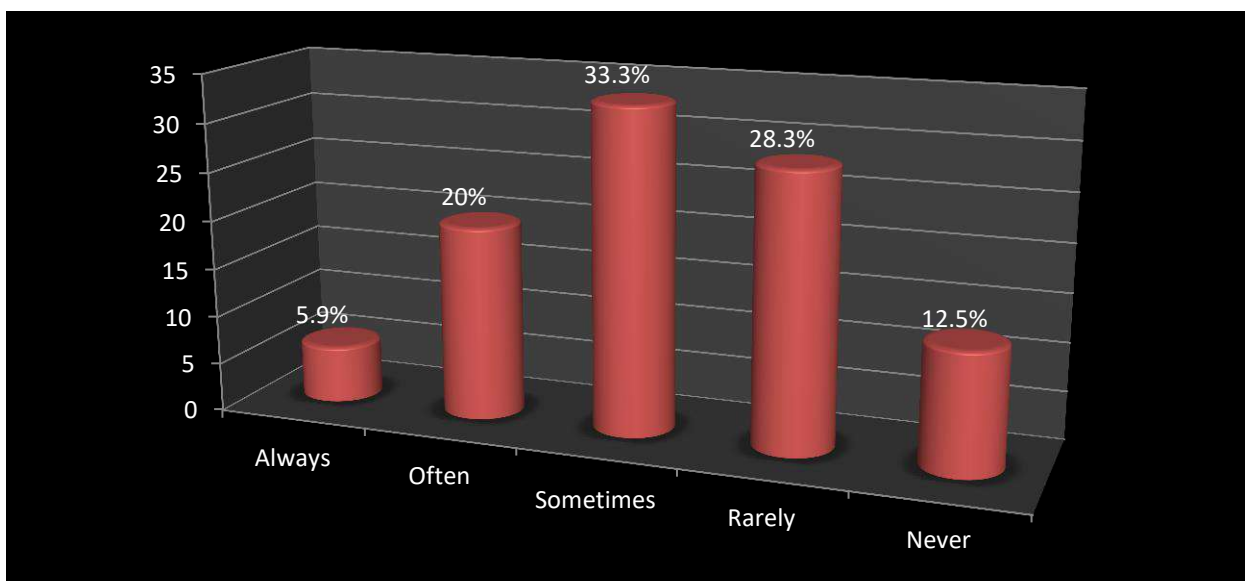
From the above graph 1.4, it can be depicted that 60 per cent of the respondents believe Celebrity do not give true picture while endorsing a product, whereas only 7 per cent of the respondents think that Celebrity give true picture of product while endorsing it. 33 per cent of

the respondents are not sure about whether Celebrity give true picture of product or not after watching the advertisement.

- **Overshadowing:** Overshadowing is also an issue with celebrity endorsements; because consumers might focus their attention on the celebrity instead of the product that is being promoted.
- **Investment Risk:** It is a big financial risk for companies to invest in celebrity endorsement. The cost of hiring celebrities as endorsers cost in some cases several millions of dollar to endorse a single product.

**Chart 1.5**

**Influence of Celebrity Advertising on Purchase Decisions**



Source: Compiled from primary data, 2020

From the above graph 1.5, it can be observed that only 5.9 per cent of the respondents purchase skin-care products only because they are endorsed by their favorite celebrity while 12.5 per cent of the respondents do not purchase skin-care products under an influence of the celebrity. 20 per cent of the respondents often decide to purchase a skin care product mainly influenced by the celebrity endorser, on the other hand 2.3 per cent of the respondents rarely does the same. 33.3 per cent of the respondents are sometimes influenced to purchase products when it is endorsed by their favorite celebrity.

## **HYPOTHESES TESTING**

Since the data of the study is collected freely from population, here we are using **Non-parametric test for testing hypothesis**. The test used in the research study is **Wilcoxon Sign**

**Rank Test.** Here, we are evaluating three charts to test the hypotheses. The charts being used are 1.2, 1.4 and 1.5. The test has been conducted as follows:

**Statement of Hypothesis:**

**H<sub>0</sub>** - Celebrity Endorsement does not have a significant impact on consumers while making purchase decisions of Skin-care products.

**H<sub>1</sub>** - Celebrity Endorsement has a significant impact on consumers while making purchase decisions of Skin-care products.

**I. Chart 1.2**

Influence of Favorite Celebrity Endorsement on Purchase Decisions

| Yes | No | Sometimes |
|-----|----|-----------|
| 17  | 44 | 59        |

Median- 44 (The median value where half the values are lower and half are higher).

**H<sub>0</sub>** – (**Median=44**) Products are not being purchased because of favorite celebrity endorsing it.

**H<sub>1</sub>** – (**Median>44**) Products are being purchased because of favorite celebrity endorsing it.

| Group#                             | Yes | No | Sometimes |        |
|------------------------------------|-----|----|-----------|--------|
| Data                               | 17  | 44 | 59        |        |
| Difference in order(Data – Median) | -27 | 0  | +15       |        |
| Rank                               | 3   | 1  | 2         |        |
| Positive Rank                      | -   | 1  | 2         | W+ = 3 |
| Negative Rank                      | 3   | -  | -         | W- = 3 |

TS (Test Statistics) – **2.5** (Smaller value from W+ and W-)

CV (Critical Value) at 5% level of significance for 1-tail test is 0.

CV= 0

According to the condition,

TS > CV

2.5 > 0

Hence, we **accept H<sub>0</sub>** and **reject H<sub>1</sub>**.

**II. Chart 1.4**

Celebrity gives true picture of Products through Advertising

| Yes | No | Maybe |
|-----|----|-------|
| 8   | 72 | 40    |

Median= 40 (The median value where half the values are lower and half are higher).

**H<sub>0</sub>** – (**Median=40**) Celebrity do not give true picture of products through advertising.

**H<sub>1</sub>** – (**Median>40**) Celebrity gives true picture of product through advertising.

| Group#                           | Yes | No  | Maybe |                      |
|----------------------------------|-----|-----|-------|----------------------|
| Data                             | 8   | 72  | 40    |                      |
| Difference in order(Data-Median) | -32 | +32 | 0     |                      |
| Rank                             | 2.5 | 2.5 | 1     |                      |
| Positive Rank                    | -   | 2.5 | 1     | W <sub>+</sub> = 3.5 |
| Negative Rank                    | 2.5 | -   | -     | W <sub>-</sub> = 2.5 |

TS (Test Statistics) – **2.5** (Smaller value from W<sub>+</sub> and W<sub>-</sub>)

CV (Critical Value) at 5% level of significance for 1-tail test is 0.

CV= 0

According to the condition,

TS > CV

2.5 > 0

Hence, we **accept H<sub>0</sub>** and **reject H<sub>1</sub>**.

**III. Chart 1.5**

Influence of Celebrity Advertising on Purchase Decisions

| Always | Often | Sometimes | Rarely | Never |
|--------|-------|-----------|--------|-------|
| 7      | 24    | 40        | 34     | 15    |

Median= 24 (The median value where half values are lower and half are higher).

**H<sub>0</sub>** – (**Median=24**) Celebrity Advertising do not influence consumers purchase decisions.

**H<sub>1</sub>** – (**Median>24**) Celebrity Advertising influence consumers purchase decisions.

| Group#                                    | Always | Often | Sometimes | Rarely | Never |          |
|---|--------|-------|-----------|--------|-------|----------|
| Data                                      | 7      | 24    | 40        | 34     | 15    |          |
| Difference<br>in<br>order(Data-<br>Median | -17    | 0     | +16       | +10    | -9    |          |
| Rank                                      | 5      | 1     | 4         | 3      | 2     |          |
| Positive<br>Rank                          | -      | 1     | 4         | 3      | -     | $W+ = 8$ |
| Negative<br>Rank                          | 5      | -     | -         | -      | 2     | $W- = 7$ |

TS (Test Statistics) – **7** (Smaller value from  $W+$  and  $W-$ )

CV (Critical Value) at 5% level of significance for 1-tail test is 0.

$CV = 0$

According to the condition,

$TS > CV$

$7 > 0$

Hence, we **accept  $H_0$**  and **fail to accept  $H_1$** .

[Note:  $W+$  and  $W-$  are sum of positive and negative ranks of the study respectively.]

Thus, from the above evaluation, we accept the (**Null Hypothesis**)  **$H_0$** . That is, **Celebrity Endorsement does not have significant impact on consumers while making purchase decisions of Skin-care products.**

## CONCLUSION

From the above study, we can conclude that celebrity endorsement is an effective tool for advertising or promoting products till the advertisers consider all the important factors while hiring the celebrity in his/her advertisement as they create a very positive and strong relationship with customers. Factors which are important and influence customers to make a purchase decision are age, celebrity who is endorsing, their past experiences, quality, price and packaging of the product. They increase company's product awareness through advertisement and create positive impact towards brands. Also study shows that Bollywood Celebrities have maximum impact on consumers, followed by sports personality and also

social media influencers persuade consumers to make purchase decisions. Quality of product plays an important role while making decisions followed by price of the product and consumers gave least importance to celebrity endorsing with respect to skin-care products. Some consumers feel that celebrities do not give true picture of the product while endorsing it.

## **SUGGESTIONS**

- Multi brand endorsements by the same celebrities may be avoided to get the message clearly of a particular brand or a product.
- A company should focus more on quality of the product instead of choosing a celebrity for endorsing.
- It is necessary for the companies to consider price factor keeping in mind the quality of the product which will help to capture the market for a product or service.
- Companies should target the set of people or consumers by making advertisements that match the collectivistic values of the audience.

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- <https://nairaproject.com/projects/2115.html>
- <https://www.emerald.com/insight/content/doi/10.1108/RAUSP-04-2018-011/full/html>

## **A STUDY ON IMPACT OF PACKAGING AND LABELLING VARIABLES ON CONSUMER PURCHASE DECISIONS WITH REFERENCE TO FOOD PRODUCTS**

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### **ABSTRACT**

Consumers are always looking for new tastes and formats for food products. The food products sector is one of the most fast-moving and dynamic industries in food and drinks manufacturing. The study is focused to find the preference and buying behavior of consumers especially about packaging and labelling for food products that are consumed by a large group of consumers in India. This study investigates the impact on the customer purchase decisions about packaging and labelling variables of food products. Packaging can be important to both sellers and customers. Packaging and labelling plays an important role in the final stage of the purchase decisions of the consumers. The main aim of the study was to examine the impact of packaging and labelling on consumer purchase decisions with reference to food products. In this study, the factors being examined and analyzed are Package Colour, Package Design/Shape, Package Creativity, Product Information, and the Quality of Packaging Material. Data was collected through questionnaires for primary responses from 60 respondents. It was analyzed with the use of graphic statistics, correlation. The findings, therefore, present valuable information for future researchers and marketers to develop suitable strategies for impacting and developing the consumer purchase decisions with reference to food products.

**KEYWORDS:** Creativity, Product Information, Packaging, Package Design/Shape.

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## INTRODUCTION

The Indian Institute of Packaging (IIP) was set up as a National Institute jointly by the Ministry of Commerce, Government of India, and the Indian Packaging Industry and allied Interests in 1966 with its Headquarters and principal laboratories in Bombay. Fast developments are taking place in packaging. Success in the International market depends on keeping pace with such developments and in being innovative. Flexible packaging which offers a combination of technological, economic, aesthetic, performance advantages unavailable from any other packaging form is regarded as "The most dynamic segment" of today's packaging industry. The environmental concerns have created a demand for socially responsive packaging materials.

Indian Government issued Packaged Product Regulation 1975 on 28<sup>th</sup> July, 1975 and it became law by 1<sup>st</sup> January 1976.

The basic purpose of this is to find out how such factors are helpful in the success of packaging. The consumer buying behaviour is dependent on the packaging and on its features, packaging elements like packaging colour, background image, packaging material, font style; design of the wrapper, printed information and innovation is taken as predictions. Due to increasing self-service and changing consumers' lifestyle the interest in package as a tool of sales promotion and stimulator of impulsive buying behaviour is growing increasingly. So package performs an important role in marketing communications, especially in the point of sale and could be treated as one of the most important factors influencing consumer purchase decisions.

Packaging has become itself a sales promotion tool for the organizations. The consumers buying behaviour also stimulated by the packaging quality, colour, wrapper and other characteristics of packaging. Packaging is a whole package that becomes an ultimate selling proposition, which stimulates impulse buying behaviour packaging increases sales and market share and reduces market and promotional costs. Alternative package has impact on consumer purchase decisions and helps consumer to decide the product from wide range and packaging also stimulate consumers buying behaviour.

Today there is a growing preference among consumers for packaged goods over loose form of goods due to increase in the attention being given to the aspect of hygiene and sanitation when it comes to food items. This preference among consumers today has given a push to the significance that packaging holds in the marketing mix of products. This aspect is being given great importance by marketers in order to understand their customers and be able to serve them better, meet their needs better and given a competitive edge in the market place,



where the consumers has numerous alternatives to choose from. Hence, packaging serves to attract consumers through innovate and creativity in their packaging and provide information through labelling of the product, that is a part of its packaging.

### **OBJECTIVES OF THE STUDY**

1. To understand the role of packaging and labelling in creating awareness about the marketing of a product.
2. To evaluate the impact of packaging and labelling on consumer decisions.
3. To provide conclusions and suggestions for the study.

### **METHODOLOGY**

The present paper is an outcome of extensive reading of various books and internet websites in the subject of packaging and labelling, consumer behaviour, marketing and sales promotion. It was attempted to conduct a survey of 60 male and female respondents between the age group of 18 years to 35 years. A structured questionnaire was designed and is administered through respondents to collect relevant information. After a proper evaluation, the data has been analyzed and is further interpreted. Simple percentage method is used to analyses the data collected.

### **HYPOTHESIS OF THE STUDY**

Packaging and labelling variables on food products have a significant impact on consumer purchase decisions.

### **HYPOTHESIS TESTING**

**Statement of Hypothesis:** Packaging and labelling variables on food products have a significant impact on consumer purchase decisions.

#### **Testing of Hypothesis:**

Chart 1.2 and 1.5 prove the present hypothesis accepted. In case of chart 1.2 majority of 80 per cent of the respondents stated that they buy a brand because of its packaging. And in case of chart 1.5 it can be noticed that a maximum of 70 per cent of the respondents agreed that their purchase decisions are influenced due to the labelling of the product.

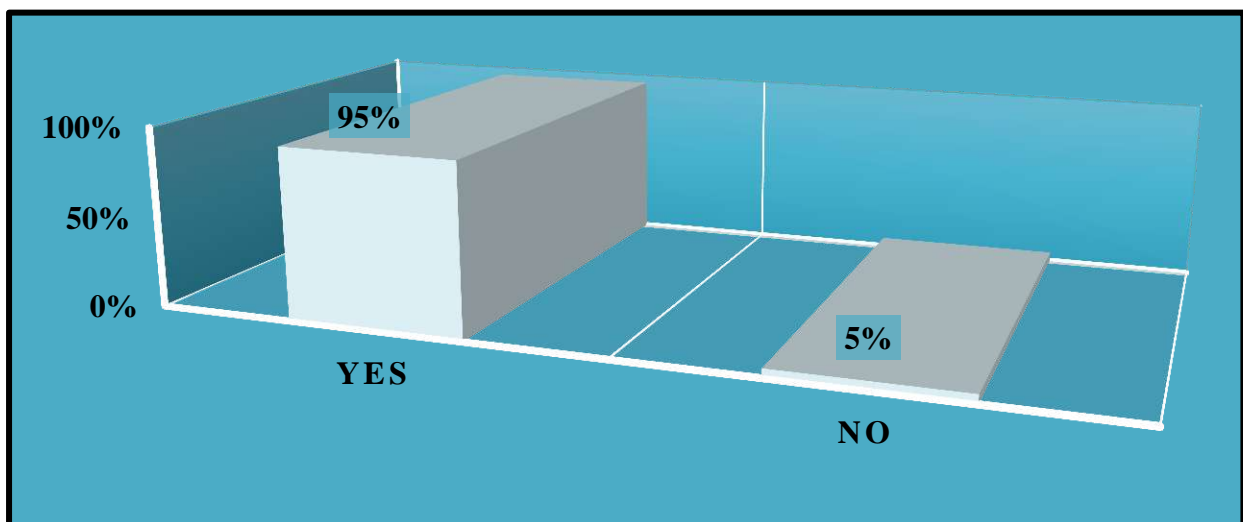
## DISCUSSION

### Packaging

As we know first impressions go a very long way in how people perceive anything. This is the same idea that companies implement via their packaging. The outer appearance of the product (the package) is the first thing a potential customer will see, and so it can be a great marketing tool for the product. Effective packaging can actually help a company attract consumers to their product. It can be the tool that sets apart their product in a vast sea of options that the consumer has at their disposal. A good packaging can actually add to the perceived value of a product. There are some effective techniques one can use to ensure that your product package is a great marketing tool for your product. Let us take a look at some elements that you can incorporate into a package to make it more effective.

**Chart 1.1**

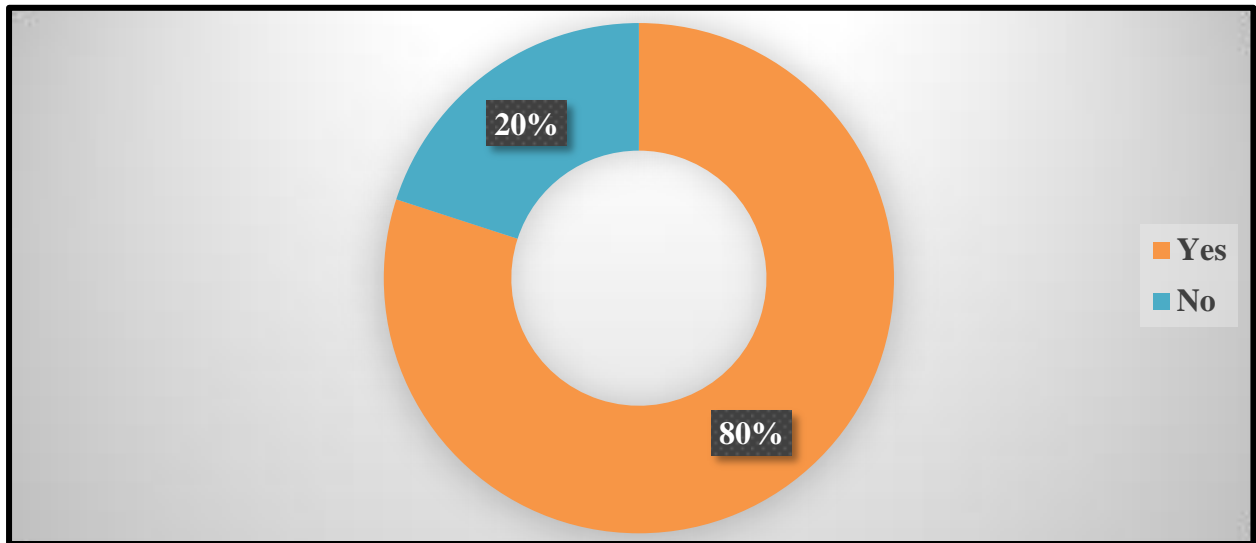
**Role of Packaging While Making Purchase Decisions of Food Products**



Source: Compiled from primary data, 2018.

In the chart 1.1 the researcher has attempted to find out whether packaging plays an important role while purchasing food products. Chart states that large number of respondents i.e. 95 per cent of the respondents felt that packaging plays an important role while only 5 per cent of the respondents think that packaging does not play an important role.

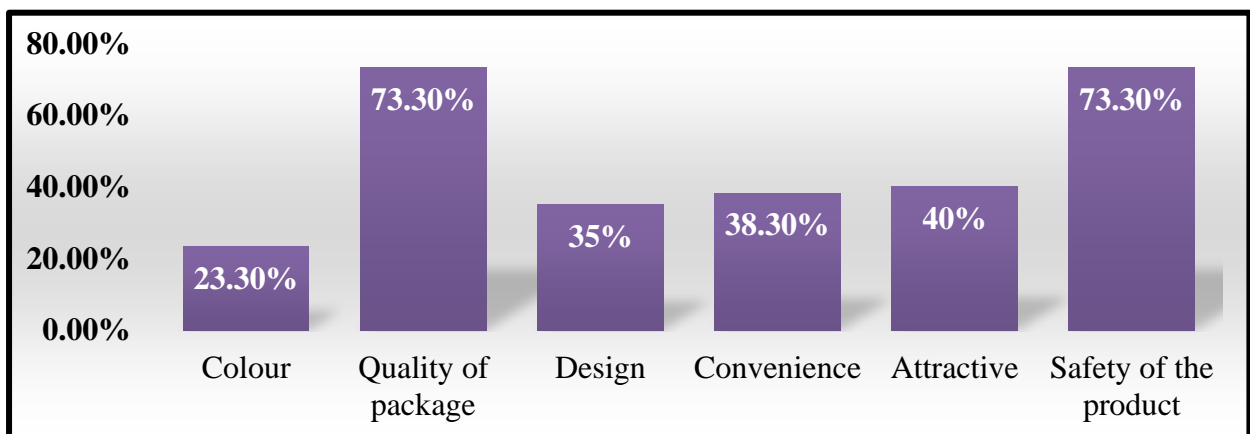
**Chart 1.2**  
**Frequency of Buying Brands Due to Packaging**



Source: Compiled from primary data, 2018

In the chart 1.2, researcher has illustrated here about frequency of respondents in buying brands due to its good packaging. 80 per cent of the respondents say that they frequently buy a brand because of the good packaging whereas 20 per cent of the respondents expressed that packaging does not encourage them to buy a brand frequently.

**Chart 1.3**  
**Packaging Attributes Attracting Towards a Brand**



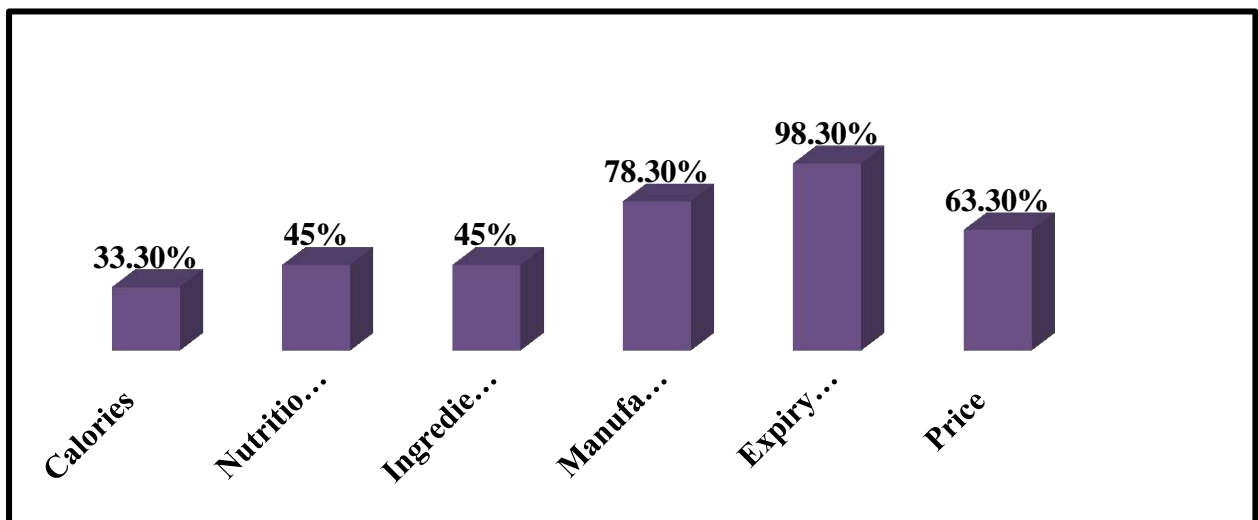
Source: Compiled from primary data, 2018.

According to chart 1.3, researcher has observed that maximum of 73.30 of the respondents are attracted due to quality and safety component that a packaging offer. 40 per cent of them find it merely attractive. Some other 38.30 per cent of the respondents find the packaging convenient. Other 35 per cent say that the design is attractive and only 23.30 per cent mentioned that they are influenced by the color of the packaging.

## **LABELLING**

Labeling is the display of label in a product. A label contains information about a product on its container, packaging, or the product itself. It also has warnings on it. For example, in some products, it is written that the product contains traces of nuts and shouldn't be consumed by a person who's allergic to nuts. The type and extent of information that must be imparted by a label are governed by the relevant safety and shipping laws. Labeling is also an important part of the brand of the product and the company. It helps the product stand out in the market, and identifies it as a part of a particular brand. This is important in the era of high and intense competition.

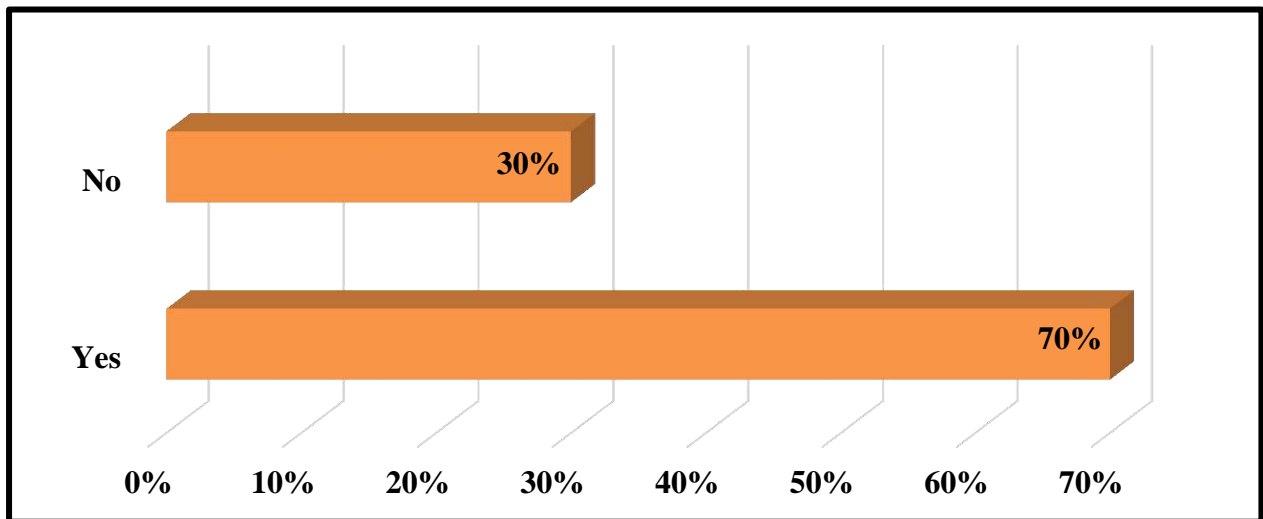
**Chart 1.4**  
**Components Read on a Label**



Source: Compiled from primary data, 2018.

As shown in the chart 1.4 researcher has outlined the various categories of the labels which are preferred to be read by the consumers. 33.30 per cent of the respondents chose calories. 45 per cent of the respondents chose nutritional value. Some other 45 per cent of the respondents chose ingredients as a component to be read on a label. Maximum of 78.30 per cent of the respondents have chosen manufacturing date as an important part to be noticed. The majority of them i.e. 98.30 per cent of the respondents mentioned that they consider expiry date. Other 63.30 per cent of the respondents have chosen price.

**Chart 1.5**  
**Influence of Labels on Buying Decisions**



Source: Compiled from primary data, 2018.

From the above chart 1.5 it is noticed that 70 per cent of the respondents said that labels influence their buying decisions with reference to food products whereas only 30 per cent of the respondents said that labels do not influence their buying decisions with reference to food products.

## CONCLUSION

Researcher has attempted to find out whether packaging plays an important role while purchasing food products. A large number of respondents felt that packaging plays an important role. According to researcher illustrated the frequency in buying brands due to its good packaging is more in number whereas hardly a few of the respondents bother about packaging. Quality and safety are the prime components that attract consumers towards a brand. Due to the convenience and attractive design, packaging is found to be essential aspect in promoting the product. Researcher has outlined the various categories of the labels which consumers prefer to read by consumers. Nearly half of them chose nutritional value and ingredients as an important component. Maximum of the respondents chose manufacturing date as an important component and expiry date is equally considered important by them. Price of the product has also been mentioned as an important factor. Nutritional Labels are of great importance to consumers with reference to food products.

## SUGGESTIONS

1. Manufacturer should understand the importance of packaging and labeling to the consumers and accordingly design it in such a way that a consumer gets completely informed and educated with the information provided.
2. Not only the information is important, it has to be trustful and should not be displayed only for the purpose of influencing consumer purchase. This is rather going to be termed as cheating.
3. Certain aspects like manufacturing and expiry date, veg or non-veg, nutritional information panel, warnings etc. should be clearly mentioned as it may act as one of the very important factors in purchase decision.
4. Packaging can also help in fighting the competition. Attractive packaging may lead to have a good impression and turn the customers towards your product. Hence marketers should put efforts in that direction.
5. Manufacturers and marketers should make sure that the packaging and labeling is not only informative but also safe and convenient for the customers. As these seem to be some of the most important functions of a package. It should be able to protect the product and product should reach in the same quality to all the customers.
6. As a manufacturer take efforts in designing packaging and labeling for a product. It is expected that the customers to pay due importance to it and read and notice the packaging and labeling instructions carefully and take an informed purchase decision which will serve the manufacturer's purpose.
7. Packaging not only has the aim of containing and maintaining the product, but also promotes it. This is an idea that is supported by the fact that maximum number of all buying decisions are made at the point of sale, even in the case of planned purchase. Hence it is important for a manufacturer, marketer and seller to make packaging and labeling look attractive and prominent to the consumers.

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## **“A STUDY ON AWARENESS ABOUT CYBER SECURITY WITH REFERENCE TO SOCIAL MEDIA AMONG TODAY’S YOUTH”**

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### **ABSTRACT**

Internet has gradually become the most important part of our lives in the 21<sup>st</sup> century. Most people surf the internet for a living no matter it is commercial or entertainment oriented; some even log in for developing interpersonal relationships. As a result, the prevailing Internet provides users with the latest information, a quick access to send and receive E-mail, or occasions to trade on internet. No matter it's for living or commercial needs, online service has become the most important issue in societies around the world. Cyber security is nothing but the human security while using the internet and most of the people who are connected to these networks are students. Most of the time students are not aware of the implications of cybercrime. Because of the higher frequency of hacking attacks on the institutions of higher education, the need for cyber awareness has been increased.

**KEYWORDS:** Interpersonal, Cyber security, Cyber-crime, Hacking.

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## INTRODUCTION

Social Media is a platform that is used to build social relation among people who are linked to each other in some way like having common interest, likes for similar activities, similar backgrounds or real-life connections. In a typical Social Network Service, each user has a profile, social links and various additional services.

Users of Social Networking sites create their public profiles, add list of other users with whom they want to interact and view and share information with these set of users. These users can also interact with each other through instant messaging, e-mail, etc. Because of its ease to use and availability of cheap technology, social media has become a popular medium of finding and interacting with new and old friends, for this purpose, many users of these social networking sites tend to disclose their personal information. What they do not realize is that providing personal information on the public platform will not only put them in danger of opening up to total stranger who can misuse their personal information for purposes like identity thefts, applying for credit cards etc. Many of them post their real-life pictures, addresses, mobile numbers, name of their school and other confidential information without adequate security settings. Computers, smartphones, and other devices are invaluable resources that provide individuals of all ages interact with the rest of the world. Courtesy of social media, individuals can share thoughts, images, activities, or any aspect of their lives. In addition, they can take an anonymous peek into the lives of others, whether they live next door or across the globe. Unfortunately, these networks also pose a threat to one's computer, privacy, and even their personal security. Because of social media's widespread popularity, it is often used for nefarious purposes that include cyber bullying, harassment, or stalking.

Often, people online share links to images or pages with the promise of an interesting news article or some other valuable information. These links can be a serious cyber security threat if people aren't sure whether the site that they are visiting is one that they can trust. This is because some websites contain malware that can infect computers and compromise a user's security, leaving them at risk of violations of their privacy or even significant financial damage. As in emails, people should never click on links or attachments sent through social media that they do not recognize, as they may contain harmful viruses that can infect their computer or device and destroy sensitive information. Depending on the type of virus, it can even allow hackers or other parties to gain control of one's device and copy information from the hard drive, including passwords and bank account numbers. In some instances, hackers have even been able to seize control of computers using a virus.

In addition to not opening unrecognized or shortened links, it is crucial that people install

effective anti-virus software. Because viruses are always evolving, this software must be regularly updated to ensure that it is effective against the latest threats. People should also protect their social media accounts by using a complicated password. It can also be helpful to update passwords regularly and never use the same password on different platforms. Most social media accounts give users the option to make their messages or accounts private, which is another good option to protect a user's information. In these cases, only people who are personally approved can read updates, view images, and post comments.

### **OBJECTIVES OF THE STUDY**

1. To identify the concept of cyber security.
2. The study the awareness of cyber security among youth.
3. To know the purpose of use of social media by the youth.
4. To find out the problems faced by the youth while using social media.

### **METHODOLOGY**

The present paper is an outcome of extensive reading of various books, journals and internet websites in the subject of social media, its awareness and cyber security. It was attempted to conduct a survey of 60 respondents which includes young population between the age group of 14 years to 25 years which is further classifies gender wise, male and female. A structured questionnaire was prepared and designed to collect the information. After a proper evaluation, the data has been analyzed with simple percentage method and is further interpreted.

### **AWARENESS ABOUT CYBER SECURITY**

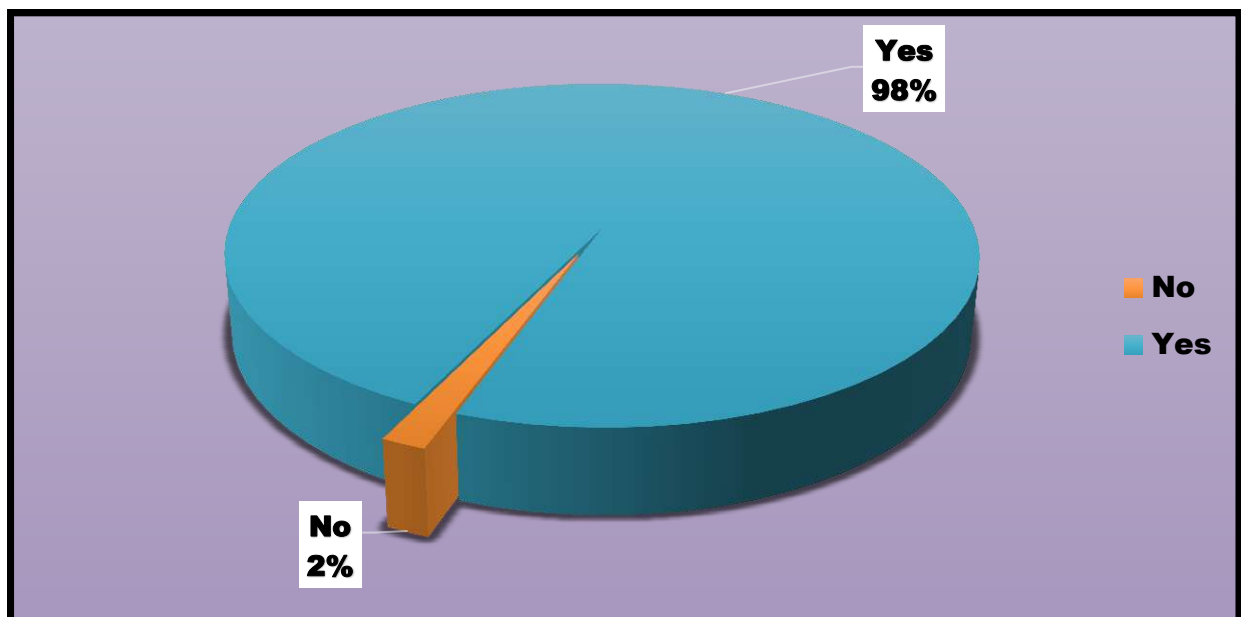
Today the Internet is used for all aspects of everyone's daily life. People connect with friends and family, establish business and bank online and many other services like Virtual healthcare and education, video call etc. So, the connections with the technology have been increased. However, being continuously connected causes increased risks. All are facing cyber threats against critical infrastructure and economy. As individuals, cyber security risks can lead to create threats to finances, identity, and privacy. To address the cyber security awareness among college students in higher education institutions, there is a need for some cyber security related awareness program.

## USAGE OF SOCIAL MEDIA AMONG YOUTH

Earlier social media was not used to great extent, but now-a-days social media plays a crucial role in a youth's life. They use internet in their day to day life. Earlier there was limited use of social media, only through pc but now they can use it through many gadgets such as smart-phones, I-pad, tablet etc. Increasing technology can also increase the awareness about the social media. They use internet in their day to day life.

Most of us are familiar with social networking sites like Facebook, Twitter, etc. These platforms help us connect with friends, family, and brands. They encourage knowledge-sharing and are all about personal, human-to-human interaction. A social networking site is a Jill of all trades. Users can share thoughts, curate content, upload photos and videos; form groups based on interests, and participate in lively discussions. They're built around the user and everything that's important to them and their social circles.

**Chart 1.1**  
**Usage of Social Media**



Source: Primary data collection, 2019.

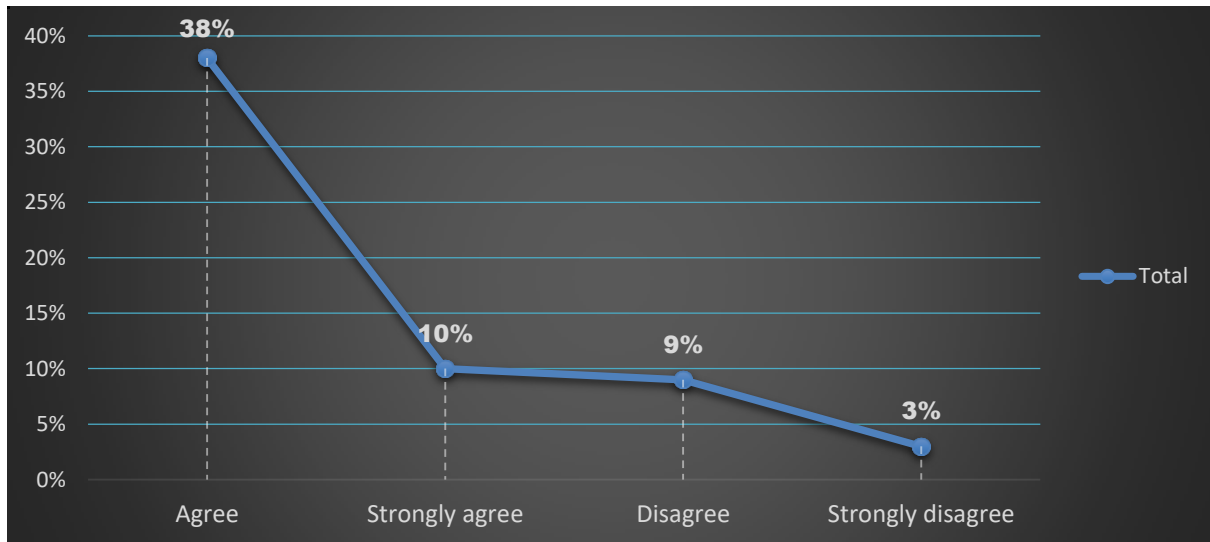
In the above chart, it is clearly indicated that youth are using social media excessively. 98 per cent of the respondent said that they use social media, followed by 2 per cent respondents who said that they do not use social media at all.

What you put out on social media may end up being circulated around the World Wide Web before you know it. While there are security settings for some social media accounts such as Facebook and the ability to set an account to "Private" on others like Twitter and Instagram,

people who want to gain access to this blocked information can often find a way. Initially, you may not think of social media hacks as that big of a deal as far as a cyber-hack goes. After all, it's not your bank account or Social Security number. However, there is very important information you can lose that may end up proving just as damaging but if you aware all those securities than you will be protect your account.

**Chart 1.2**

**Privacy Issues Relating to Social Media Networking**



Source: Primary data collection, 2019.

Chart 1.2 mentions that 38 per cent respondents agree that they are having some privacy issues related to social media networking, 10 per cent respondents strongly agree about the privacy issues relating to social media networking, followed by 9 per cent respondents who have disagreed about the privacy issues relating to social media networking, and remaining 3 per cent respondents strongly disagreed about privacy issues.

## **IMPORTANCE AND AWARENESS ABOUT CYBER CRIME**

A generalized definition of Cyber-crime is “A form of crime where the internet or computers are used as a medium to commit crime”. The internet, as we know, has grown rapidly over the last decade. It has given rise to many avenues in every field we can think of – be it education, entertainment, business, or sports. However, with every boon there is a curse too. This curse is Cyber-crime – illegal activities committed over the internet. The internet, along with its advantages, has also exposed us to security risks. Computers today are being misused for unlawful activities like e-mail espionage, credit card fraud, spam, software piracy, spreading of viruses and so on, which invade our privacy and offend our senses. The cyber-crime today is the latest and perhaps the most complicated problem in the cyber world.

## TYPES OF CYBER-CRIME

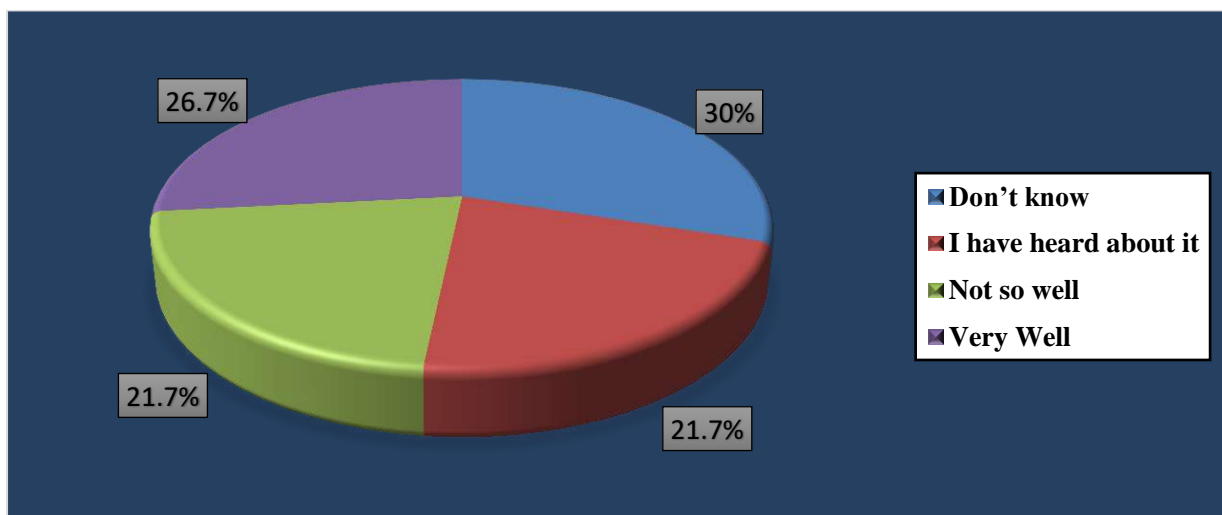
As Internet usage continues to rise throughout the world, the threat of cyber-crime is also growing. While some of the crimes are relatively harmless, others are very serious. The various crimes where computer is a tool for unlawful acts are:

1. Hacking
2. Cyber – stalking
3. Virus dissemination
4. Cyber terrorism
5. Online fraud and cheating
6. Phishing
7. E – mail spoofing
8. Trojan horse, etc.

These were some of the commonly faced cyber-crimes which affect millions of people every day. Time now is not only to be aware of various types of cyber-crimes but also to take preventive steps so that we can protect ourselves from its damaging consequences.

**Chart 1.3**

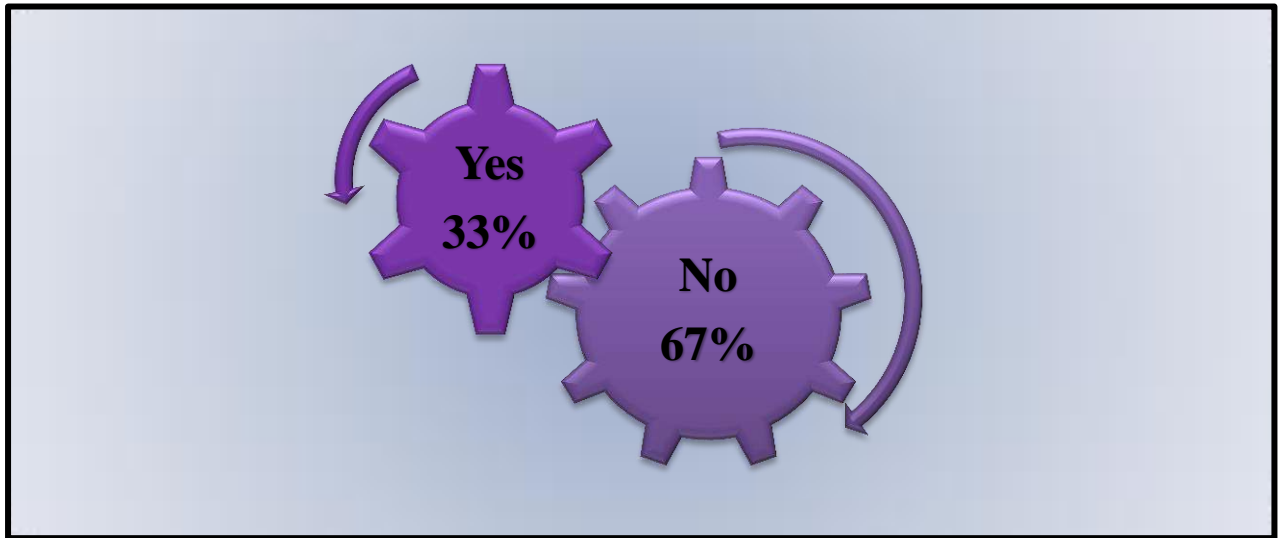
### Awareness about Trojan or Malware



Source: Primary data collection, 2019.

The above chart clearly shows that 30 per cent of the respondents don't know about the Trojan or Malware, 26.7 per cent respondents are well aware about both the viruses, followed 21.7 per cent respondents who said that they have heard about the Trojan or Malware and 21.7 per cent respondents said that they are not very well aware about the Trojan or Malware.

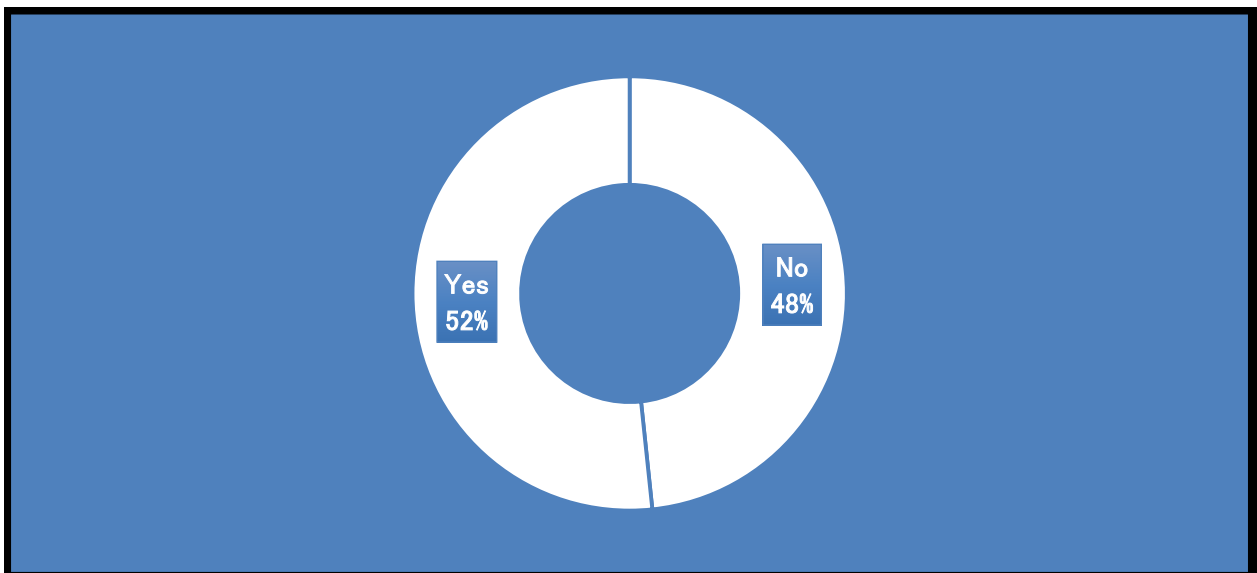
**Chart 1.4**  
**Awareness about Phishing Attacks**



Source: Primary data collection, 2019.

The above chart clearly states that 67 per cent respondents have no idea about phishing attacks and remaining 33 per cent respondents say that they are aware about the phishing attacks.

**Chart 1.5**  
**Awareness about email scam**



Source: Primary data collection, 2019.

From the chart 1.5 it is understood that 52 per cent of the respondents know what an email scam is and how to identify one and remaining 48 per cent of the respondents do not know about the email scam and how to identify it. So, these were some of the commonly faced cyber-crime which affect millions of people every day time now is not only to be aware of

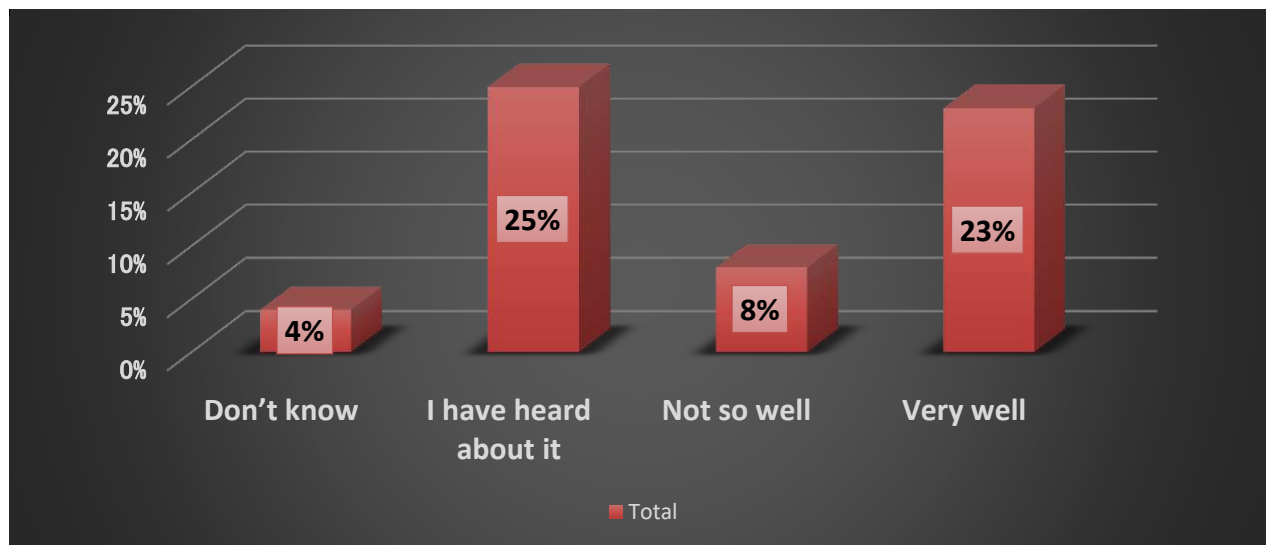
various types of cyber-crimes but also to take preventive steps so that we can protect ourselves from its damaging consequences.

### **AWARENESS REGARDING CYBER SECURITY**

Cyber-crime is emerging as a very serious threat in today's world. The internet brings joy to our lives but at the same time it has a negative side too. The cyber criminals are always in search to find out the new ways to attack the possible internet victims. Today, everybody is using the computers i.e. from white collar employees to terrorists and from teenagers to adults. All the conventional crimes like forgery, extortion, kidnapping etc. are being done with the help of computers. New generation is growing up with computers and most important is that all the monetary transactions are moving on to the internet. So, it has become very important for us to be aware of the various cyber-crimes being committed with the help of computers.

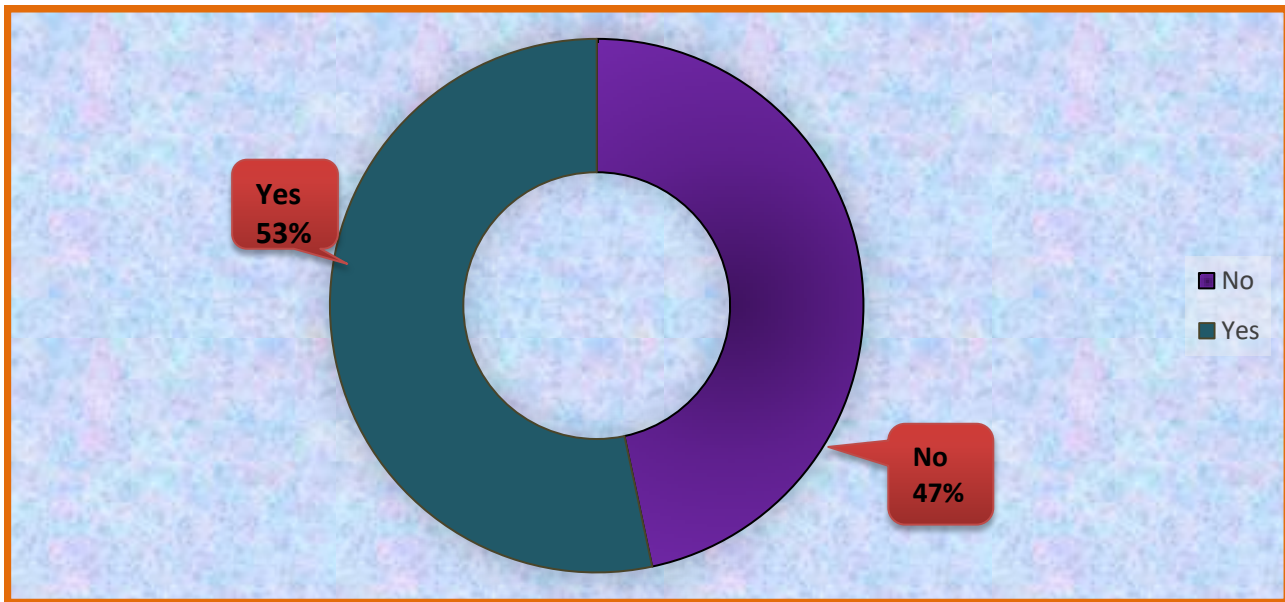
**Chart 1.6**

**Awareness about Cyber-crime**



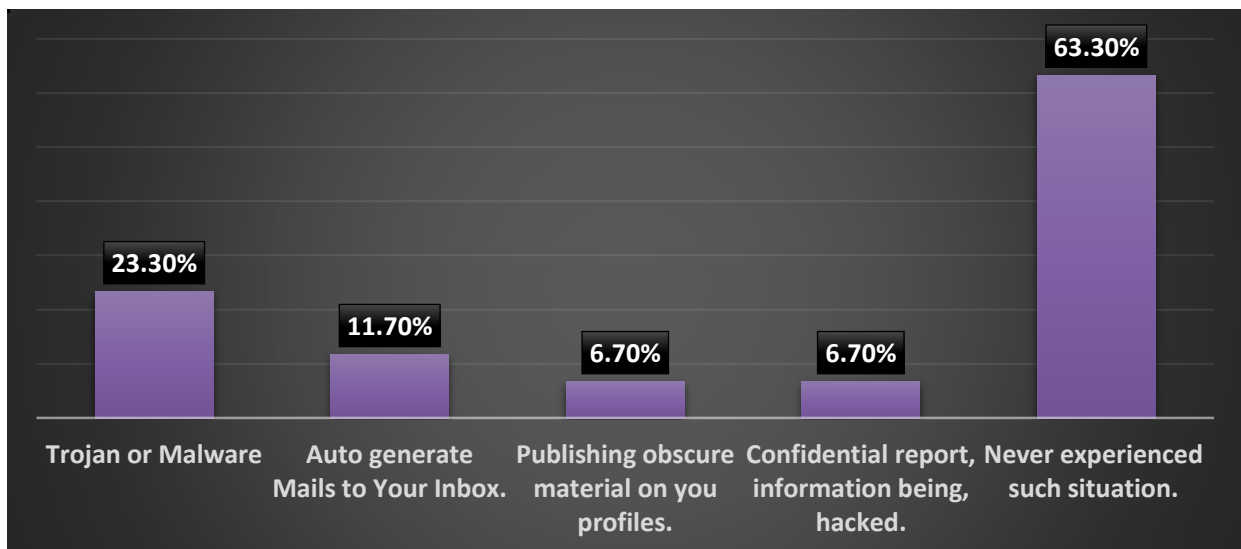
Source: Primary data collection, 2019.

The above chart shows that 25 per cent respondents said that they have heard about cyber-crimes, 23 per cent respondents know very well what cyber-crime is, followed by 8 per cent respondents who are not very well aware about cyber-crimes and remaining 4 per cent respondents do not know anything about cyber-crime.

**Chart 1.7****Usage of same password for work accounts**

Source: Primary data collection, 2019.

The above chart shows that 53 per cent respondents agreed that they use the same password for their work account as well as social account and remaining 47 per cent respondents said they do not use the same password for their work as well as social account.

**Chart 1.8****Experiencing Cyber Crime Situations**

Source: Primary data collection, 2019.

Above Chart shows that 63.30 per cent respondents have never experienced such situations, 23.30 per cent of the respondents have experienced Trojan or Malware, 11.70 per cent respondents have experienced auto generates mails in their mailbox, followed by only 6.70 per cent respondents who have experienced publishing of obscure material on profiles.



## **CONCLUSION**

Cyber security is nothing but the human security. Because of the higher frequency of hacking attacks on the institutions of higher education, the need for cyber awareness has increased.

Researcher hereby concludes that cyber security awareness is important because large numbers of respondents are not aware about cyber security. The research shows that most users are just aware about cyber-crime. It is clear that the ratio of awareness among the respondents regarding cyber-crime is high for hacking when compared to other types. However, it also shows that most of these respondents are not properly aware of the cyber-crime laws. Maximum respondents stated that they have no idea about the safety of their information while being online. It is clear from this that the respondents do not know the proper steps of ensuring that they keep their data safe. It was also found that a very few respondents have lost data during online work. Also, a large percentage of the respondents rarely change their password for accounts which is also a safety threat. It is also clear that the respondents even though they are aware about cyber-crime, download various e-content such as movies, games etc. which may encourage cyber-crime. The study also found out that most of the respondents occasionally receive spam messages and spam calls but hardly any of these respondents report it to the cyber-crime police in order to prevent it from occurring again.

## **SUGGESTIONS**

1. There should be more strict cyber laws to prevent backing virus etc.
2. The internet usage is increasing day by day and the number of people shopping online, sharing content, photographs, videos and links is rising too, which should be reduced by putting some governing rules by the government regulated cyber departments.
3. A social networking site which has privacy settings becomes a tool to make the account more secure. This can be used to make your accounts secure.
4. Social media websites can be used to bring more awareness regarding the crimes such as identifying theft and fake user profiles.
5. Rules and regulations that deal with cyber-criminals should be strengthened so as to bring a sense of safety among the internet users.
6. It is recommended that people install intrusion detection software so as to provide a warning to the user regarding any breach.

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## **A STUDY ON AWARENESS ABOUT THE IMPORTANCE OF EXERCISE AMONG COLLEGE GIRLS**

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### **ABSTRACT**

Everybody knows that there is a need of exercise in our daily lives, but we may not know why or what exercise can do for us. Exercise means, the daily practice of doing some physical work. Exercise is the key to good health and fresh mind. College years are a critical time for the development of positive and negative health behaviors that persist into later life. It is important that college students need to understand and appreciate the benefits of exercise early in their college life.

What they do in their college years could potentially determine their habits for the rest of their lives either active or sedentary. When young people do not meet guidelines for exercise, they are opening themselves up to life-style related diseases at an early age in life, which in turn may negatively affect their lives and the economy of the country.

Today India is being referred to as the "Diabetic Capital of the World". An increasing number of young individuals are being diagnosed with diabetes and other life-style related diseases. The amount of exercise that a person gets is directly related to the well-being of that individual. The study will help to understand the motivation for students to exercise and provide suggestions to institutions on how to encourage students to exercise.

**KEYWORDS:** Exercise, Awareness level, Influencing Factors, College Girls, College Life

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## **INTRODUCTION**

The word exercise means 'Physical activity that you do to make your body strong and healthy'.

Exercising looks different in every country, as does the motivation behind exercising. In some countries, people exercise primarily indoors, and in others, people exercise primarily outdoors. People may exercise for personal enjoyment, health and well-being, social interaction, competition or training, etc. These differences could potentially be attributed to geographic location, social tendencies, or otherwise.

The benefits of exercise have been known since antiquity. Dating back to 65 BCE, It was Marcus Cicero, Roman politician and lawyer, who stated "It is exercise alone that supports the spirits, and keeps the mind in vigor". What do lecture halls, computer desks, cafeterias, and libraries have in common? That's where college students spend so much of their time in sedentary pursuits. Although hours of studying burn mental energy, so both body and mind needs physical exercise to function at their peak. But with school P.T class a thing of the past and no parents around to remind students to get moving, how does a student stay fit in college? College life is a time full of fun, friends, activities, classes and homework. All of these activities however, add up to a busy lifestyle and when busyness turns into stress, problems start to arise. The formation of stress leads to many unhealthy trends, such as lack of sleep, loss of immunity to disease, and a change in personality traits. How then can stress in the busy lives of college students be reduced? The answer is a simple one that has long been known-"Exercise relieves stress".

Colleges across the country need to implement a program of required exercise classes to promote the well-being of students. Exercise should be fun, because the more one enjoys it, the more likely one is likely to do it regularly. As per a reported article, "India Lags Behind in Exercise; Walking Is Preferred Workout". Approximately 30% of India's 18-47 years olds do not get any form of physical exercise or activity.

## **OBJECTIVES OF THE STUDY**

1. To understand the benefits associated with regular exercising.
2. To study the awareness levels about exercise among college-going girls.
3. To understand the exercising habits of college girls.
4. To identify the various factors responsible for lack of awareness about importance of exercise among college girls.

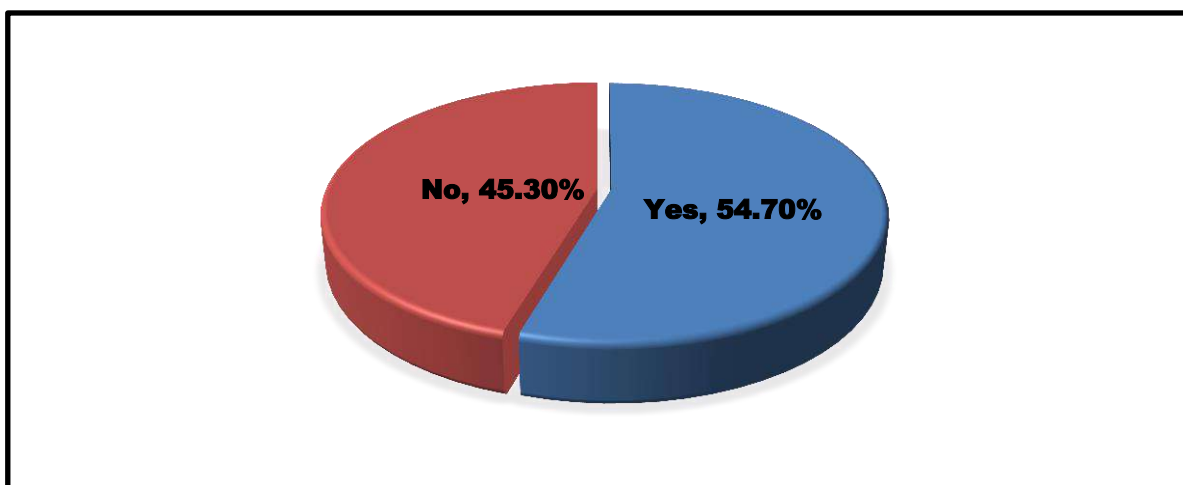
## METHODOLOGY OF THE STUDY

The present study is undertaken to evaluate the importance of exercise among the college students. Primary data has been collected through a survey of 75 respondents (students) of Smt. M. M. P. Shah Women's College of Arts and Commerce, Mumbai. There were students from Junior College, Under-Graduate section and Post-Graduate section. From each of the section 25 students were selected using random sampling method. A structured questionnaire was designed to collect data from all the students. After a proper evaluation, the data has been analysed with a simple percentage method and is further interpreted. Researcher attempted to undertake extensive reading of various reference books, journals, news articles and internet sites in the subject of exercise such as physical activity, importance and need of exercise, motivation for students to exercise and exercising habits of college students.

## EXERCISING: A HABIT

Habits are behaviours that you repeat over and over again. At a young age, the habits we form in school, college and at home ideally help us face problems later in life with ease. Support and encouragement from family members is a really important factor in increasing Physical activity levels. Modern-day family life can be pretty hectic, and it can often feel like a challenge to find the time and energy to be active. The following questions were asked to the respondents to know their habits about exercise.

**Chart 1.1**  
**Family Members Involved in Exercise**



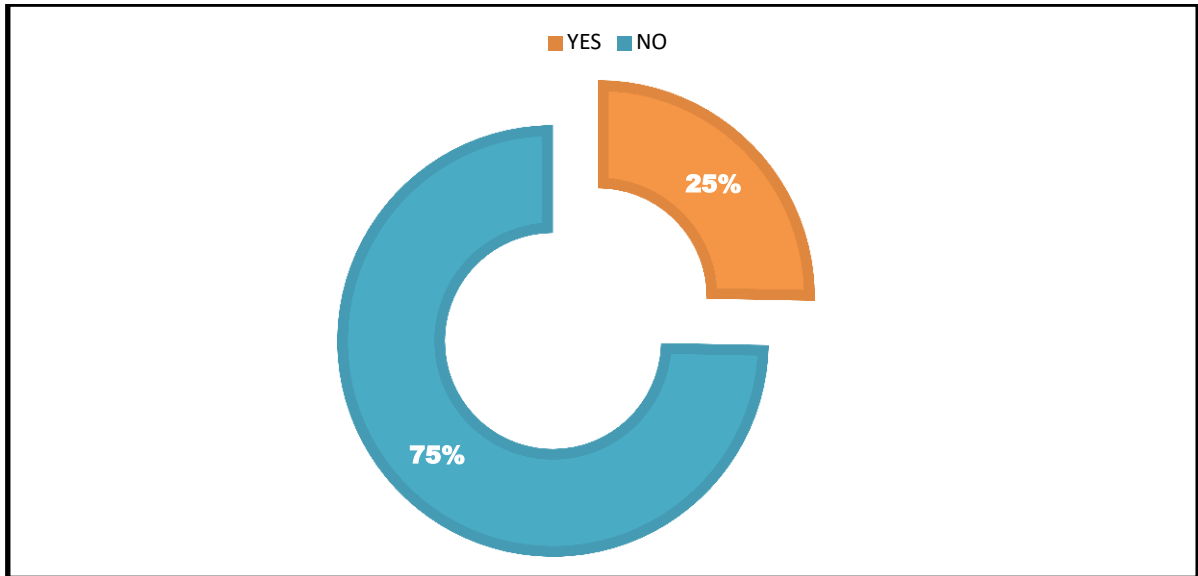
Source: Primary Data collection, 2018.

Above pie chart 1.1 depicts the involvement of family members in daily exercise. It is observed that 54.70 per cent of the respondents' family members do exercise while 45.30 per

cent respondents' family members do not exercise. This shows a great impact on the attitude of the respondents towards the importance of exercise. Since most habits are gained from the family members and peers.

**Chart 1.2**

**Awareness about Importance of Exercise among Students**

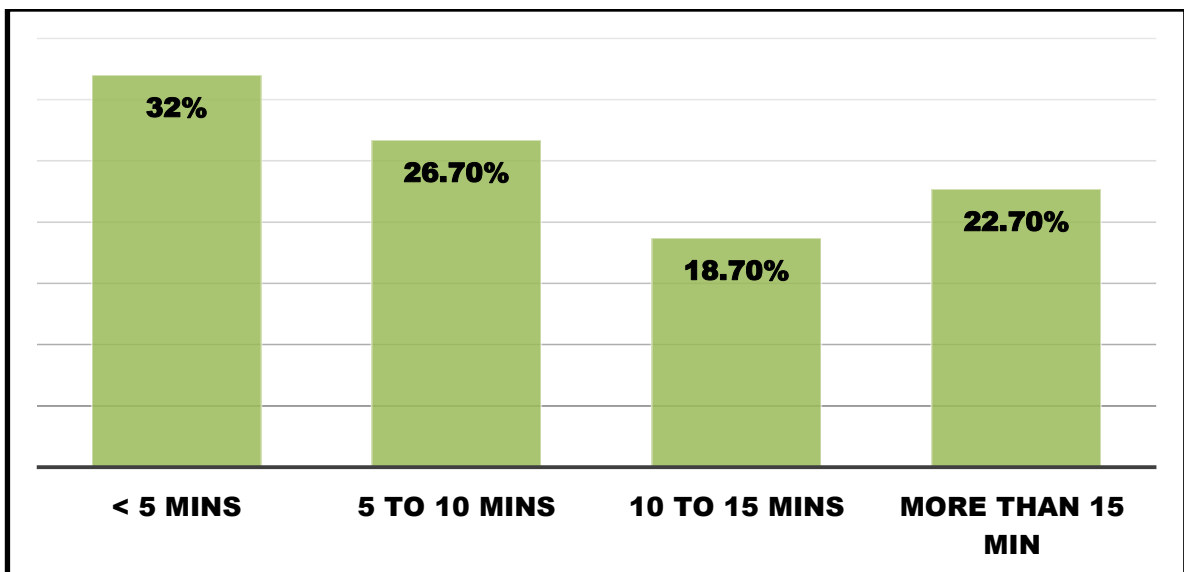


Source: Primary Data collection, 2018.

Chart 1.2 depicts that the awareness about the importance of exercise is very low among the college students as it is observed that 75 per cent of the respondents gave response that they are not aware about the importance of exercise and only 25 per cent of the respondents responded that they are aware about the importance of exercise.

**Chart 1.3**

**Time Spent on Exercising Daily**



Source: Primary Data collection, 2018.

From the above chart it is observed that a majority of the respondents i.e. 32 per cent spend less than 5 minutes on exercising daily, whereas a large number of respondents around 26.70 per cent exercise for 5 to 10 minutes and some 22.70 per cent respondents reported that they do exercise for more than 15 minutes and very less number of respondents i.e. 18.70 per cent reported exercising for 10 to 15 minutes.

## **HYPOTHESIS TESTING**

**“Awareness about exercise has an impact on exercising habits of the students.”**

As per chart 1.2, it is observed that a minority of the respondents about 25 per cent were aware about the importance of exercise. This indicates a low level of awareness of the importance of exercise among college students.

The chart 1.3 indicates that very less percentage of respondents i.e. 22.70 per cent do exercise for more than 15 minutes in a day, which is a good level of exercising. So, we can infer that roughly only about 30 per cent of the respondents are serious about exercising.

Hence with the help of inferences from the above charts we can conclude that low levels of awareness about the importance of exercise leads to lesser duration of exercise on daily basis.

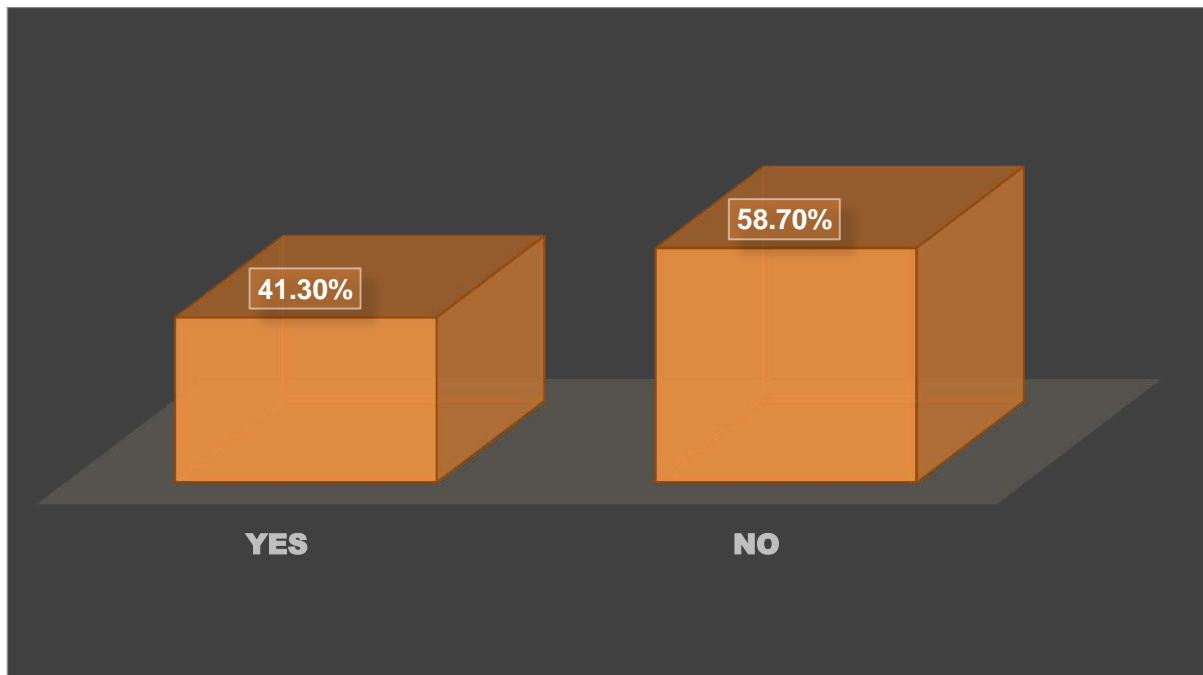
**Hence the hypothesis stands proved.**

## **FACTORS RESPONSIBLE FOR LOW AWARENESS LEVELS**

### **a) Sedentary Lifestyle**

A sedentary lifestyle is a type of lifestyle involving little or no physical activity. A person living a sedentary lifestyle is often sitting or lying down while engaged in an activity like reading, socializing, watching television, playing video games, or using a mobile phone/computer for much of the day. The following questions were asked to the respondents to understand their opinion about sedentary lifestyle and whether they are following a sedentary lifestyle.

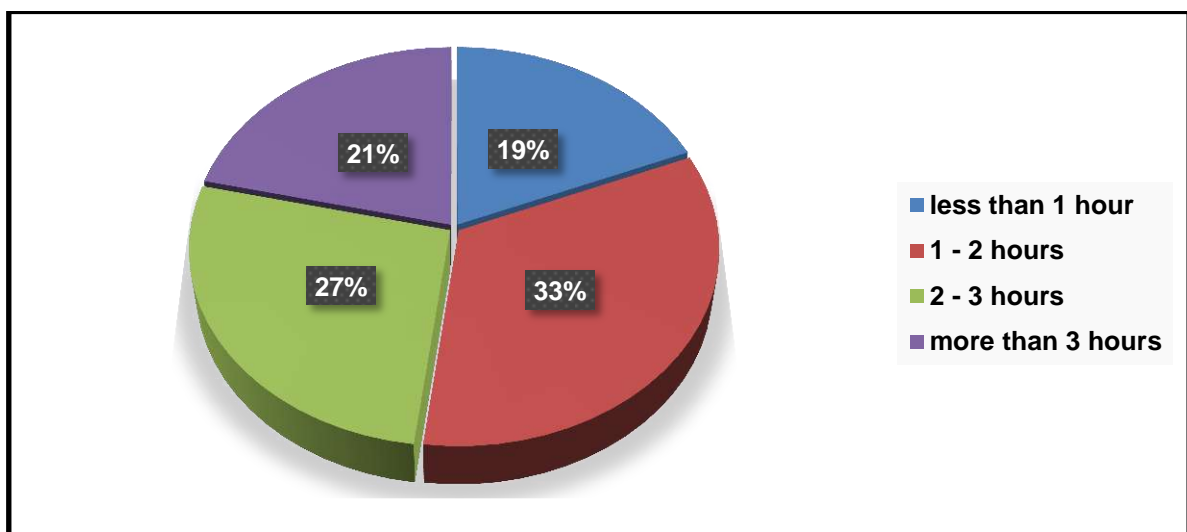
**Chart 1.4**  
**Proportion of Students Enjoying Sedentary Lifestyle**



Source: Primary Data collection, 2018.

The above chart 1.4 shows that 41.30 per cent of the respondents enjoy sedentary lifestyle, whereas a majority of 58.70 per cent of the respondents don't enjoy a sedentary lifestyle. This shows that the majority of the respondents have a positive attitude towards an active lifestyle.

**Chart 1.5**  
**Time Spent on Studying Daily**



Source: Primary Data collection, 2018.



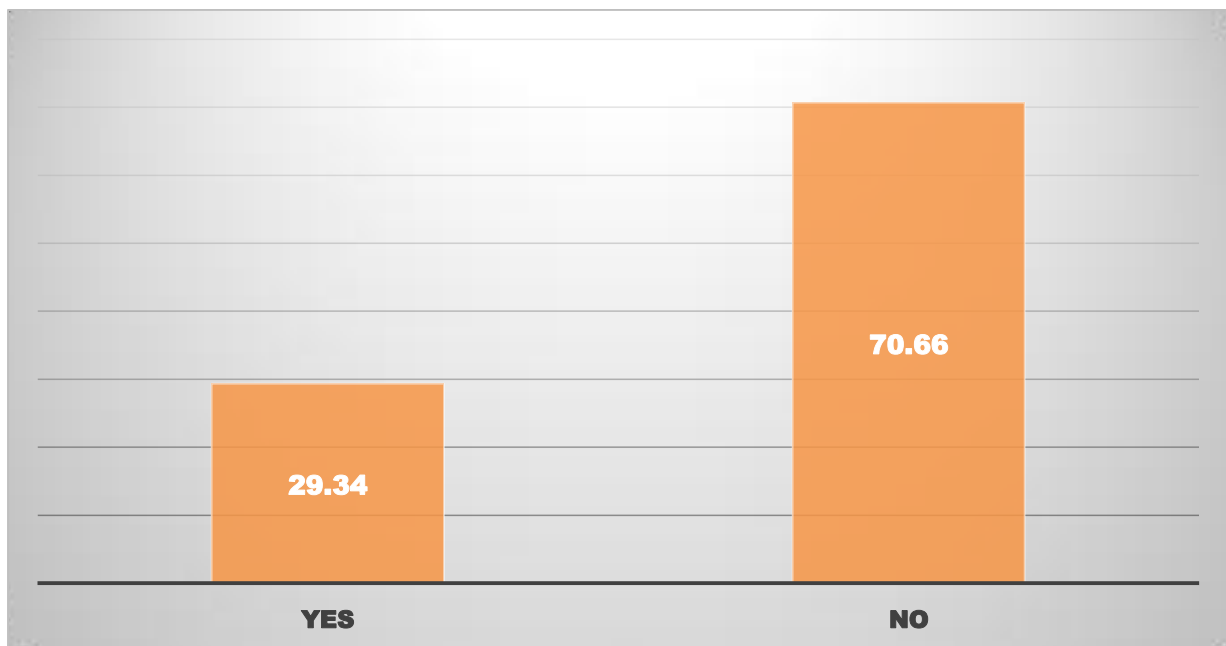
The pie chart 1.5 depicts the time spent by the respondents on studying daily, 33 per cent of the respondents study daily for 1 to 2 hours, 27 per cent of the respondents study daily for 2 to 3 hours, whereas 21 per cent of respondents study daily for more than 3 hours and a relatively smaller i.e. 19 percentage of them study daily for less than 1 hour.

We can infer from the above chart that every student gives importance to studying but does study consistently every day.

#### b) Exercise Equipment at Home

Family environment plays a very important role in creating awareness and motivation among the students. Having any sort of exercising equipment at home will have a great impact on the college students in forming an opinion about the importance of exercise.

**Chart 1.6**  
**Existence of Exercise Equipment at Home**



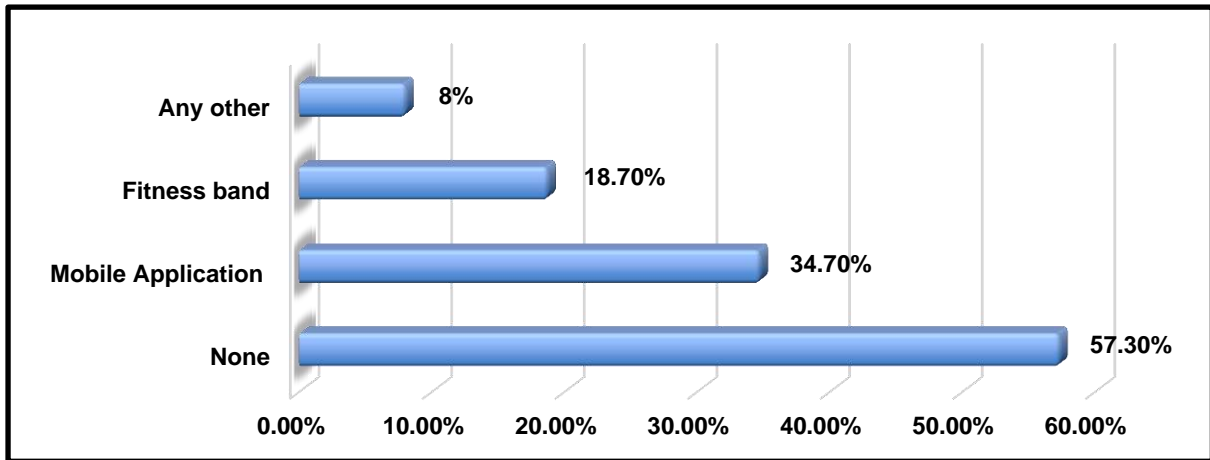
Source: Primary Data collection, 2018.

According to the chart 1.6, it can be observed that 70.66 per cent of the respondents don't have any sort of exercise equipment at home whereas 29.34 per cent respondents have mentioned that they have exercising equipments at their home.

#### c) Awareness about exercise equipment's

Today there are various gadgets, mobile applications, etc. to remind teenagers to exercise. To understand about the awareness level about exercise options and whether they use any of them, researcher attempted to collect data the following way:

**Chart 1.7**  
**Usage of the following Exercise Options**



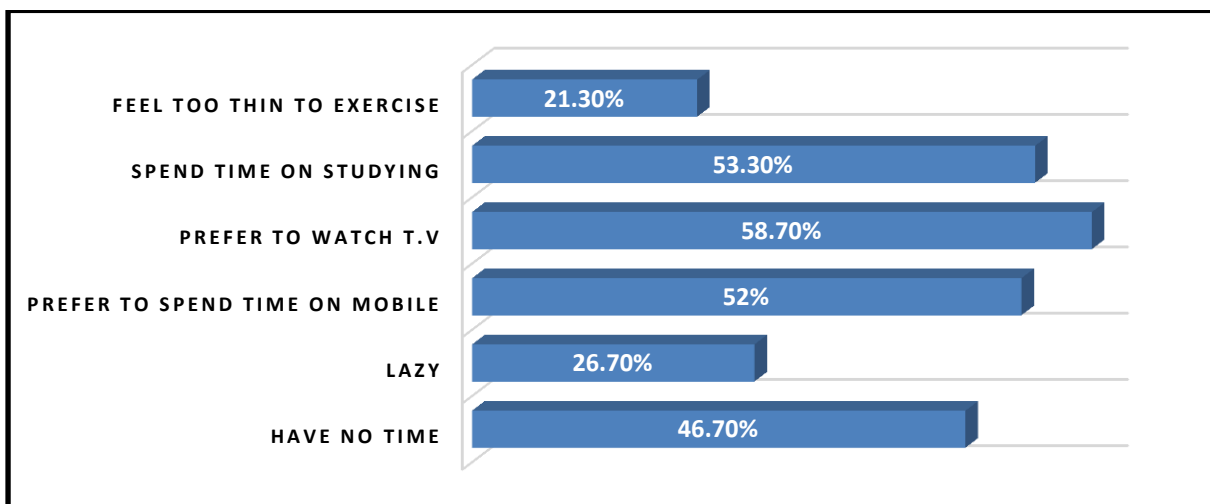
Source: Primary Data collection, 2018.

Chart 1.7 represents usage of the various electronic exercise options available for tracking the exercise level among the college students. 34.70 per cent of the respondents use mobile application for tracking their level of fitness whereas, 18.70 per cent of the respondents use fitness band and a small percentage as 8 per cent of the respondents use some other gadgets, and a majority of respondents use nothing.

#### **d) Media**

Today media has a great impact on the teenagers especially college students. Using computer and watching T.V has become a very important part of today's college students' life not just for entertainment but also for gaining any important information and knowledge about all over the globe.

**Chart 1.8**  
**Reasons for Not Exercising**



Source: Primary Data collection, 2018.

In the chart 1.8, the reasons for not exercising are highlighted. Respondents have more than one reason for not exercising therefore the results mentioned here are in total basis of the entire sample size. 53.30 per cent of the respondents gave the feedback that they would spend time on studying rather than exercising, 58.70 per cent of the respondents have stated that they would prefer watching T.V as exercising is not of much interest to them, 52 per cent respondents mentioned that they would prefer to spend time on mobile as they are socially very active, 21.30 per cent respondents feel that they are too thin and exercise is not required for them, 26.70 per cent of the respondents do not opt for exercise due to their habit of laziness, whereas a majority of the respondents about 46.70 per cent said they have no time to exercise as they have responsibilities at home and are also employed either on full – time or part-time basis.

## **CONCLUSION**

Youth is the future of our nation so they need to stay healthy and fit. College years are excellent years to develop good habits as the students are in their early adulthood. These habits would last and make them a better person. As quality education is very important for any person so do a good health.

Today more and more young people are spending an excessive amount of time in sedentary behaviours. On average teens spend a lot of time in watching TV, and using computers and studying. College students need to be more aware about the importance of exercise as there are internal as well as external factors which affect their exercising habits. Once they come to college, there is no compulsion for them to exercise as they do not have mandatory sports or physical activity classes.

Researcher has also found that no research study is exactly same as the current study which has focused on college students in Mumbai city. Therefore to make addition to the body of knowledge and gain some different perspectives, the study is undertaken.

## **SUGGESTIONS**

1. Setting up an environment at college that motivates and encourages students to exercise or take up some physical activity.
2. The college/ university should encourage college girls to use the gymnasium which is already available.
3. Gymnasium orientation should be provided to new students just as library orientation is provided every year for every new batch of students.

4. Gym cards should be provided to students to keep a track whether students are going to gym.
5. Girls must be motivated by conducting Physical fitness Competitions at regular intervals.
6. A big part of being healthy for teenagers is getting the recommended levels of physical activity. Therefore keeping a Compulsory Physical Training (P.T) Lecture at all levels right from FY BCOM to MCOM could be a workable option.
7. Financial incentives or sponsorships could be provided to those students who show interest towards physical activities
8. Guest Lectures and workshops could be arranged to educate them on benefits of exercise and dangers of a sedentary lifestyle.
9. To promote physical activity/sports among college students, initiatives should also be developed which primarily focus on freshman (first year) students aiming to minimize their barriers to being physically active during the initial transition into college life. For example, colleges could provide a) education in time management skills and b) staggered coursework schedules to allow for more organized student lifestyles providing sufficient time for physical activity/sport.

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## ONLINE DELIVERY IN FOOD INDUSTRY: EMERGING TRENDS

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### ABSTRACT

The recent development of the internet has boosted the extension of on-line food services by facultative individuals to go looking, compare costs and handily access these services. On-line ordering has been growing as an essential requirement and is one of the encouraging factors for the eating place business. Online ordering has taken the food business by a storm. Technology puts a buried impact on the business industry. It technology has changed the entire frame of restaurant industry, and it will continue doing a great job. A technically developed online food ordering system has changed the restaurant's culture drastically and gives a new amazing comfort zone to the people across the globe. The main objective of this research is to study the impact of Zomato and Swiggy and other food aggregators on restaurant business.

**KEYWORDS:** Digitalisation, Online Ordering, Food Aggregators, E-Commerce.

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## INTRODUCTION

During the early 90's eating out was a prominent feature but over time and change in customers taste and preferences and consumption patterns, eating out had gained momentum. The changing pattern has ensured a constant growth in the hospitality industry and has come a long way ahead. With the advancement of the technology and the internet being one of the most powerful source, Food delivery in India is changing rapidly from Phone based to online ordering through an application to satisfy the customers "ever-changing demands". It has seen a drastic shifting in the taste of customers where cooked meals delivered to their doorstep is a trend. With the advancement of the technology and the internet being one of the most powerful source for Food delivery; now it possible to fulfil "Ever-changing demands" of the consumers. Driven by a surge in online food orders especially among Millennial's, leading food delivery platforms are embracing Artificial Intelligence (AI) in a big way to better read fast-changing consumer behaviour, minimise errors and enhance customer experiences. As of today, names like Swiggy, Food panda, Zomato, Uber Eats have created their importance in the Indian sustainable ecosystem. Had this same statement been made in 2010, it would have sounded too whacky an idea for start-ups like this to even sustain. There wasn't even much of any statistical evidence, but yet the Indian market evolved as an attractive industry, today is known as the food delivery industry. (Kashyap, 2017) All of this is supported today with statistical and mathematical evidence, with figures like the Year on year growth rate, revenue, expected revenue, market volume, and global comparisons among the many others available. The mobile application era has thrown open a new pathway for today's marketing. The mobile application has made all traditional modes of business outdated and generated amazing new possibilities in business. Mobile application is a combination of marketing acumen and technology – uses the Internet as a medium to advertise and sell services and goods. Today, more people are getting connected through mobile application and they are ready to trade through it. It also affects the operation of companies and organizations.

Companies have remodelled their business strategies on a modern-day digital platform to keep pace with the customer's changing needs and preferences. In this chapter it particularly examines the growth and relevance of digital apps in the food delivery systems run by the food providers particularly fast-food companies in Mumbai and a few strategies which could be adopted by them for sustainable business in the days to come. Food delivery market is on the rise and it's not a new business sector. Parcel food orders have been part of the restaurant since time immemorial, but this sudden rise in the number of start-ups focused on-demand food delivery which indicates that a big force has come into play. And this indication is

towards internet coupled smart-phones creating an environment of 24\*7 connectivity. The consumers have gotten very used to the concept of on-demand, thanks to the 24 hours and all 7 days of week online concept. That's what on-demand food delivery caters too, a giant blue ocean of opportunity.

### **OBJECTIVES OF THE STUDY**

1. To evaluate the major growth drivers in online delivery in relation to the food industry.
2. To study the opportunities and challenges faced by online food delivery services.
3. To study the future and scope of online food delivery services.

### **METHODOLOGY**

The present paper is an outcome of extensive reading of various reference books, journals, news articles, Blogs and internet sites in the subject of Online food delivery, food aggregators, digitalisation, e-commerce, future of online food delivery system. It was attempted to conduct a survey of 180 respondents from Mumbai, among which 100 were students from Schools and Colleges, 30 working women, 30 Non-working women and 20 were Working men. A structured questionnaire was designed to collect data from both consumers and sellers. After the proper evaluation, the data has been analysed with a simple percentage method and is further interpreted.

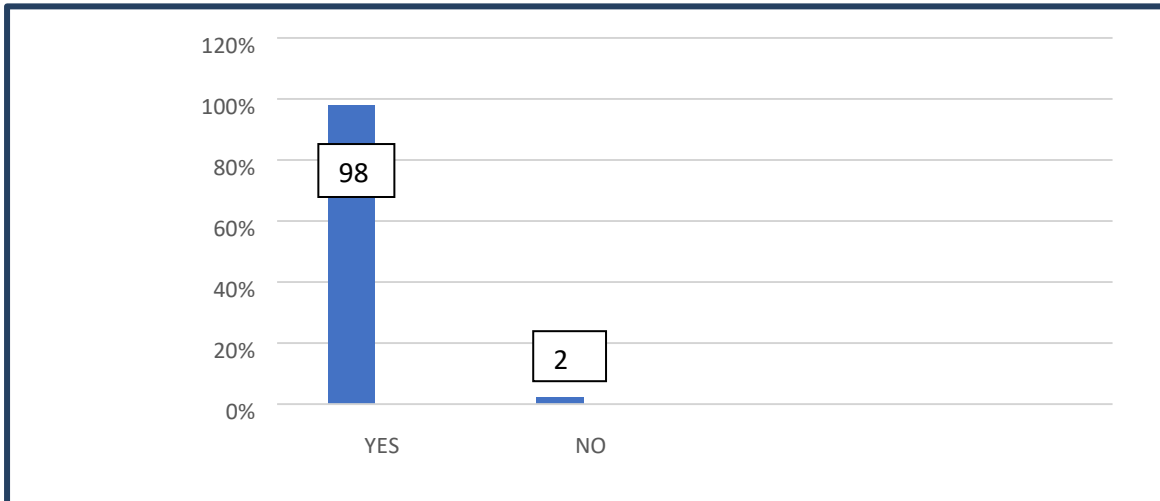
### **DISCUSSION**

The mobile application era has thrown open a new pathway for today's marketing. The mobile application has made all traditional modes of business outdated and generated amazing new possibilities in business. Mobile application is a combination of marketing acumen and technology – uses the Internet as a medium to advertise and sell services and goods. Today, more people are getting connected through mobile application and they are ready to trade through it. It also affects the operation of companies and organizations. Companies have changed their traditional business strategies into online marketing to suit customer needs and taste at any time. This research paper aims to discuss the consumer's perception towards the online food ordering and delivery services in Mumbai. The survey was conducted for a purposeful analysis of the study of around 180 respondents. The research is focused on the study and analysis of data collected from all those users who are already using



the online food delivery services. The purpose is to know various influencing factors, their perceptions, needs, positioning of various attributes of different online portals in their mind and overall satisfaction towards online food delivery services.

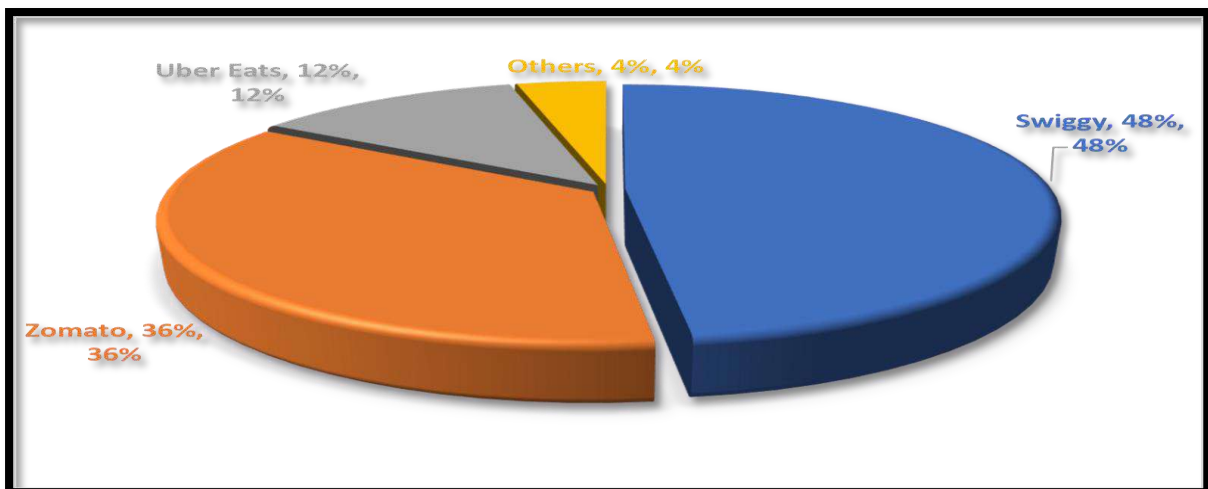
**Chart 1.1**  
**Usage of Online Food Applications**



Source: Primary Data collection, 2020.

The above Chart 1.1 states that 98 per cent of the people use online food applications whereas only 2 per cent of those interviewed did not use it. This rapid growth can be attributed to a single or a combination of increasing the purchasing power of the global middle-class population, choice of multiple cuisines, hectic schedules that leave little or no time to cook or eat out. This has encouraged strong marketing initiatives by the leading brands in the online food ordering and delivery industry.

**Chart 1.2**  
**Most Preferred Food Application**



Source: Primary data collection, 2020.

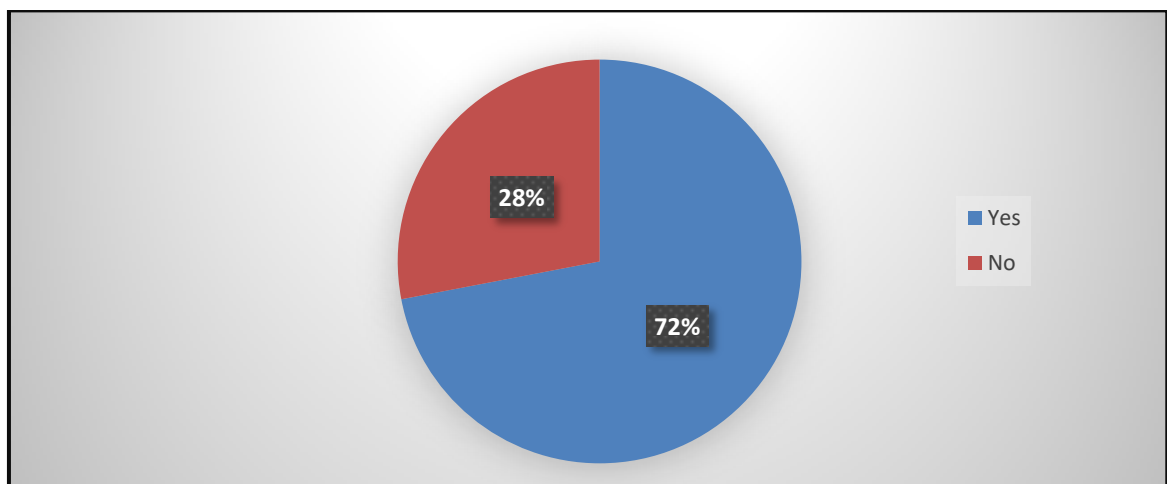
Chart 1.2 states that 48 per cent of the respondents use Swiggy to order food online, followed

by Zomato which is 36 per cent, Uber Eats by 12 per cent and other apps are preferred by only 1 per cent of the respondents.

Online food-delivery platforms are expanding choice and convenience, allowing customers to order from a wide array of restaurants with a single tap of their mobile phone. The business of delivering restaurant meals to the home is undergoing rapid change as new online platforms race to capture markets and customers across India. Food delivery aided through digital apps has emerged as one of the fast-growing developments in the e-commerce space. The advent of digital tools has bestowed a different outlook on the food industry. Consumers today have the privilege to choose from a variety of cuisines, anywhere, anytime from a range of food providers listed in the e-commerce space. Added attractions like no minimum order value and the multitude of payment options like net banking, digital wallets, and cash on delivery all have increased the consumer convenience. Shrinking urban-rural divide with easy access to smart phones has hastened the growth and acceptance of online food delivery systems. Companies have remodelled their business strategies on a modern-day digital platform to keep pace with the customer's changing needs and preferences. In this chapter it particularly examines the growth and relevance of digital apps in the food delivery systems run by the food providers particularly fast-food companies in Mumbai and a few strategies which could be adopted by them for sustainable business in the days to come.

**Chart 1.3**

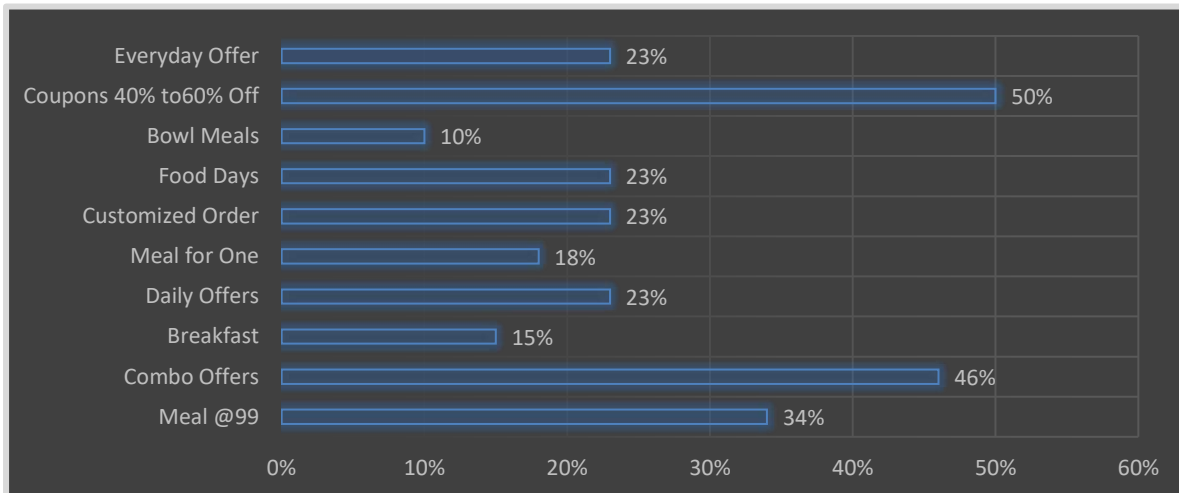
**Tie ups of food delivery Apps**



Source: Primary data Collection, 2020.

From the above Chart 1.3, we can state that 72 per cent of the respondents feel that their applications have tie-ups with good restaurants in the city and 28 per cent of the respondents are not sure or are unaware of the tie-ups of their applications.

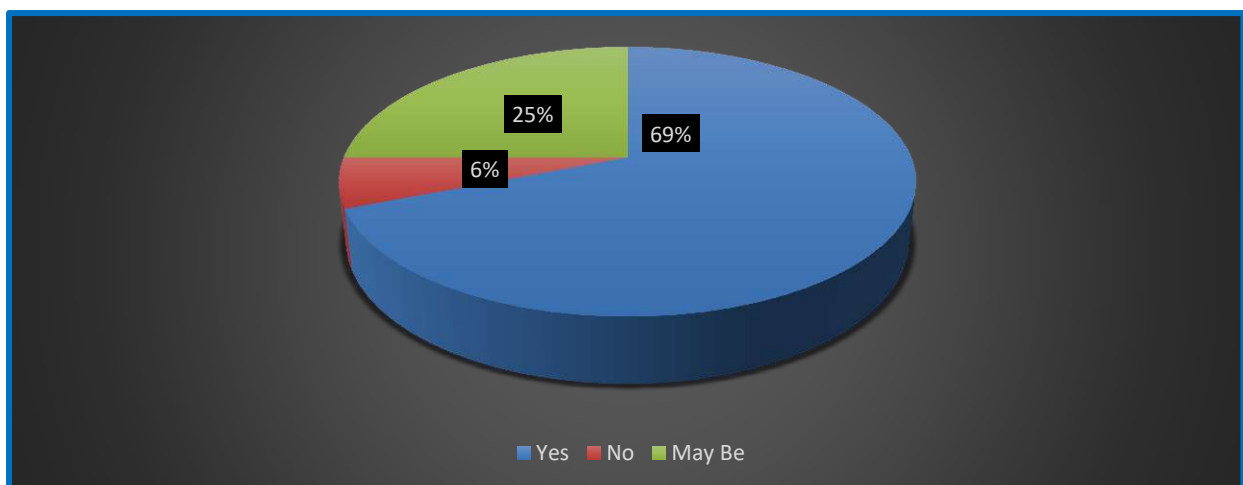
**Chart 1.4**  
**New trends in Online Food Apps**



Source: Primary data Collection, 2020.

The above Chart 1.4 explains the various offers available to customers on online food delivery apps, which all are the most used offers and many other additional offers which customers would like to have in future from online applications. So, Meal @99 is used by 34 per cent of the respondents, Combo offers are used by 46 per cent, Breakfast which is newly added first by Zomato and is liked by 15 per cent of the respondents, Daily offers are used by 23 per cent respondents, Meal for one which is only in Afternoon (lunch) or Evening (Dinner), customized orders are used by 18 per cent, Food Days (E.g.: Biryani Day, Donut Day) is liked by 23 per cent, other offers like Delivery in 30 minutes or free delivery are now started by Zomato app after Domino's pizza.

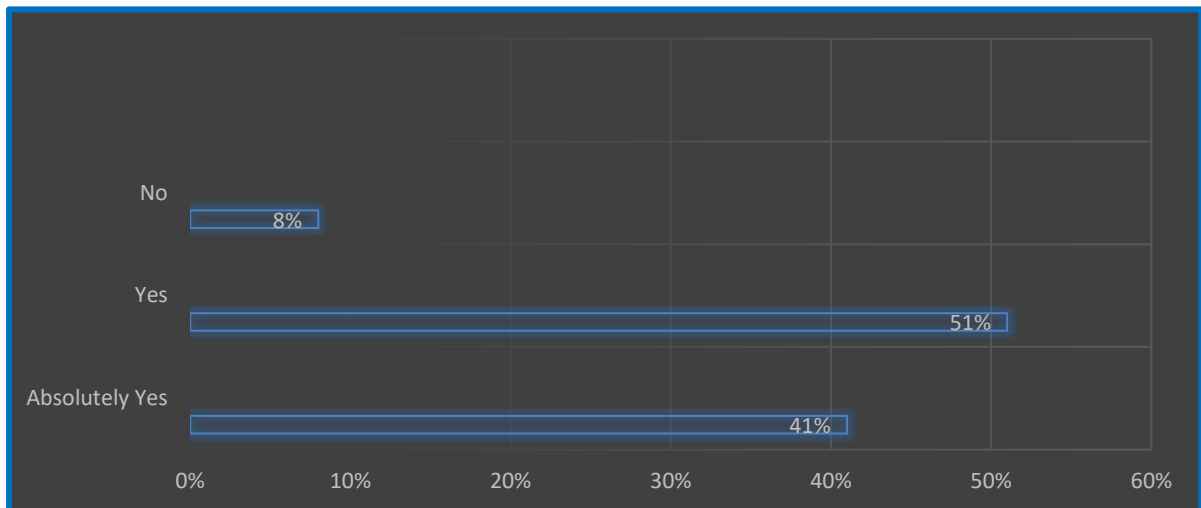
**Chart 1.5**  
**Online Food Order Worth the penny**



Source: Primary data Collection, 2020.

From above Chart 1.5, it is observed that 69 per cent of the respondents agree that food which they order is worth what they spend, but 6 per cent of the respondents still feel that it is not at all worth, especially taste of the food is dissatisfying and 25 per cent of the respondents are undecided in this matter

**Chart 1.6**  
**Attractive Offers on Preferred Apps**



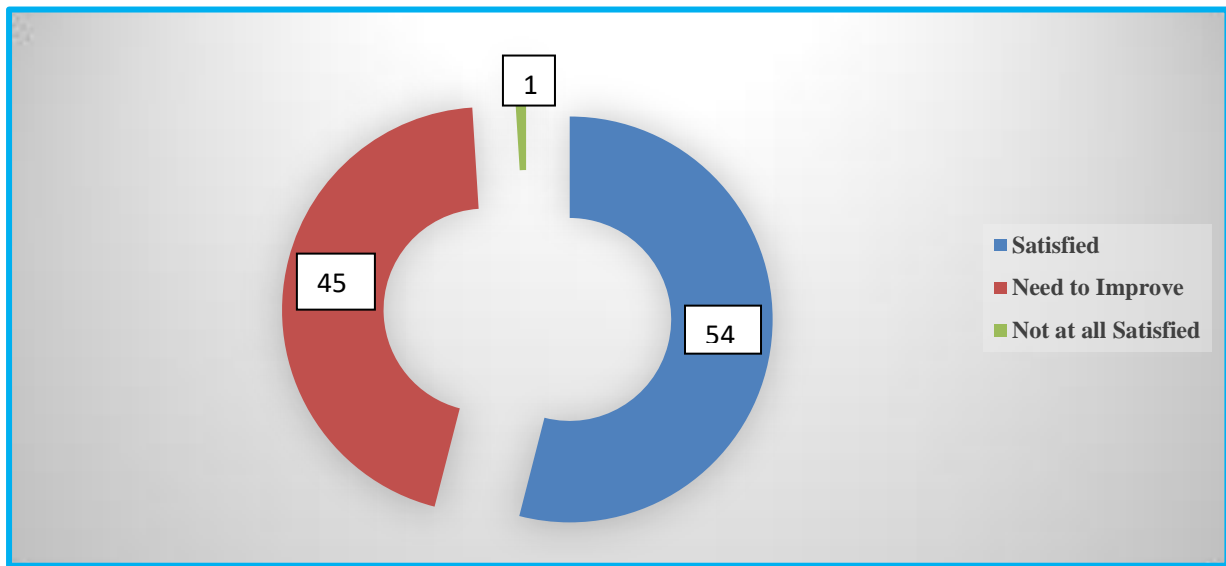
Source: Primary data Collection, 2020.

The above Chart 1.6 depicts that 41 per cent of the respondents are easily attracted towards offers and go crazy while ordering online. In fact, 51 per cent of the respondents order because of the offers and only 8 per cent of the respondents never fall for offers but order to fill their hunger.

It's a great opportunity for foodies who want to savour a variety of dishes at absolutely cheap prices. Online aggregators have a number of food delivery coupons that helps foodies save big without limiting on the food items. It not necessarily be a special occasion or a party, order your favourite food anytime using these promo codes. This category page includes an extensive list of offers from popular stores like Swiggy, Zomato, FoodPanda and BOX8. Customers check out every deal listed on the page, and surprise themselves with amazing discounts and cashback offers. Whether it is snacks, meals, desserts, or any other variety, just place an order and enjoy the tasty food in no time.

Offers are exclusive and come with a limited time period. So no need to long search, just select an offer and place your order. Customers should be updated with everything happening around theses delivery apps to grab the best offers.

**Chart 1.7**  
**Use of Hygienic Packing Material**

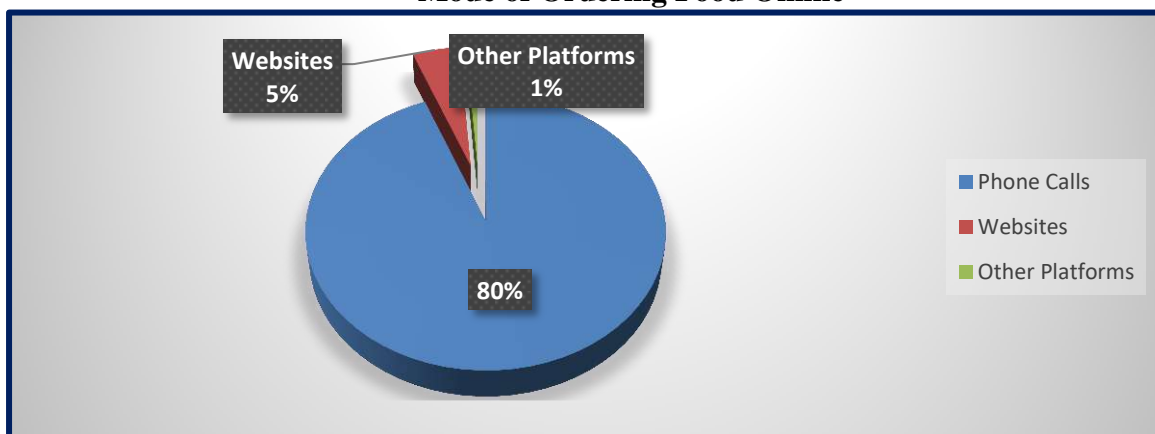


Source: Primary data Collection, 2020.

Food packaging plays a vital role in preserving food throughout the distribution chain. Without packaging, the processing of the food will have to be compromised as it is contaminated by direct contact with physical, chemical, and biological contaminants.

Chart states that 54 per cent of the respondents are satisfied with the packaging material used for their order as they feel it is fully hygienic and 45 per cent of the respondents feel that the packaging material can be better and 1 per cent of the respondents feel that the packaging is not at all up to the mark. A few restaurants do not encourage use of plastic and hence they ask their customers in advance whether need the cutlery or not.

**Chart 1.8**  
**Mode of Ordering Food Online**

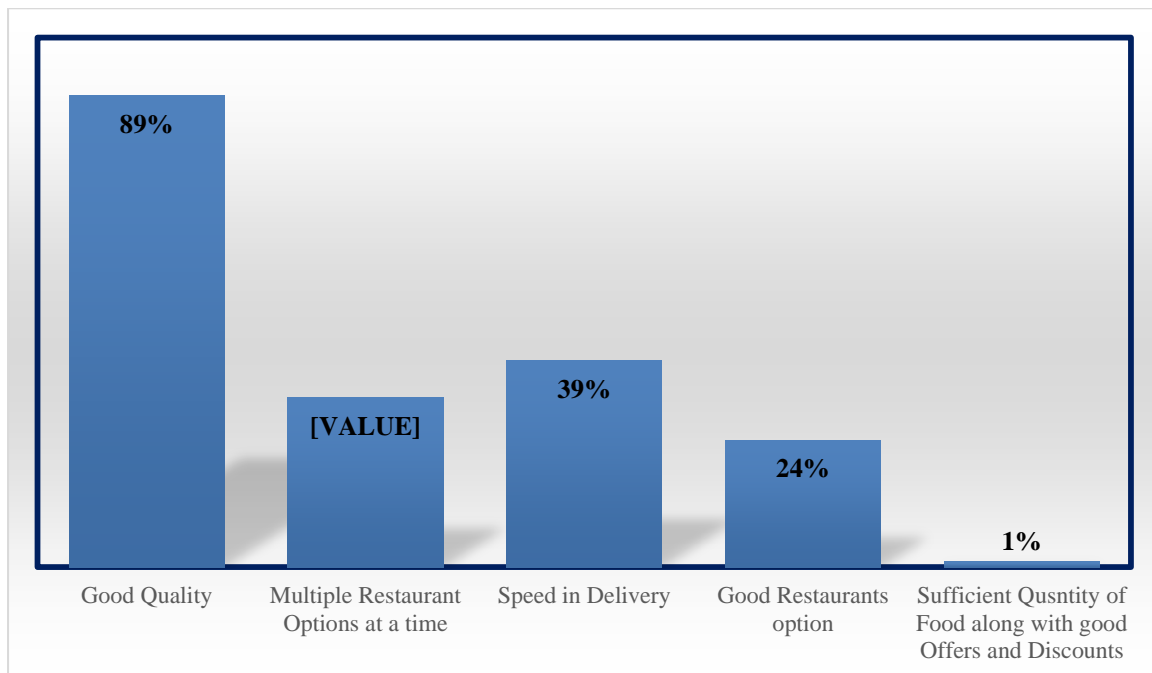


Source: Primary data Collection, 2020.

The online food ordering market has increased, which includes foods prepared by restaurants, prepared by independent people, and groceries being ordered online and then picked up or delivered. In restaurant-controlled online food ordering, the restaurants create their own website and app, or choose to hire a delivery aggregators. A customer can choose to have the food delivered or for pick-up. The process consists of a customer choosing the restaurant of their choice, scanning the menu items, choosing an item, and finally choosing for pick-up or delivery. Payment is then administered by paying with a credit card or debit card through the app or website or in cash at the restaurant when going to pick-up or cash on delivery. The website and app inform the customer of the food quality, duration of food preparation, and when the food is ready for pick-up or the amount of time it will take for delivery.

The above Chart 1.8 states that 80 per cent of the respondents use phone calls to order food online, followed by websites which is 5 per cent, and there are only 1 per cent of the respondents who use other platforms for ordering food online

**Chart 1.9**  
**Importance of Food Delivery**



Source: Primary data Collection, 2020.

With the increasing number of food outlets, many online food ordering apps have started offering free food coupons to their customers. Cooking for a bunch of people can be time-consuming. These coupons indeed are a life savior when you have guests over at your place.

It can save you a lot in the long run. So, when you have an option to use a food coupon and pay less, then why not use it.

The above Chart 1.9 explains that 89 per cent of the respondents expect a good quality of food, 32 per cent of the respondents want multiple options of restaurants at a given time to order food, 39 per cent of the respondents wish to have a speed in delivery, 24 per cent of the respondents look for good restaurant options and 1 per cent of the respondents want sufficient quantity of food along with good offers and discounts.

## **CONCLUSION**

The restaurant segment and the food delivery market have enormously changed over the last few years with rapid urbanization and endless influx from neighbouring places to cities. Ordering a meal from outside and eating-in has become a tradition these days with the increasing number of smartphones and food delivery apps. This research paper gave an idea about how the usage of online food delivery apps can have a positive impact on the restaurant business. The paper also highlights the inventory management strategies that the restaurants are following in today's scenario. For effectively managing the restaurant inventory, a few recommendations are given that might be helpful to the restaurateurs. The issues faced by the restaurants currently can be solved in the future, which leaves scope for further research.

The regularly expanding populace swarmed metro urban communities and longer travel times are drivers for the helpful, prepared to eat and less expensive alternatives of having food and foodstuffs conveyed at your doorstep. Organizations that know about the colossal potential for development may wander straight in, yet just the fittest will endure. Organizations who keep their offer and their image dynamic in purchaser's brains, will take the greatest offer of the Indian online food benefit pie.

## **SUGGESTIONS**

1. Few costumers were unhappy and suggested the quantity of food packed & delivered need to be appropriate. It should be clearly written in the menu, whether the food ordered would be enough for one or two people.
2. Also, lot of consumers stated that they expect faster delivery of food. Sometimes it takes a lot of time, whereby the circumstances can be managed such as searching for an address, breakdown of vehicle, chatting with other delivery boys etc.

3. Respondents have noticed that food delivered at the doorstep is very different and has low quality than the one served in the restaurants. This should be avoided as it will lead to loss of goodwill of the restaurant.

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**A COMPARATIVE STUDY ON POPULARITY OF ULIP REGARDS WITH MAX  
LIFE INSURANCE COMPANY AND BAJAJ ALLIANZ LIFE INSURANCE  
COMPANY**

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**ABSTRACT**

Unit Linked Insurance Plan (ULIP) commonly known as a composition of Investment and Life Insurance provides an opportunity to earn a non-taxable income and transfer the financial risk at the same time. Basically, ULIP offered by various insurance companies gives investors benefit of both insurance and investment under a single integrated plan under which initially units are allotted to the customers and on daily basis NAV (Net Asset Value) is calculated. Generally, ULIPs are not guaranteed unless it is any guaranteed plan from life insurer. So, there is always a risk which is borne by policyholder. Moreover, there is a long list of charges taken from life insurers in order to maintain funds in comparison to insurance policies. In frequently changing business environment, life insurers also have stiff competition. A high value, satisfied, profitable customer is the main objective of Life Insurers and different companies have their unique way to approach their objectives. This study attempts to gauge the perception of people upon ULIPs offered by different companies. The study aims to identify the factors that affect customer's decision to buy an insurance product. As insurance is a way to manage risk whereas, ULIP are not risk-free investments, so a dilemma arises whether to avoid risk or to accept risk because companies offer different risk options to manage funds. In this perspective, the study has also collected the perception of people for taking risks in ULIP. The findings of the study have identified the most trusted ULIP option according to public perception and also the first preference of customers. The study has compared and analysed wealth creation plans of four companies i.e. HDFC Life, Bajaj Allianz, Reliance Life, and ICICI Prudential.

**KEYWORDS:** ULIPs, Customer Satisfaction, Investors' Perceptions, Risk, Life Cover, Comparative Analysis, Analysis of ULIPs

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## INTRODUCTION

A ULIP is a capital market linked product that combines the benefits of both insurance and investment. This dual benefit along with the flexibilities, make ULIPs an attractive investment. Flexibility in ULIPs refers to the flexibility in switching of funds, managed through different types of risk. The premium amount paid in ULIPs is invested in debt, equity and infrastructure bonds, which translate into substantial returns over a period of time. ULIPs are best classified on the basis of purpose they serve. First category can be ULIPs for retirement which accumulates a corpus amount and are used to get annuities after retirement. The second category comprises ULIPs for wealth creation which multiplies wealth over a period of time. Likewise, third and fourth type of ULIPs can be for children's education and health benefits respectively. A comparison of ULIPs of four different companies i.e. HDFC Life, Bajaj Allianz, ICICI Prudential, Reliance Life is provided in Annexure 1. In this study, every single point been taken for which people should ensure before purchasing any ULIP from this four company. In lieu of same comparison, only 'wealth creation' ULIPs have been chosen here. ULIP policy holders are also allotted units and each unit has a net asset value (NAV) that is declared on a daily basis. The NAV is the value based on which the net rate of returns on ULIPs are determined. The NAV varies from one ULIP to another based on market conditions and the fund's performance.

Unit Linked Insurance Plan (ULIP) is insurance cum investment product offered by insurance providers, which unlike a pure life plan, gives its investors dual benefits of investment and insurance under a single cohesive plan tagged with tax benefits under section 80C. This investment product can be utilized for different benefit pay-outs including education, retirement, and more. The best ULIP plan in India comes loaded with varying provisions to its investors as benefits. The investors open ULIP seeking to offer coverage for their beneficiaries.

ULIPs offerings are primarily concentrated in India where they were first introduced. Unit Trust of India (UTI) introduced ULIP in India in 1971. This was followed by LIC Mutual Fund by Life Insurance Corporation of India in 1989. However, HDFC Life is the leading ULIP investment provider. Other Unit Linked Insurance Plan providers include Bajaj Life, Max Life, SBI Life, ICICI Prudential, and Edelweiss Tokyo.

## OBJECTIVES OF THE STUDY

- i. To give a brief idea about working of Unit Linked Insurance Plan ULIP.
- ii. To know about the extent of awareness about Unit Linked Insurance Plan (ULIP) with reference to age, income and education level of the investors.
- iii. To study investor's pattern about ULIP schemes offered Max Life Insurance and Bajaj Allianz Life Insurance.

## METHODOLOGY

The paper is an outcome of extensive reading of books, journals, research paper and internet site in the subject of **“A Comparative Study on Popularity of ULIP regards with Max Life Insurance Company and Bajaj Allianz Life Insurance Company”**. It was attempted to conduct a survey of 80 respondents from Max Life Insurance Co. and Bajaj Allianz Life Insurance Co. A structured questionnaire was prepared and designed to collect information. After a proper evaluation, the data has been analysed and further interpreted.

## ANALYSIS AND INTERPRETATION

### **Respondents' Profile**

Sample has been taken on the basis of income ranging from 1 Lac to 10 Lac. Sample comprised of 40 male respondents and 40 female respondents. Maximum respondents are employed in private sector, which clearly shows that people employed in private sector depict more awareness about ULIP for Tax saving.

### **Pattern of Investment in Unit Linked Insurance Plan, Types of Schemes**

A Unit Linked Insurance Plan (ULIP) is one the preferred mode of investment to meet your dual needs of insurance cover and wealth creation. Unit linked insurance plans are insurance plans which combine the benefits of mutual funds with the benefits of the life insurance in one plan or product. These plans provide market-linked returns along with life insurance coverage.

The premiums that you pay for your plan get adjusted for the relevant charges which are mentioned beforehand. The net premium is then invested in a fund which is chosen by you-equity, debt, balanced etc. The fund value reflects your growing corpus by way of net asset values on maturity, this fund value is paid. In the case of death higher of the sum assured promised or the available fund value is paid.

### **Reasons to invest in ULIP**

**Long-Term Wealth Creation:** With premiums invested in both equity and debts, and a minimum lock-in period of 5 years, ULIP plans are the best option for long-term financial planning.

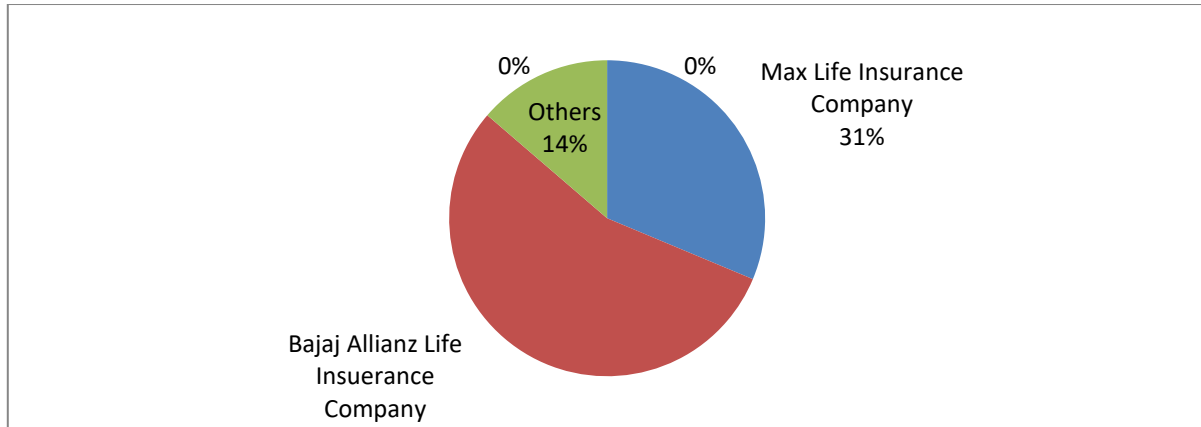
**Dual Benefit:** With a ULIP you get to the dual benefits of an investment plan along with a life insurance policy.

**Transparency Guaranteed:** With all charges detailed in the ULIP plan policy document itself customers know what they pay for and how the funds are used

**Tax Benefits:** Under the income Tax Act 1961, ULIP are tax free investment, As a customer, you need not to pay any tax during investment, while your money grows, during funds switches or during maturity.

**Protection for self and family:** ULIP offer the benefits of a life cover which ensure that your family is secure, even in your absence

**Chart 1.1**  
**Investment in ULIP offering companies**

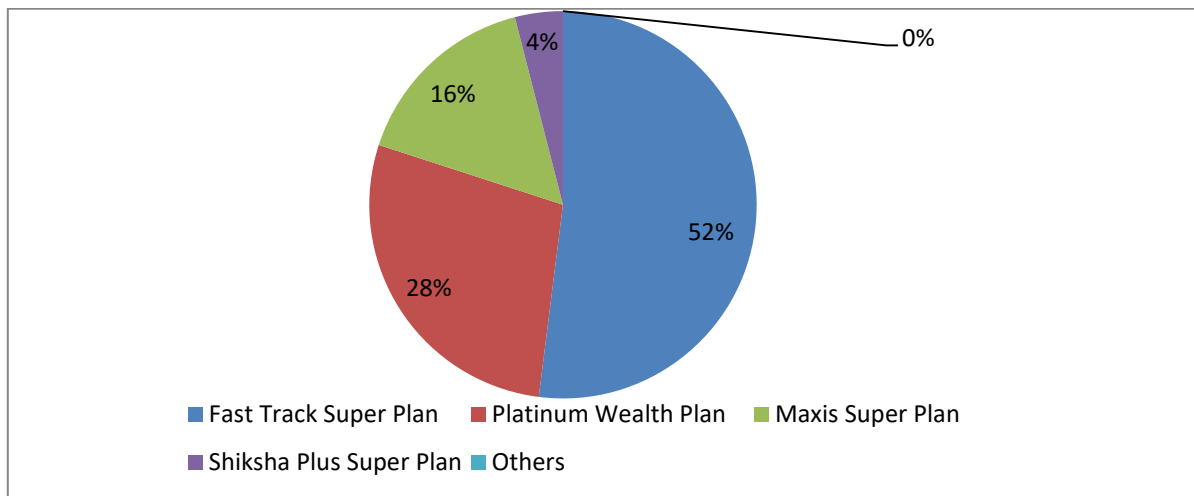


Source: Compiled from Primary Data Collection, 2019-20.

The above chart 1.1 depicts that 31 per cent of the investors prefer to invest in Max Life Insurance Company. 55 per cent of the investors prefer to invest in Bajaj Allianz Life Insurance Company. And the remaining investors prefer to invest in other companies.

**Chart 1.2**

**Type of ULIP Plan in which the Investment has been made at Max Life Insurance Company**

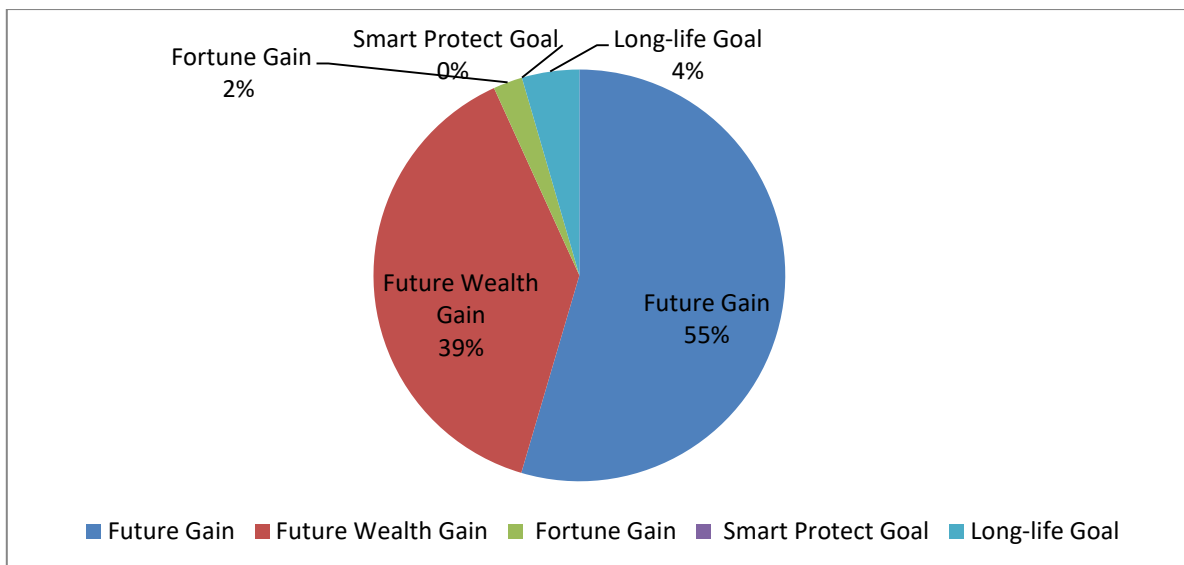


Source: Compiled from Primary Data Collection, 2019-20.

There are different types of Unit Linked Insurance Plans in Max Life Insurance Company. As the above chart 1.3 shows that 52 per cent of the respondents have invested in Fast Track Super Plan. 28 per cent of the respondents have invested in Platinum Wealth Plan. 16 per cent of them have invested in Maxis Super Plan. And only 4 per cent of the respondents have invested in Shiksha plus Super Plan.

**Chart 1.3**

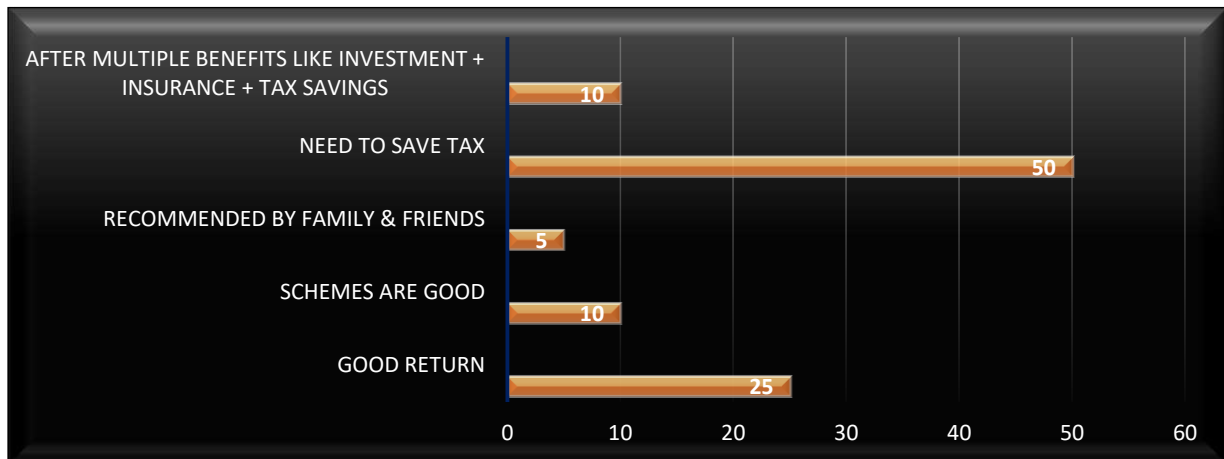
**Type of ULIP Plan in which the Investment has been made at Bajaj Allianz life Insurance Company**



Source: Compiled from Primary Data Collection, 2019-20.

There are different types of Unit Linked Insurance Plans in Bajaj Allianz Life Insurance Company. As the above chart 1.3 depicts that 55 per cent of the respondents have invested in Future Gain. 39 per cent of the respondents have invested in Future Wealth Gain. 4 per cent of the respondents have invested in Long-Life Goal. And only 2 per cent of the respondents have invested in Fortune Gain.

**Chart 1.4**  
**Reasons for Investment in ULIP**



Source: Compiled from Primary Data Collection, 2019-20.

From the chart 1.4, it can be observed that 25 per cent of the respondents have invested in ULIP because they got the good returns. 24 per cent of the respondents have invested in ULIP because schemes are good. 5 per cent of them mentioned that it is recommended by their family and friends. 50 per cent of the respondents said that ULIP is good for tax savings. And the remaining 25 per cent of the respondents said that they got the multiple benefits like investment + insurance + tax savings.

**Chart 1.5**  
**Awareness about Certain Important Terms in the Investment**

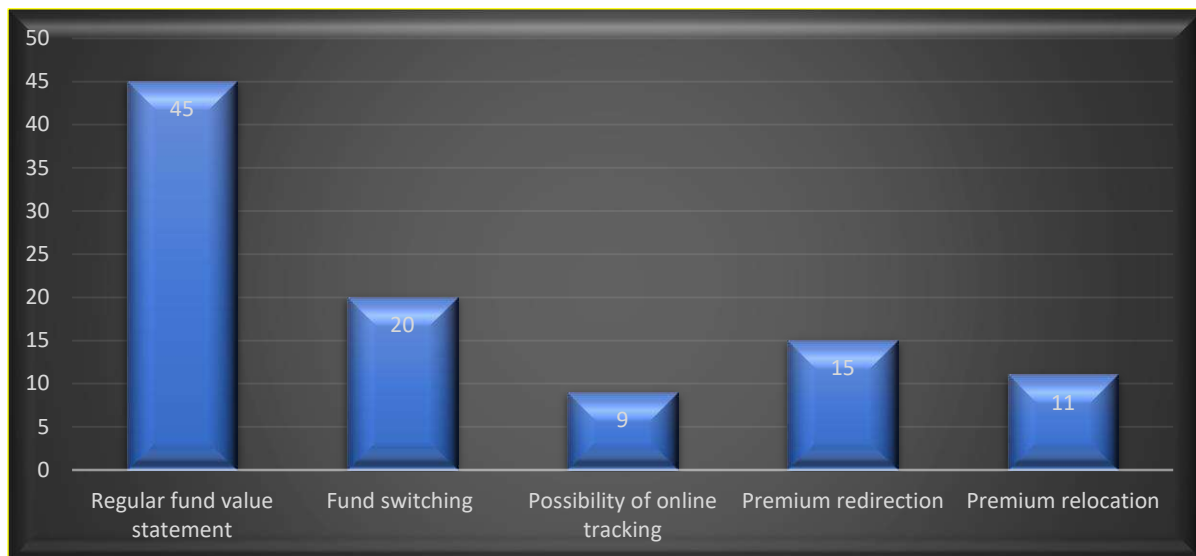


Source: Compiled from Primary Data Collection, 2019-20.

As the above chart 1.5 shows that 25 per cent of the respondents know that how and from where the money will be invested. 20 per cent of the respondents are aware that the risks are also involved with investment. 20 per cent of the respondents know that ULIP involves agents' commission. 22 per cent of the respondents are aware that at the end of the plan they get the maturity amount. And 13 per cent of the respondents are aware that ULIP gives flexible policy options like switching, top ups, partial withdrawal.

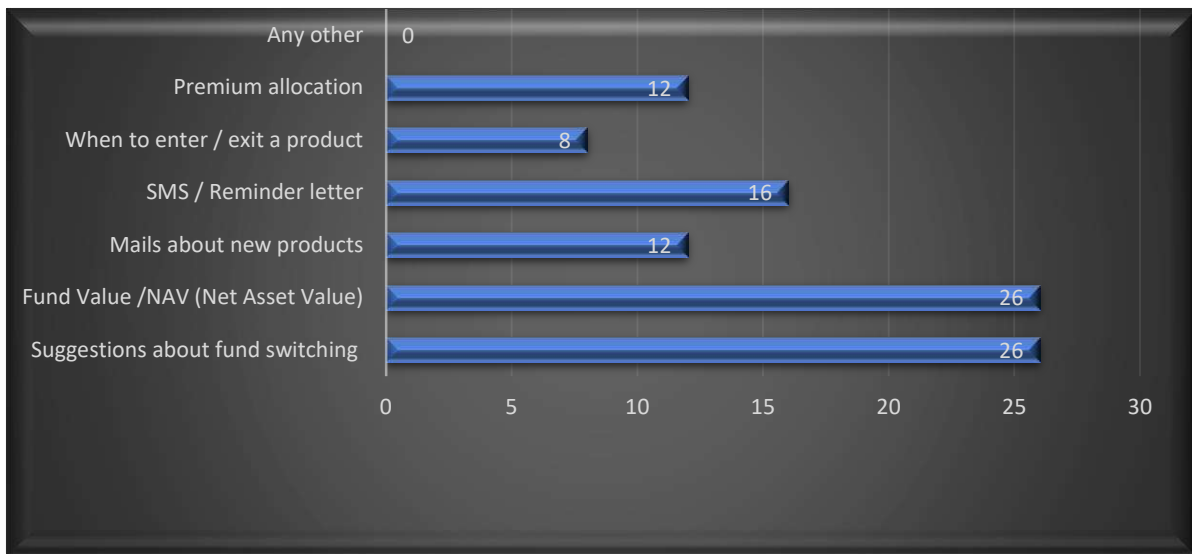
**Chart 1.6**

**Awareness about Terms of Premium in the Selected Investment**



Source: Compiled from Primary Data Collection, 2019-20.

As the above charts shows that 45 per cent of the respondents know that ULIP provides regular fund value statement of their policy. 20 per cent respondents know that in ULIP they can switch funds. 9 per cent of the respondents know that they can track their policy. 15 per cent of the respondents are aware that they can redirect their premium from annually to monthly or quarterly. Remaining 12 per cent of the respondents are aware that they can relocate the premium of the policy.

**Chart 1.7****Source of Information for the Selected Investment Option**

Source: Compiled from Primary Data Collection, 2019-20.

From the above chart it can be seen that 26 per cent of the respondents are advised by their agents about fund switching. 26 per cent of the respondents said that agents advised them about NAV (Net Asset Value) or fund value because it depends on market value. 12 per cent of the respondents said that they received mails about new products. 16 per cent of the respondents said that they received reminder letters for frequency change or SMS for renewal payment. 8 per cent of the respondents are advised about when to enter or exit a product. 12 per cent of the respondents said that they know about the premium allocation, that premium allocation strategy is about balance.

## CONCLUSIONS

From the above study we can conclude that ULIP is an effective instrument for insurance cover and to earn tax-free income from investment. It is observed that respondents prefer to invest in Bajaj Allianz ULIP Plan over Max Life Insurance ULIP Plan. There are different schemes offered by different players in the market like, Fast Track Super Plan, Platinum Wealth Plan, Maxis Super Plan, Shiksha Plus Super Plan etc.

The study depicts the various reasons for Investment in ULIP i.e. good returns, good schemes, tax saving, multiple benefits like Investment+ Insurance+ Tax Savings and it is usually recommended by their family and friends.



## RECOMMENDATIONS

All private Insurers need to improve their Children's Plan because it was least selected reason for people for choosing an insurance product. That shows people don't want to take risk about their investment especially for children's education. Insurers should offer guaranteed payback in Children's Plan. Maximum people buy insurance product for tax deduction and returns; hence all private insurers should take all possible steps to incorporate these two benefits in their insurance products. From Economic Times News 'HDFC Life plans 120cr spend for Tech Edge posted on 12th march, 2013 Most people need high returns in ULIP and they are ready to take high risk. For this any insurer should manage their funds very carefully because equity market is totally unpredictable and insurers should diversify their investments in various companies of different sectors to minimize the risk. Minimum Guaranteed NAV Plans are less favoured among high risk plans because of company's high 'Guarantee Charge' on plans; hence insurers need to be come out with less 'Guarantee Charge'. Further, insurers must understand that they need to give maximum returns to customers, because most people check past records before buying an insurance product. Others options like accessibility through internet, goodwill of company, product range of company are less important against past records of returns. Returns will directly be proportional to their market share, as more returns they will give more business they will get. Availability of information on website and its accessibility has also emerged as a major factor that people consider before buying an insurance product must be kept in mind by the companies. The findings of the study do not aim to be prescriptive; however, they can use as important guidelines of companies aiming for a larger market share in the area of ULIPs.

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## **A STUDY ON CONSUMER BEHAVIOUR AND PERCEPTION TOWARDS ORGANIC FOOD PRODUCTS**

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### **ABSTRACT**

The word organic refers to the way farmers grow and process all agricultural products like fruits, vegetables, grains, dairy products and meat. Organic farming encourages soil and water conservation and helps in reducing pollution. Organic foods are grown without the use of synthetic pesticides, insecticides and herbicides and no genetically modified products are used. The present paper discusses regarding awareness of organic foods and majorly about purchase behavior of consumers with regard to organic foods.

**KEYWORDS:** Organics foods, Purchase behavior, Pesticide residue, organic labelling etc.

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## INTRODUCTION

Many people prefer to grow organic food in their own gardens, because organic foods are about 20 per cent more expensive than conventional food. Conventional food is that food which uses synthetic fertilizers, pesticides or herbicides. Those who grow food in their own kitchen gardens use organic seeds, organic fertilizers and compost, organic root simulators and pest control. Organic food production has become popular since the 1990s in both developed and developing nations and worldwide organic food sales stand at around 2 per cent.

Indian Organic Food industry has shown a double-digit growth during 2013-2018. There are many factors that have contributed to this growth until now. Firstly, consumer have become more precise in what are they are eating, how it is cultivated and produced, nowadays consumer is more health conscious and concern about the chemical and preservative used for production of foods. Secondly growth in e-commerce sector has acted like a facilitator for the organic food industry to reach out to the potential consumers in Tier II and Tier III cities. Thirdly, with free/low-cost access to the Internet, more and more people are getting to learn about the benefits of organic food. Therefore, the demand for organic food products has gone up.

The approach and outlook towards agriculture and marketing of food has seen a quantum change worldwide over the last few decades. Whereas earlier the seasons and the climate of an area determined what would be grown and when, today it is the "market" that determines what it wants and what should be grown. The focus is now more on quantity and "outer" quality (appearance) rather than intrinsic or nutritional quality, also called "vitality". Pesticide and other chemical residues in food and an overall reduced quality of food have led to a marked increase in various diseases, mainly various forms of cancer and reduced bodily immunity. This immense commercialization of agriculture has also had a very negative effect on the environment. The use of pesticides has led to enormous levels of chemical build up in our environment, in soil, water, air, in animals and even in our own bodies. Fertilizers have a short-term effect on productivity but a longer-term negative effect on the environment where they remain for years after leaching and running off, contaminating ground water and water bodies. The use of hybrid seeds and the practice of monoculture have led to a severe threat to local and indigenous varieties, whose germplasm can be lost forever. All of this is for "productivity". In the name of growing more to feed the earth, we have taken the wrong road of unsustainability. The effects already show - farmers committing suicide in growing numbers with every passing year; the horrendous effects of pesticide sprays by a government-

owned plantation in Kerala some years ago; the pesticide contaminated bottled water and aerated beverages are only some instances. The bigger picture that rarely makes news however is that millions of people are still underfed and where they do get enough to eat, the food they eat has the capability to eventually kill them. Yet, the picture painted for the future by agro-chemical and seed companies and governments is rosy and bright. Another negative effect of this trend has been on the fortunes of the farming communities worldwide. This is where organic farming comes in.

### **OBJECTIVES OF THE STUDY**

1. To understand the organic food products market in India.
2. To determine the level of awareness and knowledge among consumers with regard to Organic Food Products.
3. To determine the level of satisfaction of consumers after using Organic Food Products.
4. To understand different types of Organic Food Products available in India.
5. To understand the usage and consumption of Organic Food Products in India.
6. To understand the current scenario and future scope of Organic Food Products in India.

### **RESEARCH METHODOLOGY**

The present research paper is the result of extensive reading and evaluation of various reference books, journals, internet sites, E-books relating to organic foods, organic farming, awareness and purchase behavior of consumers with regard to organic foods and other related material. It was attempted to conduct a survey of 100 respondents. After a thorough evaluation of the responses received, the data has been analyzed and is further interpreted.

### **DISCUSSION**

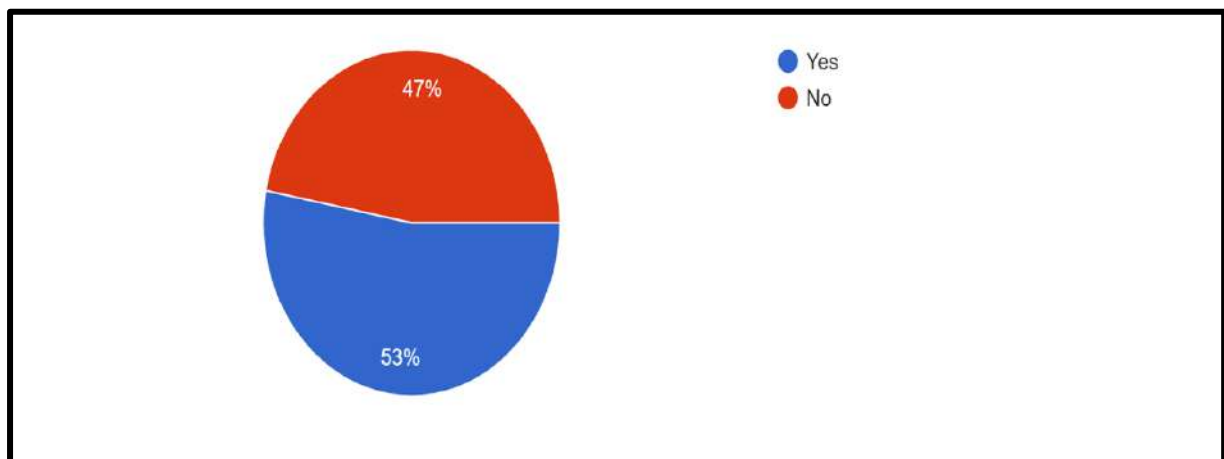
The following representation of the data depicts the understanding, awareness and purchase behavior of consumers with regard to organic farming and organic foods.

**Table 1.1****Awareness of Respondents about Organic Food Products**

| <b>Types of Food</b>      | <b>Aware</b> | <b>Unaware</b> | <b>Aware per cent</b> | <b>Unaware per cent</b> |
|---------------------------|--------------|----------------|-----------------------|-------------------------|
| <b>Vegetables</b>         | 93           | 7              | 93                    | 7                       |
| <b>Fruits</b>             | 90           | 10             | 90                    | 10                      |
| <b>Dairy Products</b>     | 79           | 21             | 79                    | 21                      |
| <b>Oil</b>                | 70           | 30             | 70                    | 30                      |
| <b>Snacks</b>             | 62           | 38             | 62                    | 38                      |
| <b>Spices</b>             | 71           | 29             | 71                    | 29                      |
| <b>Meats</b>              | 64           | 36             | 64                    | 36                      |
| <b>Fish</b>               | 63           | 37             | 63                    | 37                      |
| <b>Food grains/Pulses</b> | 84           | 16             | 84                    | 16                      |
| <b>Juice/Beverages</b>    | 69           | 31             | 69                    | 31                      |
| <b>Tea</b>                | 83           | 17             | 83                    | 17                      |

Source: Compiled from primary data collection 2020.

From the above table, it can be observed that majority of the respondents are aware about vegetables, fruits, food grains/pulses and tea. Another large group of respondents expressed awareness about dairy products, oil, spices, tea, juices/beverages, etc. Above table clearly depicts that there is good amount of awareness among respondents regarding variety of food items.

**Chart 1.1****Purchase Behaviour of the Respondents**

Source: Compiled from primary data collection 2020.

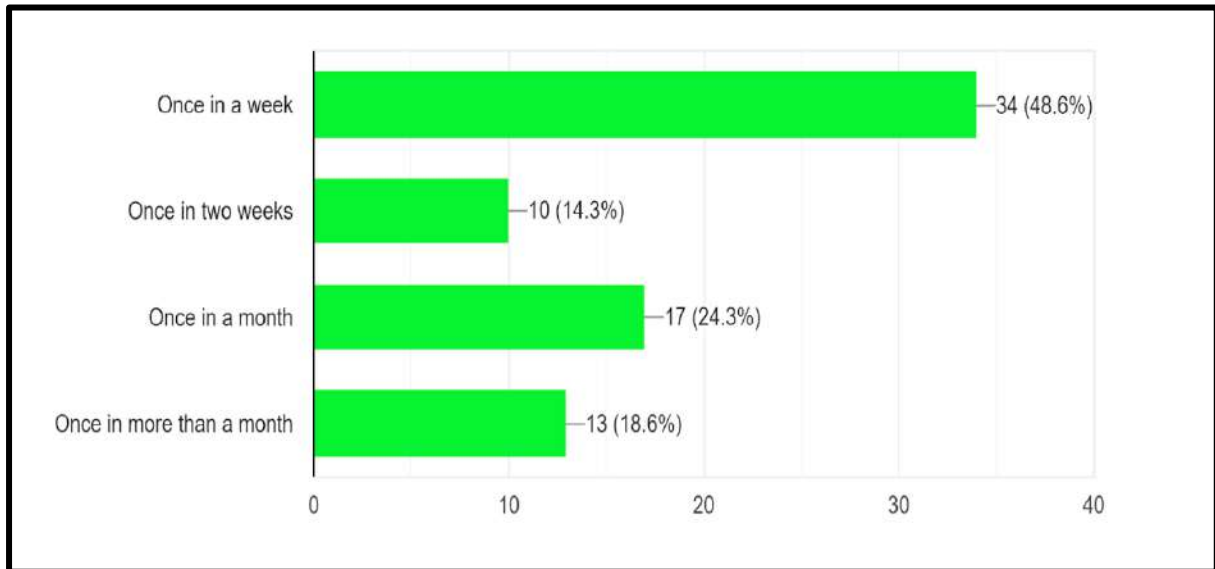
Out of 100 Respondents, 53 per cent of the respondents purchase organic food products and 47 per cent of the respondents do not purchase organic food products.

**Chart 1.2****I Don't Buy Organic Food Because....**

|  | <b>Strongly Disagree</b> | <b>Disagree</b> | <b>Neutral</b> | <b>Agree</b> | <b>Strongly Agree</b> |
|--|--------------------------|-----------------|----------------|--------------|-----------------------|
| <b>My knowledge and information about organic food products is very low</b>      | 8                        | 8               | 11             | 20           | 4                     |
| <b>It is time consuming to find organic food products</b>                        | 0                        | 5               | 13             | 17           | 10                    |
| <b>I see no advertisement of organic food products</b>                           | 3                        | 4               | 9              | 17           | 13                    |
| <b>Organic food products are no different from regular food products</b>         | 10                       | 9               | 14             | 6            | 6                     |
| <b>I don't have any interest to consume organic food products</b>                | 7                        | 12              | 11             | 11           | 4                     |
| <b>I don't trust organic food products to be chemical free</b>                   | 2                        | 10              | 15             | 10           | 8                     |
| <b>There are insufficient organic food products available in markets</b>         | 1                        | 7               | 10             | 14           | 11                    |
| <b>Organic food products do not last long</b>                                    | 4                        | 5               | 18             | 8            | 10                    |
| <b>My family is not comfortable or habitual to consume organic food products</b> | 7                        | 7               | 14             | 10           | 7                     |
| <b>I have no loyalty towards organic products</b>                                | 7                        | 8               | 14             | 8            | 7                     |
| <b>I don't believe the health benefits from organic food products</b>            | 8                        | 7               | 14             | 8            | 5                     |
| <b>Organic food products are too expensive</b>                                   | 2                        | 3               | 13             | 9            | 17                    |

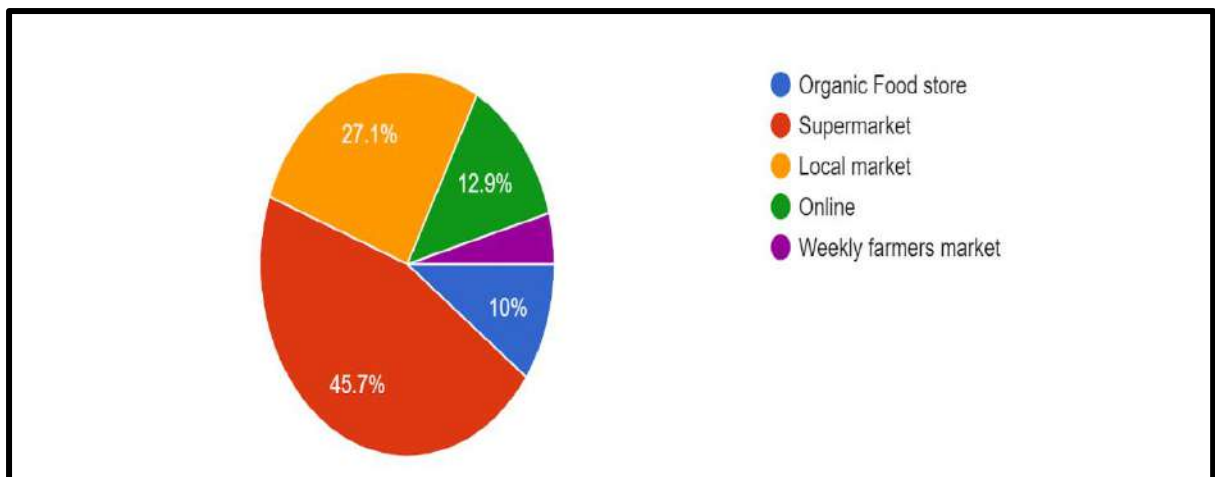
Source: Compiled from primary data collection 2020.

Above table 1.2 provides a clear understanding about the reasons behind non-purchase of organic food products. It can be clearly observed through the table that an obvious reason is lack of knowledge and information about organic food products. Other strong reasons also include time consuming to find, no advertisements etc.

**Chart 1.2****Frequency of Respondents towards Purchasing of Organic Food Products**

Source: Compiled from primary data collection 2020.

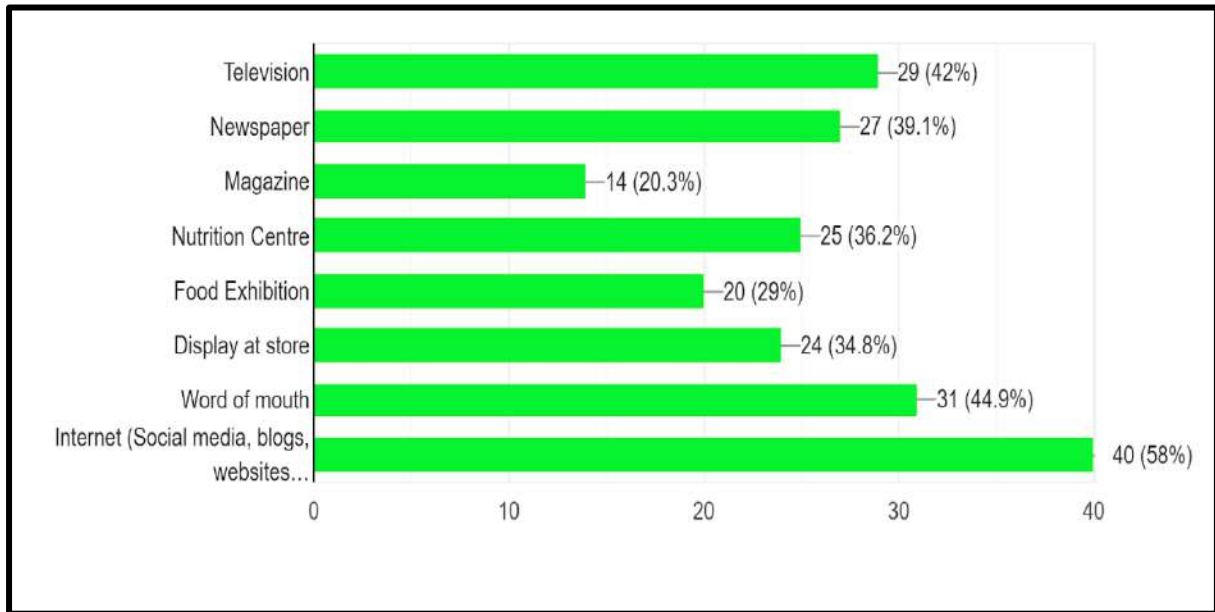
Out of the total respondents who purchase organic foods, 48.6 per cent of the respondents purchase once in a week, 14.3 per cent of the respondents purchase once in two weeks. 24.3 per cent of the respondents purchase once in a month and 18.6 per cent of the respondents purchase once in more than a month.

**Chart 1.3****Respondents Purchasing Organic Food from Different Types of Stores**

Source: Compiled from primary data collection 2020.

Out of the total respondents who purchase organic food products, 10 per cent of the respondents purchase from organic food stores, 45.7 per cent of the respondents purchase from supermarket, 27.1 per cent of the respondents purchase from local market, 12.9 per cent of the respondents purchase from online and 4.3 per cent of the respondents purchase from the weekly farmers market.



**Chart 1.4****Sources of Information about Organic Food Products amongst Respondents**

Source: Compiled from primary data collection 2020.

Out of the total respondents who purchase organic food products, 42 per cent get their information updated from television, 39.1 per cent get the information from newspaper, 20.3 per cent get information from magazine, 36.2 per cent gets information from nutrition center, 29 per cent gets information through food exhibition, 34.8 per cent get information from display at the store, 44.9 per cent have the information through word of mouth and 58 per cent uses internet for information.

## **CONSUMER ATTITUDE AND PERCEPTION TOWARDS ORGANIC FOOD PRODUCTS**

In today's world consumer's food pattern is rapidly changing. The niche market of organic items is at the verge of boom. It has been that from last few years the organic products production and availability in the market has been increased and made a significant development in the economy. Approach for buying organic food is mainly influenced by gender, age, income, level of education and the presence of children in the household. The main reasons for organic food consumption among consumers are concerns about health and nutrition, superior taste, care for the environment, food safety, lack of trust in conventional food, care for animal welfare, support the local economy, freshness, curiosity or because they are considered trendy. According to a research, people consume this type of food from different reasons but most of them are related to animal welfare and environmental friendly.

Consumer surveys indicate that the public is concerned about the safety of the produce that they purchase in stores due to possible pesticide contamination. The media has also highlighted some environmental concerns that exist with "conventional" farming. These environmental concerns include pollution of aquatic habitats and aquifers by synthetic fertilizers and pesticides; agricultural labor and consumer exposure to pesticides; the short-term approach to "conventional" farming, which often results in unproductive unfertile soils a few years after intensive use of the land; the loss of biological diversity by replacing natural landscapes with extensive monocultures (the practice of growing the same crop, on the same location, year after year); the potential threats to native habitats and wild species from contamination by genetically modified organisms; and the displacement of the family farm by large plantations or corporate-style farming operations.

**Chart 1.3**  
**I Buy/Prefer Organic Food Products Because.....**

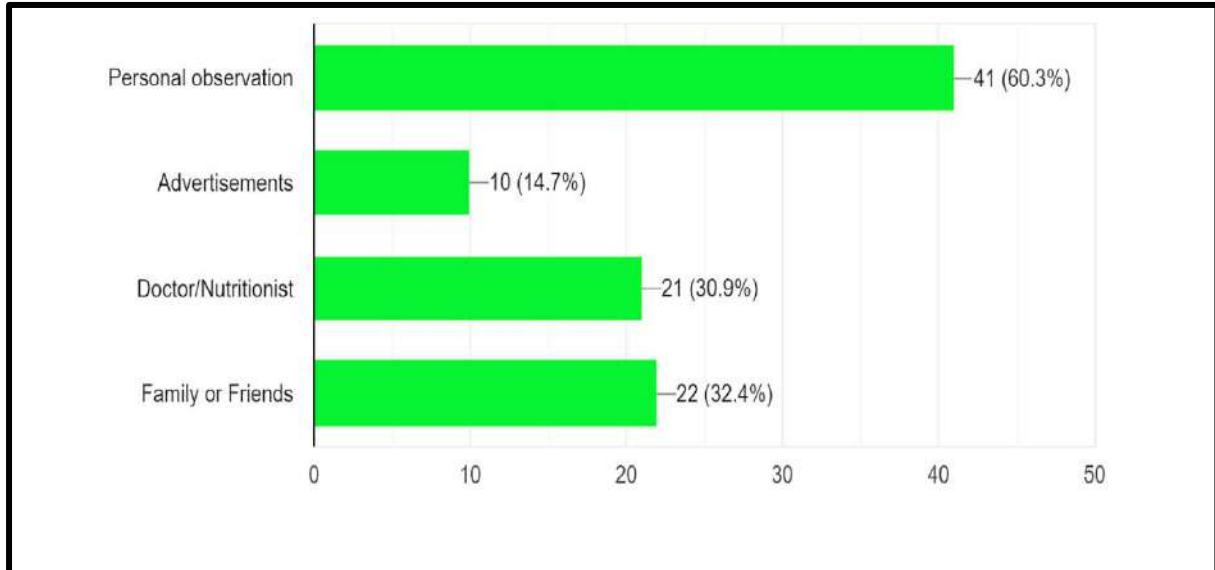
|  | <b>Strongly Disagree</b> | <b>Disagree</b> | <b>Neutral</b> | <b>Agree</b> | <b>Strongly Agree</b> |
|--|--------------------------|-----------------|----------------|--------------|-----------------------|
| Organic food products are safe and good for health                                     | 9                        | 3               | 11             | 16           | 21                    |
| Organic food products prevent various diseases   | 6                        | 4               | 12             | 16           | 14                    |
| Organic food products have no side effects   | 7                        | 6               | 16             | 17           | 9                     |
| Organic food products are affordable   | 9                        | 15              | 19             | 10           | 2                     |
| Organic food products have become fashion to consume                                   | 6                        | 12              | 14             | 14           | 8                     |
| Organic food products promote animal wellness  | 6                        | 10              | 16             | 14           | 9                     |
| Organic food products are fresher than non-organic food products                       | 6                        | 3               | 12             | 17           | 16                    |
| Organic food products protect environment and natural resources                        | 7                        | 4               | 14             | 15           | 14                    |
| Organic food products have certification of originality and authenticity               | 6                        | 6               | 11             | 14           | 17                    |
| Quality of organic food products is very good as compared to non-organic food products | 7                        | 4               | 8              | 21           | 15                    |
| Organic food products advertisement has been increased                                 | 5                        | 11              | 13             | 18           | 8                     |
| Organic food products are free from harmful chemical                                   | 6                        | 5               | 12             | 16           | 15                    |
| Organic food products are easily available   | 11                       | 14              | 15             | 6            | 7                     |
| Organic food products have longer shelf life   | 6                        | 9               | 15             | 13           | 10                    |
| Organic food products have no preservatives  | 4                        | 9               | 19             | 10           | 12                    |

Source: Compiled from primary data collection 2020.

From the above table, it can be understood that the major reason behind consumers' purchase of organic food products is its good for health, authenticity and its freshness. Some of the other reasons include its quality and increased advertisements. Overall responses from the respondents depict that there is an increase in awareness and thereby purchase of the organic food products.

**Chart 1.5**

**Perception of Respondents for Purchasing Organic Food Products**

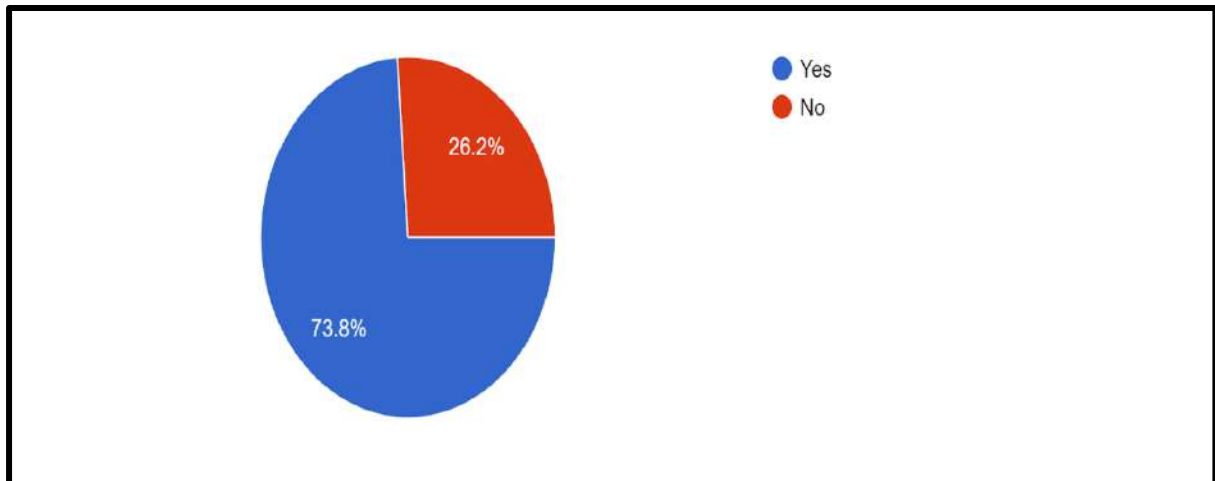


Source: Compiled from primary data collection 2020.

Out of 100 Respondents; 53 respondents who make purchase of organic food products, from among those 60.3 per cent of the respondents purchase organic food products according to their personal observation, 14.7 per cent of the respondents purchase because of advertisements, 30.9 per cent of the respondents are influenced by doctor and nutritionist. The remaining 32.4 per cent of the respondents purchase because of their family and friends.

**Chart 1.6**

**Respondents Willingness to Pay More for Organic Food Products**

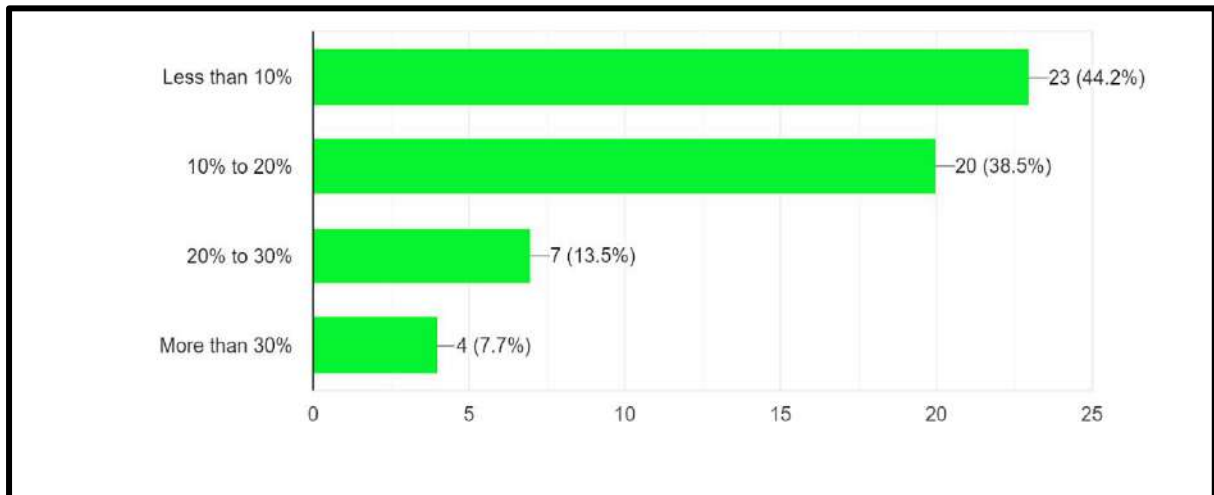


Source: Compiled from primary data collection 2020.

Out of 53 respondents who mentioned that they purchase organics food products, 73.8 per cent respondents from among them are willing to pay more price for buying organic food products and 26.2 per cent of the respondents expressed that they are not willing to pay more for organic food products.

**Chart 1.7**

**Respondents Willingness to Pay How Much More for Organic Food Products**

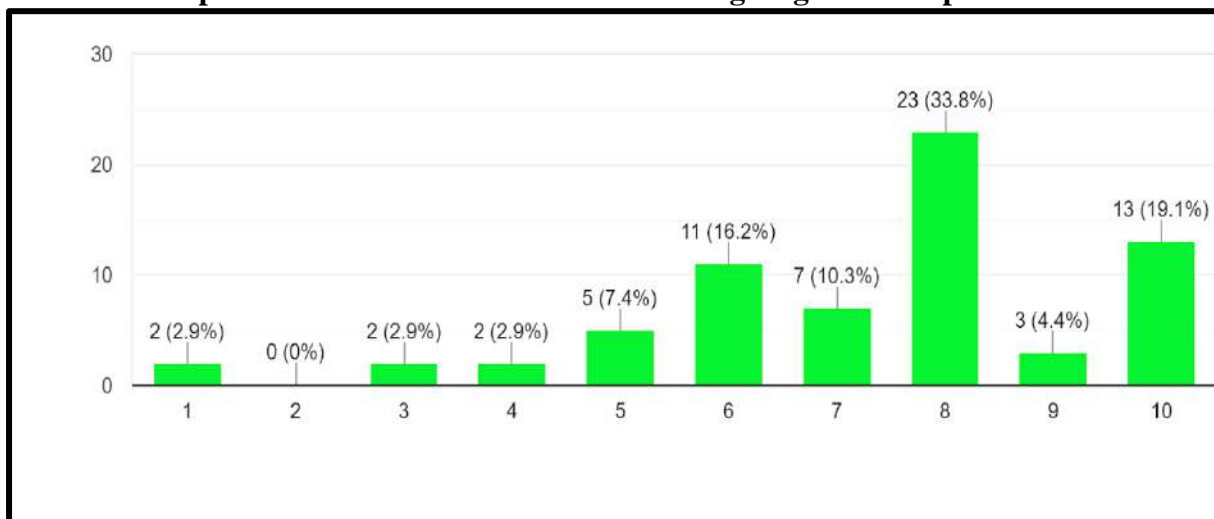


Source: Compiled from primary data collection 2020.

Out of 53 Respondents who are willing to pay more for organic food products, 44.2 per cent respondent agree to pay less than 10 per cent more than non-organic food products. 38.5 per cent of the respondents agree to pay between 10 per cent to 20 per cent more for organic food products, 13.5 per cent of the respondents said they will pay more 20 per cent to 30 per cent more for organic food products and only 7.7 per cent of the respondents are willing to pay more than 30 per cent.

**Chart 1.8**

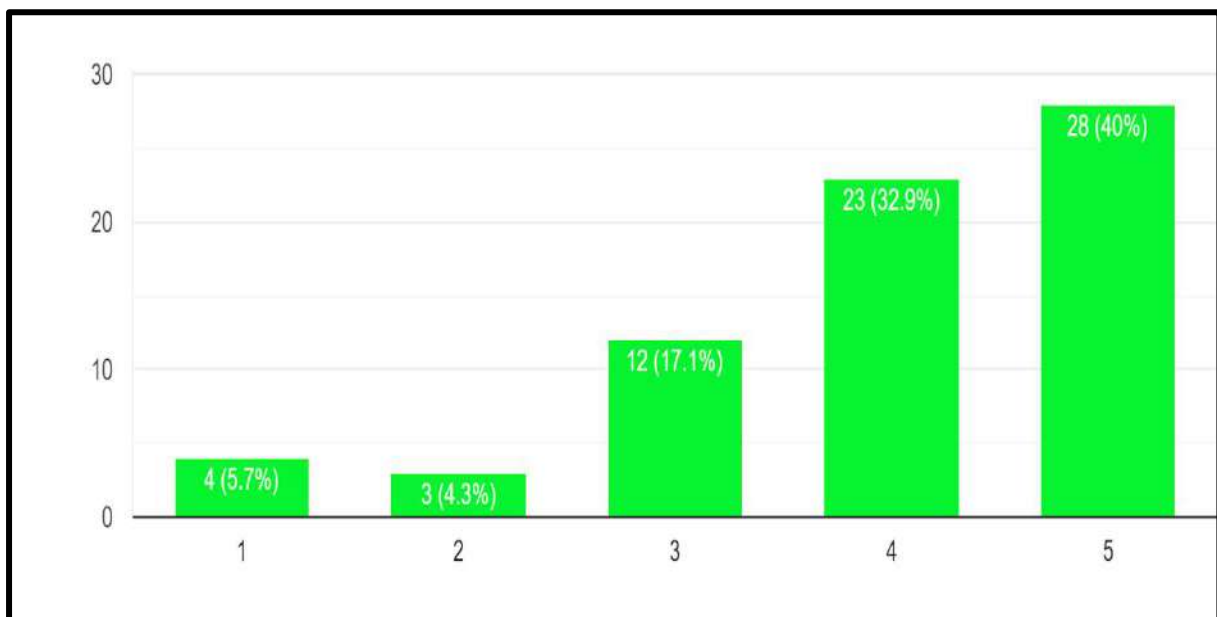
**Respondents level of satisfaction after using Organic food products**



Source: Compiled from primary data collection 2020.

The above figure explains about the satisfaction survey among 53 percent of the respondents who have purchases and consumed organic food products. On the scale of 1 to 10 i.e. (1- Not satisfied, 10- Extremely satisfied). On the scale of 1 to 4, 2.9 per cent of the respondents are not at all satisfied. On the scale of 5, only 7.4 per cent of the respondents are satisfied. On the scale of 6, 16.2 per cent of the respondents are satisfied. On the scale of 7, only 10.3 per cent of the respondents are satisfied. On the scale of 8, 33.8 per cent of the respondents are extremely satisfied after using organic food products. On the scale of 9 and 10, 4.4 per cent and 19.1 per cent of the respondents are satisfied after using organic food products.

**Chart 1.9**  
**Recommendation of Organic Food**



Source: Compiled from primary data collection 2020.

The above figure explains that how likely respondents are to recommend organic food products to others, so above analysis explains that on a scale of 1 i.e. least likely to 5 i.e. most likely. On the scale of 1, only 5.7 per cent will recommend organic food. On the scale of 2, only 4.3 per cent will recommend organic food to others. On the scale of 3, only 17.1 per cent of the respondents will recommend organic food and on the scale of 4 and 5, 32.9 per cent and 40 per cent of the respondents respectively will recommend organic food products to others.

## CONCLUSION

Present study analyses about consumer levels of awareness, perceptions and attitudes about organic food products and also discusses various reasons of consumers for not consuming organic food products. Results would be of interest to update knowledge and information of

consumer about organic food products to make them understand why organic food products are better than non-organic food products. Those who do not consume organic food products because of not having trust and couldn't differentiate between organic food and non-organic food products. Word of mouth plays an important role in to purchase or use of organic food products, now-a-day's consumer has become more health conscious, hence it is very easy to drag them to use organic food products. Family and friends play an important role in changing food preferences and people do get influenced by them. Nutritionist's advice also matters a lot in changing food preferences. Organic food products are way better than non-organic food products and consumers do believe that. Price is not so important factor if better quality of food product is provided with some per cent of price hike it is ok with consumer. Organic food stores and internet are the two places where consumers purchase more organic food products. There are huge differences between characteristics of organic and non-organic food products according to consumers. Most of the customers are satisfied after consuming organic food products and are most likely to recommend organic food products.

## **SUGGESTIONS**

- One major recommendation of this research is that the organic food producer and seller have to increase their promotional and marketing activity and also reach and availability.
- It can also be promoted through popular cooking shows; recommendations from celebrity chefs will boost the awareness and purchase of organic food products.
- Organic foods needed to be endorsed by celebrity/sports person because they are the major influencer.
- Organic food product sellers have to increase their competitive benchmarking against conventional food products and try to create positive experience for customer.
- Organic retailers have to explain the consumer about the need and the benefits of organic food products as compare to non-organic food products.
- The government should also promote organic products and also should provide some incentives on them.

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## **A STUDY ON INCREASE IN GAME ADDICTION AMONG KIDS AND TEENAGERS**

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### **ABSTRACT**

Gaming addiction has become a common phenomenon that affects many individuals, especially the teenagers and kids as well as our societies. The gaming industry is considered to be one of the most exciting industries because of its importance to culture, entertainment and technological advancement. PC, console and mobile gaming companies are using the latest in technology to bring their games to the screens of more than two billion people all over the globe. The paper is based on a descriptive research and questionnaire was used to collect primary data from kids and teenagers involved in gaming. The present study was aimed to determine the concept of gaming, the behavior of kids towards gaming and effects of online games addiction on physical and mental health of kids and teenagers. The study demonstrates that why the kids and teenagers get attracted towards the game. The paper revealed that the respondent feels they have improved some of their skills through gaming. The present study indicates that online game has caused significant changes in the way kids and teenagers communicate and interact.

**KEY WORDS:** Gaming addiction, Console gaming, Phenomenon, Teenagers.

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## INTRODUCTION

The active play has become a part of history. Playing games is pleasurable and entertaining; it is a way of relaxing, stepping out of the daily routine and enjoying something distinct from everyday life. The internet has transformed the world by changing people's access to information, connecting and communicating with each other. Internet these days are cheaper and easily accessible. Along with Adults, teens, kids are also accessing the internet. There has been a constant growth of Internet usage. In India, internet penetration was only 2 per cent (40 million) in 2006. It increased to 4 per cent (80 million) in 2009. In 2016 it was 27 per cent (405 million) and in 2018 it has almost reached 35 per cent including both rural-urban users.

With the Internet, a new virtual playground has emerged. The rapid development of Digital games has not only provided entertainment for the consumers but has also increased the motivation for playing games. Digital games in which the interaction is provided through the interfaces such as monitor, mouse, keyboard or joysticks, is an alliance of system which has rules and purposes. Digital games can be described as a game played with electronic devices such as desktop computers and laptops, console games, mobile phones. Digital games are also emerging as a big market where millions of people are tangled all over the world. The digital gaming industry is growing faster than the other entertainment industries and has become an entertainment tool appealing to many people, from kids to adults. They provide a wide variety of games to play, which include Action game, Adventure Games, Action-Adventure Games, Role-Playing Games, Strategy Games, Sports Games, Puzzle Games, Casual Browser Games (CBGs), Educational Games.

In the past, games were played outdoors with friends, whereas today people play games on virtual platform sitting in an indoor environment. With the development of Technology, particularly after the arrival of smartphones, kids playing on the streets, in the parks, gardens are disappearing and that picture of children playing outdoor games is wiped from the minds of people. The games like cricket, football, basketball which were played in parks, on the streets are now played on the simulated platforms in houses, offices, cyber cafes, PlayStation halls, etc.

Technological innovations and changing lifestyle have also increased importance of online and offline video games. Nowadays addiction not only refers to addiction to drugs like alcohol and cocaine or behaviours like gambling and stealing but it also refers to gaming

addiction. Video game addiction is also known as gaming disorder or internet gaming disorder, falls under the category of behavioural addiction. Parents have concerns on whether the video games (Digital game) are good or bad for their children and educators are concerned that computer games can be harmful to kids. Video games have severe impact on children's social life, education, health and learning skills. Currently it has been observed that video games affect the day-to-day life of a child. There are both negative as well as positive effects of video games, it develops mental skills of children in terms of measurement, quality, achievement of goals on time, utilization of resources, etc. Moreover, improvement in concentration is also a positive impact. Through video games, children also polish their skills of time management to complete tasks. It increases coordination between eye and hand activities. Despite the positive aspects of this, some negative shades also exists. The negative impacts of video games are, it affects the personality of children and they assume themselves in characters of video games and cartoons. They also become lazy and have lack of physical activities, which causes several diseases such as obesity, muscular and skeletal disorder, eye weakness, etc. it also leads to poor eating habits. Apart from this, children also avoid social events and activities and it affect their personality development in a negative manner. Their behaviour becomes aggressive and violent as they start to behave like video game characters. Children also play these games for late night that causes sleeping disorders. Children are not able to communicate with other people in society and build strong social relationships due to spending more time on these virtual gaming plat forms, therefore they don't develop their communication skills and social skills. They tend to neglect their responsibilities.

Digital games are a tool for recreational activities, reducing daily stress and fatigue, and being used as an entertainment component but excessive and unconscious game playing behaviour has led to digital game addiction, which after a while, is regarded as impulse control disorder, becoming a controversial subject. If a person cannot control her/his desire to play games and causes problems in terms of emotions, this should be considered as a problem. Along with the rapid development in the digital gaming industry, game addiction has increased, and this has caused children to spend a significant part of their day in a Digital world.

Most of the parents and teachers are complaining about the unwillingness of the children to study and their desire to spend their time with games. This reveals that games are quite powerful in attracting and motivating children, which in turn leads to the desire to play over

again. When it is regarded in this respect, the addict becomes integrated with the game and begins to live the game in every division of life. The most important indicator is that children excessively relate themselves to the characters in the game. This association also leads to death cases. For this reason, it is very important to study digital games and their dependency. The aim of this study is to study the digital game addiction in kids and teenagers aged 8-19 years.

## **OBJECTIVES OF THE STUDY**

1. To understand the concept of Gaming for kids.
2. To study the time spent by kids and teenagers on gaming.
3. To study the repercussions of excessive gaming.

## **RESEARCH METHODOLOGY**

The present study provides inferences through extensive reading and evaluation of various reference books, journals, internet sites, E-books. It was attempted to conduct a survey of 80 respondents from among which 40 were kids and 40 were teenagers. The two different structured questionnaires were designed to collect data from both kids and teenagers. After a proper evaluation, the data has been analyzed and is further interpreted.

## **ONLINE GAMING: HOW AND WHERE TO PLAY?**

There are many ways for users to play games online. This includes free games found on the internet, games on smartphones, tablets and handheld consoles, as well as downloadable and boxed games on PCs and consoles such as the PlayStation, Nintendo Wii or Xbox. Here are some of the most common devices on which online games are played.

**Consoles:** These games are played on home entertainment consoles designed to work with a TV. Consoles are capable of connecting to the internet via a home network just like other devices. This allows users to purchase and download games, purchase additional content for games (eg extra levels, characters, features) as well as playing online, although a subscription may be required to use a particular gaming network. The main manufacturers (Nintendo, Sony and Microsoft) include parental controls in their consoles that are linked to age ratings systems (FAQ 3).

**Mobile App Games:** Mobile games can be free or chargeable and are downloadable through app stores like Google Play or Apple App Store. There may be costs associated with mobile

gaming as within some games, even free ones, there are opportunities to purchase added functionality such as 'in-app' purchases. However, these functions can be deactivated, either through settings on a device or via settings on an account used to access the app store.

**Handheld Games:** Handheld games are played on small portable consoles. As with other devices, handheld games are also internet enabled. This allows gamers to download games, purchase additional content, get new features and play and chat to other gamers.

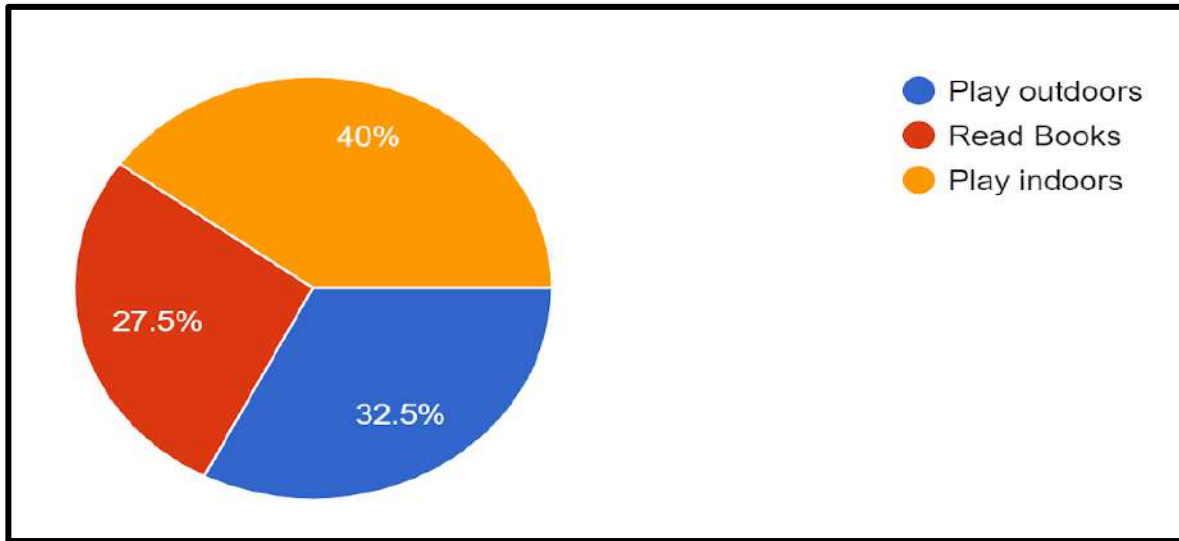
**Web Games:** Some games are accessed through unique websites hosting hundreds of different games. Many of these games are free of charge online, although some may have paid-for components. These sites have become hugely popular with many young people as they often offer a creative element which allows a user to create their own games.

**PC Games:** These games are played on a computer the same way as other software programmes. There are also a large number of 'free games' available to download and play that offer limited features with an option to buy extra features or unlock all features via a monthly subscription. Many PC games make use of the internet, and many 'Massively Multiplayer Online' (MMO) games, where gamers interact together in virtual spaces, are PC games.

**Augmented Reality (AR):** This is an element of games where a live view of the real-world environment is altered to include moveable graphics allowing players to experience digital game play in the real world. It is usually achieved by using the camera on a mobile device and can be seen in games like Pokémon Go where Pokémon appear to be actually stood in front of you.

**Virtual Reality (VR):** This is immersive wearable technology which creates environments and allows you to explore them as if you are actually there. Experiences can vary but most contain sensors which allow you to mimic your movements in the virtual world. This is usually achieved through wearing headsets, which range in terms of price and experience. Inexpensive cardboard structures have also been developed which allow you to turn your smart phone into a VR headset by downloading an app. Manufacturers are currently recommending that under 12s are to be supervised by an adult when using a VR headset.

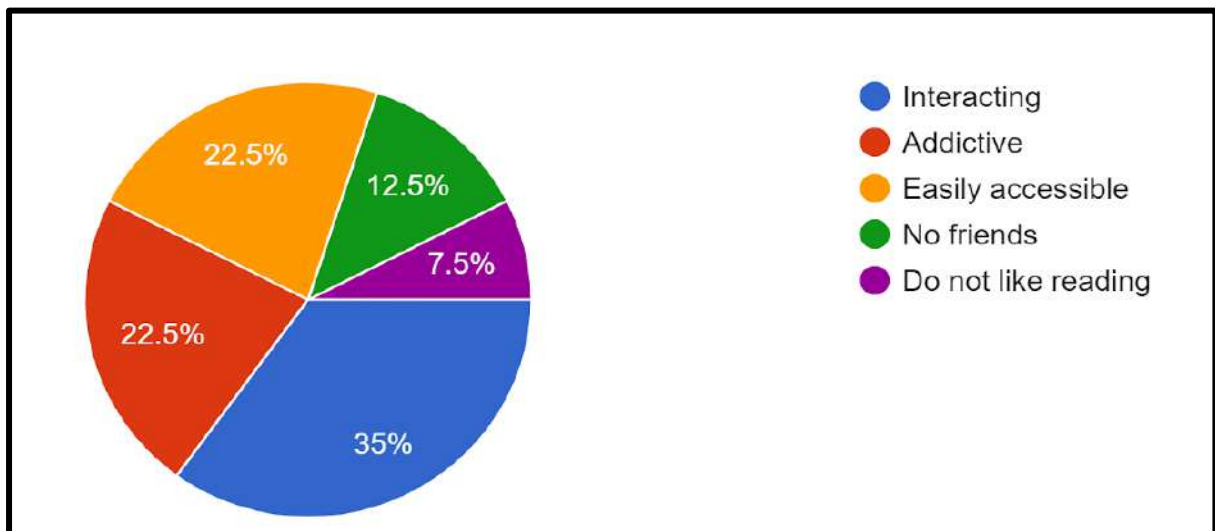
**Chart 1.1**  
**Utilizing free time**



Source: Compiled from primary data collection, 2020.

The study shows that 40 per cent of the respondents prefer to play indoor games, whereas 32.5 per cent of the respondents go out to play. Only 27.5 per cent are interested in reading books. This shows that maximum respondents are involved in indoor games.

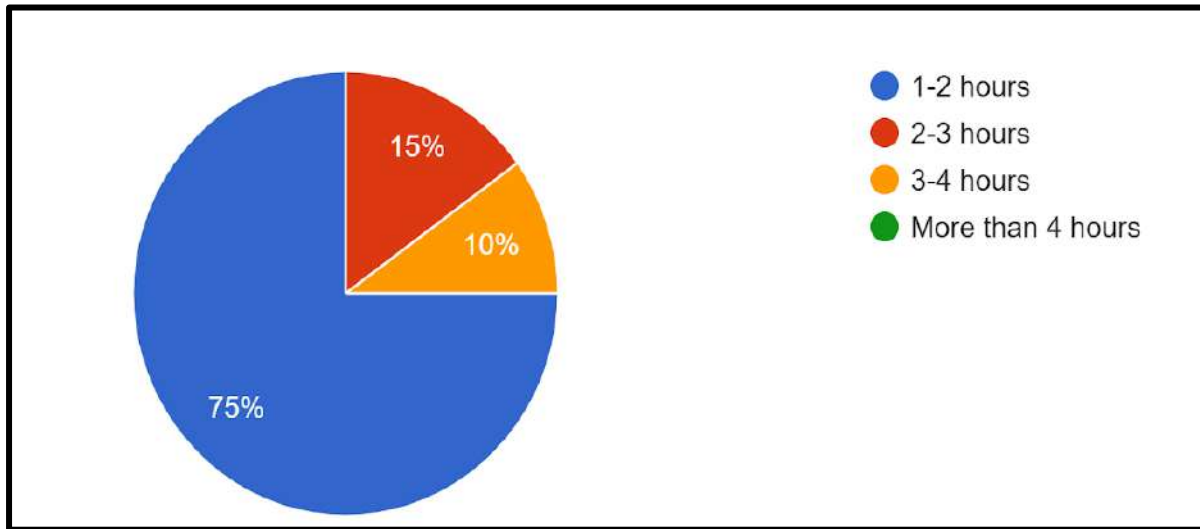
**Chart 1.2**  
**Attractiveness of Gaming**



Source: Compiled from primary data collection, 2020.

The above Chart 1.2 states that 35 per cent of the respondents find gaming interesting because they are interactive, 22.5 per cent of respondents find it addictive and easily accessible and 12.5 per cent of the respondents love gaming as they have either no friends or very few friends. 7.5 per cent respondents play because they do not like reading.

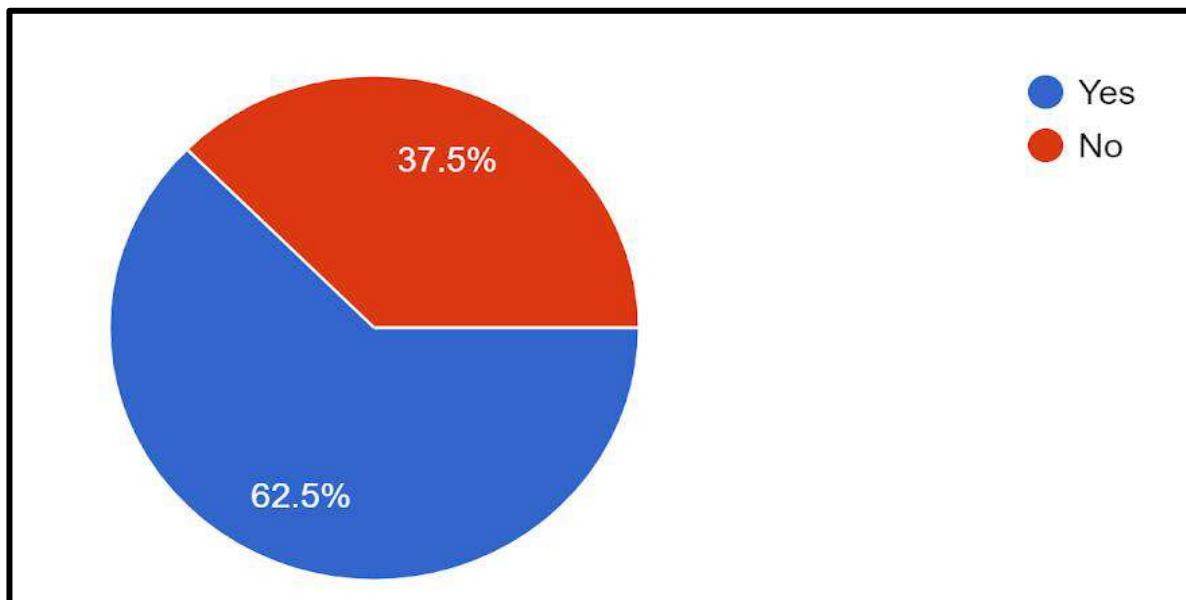
**Chart: 1.3**  
**Time spent on gaming**



Source: Compiled from primary data collection, 2020.

Chart 1.3 states that 75 per cent of the respondents spend 1-2 hours on gaming. 15 per cent respondents spend 2-3 hours in a day playing games and remaining other 10 per cent of them spend 3-4 hours on gaming, none of them spend more than 4 hours on gaming.

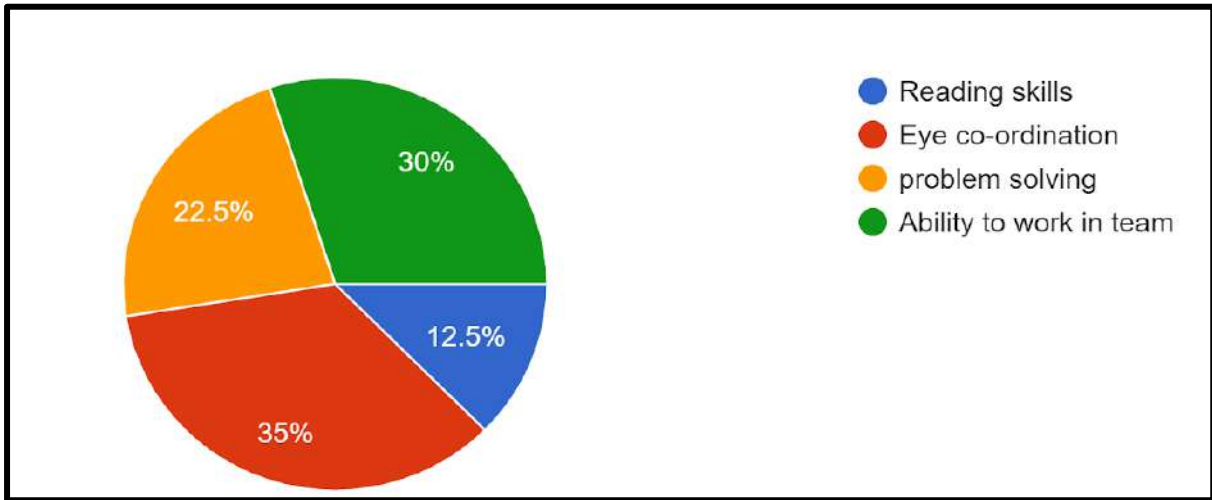
**Chart 1.4**  
**Eye pressure and Gaming**



Source: Compiled from primary data collection, 2020.

The above Chart depicts that 62.5 per cent respondents suffered from eye pressure and discomfort due to gaming whereas only 37.5 per cent respondents mentioned that they eyes do not suffer due to online gaming.

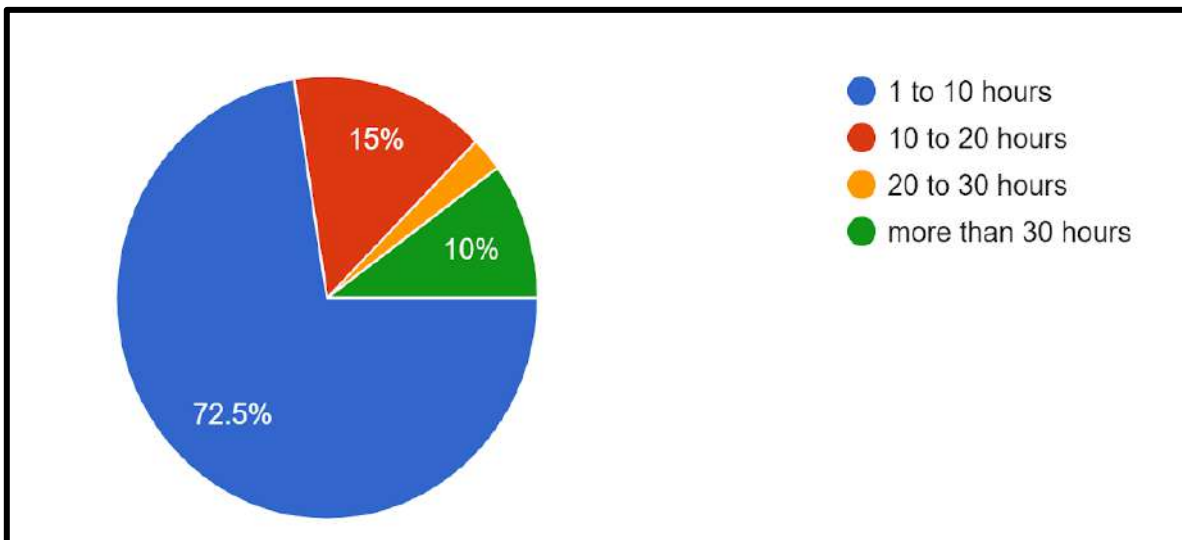
**Chart 1.5**  
**Benefits of Gaming**



Source: Compiled from primary data collection, 2020.

The above Chart depicts that 35 per cent of the respondents mentioned that they improved their eye co-ordination, 22.5 per cent respondents improved their problem solving skills, 30 per cent respondents improved their ability to work as a team and 12.5 per cent improved their reading skills.

**Chart 1.6**  
**Duration of playing video games every week (Teenagers)**



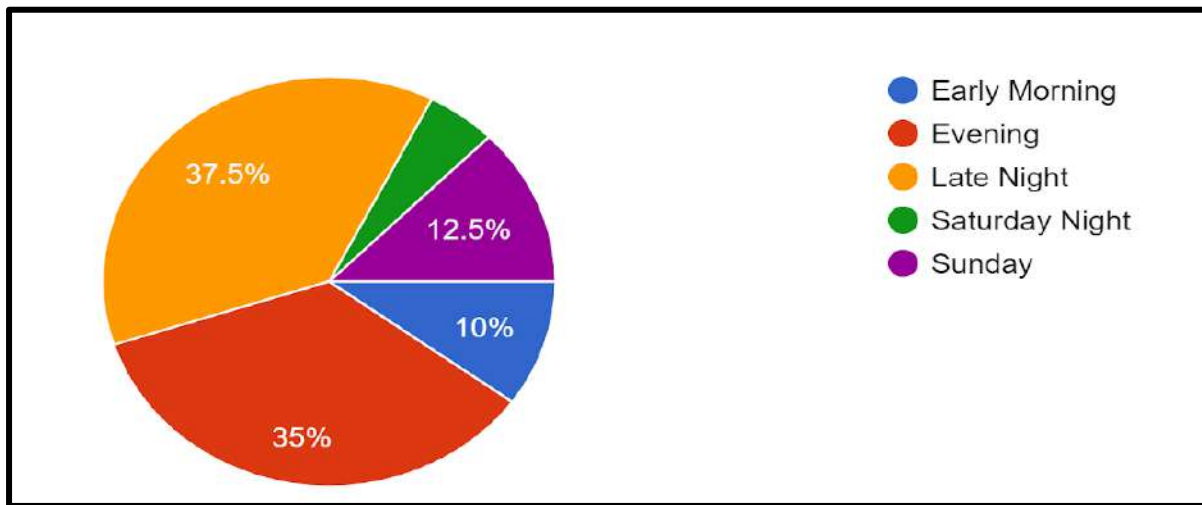
Source: Compiled from primary data collection, 2020.

Chart 1.6 depicts that 72.5 per cent respondents spend 1 to 10 hours in gaming every week. 15 per cent respondents spend 10 to 20 hours in gaming every week, 10 per cent of the respondents play more than 30 hours every week. Only 1 respondent i.e. 2.5 per cent

mentioned that he played for 20 to 30 hours in a week.

**Chart 1.7**

**Time preferred for playing (Teenagers)**

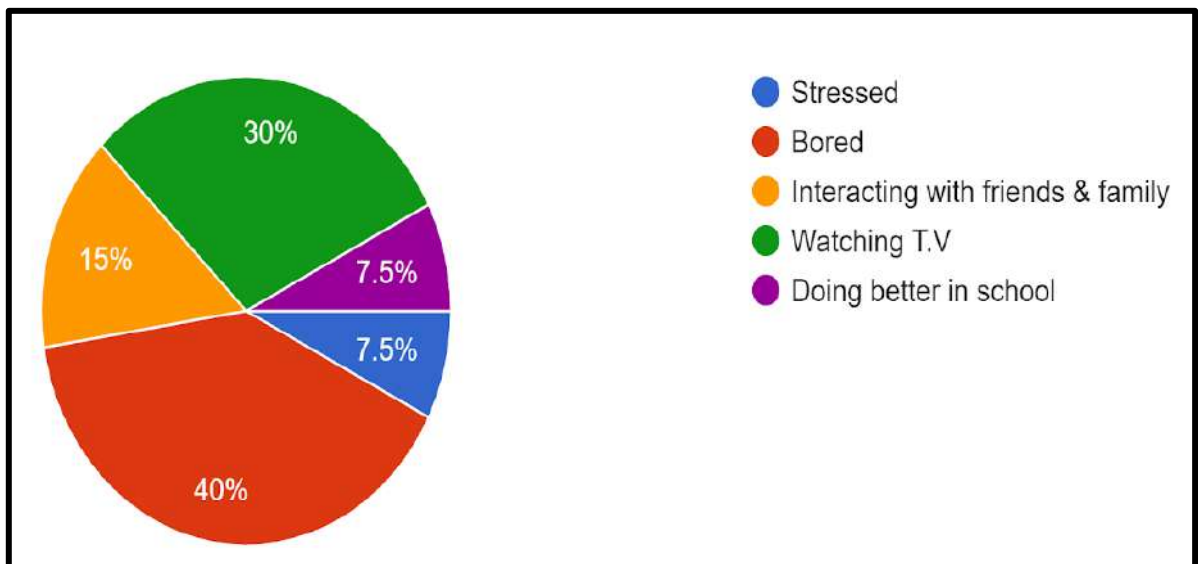


Source: Compiled from primary data collection, 2020.

The above Chart depicts that 37.5 per cent respondents mentioned that they prefer playing late at night, 35 per cent respondents stated that they play at evening hours, 12.5 per cent respondents prefer playing on Sundays, 10 per cent stated that they play early morning and only one per cent preferred to play on Saturday nights.

**Chart 1.8**

**Impact of Gaming**



Source: Compiled from primary data collection, 2020

Chart 1.8 reveals that, in absence of gaming, 30 per cent would watch Television, 7.5 per cent of the respondents would do their school work or they would feel stressed, due to absence of gaming, 15 per cent of the respondents would be interacting with friends and family and 50



per cent respondents replied stating that they would be bored in absence of gaming.

## **CONCLUSION**

In this paper, researcher has analysed and studied that there are various reasons that makes video games obsessive. Video games have had a tremendous impact both positive and negative on the cultural attitude, psychological development and lifestyle choices of both children and teenagers. The survey analysis revealed that the mmajority of the respondents prefer to play indoors. In this study it was observed that the respondents are aware of the fact that due to gaming their life is somewhere affected as gaming led to kill their time and affect them physically as the analysis revealed that maximum respondents suffered from eye pressure & discomfort due to gaming whereas few respondents did not suffer. While these games can be viewed as a risk to players' physical or emotional health, they have also been promoted as effective educational tools and have even been used for physical or cognitive rehabilitation in clinical settings. The survey analysis shows that maximum number of respondents mentioned that they improved their eye co-ordination due to gaming, minimum number of respondents improved their problem solving skills, more number of respondents improved their ability to work as a team and very few respondents improved their reading skills. Yet for individuals who have become caught in a cycle of compulsive gaming, video games can become destructive. Children today are completely different in the way they think, behave and act. This is largely because of the world they grew up in. All these have impacted the way they behave, they have so many options to kill time and entertain themselves, at the touch of a remote/mouse or fingers. Even if some kids want to play there are others who don't want to, hence this is another big problem. They should be told that even the generation that invented the internet, TV, Computers, I-pads and I-phones also played outside as kids, and children & Teenagers should be encouraged to go out as often as possible.

## **SUGGESTIONS**

1. Give your kids a strict time limit for daily play. Health experts recommend that teens and school-aged kids should spend no more than 2 hours a day in front of a screen.
2. Keep gaming devices out of your bedroom. If you have a game console, computer, or other gaming device in your room, you may be tempted to stay up all night playing instead of getting the sleep you need.

3. Try apps or extensions to block your access to games. If you play games on your phone or on your computer, you can install apps or browser extensions that limit your play time.
4. Treat gaming as a reward for completing other tasks. If your gaming is interfering with homework, chores, or other work you need to get done, make a vow to put those important jobs first.

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## **A STUDY ON AWARENESS OF INVESTMENT IN MUTUAL FUNDS AMONG WOMEN**

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### **ABSTRACT:**

In today's technologically advanced world, as a part of women empowerment, women have excelled manifold in different sectors of economy contributing in pace with the men, in the growth and development of a country. In this study an attempt has been made to get an idea about the preference of women investors towards mutual fund, their attitude towards mutual funds investment and to know the potential customers and their requirements. The study has been conducted on the basis of primary data and secondary data. Majority of the women investors opined better return and safety are the motives behind their investment. In this scenario it is crucial to study the pattern of savings avenues of women and their perception towards mutual funds, which helps to mold investment avenues accordingly. Small percentage of investors is ready to undertake high level of risk and rest of them preferred to play a safe game. The findings will help to identify the areas required for improvement in order to create greater awareness among women investors regarding investment in mutual funds.

**KEYWORDS:** Women perceptions, MF investment, Mutual fund awareness, Women Investors, financial knowledge.

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## INTRODUCTION

Saving is the surplus of income over expenditure and when such savings are invested to generate more income, it is called investment. Hence savings and investments are closely linked with each other. Investors have different perceptions when they decide about investing in a particular avenue; every individual wants their savings to be in the most secured and liquid avenue. However, the decision change from individual to the individual and their ability to take risk is also different. There are a lots of investment options available today in the financial market for an investor. They can invest in Bank Deposits, Corporate Debentures, and Bonds where there is low risk but the return is also low. They may invest in Stock of companies where the risk is high and the returns are also proportionately high. The recent trends in the Stock Market have shown that an average retail investor always lost with periodic bearish trends. People began opting for portfolio managers with expertise in stock markets who would invest on their behalf. Thus, we had wealth management services provided by many institutions. However, they proved too costly for a small investor. These investors have found a good shelter with the mutual funds.

One of the financial innovations which really help the small investors to earn wealth is the concept and design of mutual funds. Fund managers concentrate on risk – return trade off, minimize the risk and maximize the return through diversification of the portfolio. Opportunities of Mutual Funds are tremendous especially when an investment is concerned. A mutual Fund pools money from many investors and invests the money in stocks, bonds, short term money market instruments, other securities or assets, or some combination of these investments. The combined holdings of the mutual Fund own are known as its portfolio. Each unit represents an investor's proportionate ownership of the fund's holdings and the income those holdings generate. Mutual fund industry has seen a lot of changes in past few years with multinational companies coming into the country, bringing in their professional expertise in managing funds worldwide. In the past few months there has been a consolidation phase going on in the mutual fund industry in India. Now investors have a wide range of Schemes to choose from depending on their individual profiles. Because of the large number of mutual fund companies and schemes, retail investors are facing problems in selecting right funds. Also, it is of paramount importance for policy makers, governing bodies and mutual fund companies to analyze which schemes are efficient performers. One of the main reasons for poor growth is the lack of investors' trust in companies and policy makers.

Therefore, for promoting the growth of Indian mutual fund industry, it is very crucial to understand the investors' behavior towards different investment options and for mutual funds

### **OBJECTIVES OF THE STUDY**

- i. To Study the Awareness of Mutual Fund Investment among women
- ii. To understand the women investors preference for Mutual Funds. To find out the reasons for the selection of Mutual Fund as an investment alternative.
- iii. To assess their perception regarding Mutual Funds.

### **METHODOLOGY**

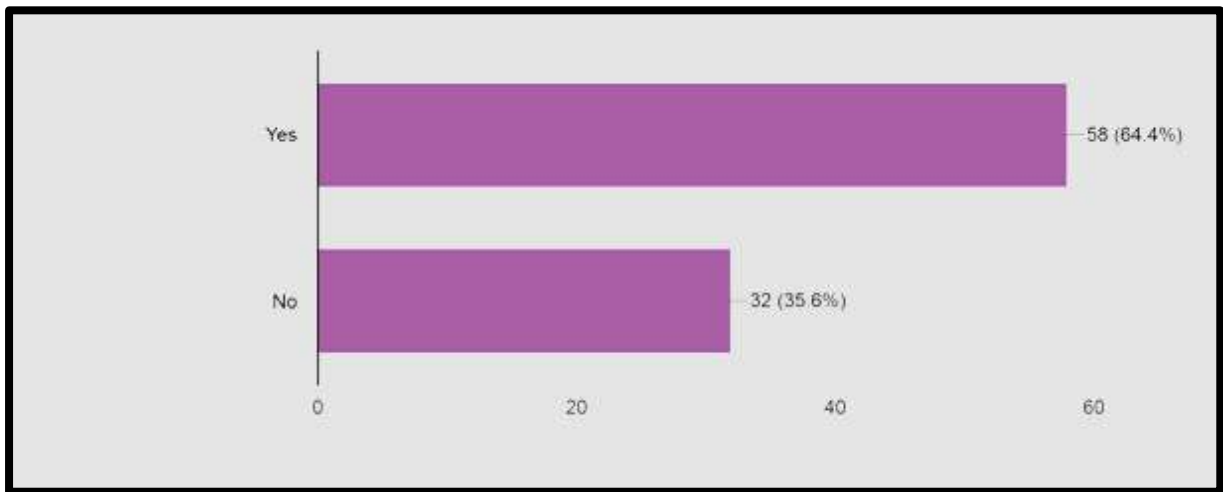
The present paper is an outcome of extensive reading of various books, journals, Research papers and internet websites in the subject of "A STUDY ON AWARENESS OF INVESTMENT IN MUTUAL FUNDS AMONG WOMEN". An attempt was made to conduct a survey of 90 respondents from Sion and Matunga which includes female respondents between the age group of 21 years to 55 years. A structured questionnaire was prepared and designed to gather reliable primary data from the respondents. After a proper evaluation, the data has been analysed and is further interpreted.

### **DISCUSSION**

The role of modern Indian woman is changing from being a simple housewife; she is now a career-oriented woman. Women have also learnt to balance both their household and professional responsibilities. Today's women are more successful and financially independent. Even their thought process is undergoing a major change. They are more career-oriented and do not mind remaining single throughout their lives. They want individual freedom and financial independence. Along with income, comes savings and investment.

For making proper investment decisions, women should have proper knowledge about the various investment options available, their merits and demerits and their risk profiles. It is necessary for women to have adequate awareness and knowledge about the saving.

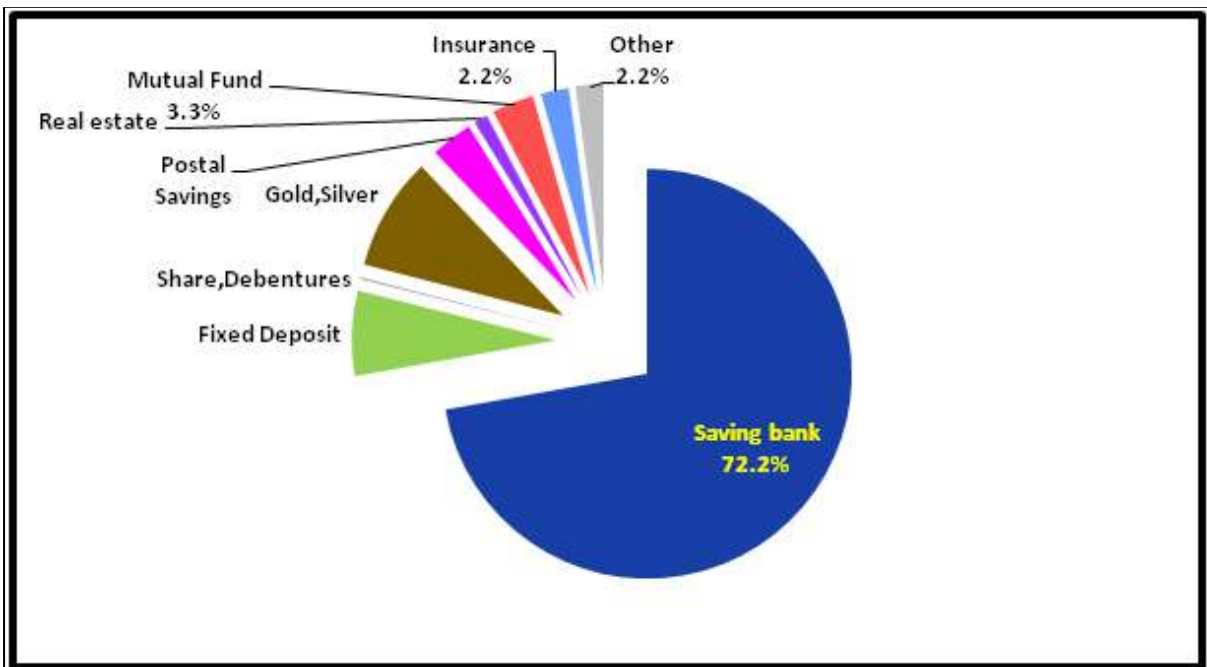
**Chart 1.1**  
**Awareness of Mutual Fund Investments**



Source: Compiled from primary data collection 2020.

From the above chart 1.1 it can be observed that 64.4 per cent of the respondents are aware about the concept of Mutual Fund investments whereas 35.6 per cent of them are not aware about the same concept.

**Chart 1.2**  
**Awareness of Different Investment Instruments**

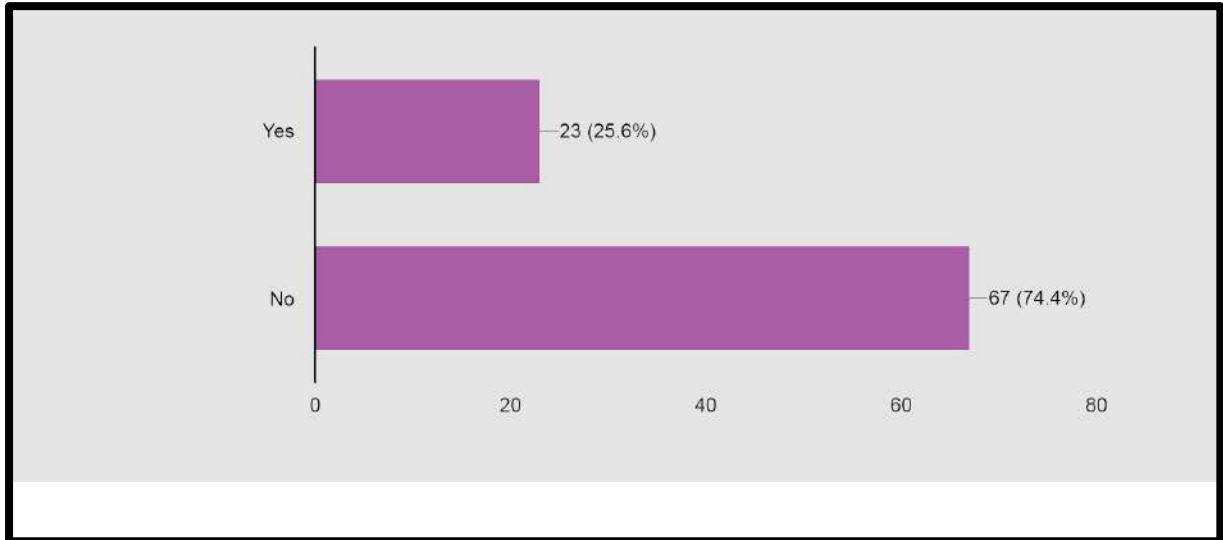


Source: Compiled from primary data collection 2020.

From the above chart it can be depicted that 72.2 per cent of the respondents prefer to save their money in a Savings Bank account while 7 per cent of them prefer to save in a Fixed Deposit account for long term benefits. 9 per cent of the respondents always prefer to invest

their funds in Gold and Silver whereas only 4 per cent of the respondents invest in a Postal savings account. 1 per cent, 2.2 per cent and 3.3 per cent of respondents invest in Real estate, Insurance and Mutual Funds' investments respectively.

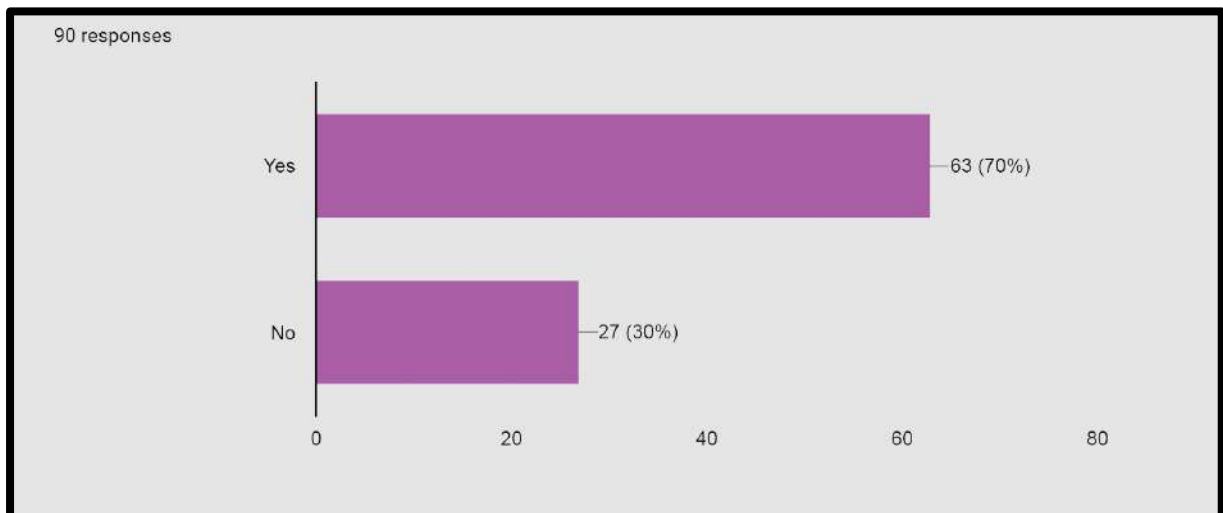
**Chart 1.3**  
**Percentage of Money Invested in Mutual Funds**



Source: Compiled from primary data collection 2020.

Chart 1.3 indicates that 25.6 per cent of the respondents already have their funds invested in Mutual Funds whereas 74.4 per cent of them are still not having any Mutual Funds as investment.

**Chart 1.4**  
**Recommendations to Create More Awareness**



Source: Compiled from primary data collection 2020.

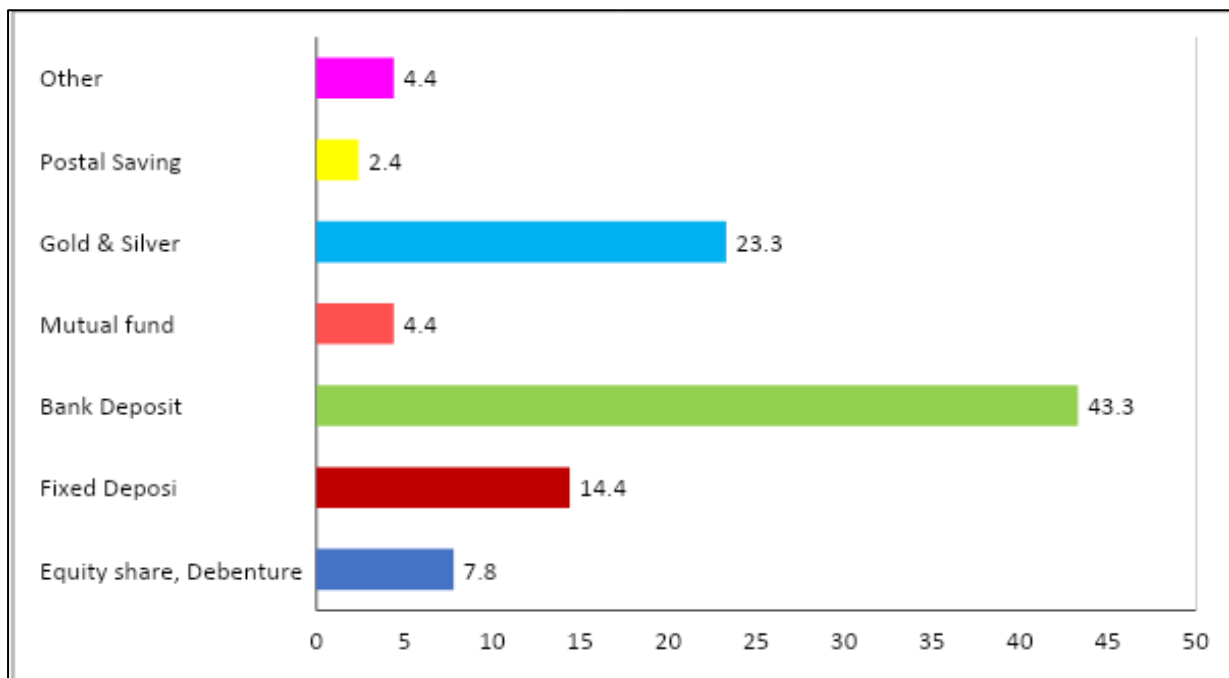
The above chart indicates that 70 per cent of the respondents recommend others to save their funds in Mutual funds compared to other investment options whereas 30 per cent of them do

not think that there is any need to create awareness among people to open a Mutual Fund account.

## INVESTMENT PREFERENCES OF WOMEN

Investment means putting your money to work for you. Essentially, it is a different way to think about how to make money. With an Expectation of generating high returns over a period of time and certain levels of risk, individuals invest in different financial products. The present study is an attempt to analyze the investment preferences of women towards financial mutual funds.

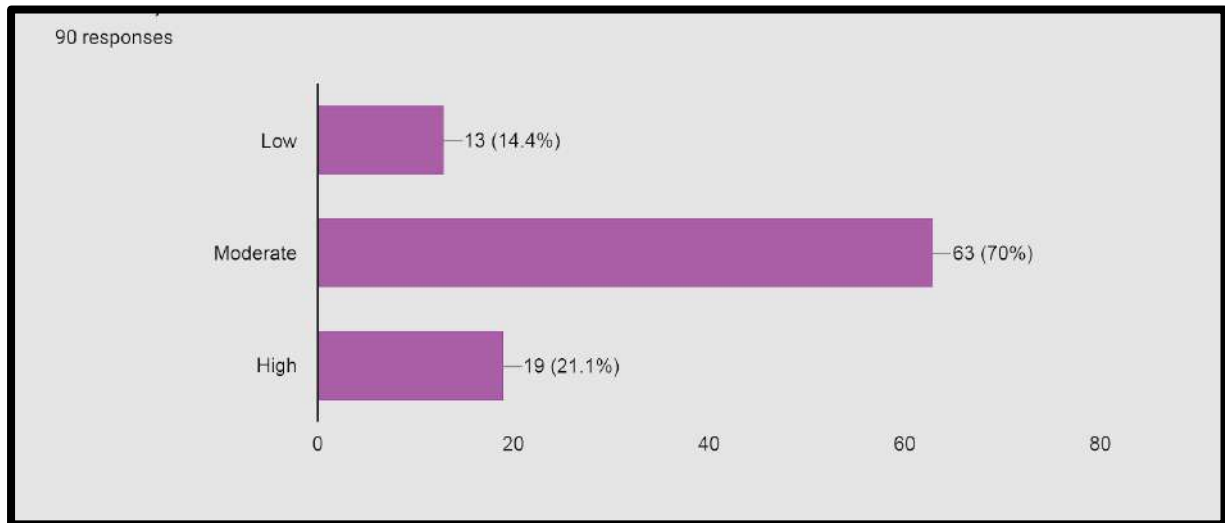
**Chart 1.5**  
**Most Profitable and Safest Investment Option**



Source: Compiled from primary data collection 2020.

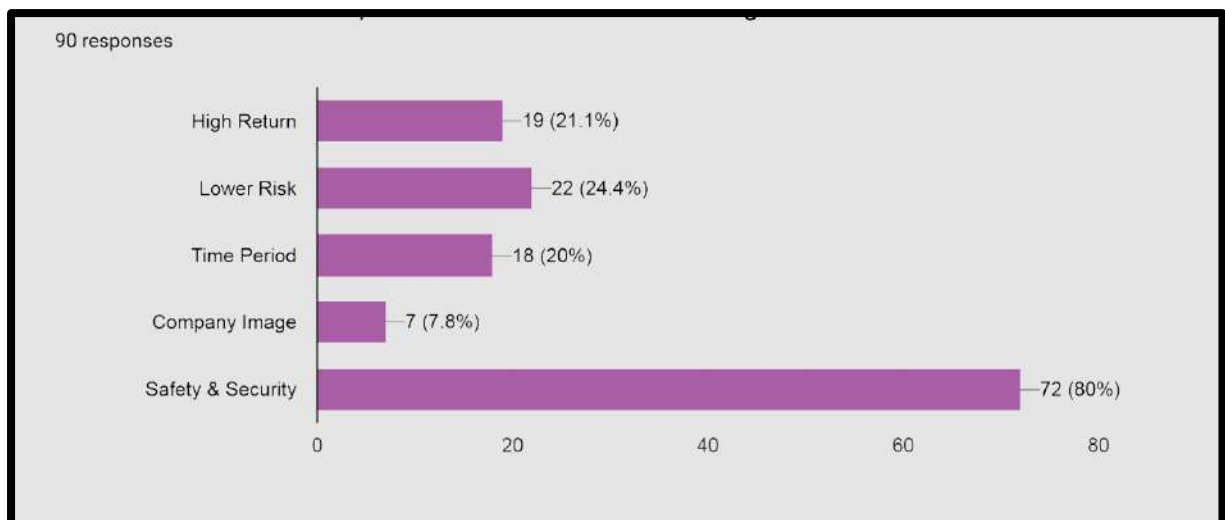
As per the above chart 1.5, it can be observed that 43.3 per cent of respondents think that Bank Deposits are most profitable and safest investment whereas 23.3 per cent of the respondents feel that investing in Gold and Silver is more profitable. 14.4 per cent of them believe that Fixed Deposits are more profitable when it comes to investment for long term. 7.8 per cent of the respondents think that investing in stocks such as equity or debenture is more profitable while 4.4 per cent of them believe that Mutual Funds are more profitable as well as safer options whereas 2.4 per cent of them invest in postal saving as it is safe because of government interference.



**Chart 1.6****Self-Rating of Risks Associated With Mutual Fund**

Sources: Compiled from primary data collection 2020

The above chart 1.6 indicates that 14.4 per cent of women surveyed rated low risks associated with mutual funds. 70 per cent of the women rate the risks associated with mutual funds to be moderate. 21.1 per cent of the women rate the risks associated with mutual funds to be comparatively high.

**Chart 1.7****Factors Considered While Investing**

Source: Compiled from primary data collection 2020.

From the chart 1.7, we can infer that 80 per cent of the respondents consider safety as the most important factor while making investment decisions. 24.4 per cent of the respondents consider lower risk while deciding or making any investment. 21.1 per cent of the respondents consider higher returns on their investment as the deciding factor while 20 per

cent of them consider the time period for which they are investing. Only 7 per cent of the respondents consider company's name and profile as an important factor while making any investment decisions.

## **CONCLUSION**

Form the above study we can conclude that even today there is little awareness among the women about the concept of Mutual Fund investment. Women under the lens prefer to park their savings in a Bank and in gold and silver, while we came across few of them who also did prefer to invest in a Postal saving account. Although as a family many women do have funds invested in Mutual Funds and they also do recommend others to save their funds in Mutual Funds.

Respondents think that Bank Deposits and Gold and Silver are more profitable and safer avenues to invest their savings when compared with Mutual Funds' investments.

## **SUGGESTIONS**

1. Investment procedures must be clear and simple to attract more women. The financial Institutions and companies must also provide more value-added service to the women.
2. They should attend financial awareness programmers organized by financial institutions and other agencies like BSE, NSE and mutual fund agents to increase their awareness about new investment avenues. This will give them confidence to make investment decisions on their own.
3. The financial institutions should enhance the quality of service and more personalized service should be given to build trust and long term relationships.
4. Conducting of various seminars and programmers which also includes some fun activities (which might interest them) and prizes as well especially in rural areas where people are illiterate to change their thinking towards it.

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## **A STUDY ON FACTORS INFLUENCING BRAND SWITCHING OF MOBILE NETWORK SERVICES AMONG YOUTH**

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### **ABSTRACT:**

MNP or Mobile Number Portability allows the customers to switch their mobile phone operator from one mobile phone network provider to another mobile phone network provider and keep their existing mobile phone number. This study is conducted to identify the factors influencing the brand switching behaviors of youth and to find the measures to prevent the customers from switching to other brands. Competition in telecom industry has been increasing to a great extent. In competitive market, these companies always seek to take the share of others in terms of customers. Heavy advertisements and price war among companies have created troubled customer loyalty. Customers keep on switching brands in telecom sector. Success of companies is identified by the repeat purchase intention of customers so companies must understand the factors that make the customers to switch brands. Companies need to understand the ways that can prevent brand switching. This study helps the researcher to understand the factors affecting brand switching and it gives a clear-cut knowledge to an individual that price is not the only factor that affects brand switching but there are also other factors that attract the attention of the youth.

**KEYWORDS:** Portability, Influencing, Switching, Competitive, Intention.

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### **INTRODUCTION**

India has emerged in recent times as one of the fastest growing telecommunication markets in the world, particularly by the unprecedented growth of mobile telecommunication. The rapid growth in Indian telecommunications services has prompted major global manufacturers of telecommunication equipment to consider investing in India, paving the way for extensive provision of modern communication services in rural areas. With the successful conclusion of auction of the 3G and BWA spectrum, this growth is set to become even more pronounced. The market's first operator was the state-owned Bharat Sanchar Nigam Limited (BSNL), created by corporatization of the Indian Telecommunication Service, a government unit formerly responsible for provision of telephonic services. Mobile Number Portability (MNP) is a facility for the mobile telephone users/subscribers of the country which allows a subscriber to retain his/her mobile telephone number when he switches from one access

provider to another access provider in the same service area irrespective of the mobile technology or from one cellular mobile technology to another of the same access provider. MNP was introduced across the country on 20th January 2011. Introduction of MNP has empowered the mobile subscribers and given them freedom to change their service provider without changing their mobile number. With constant monitoring of the porting process and periodic actions by TRAI, rejection of porting requests on frivolous ground was arrested. Though it was introduced as a tool to promote competition in the heavily monopolized wireline telecommunications industry, number portability became popular with the advent of mobile telephones. The main factors affecting switching behavior of mobile connection are offered service quality or availability of mobile network, economic status of customer, promotional offer and mobile number portability on customer retention. This research can also help academicians and researchers in better performing analysis of telecommunication sector. This study helps in understanding subscriber's intention to switch operators keeping in View One Nation- one number Portability.

### **OBJECTIVES OF THE STUDY**

- ❖ To study the customer preferences of mobile network services available in the market.
- ❖ To identify the factors influencing brand switching among youth.
- ❖ To provide suggestions, if any.

### **METHODOLOGY**

The Researcher has collected secondary data from the sources like Books, Newspaper, articles, Journals, Internet sites, Magazines, etc. A structured questionnaire was prepared and administered by the researcher to the respondents. Open-ended questions as well as close-ended questions were asked for collection of relevant data required for research. A proper analysis of the data was done with the help of suitable techniques. Suitable diagrams and graphics were developed to make the data easier to understand.

### **TYPES OF MOBILE NETWORK SERVICES:**

Airtel India is the third largest provider of mobile telephony and second largest provider of fixed telephony in India and is also a provider of broadband and subscription television services. The brand is operated by several subsidiaries of Bharti Airtel, with Bharti Hexacom and Bharti Tele media providing broadband fixed line services and Bharti Infratel providing

telecom passive infrastructure service such as telecom equipment and telecom towers Bharti Airtel Limited is part of Bharti Enterprises and is headed by Sunil Bharti Mittal.

Vodafone India is the Indian subsidiary of UK-based Vodafone Group plc. and is a provider of telecommunications services in India with its operational head office in Mumbai. As of March, 302018, Vodafone India has a market share of 21% and with its merger with Idea, the collective Vodafone Idea network has approximately 375 million subscribers and is the Second largest mobile telecommunications network in India.

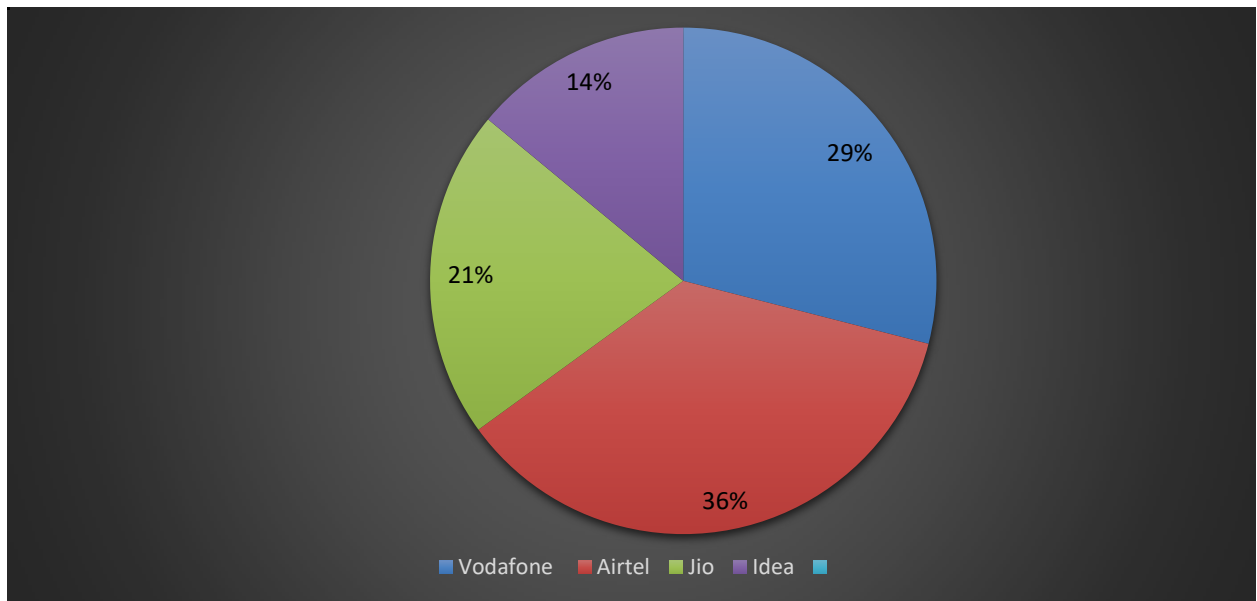
Vodafone India had started rolling its 4G Volte services in the country under the tag Vodafone Super Volte. Gujarat was the first circle to receive that service.

Reliance Communications Limited (popularly, R. Comm) was an Indian mobile network provider headquartered in Navi Mumbai that offered voice and 2G and 3G data services

Reliance Jio Info COMM Limited, d/b/a Jio, is an Indian telecommunications company and wholly owned subsidiary of Reliance Industries, headquartered in Mumbai, Maharashtra, India. It operates a national LTE network with coverage across all 22 telecom circles. It does not offer 2G or 3G service, and instead uses only voice over LTE to provide voice service on its 4G network.

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is India's leading telecom service provider. The Company provides pan India Voice and Data services across 2G, 3G and 4G platforms. With the large spectrum portfolio to support the growing demand for data and voice, the company is committed to deliver delightful customer experiences and contribute towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow. The Company is developing infrastructure to introduce newer and smarter technologies, making both retail and enterprise customers future ready with innovative offerings, conveniently accessible through an ecosystem of digital channels as well as extensive on-ground presence. The Company is listed on National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India.

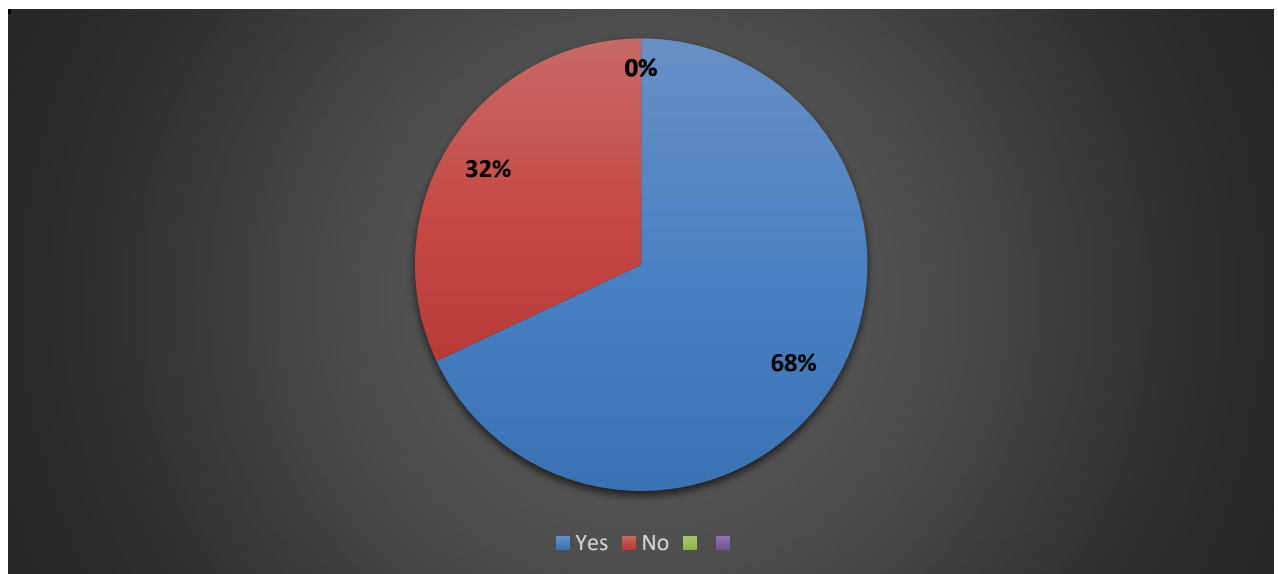
**Chart 1.1**  
**Mobile Networks Available in Market**



Source: Primary data collection, 2020.

Chart 1.1 depicts that 36 per cent respondents use Airtel mobile networks, 29 per cent respondents use Vodafone, 21 per cent respondents use Jio and only 14 per cent respondents use idea.

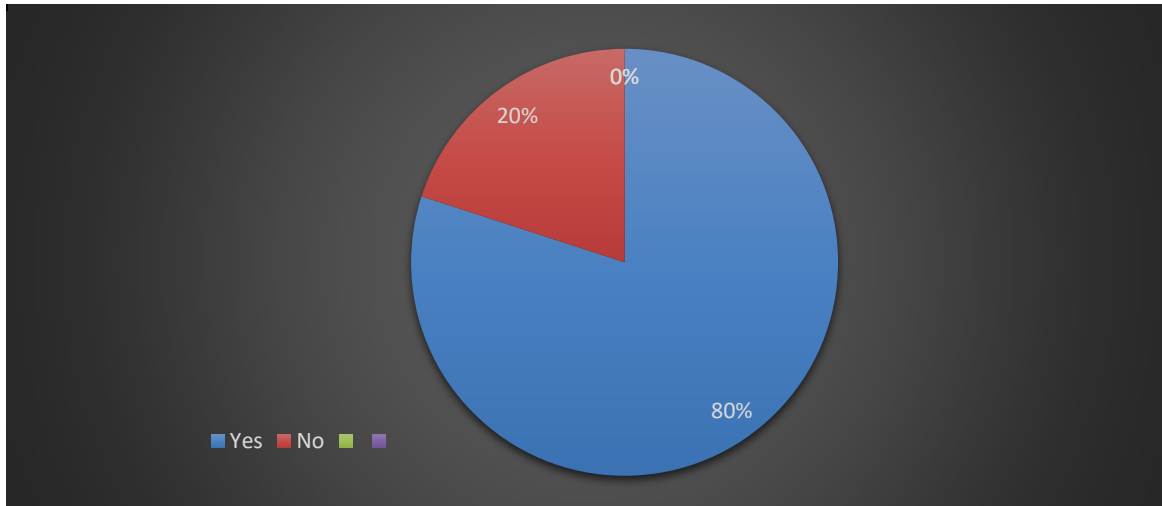
**Chart 1.2**  
**Brand Switching**



Source: Primary data collection, 2020.

Chart 1.2 states that 32 per cent of the respondents have not switched their brands, whereas 68 per cent of the respondents have switched the brands.

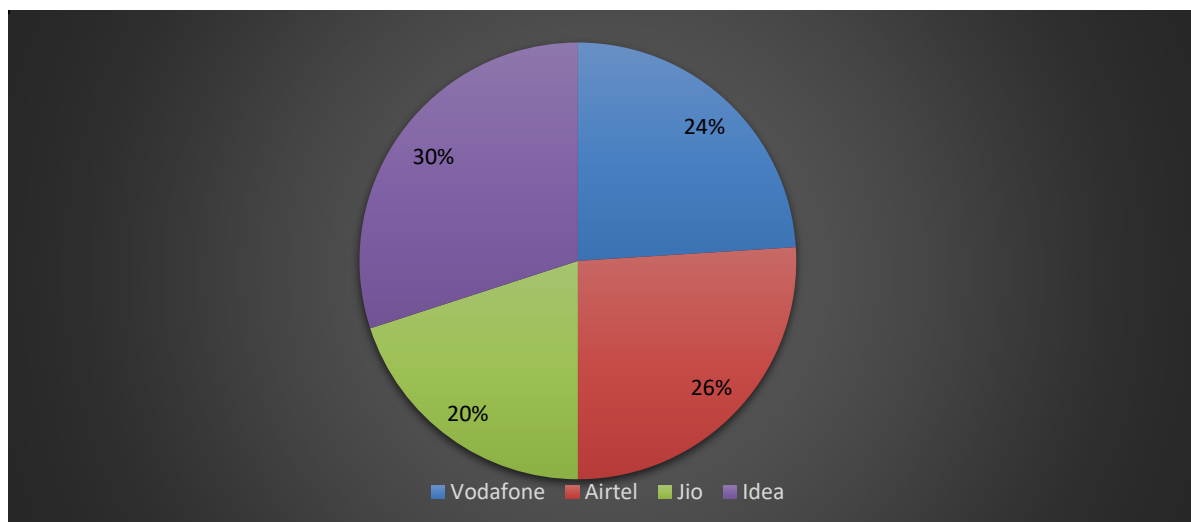
**Chart 1.3**  
**Satisfaction with current network**



Source: Primary data collection, 2020.

Chart 1.3 states that only 20 per cent of the respondents mentioned that they are not satisfied with their current network, whereas 80 per cent respondents are satisfied with their networks.

**Chart 1.4**  
**Types of Networks used in the past**

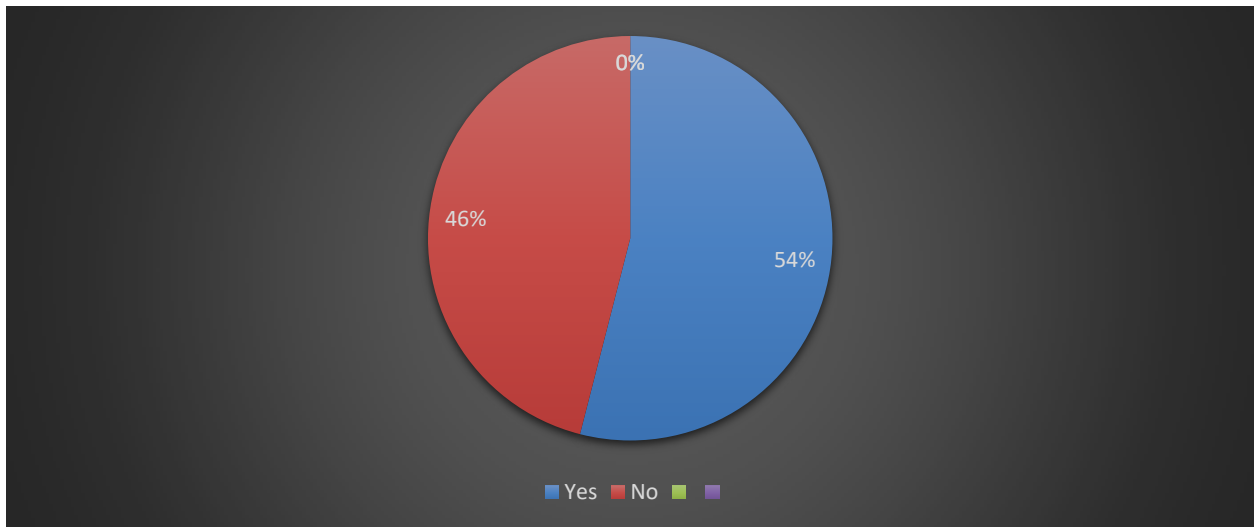


Source: Primary data collection, 2020.

Chart 1.4 states that 30 per cent respondents use Idea previously, 26 per cent used Airtel, 24 per cent of the respondents used Vodafone, whereas 20 per cent of them used Jio.



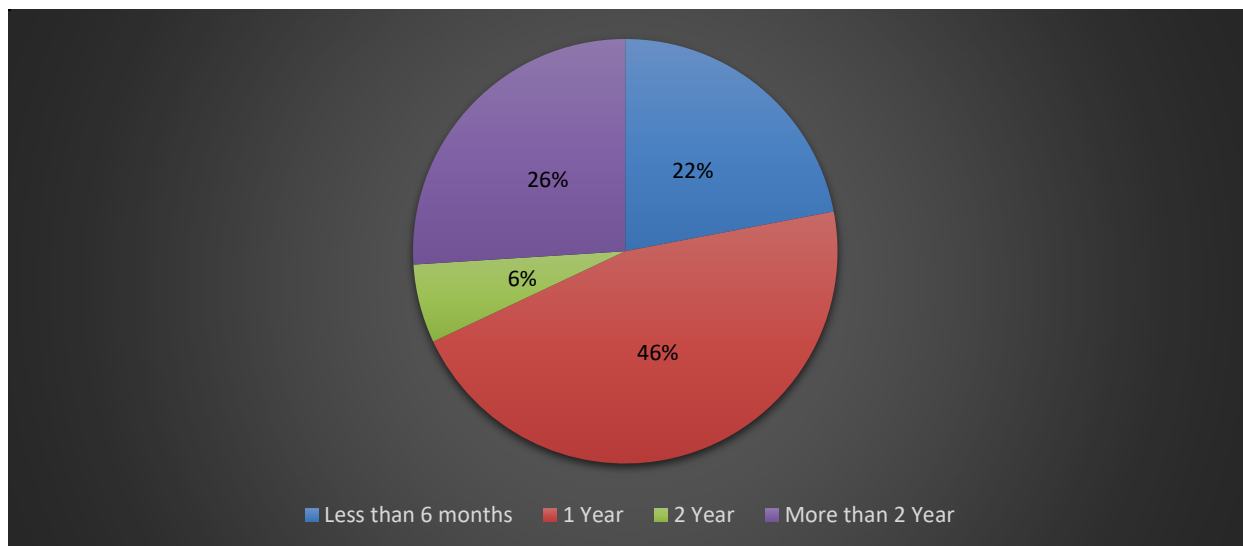
**Chart 1.5**  
**Satisfaction with Previous Network**



Source: Primary data collection, 2020.

Chart 1.5 mentions that 46 per cent respondents were not satisfied with their previous network and 54 per cent respondents were satisfied.

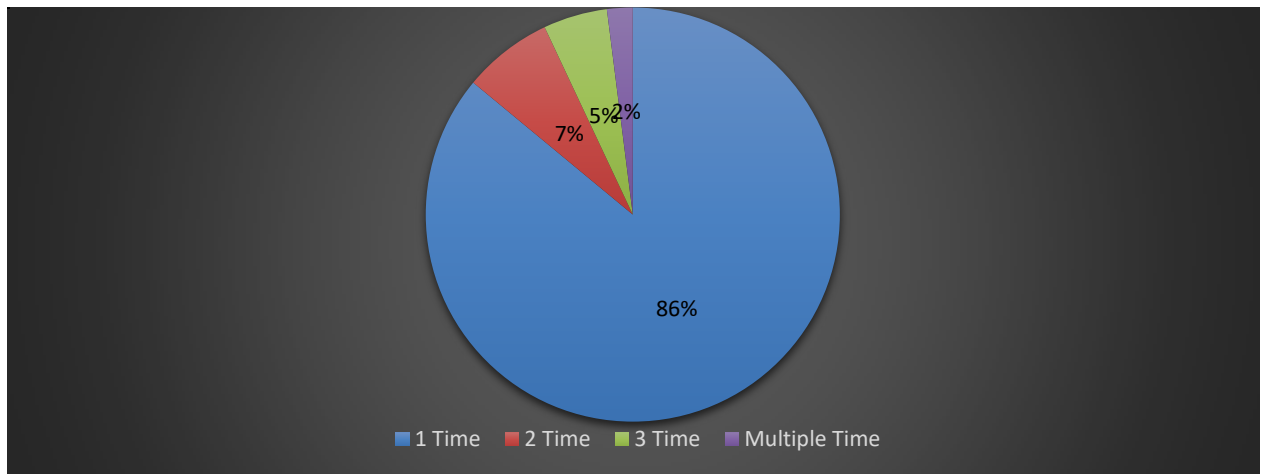
**Chart 1.6**  
**Usage of Current Network**



Source: Primary data collection, 2020.

Chart 1.6 states that 46 per cent of respondents are using their current network since past 1 year, 26 per cent of the respondents are using it for more than 2 years, 22 per cent of respondents are using it since last 6 months and 6 per cent of the respondents are using their current network for the last 2 years.

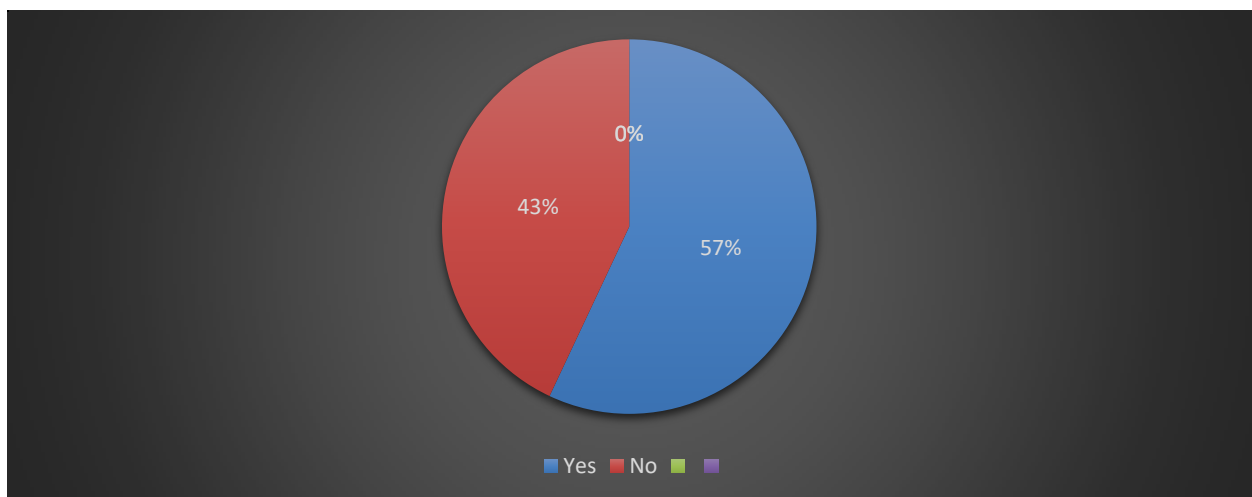
**Chart 1.7**  
**Network Switching**



Source: Primary data collection, 2020.

Chart 1.7 states that 86 per cent of the respondents have switched their network once, 7 per cent of respondents have switched their network twice and 5 per cent of the respondents have switched their network 3 times, and only 2 per cent of the respondents have switched their network multiple times.

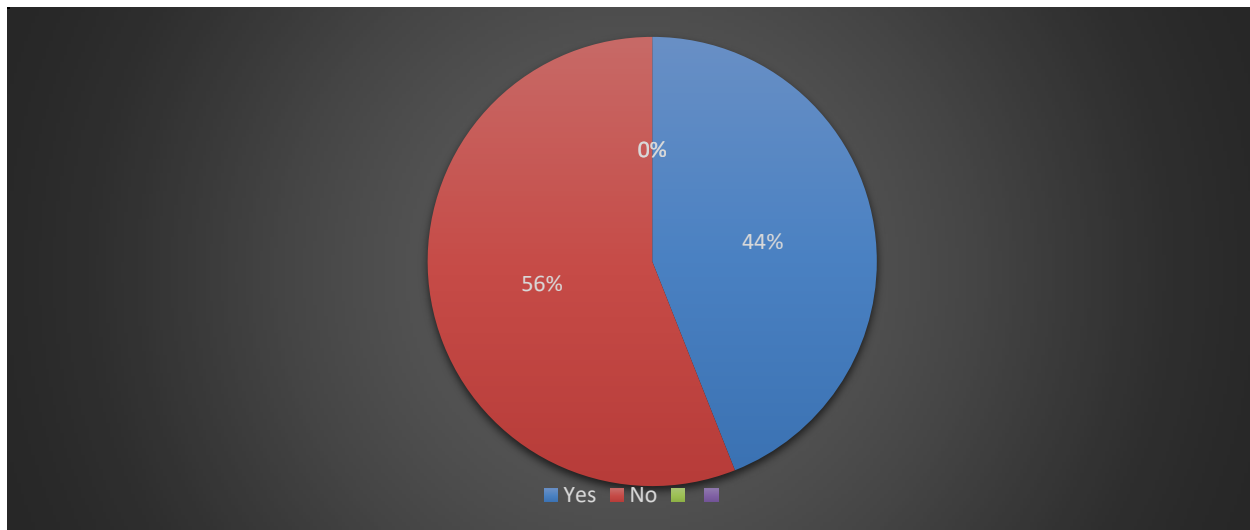
**Chart 1.8**  
**Wishing to Switch Network**



Source: Primary data collection, 2020.

Chart 1.8 states that 57 per cent respondents wish to switch their network in future, whereas 43 per cent respondents do not want to switch their network in future.

**Chart 1.9**  
**Hidden Charges**



Source: Primary data collection, 2020.

Chart 1.9 states that 56 per cent of the respondents have not faced any issue related to hidden charges, whereas 44 per cent of the respondents have faced the problem of hidden charges.

## CONCLUSION

The present study concludes that users are found to be satisfied with their present mobile networks. Popularly used mobile networks among users are Airtel and idea. Switching of mobile networks is not a regular activity among people and majority of them are using their networks for more than 2 years. Due to the advent of newer technology, rise in internet services and special competitive offers by the network providers is encouraging mobile use to switch to different network and people will be observed doing that in the future period.

## SUGGESTIONS

1. The companies should upgrade their network quality and coverage because in cellular networking industry the consumer's core concern is towards the quality. Therefore, in order to value the money spent by customer the companies need to provide quality services. In this way, regardless of high prices the consumer will stay loyal towards the network.
2. The cellular networking companies can retain their customer through various loyalty programs. These loyalty programs can be in form of membership. The cellular

companies can partner with various clubs, resorts, apparels brand and food brands by providing promotional offer such as discount, buy one-get one free.

3. The most important tool to retain customer and prevent their switching behavior includes the customer relationship management. Companies should manage their relationship with customers by updating them via email or WhatsApp, assisting them in the best possible manner and by showing empathy towards them.
4. The cellular networking companies need to build positive brand image so that it can appeal customers towards remaining loyal with the cellular network provider.
5. The cellular networking companies needs to utilize modern communication technology and provide greater value for money to create customer delight and gain long term loyalty.

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**A COMPARATIVE STUDY ON CONSUMER BUYING BEHAVIOUR  
TOWARDS BRANDED AND NON-BRANDED PRODUCTS WITH  
REFERENCE TO SELECTED LIFESTYLE PRODUCTS  
(BAGS, FOOTWEARS, CLOTHES AND WATCHES)**

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**ABSTRACT**

Indian markets have been very popular in fashion. This study is conducted to find out the consumer's buying behaviour towards branded products and non-branded products. The purpose is also to study how consumer behaviour for products is influenced by factors like monthly income, gender and peer influence. The survey shows that the consumers prefer shopping mostly with their friends and family members. Consumers choose brand products because use of it adds to a status for a consumer, quality of the products are good they get highly satisfied with the quality. Consumers choose non branded products as they are reasonable in cost, they are fashionable with a latest trend, they are easily available in the market with more variety, colours, design etc. Consumers are influenced by choices of their friends, family members, quality, comfort, are the main criteria's which impact their buying behaviour towards branded products and non-branded products. The study shows there are different attributes which attracts customers towards branded products and non-branded products.

**KEYWORDS:** Branded products, Non-branded products, Comparison, Lifestyle products.

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## INTRODUCTION

A Brand is a name, term, design, symbol or other feature that distinguishes an organization or products from its rivals in the eyes of the customers. Brands are used in Business, Marketing & Advertising. Name brands are sometimes distinguished from generic or store brands. Branding is a set of marketing & communication methods that helps to distinguish a company or products from competitors, aiming to create a lasting impression in the minds of customer. Lifestyle brands seek to inspire, guide & motivate people with their products.

Non-branded products are locally made or could also be export surplus products. In-house brands are products that resemble goods produced by local manufacturers, distributors & retail establishments. Market perception in case of both the typically above categories places a lower value on these goods, & the quality & durability is often lower than branded products.

Understanding Buying behaviour of consumers, creating and retaining customers through online stores; this can be done through understanding & paying close attention towards the consumer's behaviour while making purchase decision or buying a product in market place. With an understanding of the factors influencing consumer's buying behaviour, knowledge of sales person can be increased.

Brand is a name in every consumer's mind and it is characterized by a noticeable name or symbol which can differentiate the goods & services from the rivals. In addition to a specific brand name a brand is also composed of products, packaging, promotion advertising. Nowadays, consumers have a wide range of choice to choose from when they enter a shopping mall. It is found that consumer emotions are one of the major determinants which affects their buying behaviour. Consumer behaviour is defined as the actions & decision-making process of buyers as they recognize their desire for a product.

Non-branded products are liked by most consumers. There are different attributes which attracts customers towards non-branded products. As compared to branded products the Non-branded products are reasonable in price & can be purchased by any class or group. Non-branded products have No-name of any specific brand. Consumer's purchase non-branded stuff as it is available easily in the local market; it is affordable, there is a wide choice of patterns & colours & are the latest fashion trends.

## OBJECTIVES OF THE STUDY

1. To study the factors motivating consumers to buy branded & non-branded products.
2. To compare the factors leading to consumer buying decisions in relation to branded & non-branded products.

## METHODOLOGY

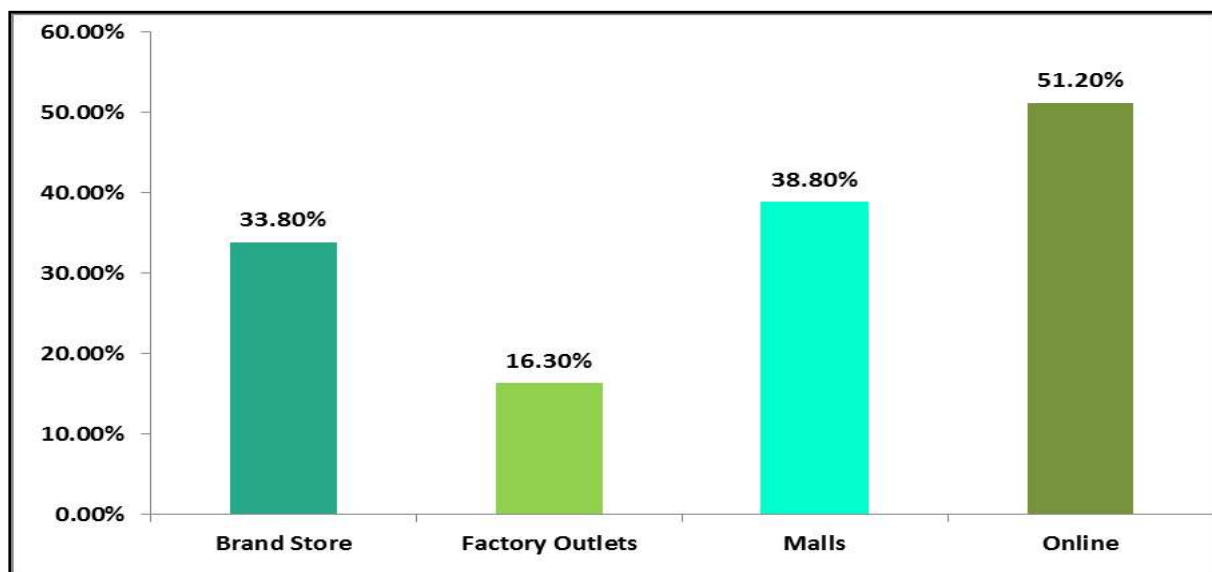
The present papers is an outcome of extensive reading of various reference books, Magazine (Lifestyle), books, journals and research papers, newspapers, internet Sites. It was attempted to conduct a survey of 80 respondents from India, from among which 40 were males and 40 were females. A structured questionnaire was designed to collect data from both males and females. After a proper evaluation, the data has been analysed with a simple percentage method and is further interpreted.

## CONSUMER PREFERENCE TOWARDS BRANDED PRODUCTS

A customer is the king of the market. Consumer preference consists of both physical and mental activities. Mental activities involve, perceiving communication, material and learning to prefer a particular brand. Branding is a tool used by producers to increase consumer awareness and loyalty. The goal of such marketing strategies is to convince consumers that the brand name is a substitute, or proxy, for expected benefits as the perception that the brand, meets a promise of providing benefits to consumers.

**Chart 1.1**

**Place of Buying Branded Products**

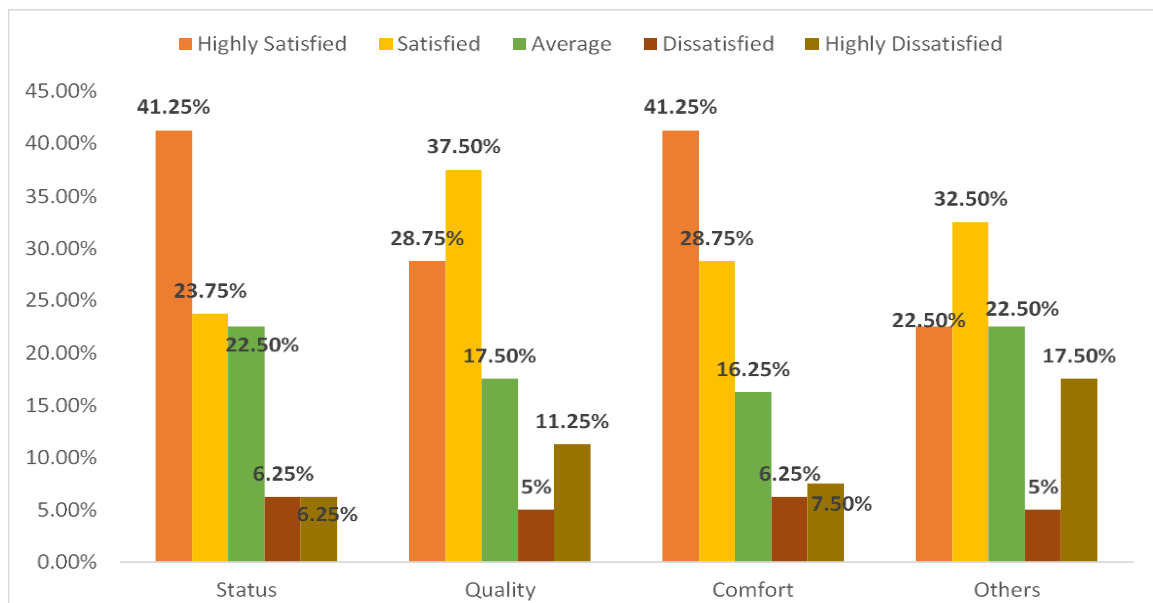


Source: Compiled from the primary data collection, 2018.

From the above chart we can observe that 51.2 Per cent of the total respondents buy Branded products Online whereas 38.8 Per cent buy from a mall as they find it a convenient place, 33.8 Per cent of the total respondents go for the Brand store and only 16.3 Per cent of them buy from factory outlets. E-commerce has become a way of life and website owners satisfy the consumers' requirements to the fullest and hence consumers in most cases go for purchasing online.

**Chart 1.2**

**Factors considered in selecting a branded product**



Source: Compiled from the primary data collection, 2018.

There is always a certain reason behind selecting a product and it is important that it fulfils certain requirements of the consumer. Selection of a branded product also depends on certain factors. They are as follows:

**Status**

It is observed from the above data that 41.25 Per cent of the respondents buy a branded product because use of it adds to a status for a consumer, whereas only 6.25 per cent respondents disagree to this that a branded product will add any status to them.

**Quality**

From the above chart, it is observed that 37.5 percent of the respondents buy branded products because they believe that the quality of branded products is good. Another 37.5 per cent say that they are highly satisfied with the quality. It is only 5 percent of them who say that it is not mandatory that branded products are qualitative.



### Comfort

It is observed that 41.25 percent of the respondents buy a branded product because branded products give them comfort while wearing the branded product, whereas only 6.25 percent respondents are dissatisfied as they do not feel that the branded products give them any comfort while wearing.

### Others

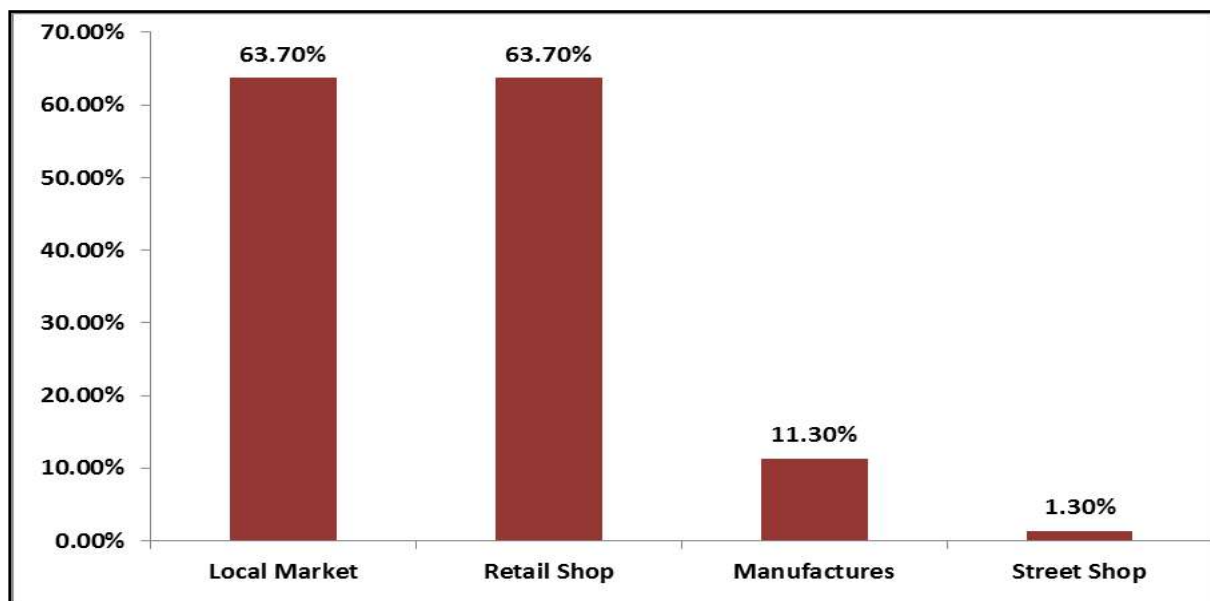
There are many other factors apart from status, quality & comfort because of which a consumer selects a branded product and on an average it is found that because of all this other factors such as, it belongs to a reputed company, it has a brand name, it is prominently advertised, it is used by the peer members in the society so because of all these reasons people buy the branded products but to a certain extent there is a disagreement found by a certain group of respondents in case of all these factors.

## CONSUMER PREFERENCE TOWARDS NON-BRANDED PRODUCTS

Many people have one or few non-branded products in their houses. Non-branded products are still popular in middle class and in affluent classes. Main attractions for non-branded products are price and easy availability. Middle class consider the non-branded product producers as their friendly neighbourhood suppliers, who offer personalized support services and promote the product in an efficient manner which depicts fulfilment of needs of these middle-class consumers.

**Chart 1.3**

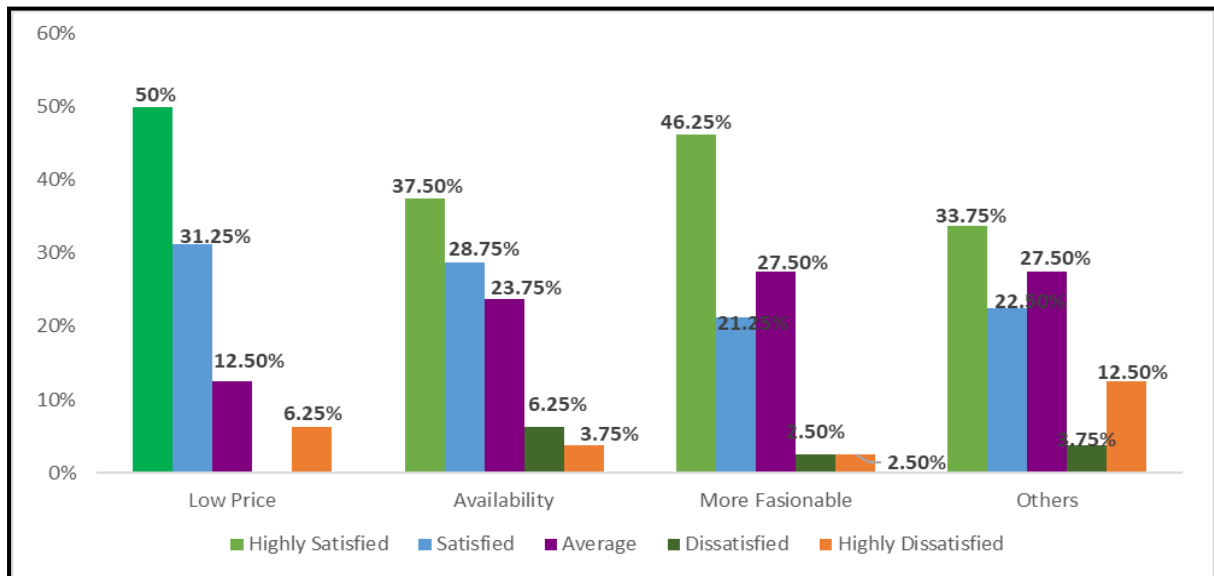
**Place of Buying Non-Branded Products**



Source: Compiled from the primary data collection, 2018.

Chart 1.3 states that majority of the respondents buy non-branded products from Local markets and Retail shops. 11.3 Per cent of the total respondents buy it from manufactures directly and a very few i.e., only 1.3 Per cent of the respondents go for street shops as they can't trust the quality while purchasing the product.

**Chart 1.4**  
**Factors for Choosing Non-Branded Products**



Source: Compiled from the primary data collection, 2018.

As there are certain reasons to choose a branded product, there are also different reasons to choose non-branded products too which are important and also fulfill certain requirements of the consumers. Selection of a non-branded product also depends on certain factors. They are as follows:

### **Low Price**

It is observed from the above chart that 50 per cent of the respondents buy non-branded products because they are highly satisfied with the price, whereas only 6.25 percent of the respondents disagree to this that the non-branded products are low priced.

### **Availability**

From the above data it is observed that 37.50 per cent of the respondents buy non-branded product because they are highly satisfied with the easy availability of the product in the market. Another 3.75 per cent of the respondents disagree that non-branded products are easily available and they are dissatisfied due to this.

### **More Fashionable**

It is observed that 46.25 per cent of the respondents buy a non-branded product because they

are more fashionable also there are variety of choices in non-branded products and on an average 27.50% also agree that the consumer buy non-branded products because they are more fashionable whereas a very few numbers of respondents i.e., 2.50 disagree to this.

### Others

Some of the respondents choose non-branded products as they feel their lies more bargaining power to them while making a local purchase and non-branded products are usually offered in more variety as compared to branded products. A maximum of 33.75 per cent of the respondents agree to this and choose a non-branded product whereas a very few respondents i.e., only 3.75 per cent disagree to this.

## COMPARATIVE PREFERENCE OF CONSUMERS BETWEEN BRANDED & NON-BRANDED PRODUCTS.

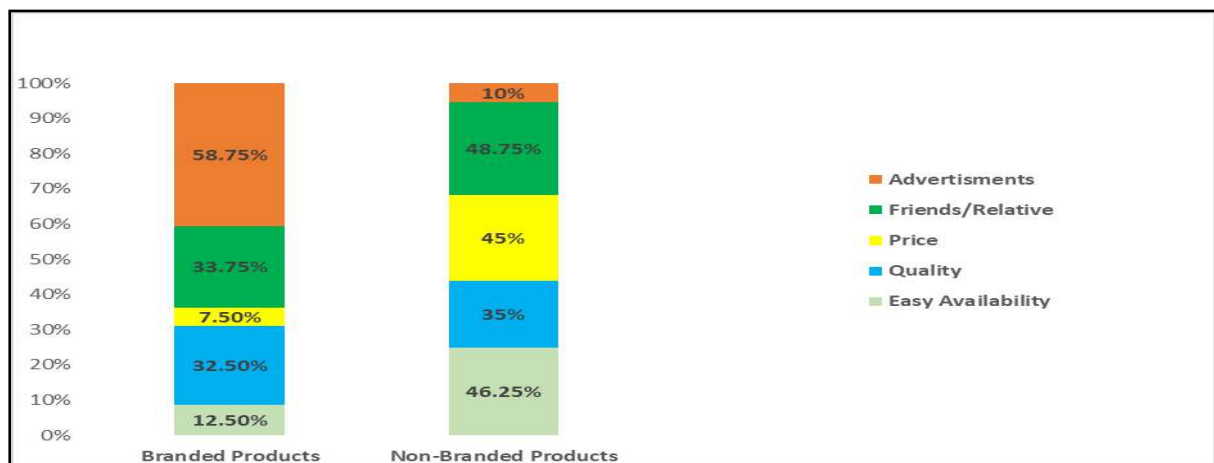
Branded products support the market activities of the product. Unbranded products have a difficult time when it comes to marketing. Branded products have chances of associating for sponsorships. Unbranded products come with a poor connection or no connection at all.

Branded products can be referred through word of mouth, photos, design, content, identifiable characteristics etc. Unbranded products are feeble when it comes to earning the reference with an inadequate identity.

Branded products create the holistic understanding of the product, reflects manufacturers ideas to create its need and performance. Unbranded products don't have such scope of positioning itself in the psyche of people who are using the product or are affiliated with the brand.

**Chart 1.5**

### People Confidence towards products



Source: Compiled from the primary data collection, 2018.

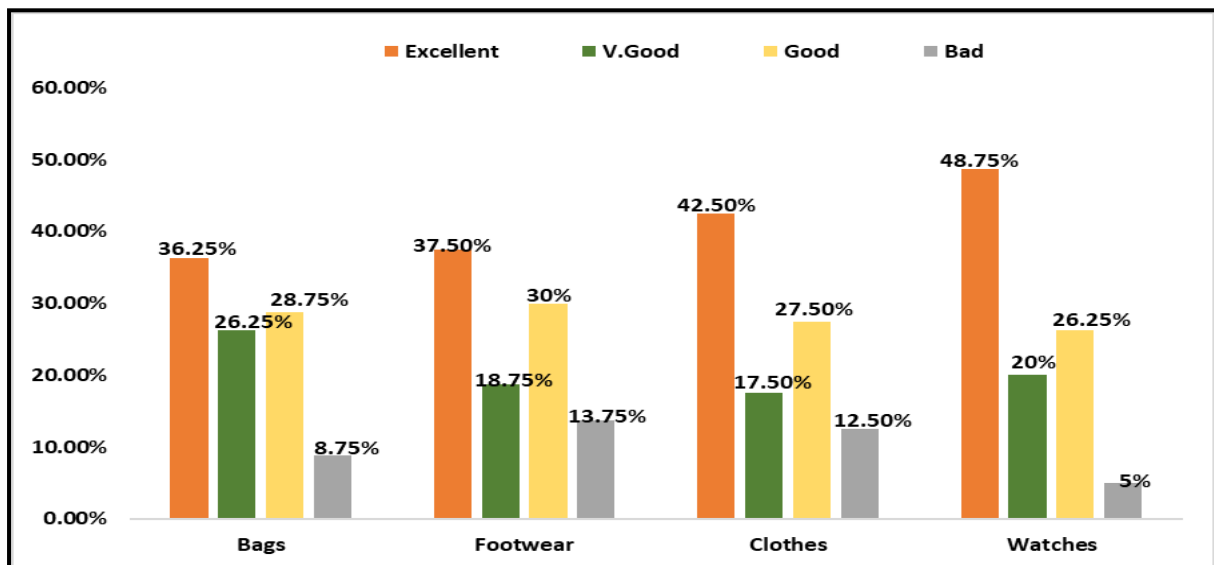
### Branded Products

From the above chart it can be concluded that 58.75 per cent of the respondents make the purchase of branded products because they are influenced by advertisements of branded products. Another 33.75 per cent of the respondents purchase branded products because their friends/ relatives encourage them to make a purchase whereas very few numbers of respondents i.e. 7.5 per cent are influenced by the price of the branded products.

### Non-branded Products

Above Chart depicts that 48.75 per cent of the respondents buy non-branded products as it is encouraged by their friends/relatives. Whereas 46.25 per cent of the respondents say that they buy non-branded products as they are easily available in the market. Another 10 per cent of remaining respondents agreed that they make the purchase of non-branded just because of advertisements.

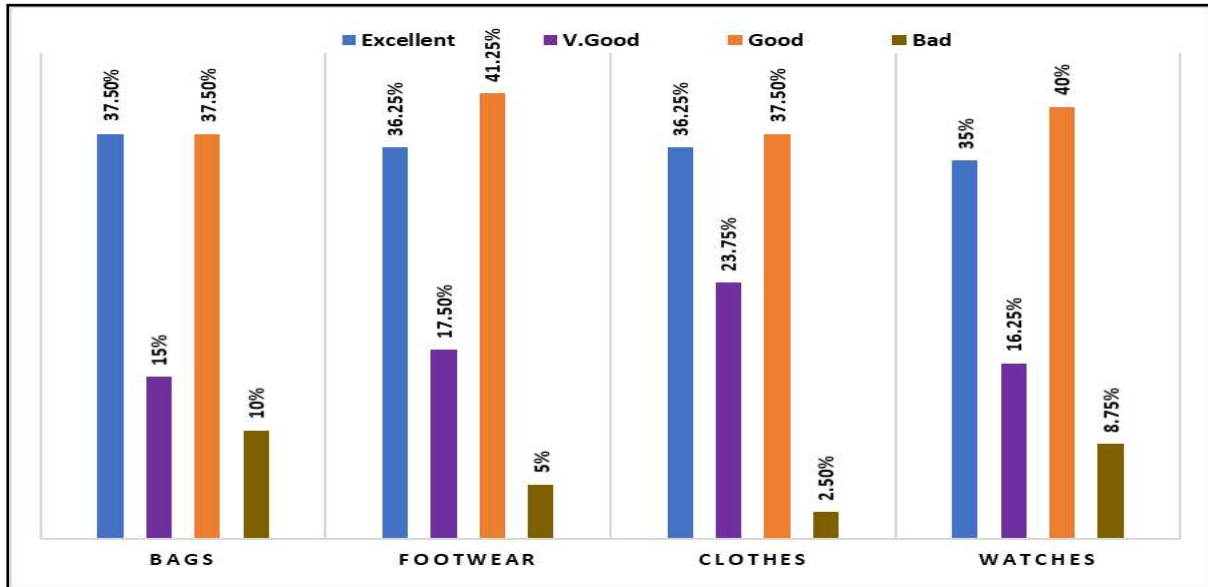
**Chart 1.6**  
**Satisfaction with Branded Products**



Source: Compiled from the primary data collection, 2018.

Consumer Satisfaction towards Branded products is an abstract concept and involves such factors as the quality of the product, the quality of the service provided, the price of the product or service. Businesses often use Consumer Satisfaction Surveys to gauge customer satisfaction. These surveys are used to gather information about customer satisfaction towards bags, footwear, clothes and watches of branded products.

Chart 1.7

**Satisfaction with Non-branded Products**

Source: Compiled from primary data, 2018.

As there is a certain reason where customer feels satisfied with the product. There are also different reasons to choose non-branded products which are important and also give some satisfaction level to the consumer while selecting a non-branded product.

**CONCLUSION**

The researcher has equally divided the respondents to know the comparison between branded and non-branded products. It is concluded that the respondents buying branded products are encouraged by advertisements and friends. Non-branded product user are encouraged by the easy availability of the product and more fashionable look. It is also noticed that branded bags, footwear, clothes and watches are found to be excellent by the respondents. It is also concluded that non-branded bags, footwear, clothes and watches are good according to the respondents. From this research study it is observed that respondents mostly prefer non-branded bags, footwear, clothes and watches as compared to branded bags, footwear, clothes and watches.

**SUGGESTIONS****BRANDED PRODUCTS**

1. Brand Manufactures should consider various sections of the society then develop the product accordingly which will suit needs of all individuals. Various social groups may

not be able to afford the similarly priced product. Prices of the products should be different for different consumers.

2. Marketers of branded products should strongly convey use & benefits of branded products to all the classes of consumers specifically selected products in the study include watches, bags, footwear and clothes. All these products to be bought by the consumers, branded product will have different benefits to different individuals. An effort should be made to make a consumer realize how beneficial is this brand to him or her.
3. Branded product manufactures should also give more concentration on colors, design, more patterns, more fashionable options and also for customers it should be easily available in any brand store.

### **NON-BRANDED PRODUCTS**

1. Manufactures of non-branded products should increase & polish their promotional strategies in such a manner that these non-branded products also get strong preference unlike branded products.
2. Quality & ultimate usage benefit are certain parameters through which you can not only create a customer base but also sustain it. Hence, good efforts are needed in the area of quality improvement & added & advanced are to the consumers.
3. Non-branded manufactures should give more concentration on quality, fabric provided to customers. Retail shop should provide a customer satisfaction to the customer through quality, quantity, choices etc. Local market or retail shop should keep a trial room for clothes so that customer can easily check which size fits them or which colours are suiting them.

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## खिलाफ़ हवा से गुज़रते हुए: सामाजिक परिवर्तन का दस्तावेज़

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### शोध- सारांश :

प्रत्येक युग के काव्य का अपना सत्य होता है इसलिए रचनाओं में तत्कालीन समाज अपनी महत्वपूर्ण भूमिका अदा करती है। यह तो स्पष्ट है कि रचनाकार भले ही सृजन अकेले में करता है किंतु रचनाकार के इन एकांतिक क्षणों में भी उसका समाज एवं परिवेश उसके साथ होता है। 'खिलाफ़ हवा से गुज़रते हुए' काव्य संग्रह का महत्व दो दृष्टियों से है। एक विषयगत विविधता और दूसरा दायित्वबोध। विनोद दास जी का यह काव्य संग्रह समकालीन कविता के बरसों से चले आ रहे ढाँचे को अपने अनुरूप ढालकर प्रस्तुत करने की जद्दोज़हद है। "इनकी कविताएं पाठक को लोकजीवन से जोड़ती हैं जहां गांव की औरतें हैं, गृहणियां हैं, दुख को सहते हुए आदिवासी हैं, मध्य वर्ग के अनेक दृश्य तथा अनाज की आहट है।"<sup>1</sup> यह सारे दृश्य विनोद दास जी के काव्यसंग्रह में आसानी से समा गए हैं। विनोद दास जी की मूल संवेदना इन्हीं लोक जीवन से जुड़ी हुई है और वहीं से उन्हें कविता लिखने और अपनी बात लोगों तक पहुंचाने की ताकत मिलती है। जिस तरह के समाज के बीच रहकर उन्होंने अपना जीवन यापन किया वही जीवन और दृश्य उनकी कविताओं में भी दिखाई देता है। विनोद दास जी लोक जीवन की घटनाओं के माध्यम से पाठकों को मुग्ध नहीं करते बल्कि समकालीन समाज की सच्चाई को उद्घाटित करते हैं जिसके चलते वे अपने समकालीनों से कुछ अलग व्यक्तित्व रखते हैं।

**बीज शब्द :** नागर जीवन, गांव, आदिवासी, दलित, भूमंडलीकरण।



**उद्देश्य:**

साहित्य में जीवन की अभिव्यक्ति होती है। वह एक तरफ जीवन को व्यक्त करता है तो दूसरी तरफ प्रेरित भी करता है। साहित्य की विभिन्न विधाओं में कविता का अपना ही महत्व है। मनोरंजन से लेकर गम्भीर साहित्य कविता के रूप में सृजित होता है। गहन से घन बातों को कविता में संकेतात्मक रूप से कह दिया जाता है। विनोद दास जी की कविताएँ वास्तव में अपने समय की दस्तावेज हैं। इनकी कविताएँ पाठकों को पूरी तरह से अपने गिरफ्त में लेकर वक्त के प्रति संजीदा बना देती हैं।

**प्रस्तावना:**

विनोद दास की कविताओं के सामाजिक परिप्रेक्ष्य में एक विशेष प्रकार की व्यापकता मिलती है और इस व्यापकता में उसके विविध रूप दृष्टिगत होते हैं। उनकी संवेदना के विविध रूपों में नागर जीवन की आपदाएं, बदलते गांव के सुख-दुख, हाशिए के समाज का आर्तनाद : आदिवासी दलित जीवन की विडंबनाएं इत्यादि की व्यापकता प्रमुख है। इन सभी सामाजिक मुद्दों का विश्लेषण इस प्रकार है -

**नागर जीवन की आपदाएं:**

शहर यानी नागर। अर्थात् नगर, जहां लोग अपने मूल स्थान से पलायन कर रोटी, कपड़ा और मकान जैसी मूलभूत आवश्यकताओं की पूर्ति के लिए आते हैं। लेकिन जब वे नगर की आबोहवा से रूबरू होते हैं तो उन्हें बेरोजगारी, आर्थिक परेशानी और आवास जैसी समस्याओं से जूझना पड़ता है। भूमंडलीकरण के पहले भारत ही नहीं अपितु विश्व में भी ऐसा नहीं था। लोग अपने मूल निवास स्थान में रहकर ही अपना जीवन यापन करते थे परंतु भूमंडलीकरण के कारण शहरों में जनसंख्या इतनी बढ़ती गयी कि आवास एक समस्या बन गई है क्योंकि शहरों की भूमि सीमित है परंतु उसमें रहने वाली संख्या बढ़ती गयी। शहर हो या गाँव सभी जगहों पर ज़मीन का भाव बढ़ता ही जा रहा है। इसने एक तरह से व्यापार का रूप ले लिया है जिसकी अभिव्यक्ति साहित्य में भी होने लगी है। तेजेंद्र शर्मा की कहानी 'कब्र की कीमत' इसी तरह के जमीनों की विक्री और खरीदी पर आधारित कहानी है जिसमें एक व्यक्ति पैसे कमाने के लिए कब्र की खरीदफरोख्त शुरू करता है अर्थात् कब्र की जमीन सस्ती होने पर खरीद लेता है और महंगी होने पर बेच कर मुनाफा कमा लेता है। आज शहरों में मकान इतने महंगे होते जा रहे हैं कि एक निम्न वर्गीय परिवार के आम आदमी लिए शहर में घर खरीद पाना बहुत ही कठिन हो गया है। फलस्वरूप कई लोग ऑफिस से छुटने के बाद बैंक या किसी

खाली जगहों पर सो कर रात बिता देते हैं या सड़क के किनारे झोपड़ियां बनाकर बसे हैं तो कुछ जमुरिया नाला के पात्र सत्यदेव शुक्ल की तरह जमीन सस्ती होने पर ऐसी जगहों पर भी मकान बना लेते हैं जहां से गुजरते हुए भी लोगों की नाक और भौहें सिकुड़ जाती हैं उदाहरणार्थ-

मेरे मित्र सत्यदेव शुक्ल ने  
जमुरिया नाला की हद पर  
बनाया है अपना नया मकान  
कल शाम गृह प्रवेश था  
मुझे भी उन्होंने नायाब मशवरा दिया  
मित्र ! बना लो तुम भी अपना जल्दी मकान  
जमुरिया नाला के करीब  
अभी जमीन सस्ती है ।<sup>2</sup>

देखा जाए तो ग्रामीण इलाकों में जगह ज्यादा होती है जिसके चलते वहां पर मकान बहुत बड़े-बड़े होते हैं लेकिन शहरों में आबादी जितनी अधिक है उतनी ही कम भूमि उपलब्ध है फलस्वरूप शहरों में घर छोटे होने लगे। 'घर' छोटा हो या बड़ा लेकिन मनुष्य की इच्छाएं छोटी नहीं होती, कभी नहीं मरती हैं अतः ऐसी ही पनपती और मिटती इच्छाओं का वर्णन विनोद दास जी ने अपनी कविता में किया है। जहां शहरी जीवन की त्रासदी रूपी आग में दांपत्य जीवन की इच्छाएं स्वाहा होती हुई नजर आती हैं -

उन्माद धुन पर  
जब हमारे देह के अणु-अणु नाचने लगते हैं  
हम उस वक्त घबराए हुए सोचते हैं  
वनैली फुसफुसाहट सुनकर  
बच्चे कहीं डर न जाए  
गला सूख जाने पर  
अचानक कोई पानी ना मांग ले  
कोई चौक कर आंखे ना खोल दे  
भयानक सपने से ।<sup>3</sup>

भले ही कवि ने यह कविताएं १९८६ के आसपास लिखी हो परंतु आज भी शहरी जीवन इसी गडुम-गडु स्थिति में मिलता है। जहां एक निम्नवर्गीय व्यक्ति को सतत संघर्षरत रहना पड़ता है क्योंकि उसे पानी पीने के लिए रोज एक नया कुआं खोदने की आवश्यकता होती है यदि वह रोजकुआं नहीं खोदेगा तो उसे प्यासा ही रहना होगा।

### बदलते गांव के सुख-दुःख:

उपन्यास, कहानी, नाटक, कविता इत्यादि साहित्य की लगभग सभी विधाओं में गाँव के परिवेश का वर्णन दिखाई देता है। जिसमें प्रकृति वर्णन मुख्य है। भवानी प्रसाद मिश्र, केदारनाथ अग्रवाल, दूधनाथ सिंह, नागार्जुन, केदारनाथ सिंह जैसे साहित्य के महान दिग्गजों की कविताओं में ग्रामीण परिवेश अपने विभिन्न रूपों को लेकर प्रस्तुत हुआ है। परन्तु विनोद दास की कविताओं में ग्रामीण परिवेश में तेजी से हो रहे परिवर्तन की आहट को सुना जा सकता है। गाँव के परिवेश में लम्बे समय तक रहने के कारण उन्हें गाँव को जानने और समझने में सहायता मिली जिसके बल पर उन्होंने अपनी कविताओं में गाँव के सूक्ष्म से सूक्ष्म मुद्दों पर भी अपनी पैनी दृष्टि दौड़ाई है। इनकी कवितायें गाँव के किसी एक व्यक्ति पर आधारित नहीं हैं बल्कि इसके परिप्रेक्ष्य में पूरा गाँव समाया हुआ है। जहाँ उन्हें किसानों से इतना लाभ नहीं हो पाता कि वे अपनी आर्थिक स्थिति से उबर सकें। साहुकार किसानों के खून पसीने से उपजी फसल का इतना कम दाम लगाते हैं कि किसानों के खाद पानी की भी पूर्ति नहीं हो पाती है। फलस्वरूप किसानों को कई रात भूखे पेट ही सोना पड़ता है। कितने आश्चर्य की बात है कि पूरे देश का पेट भरने वाला ही आर्थिक तंगी में जीवन व्यतीत रहा है। आर्थिक तंगी से मुझे विनोद दास की 'शऊर' कविता की याद आती है जिसके अंतर्गत कवि ने साधारण ग्रामीण जन के स्वभाव का निरूपण करते हुए उनकी क्रियाओं का उल्लेख किया है। जो अपने पाठकों को उस परिवेश में ले जाती है जहाँ पूरे गाँव में किसी एक ही के पास चमरौधा जूता हुआ करता था। पूरे गाँव के लोग उसी एक चमरौधे जूते का उपयोग अपने सगे संबंधी के घर जाने के लिए करते थे। लेन-देन की ये संस्कृति गाँवों में व्याप्त आपसी भाईचारे, आपसी प्रेम को व्यक्त करती है जो शहरीकरण के प्रभाव के कारण कहीं न कहीं लुप्त होती जा रही है। -

मैं उस मुडैछेवाले आदमी की ओर इशारा कर रहा हूँ

जिसके बायें हाथ में चमरौधे जूते हैं

दाहिने हाथ में लम्बी लाठी है

जो तपती धरती पर नंगे पाँव जा रहा है  
जो अभी-अभी झुका है  
और पाँव से काँटा निकाल रहा है

.....

देखो उसके संबंधी का गाँव आ रहा है  
वह मुँहछेवाला आदमी अब जूते में पाँव डाल रहा है।<sup>4</sup>

इसी प्रकार भवानी प्रसाद मिश्र ने भी अपनी कविताओं में साधारण ग्रामीण जनके जीवन जीने के सलीके को स्पष्ट किया है जो शहरों के शिक्षितों के समक्ष अपनी असभ्य प्रतिमा रखी है -

मैं असभ्य हूँ क्योंकि खुले नंगे पाँव चलता हूँ  
मैं असभ्य हूँ क्योंकि धूल की गोदी में पलता हूँ  
मैं असभ्य हूँ क्योंकि चीर कर धरती धान उगाता  
मैं असभ्य हूँ क्योंकि ढोल पर बहुत जोर से गाता ।<sup>5</sup>

अपनी कविताओं के माध्यम से कवि ने गाँव के ऐसे दृश्यों को भी पाठकों के समक्ष प्रस्तुत किया है जिसे लोग जानते तो थे परंतु उसे साहित्यिक विधा में कम उकेरा ही गया है। शौचालय जो कि मनुष्य की सामान्य जरूरत है परंतु ग्रामीण इलाकों में यह एक समस्या बन गई है। शौचालय की इसी समस्या को हल करने के लिए हमारे प्रधानमंत्री द्वारा शौचालय विकास योजना चलाई जा रही है। जिसके अंतर्गत गाँव के सभी घरों में शौचालय निर्माण करने की व्यवस्था की गई है। हाल ही में आई फिल्म 'टॉयलेट एक प्रेम कथा' में शौचालय के महत्व को प्रतिपादित किया है। कवि ने अपनी कविता 'गाँव : छः कविताएं' में शौचालय न होने के कारण महिलाओं के पीड़ा और त्रासदी का वर्णन किया है। जिसमें झाड़ी के पीछे शौच करती हुई औरत किसी के पदचिन्हों की आवाज से शौच के बीच ही उठ खड़े होने के लिए विवश हो जाती हैं -

एक झीनी झाड़ी के पीछे  
लोटा आगे रखे हुए  
उकड़ू बैठी है एक औरत  
जब सुनाई देती है कोई पदचाप

झट से खड़ी हो जाती है वह औरत  
आंखें नीचे किए हुए।<sup>6</sup>

**आदिवासी दलित जीवन की विडम्बनाएँ:**

साहित्य एक प्रकाश है जो दिन में सूर्य बनकर समाज को आलोकित करता है तो रात में टॉर्च और जुगनू बनकर। साहित्य का उद्देश्य उस वर्ग विशेष का पक्ष रखना होता है, जिसे समाज के अन्य वर्गों ने कभी अपने वजूद के सामने कुछ समझा ही नहीं। आदिवासी समुदाय एवं दलित हमारे समाज के वे लोग हैं जिसे सदियों से 'टैलेंट हंट संस्कृति' के लोगों ने हाशिये पर जीवन व्यतीत करने के लिए विवश कर रखा है। चूँकि हमारा समुदाय प्रमुखतः कई वर्गों में विभक्त है इस कारण समाज के हर वर्ग का एक साथ प्रगति कर पाना कठिन होता है। इस प्रगति पथ पर कुछ समाज अधिक विकसित है तो कुछ पिछड़े एवं उपेक्षित ही रह गए हैं। यदि तुलना की जाए तो आधुनिक युग में ऐसे कई समुदाय अस्तित्व में हैं जो अन्य समुदायों की अपेक्षा उपेक्षित एवं पिछड़े हैं। इन समुदायों के पिछड़े होने में राजनैतिक एवं भौगोलिक स्थिति अपनी महत्वपूर्ण भूमिका निभाती है। सामान्यतः आदिवासी समाज एक ऐसा समुदाय है जो कुछ विशेष परिस्थितियों के कारण आज भी पिछड़ा हुआ है लेकिन प्राकृतिक संपदा की दृष्टि से वे समृद्ध हैं। शायद इसीलिए आज भी विकास के नाम पर सरकारी नेता और अधिकारियों का ध्यान जंगलों की ओर ही जाता है। प्रकृति तथा पर्यावरण की चिंता किए बगैर किसी ना किसी बहाने जंगलों को तहस-नहस कर पूरी तरह से आदिवासियों को जंगलों से हटाने की इनकी मंशा दिनों दिन बलवती होती जा रही है इसके परिणाम स्वरूप जंगल प्रभावित हो रहे हैं। आदिवासी समुदाय जो प्रकृति को अपना देवता मानती हैं और इन सरकारी मुलाजिमों से अपने देवी देवताओं की रक्षा करने के लिए जब विरोध जताते हैं तो उनके इस विरोध को नक्सलवादी गतिविधि घोषित कर मार दिया जाता है या फिर उन्हें शापित जीवन जीने के लिए विवश कर देते हैं। -

आखिर हम जाएं तो कहां जाएं  
जंगल में भी अब बची नहीं है जगह हमारे लिए  
वहां लगाए जा रहे हैं लोहे के पेड़  
और तुम्हारी सुंदर दुनिया में  
हम काले असुंदर को रहने की आज्ञा नहीं है।<sup>7</sup>

हमारे यहां एक पुरानी कहावत है जैसी संगत वैसी रंगत । अर्थात् मनुष्य जिस प्रकार के परिवेश या लोगों के साथ रहता है उसी प्रकार का हो जाता है। जंगलों में रहते रहते आदिवासी भी पेड़ों की तरह सख्त एवं कठोर हो गए हैं जिन पर बारिश, ठंडी, आंधी किसी भी चीज का असर नहीं होता है क्योंकि इनके पास भी पेड़ों की तरह खुद को इन सारे प्राकृतिक आपदाओं से बचाने की व्यवस्था नहीं होती है। आदिवासियों के जीवन को स्पष्ट करते हुए विनोद दास जी लिखते हैं -

पेड़ हो गए हैं हम जंगल में रहते रहते  
आंधी, गर्म लू, ठंड और बारिश सहते-सहते  
अब सहना बन गए हैं हम धीरे धीरे  
हम हड्डियां हैं बिना गोشت की  
कांटे चुभते हैं और हम सी तक नहीं करते  
पत्थर तपते हैं तपता है समय  
हमारे पैरों में जलन तक नहीं होती  
हम काठ के पैर हैं।<sup>8</sup>

**छोटी चीजों का बड़ा जीवन :**

छोटी चीजों का बड़ा जीवन से अभिप्राय है जहाँ रचनाकार कम से कम शब्दों में अधिक बातें कहना चाहते हैं। शब्दों को सही अर्थवत्ता प्रदान करने व व्यंजनात्मक सौन्दर्य जगाने के लिए प्रतीकों का प्रयोग किया जाता है।

दुनिया की प्रत्येक वस्तु सुन्दर है इसलिए विनोद दास जी कहते हैं कि कोई वस्तु छोटी या बड़ी नहीं होती है। विनोद दास जी ने चूड़ियाँ, नमक, अधूरा स्वेटर, बीड़ी, तवा, संदूक, खत, तपता लोहा जैसी छोटी चीजों का प्रयोग अपनी कविताओं में किया है।

यूँ तो नमक भोजन को लजीज एवं स्वादिष्ट बनाने में अपनी महत्वपूर्ण भूमिका निभाता है लेकिन इनकी 'नमक' कविता में नमक केवल स्वाद का परिचायक नहीं है बल्कि इस कविता में नमक का बाज़ार से गायब हो जाने का तात्पर्य रातों-रात बस्तियों के गायब हो जाने से भी है। जो आज के आधुनिक युग में हमेशा का किस्सा बना हुआ है।-

“मुंह में कौर डालते ही  
मैं चीखता हूँ नमक  
पत्नी कहती है

घर में नहीं है नमक

कहता है दुकानदार

बजार में उपलब्ध नहीं है नमक।”<sup>9</sup>

स्पष्ट है कि भले ही यह काव्य संग्रह ५५ छोटी-छोटी कविताओं का कुञ्ज है लेकिन इसकी विविधता समाज में व्याप्त आर्थिक, राजनितिक, धार्मिक, सांस्कृतिक, सांप्रदायिक समस्याओं से परिपूर्ण है। विषय वस्तु में विविधता ही ‘खिलाफ़ हवा से गुज़रते हुए’ काव्यसंग्रह की प्रमुख विशेषता है। ‘खिलाफ़ हवा से गुज़रते हुए’ काव्य संग्रह रचनाकार की पहली कृति है। बावजूद इसके कविताओं के वस्तु एवं शिल्प का संतुलित सामंजस्य है। शिल्प रूपी औजार का प्रयोग उन्होंने अपनी अनुभूतियों और वैचारिकता को पाठकों के समक्ष प्रस्तुत करने के लिए किया है न कि कविता के बाह्य सौन्दर्य वृद्धि के लिए। शिल्पों का सधा प्रयोग किसी भी रचनाकार की बड़ी उपलब्धि होती है। इस प्रयोग में समीक्ष्य रचनाकार सफल हुआ है।

#### निष्कर्ष:

निष्कर्षतः कहा जा सकता है कि विनोद दास जनकवि हैं। जनकवि उस अर्थ में जहाँ जनता उनकी रचनाओं में वाणी पाती है न कि किसी दल से जुड़ा हुआ सिद्धांत। जनता की पीड़ा को पाठक तक पहुँचाना ही संभवतः उनका उद्देश्य रहा जिसमें वे मेरी दृष्टि से सफल भी रहे।

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## हास्य व्यंग्य का संगम - बहत्तर साल का बच्चा

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### शोध सारांश:

‘बहत्तर साल का बच्चा’ अपने नाम से ही पाठकों और श्रोताओं को अपने प्रति आकर्षित करता है। यह उपन्यास जापानी फिल्म से प्रभावित होकर लिखा गया है। जिसमें 60 साल के बुजुर्ग खुशवंत सिंह उम्र के इस पड़ाव में भी हर पल खुशियाँ ढूँढ लेते हैं। 16 भागों में विभाजित यह उपन्यास अपने हर अंश में एक नई कहानी के साथ पाठक के समक्ष प्रस्तुत होता है। यह उपन्यास इसलिए महत्त्वपूर्ण है क्योंकि जिंदगी कैसी जी जाती है, इसमें बखूबी बताया गया है। उपन्यास पूरी तरह एक ही व्यक्ति के इर्द-गिर्द घूमता हुआ नज़र आता है। एक ग्रामीण परिवेश से आया व्यक्ति शहरी परिवेश में अपने स्वाभिमान की रक्षा करता है। ग्रामीण परिवेश का होने के कारण ही उसमें उदारता है। उसी उदारता के कारण वह लिली और ऑफिस के कर्मचारियों की मदद करता है। वहीं उपन्यास में हम देखते हैं, शहरी परिवेश में लोग अपने संकुचित विचारों के कारण कितने व्यस्त हैं। एक दूसरे की मदद भी नहीं करते और पहचानते भी नहीं। उपन्यास में बाप-बेटे के रिश्ते को बड़ी सुंदरता से दिखाया गया है। एक पिता जो पच्चीस वर्षों बाद अपने पुत्र से मिलता है और मिलते ही उसे गले लगा लेता है। ऐसा एक रिश्ता जौली और चौधरी का है। चौधरी के आने के पहले जौली शहर में रहने के कारण मशीनी जीवन बिताता है और चौधरी के आते ही उसका बचपन लौट आता है। चौधरी के बेफिक्र स्वभाव के कारण वह कई बार तो ऐसी समस्याएँ खड़ी कर देते हैं कि उनके साथ वाले सभी लोग यह सोच कर परेशान हो जाते हैं अब क्या किया जाये। पर अपनी बनाई समस्याओं से वह खुद ही बहार निकल जाते हैं।

**बीज शब्द:** शहरी जीवन, संकीर्ण मानसिकता, जिन्दादिली, स्वाभिमान मशीनी जीवन की त्रासदी।



**उद्देश्य:**

आविद सूरती जी का सम्पूर्ण जीवन कला और समाज को समर्पित है। उनका अंदाजे बयां और अंदाजे चित्रण ही विशिष्ट नहीं बल्कि अंदाजे जीवन भी विशिष्ट है। जिस प्रकार उनका रहन-सहन, जीवन दर्शन यहाँ तक कि पहनावा तक विशिष्ट है उसी तरह उनकी कथा, कार्टून और चित्रकला साहित्य भी विशिष्ट है। आज मनुष्य जिस तरह का जीवन जी रहा है उसमें सारी सुविधाएं तो हैं पर जीवन को जिंदादिल बनाने का तत्त्व नदारद है। सूरती जी के जीवन को जानने और उनसे मिलने के बाद मुझे लगा कि यदि मैं अपने शोध कार्य के माध्यम से इस सन्देश को अधिक से अधिक लोगों (विशेषतः विद्यार्थी वर्ग) तक पहुंचा सकूँ कि जिंदगी के लिए क्या जरूरी है? यही कारण रहा कि मैं हास्य-व्यंग्य की रचना 'बहत्तर साल का बच्चा' पर अपना शोध कार्य किया।

**प्रस्तावना:**

“बहत्तर साल का बच्चा” उपन्यास सत्तर के दशक में बच्चों के लिए लिखा गया था और बच्चों की पत्रिका ‘पराग’ में धारावाहिक के रूप में छपा भी था। ताज्जुब की बात यह है कि बच्चों ने तो इसे सराहा, लेकिन उनसे अधिक उनके बुजुर्गों ने उसकी भूरी-भूरी प्रशंसा की।

गुजराती भाषा का उपन्यास “बौतर वरस नो बाबो” सन १९७६ में प्रकाशित हुआ। इसकी लोकप्रियता के कारण इसका अनुवाद हिंदी भाषा में हुआ, जिसे “बहत्तर साल का बच्चा” नाम से जाना जाता है। इसकी कहानी आधुनिक परिवार के प्रेम और व्यस्त जीवन के बीच की कश्मकश को चित्रित करती है। “बहत्तर साल का बच्चा” उपन्यास लिखने की प्रेरणा आविद जी को एक जापानी फिल्म से मिली। फिल्म में ६० वर्ष का व्यक्ति जो रिटायर हो चुका है और रिटायरमेंट के बाद उसे लगता है कि उसके जीवन में कुछ नहीं बचा। इसी दौरान उसे पार्क में एक बच्ची मिलती है जो उसके जीवन में नए रंग भरना शुरू करती है, उसे आस-पास की चीजों से रूबरू करवाती है। जिसके फलस्वरूप उसमें जीवन जीने की उमंग लौट आती है। पर चार महीने बीतने के बाद अस्वस्थ होने के कारण उसकी मृत्यु हो जाती है। यह फिल्म देखने के बाद लेखक के मन में कई प्रश्न उठे और उनको लगा कि उस बुजुर्ग व्यक्ति ने केवल चार महीने का ही जीवन जिया। पहले के ६० वर्ष तो उसने दूसरों को खुश करने में बिता दिये। इसी को ध्यान में रखते हुए “बहत्तर साल का बच्चा” उपन्यास का गठन किया। खुशवंत सिंह एक बुजुर्ग है जो ६० साल का है, उम्र के इस पड़ाव में भी वह एक खुश दिल व्यक्ति है और जीवन की छोटी छोटी चीजों में भी वह खुशियाँ ढूँढ लेता है। संवेदनाएँ मानव जीवन का महत्वपूर्ण अंग हैं। चौधरी खुशवंत सिंह कि यही मानव संवेदना उनके चरित्र को

उभार कर पाठक के समक्ष प्रस्तुत करती है। उपन्यास में प्राणी और मनुष्य जीवन के संबंध का बहू त ही सुंदर उदाहरण प्रस्तुत किया गया है। चौधरी और उनका तोता सीताराम दोनों साथ ही शहर आते हैं। जब चौधरी नहाते हैं तो जाकर आपने तोते को भी नहलाते हैं। इसी प्रकार उन्होंने अपने तोते का नाम सीताराम रखा है और उसे बड़े ही आदर के साथ बुलाते हैं। जब लोग नाम से नहीं पहचानते तो वह खुद जाकर उसे बाहर लाते हैं पर उसे तोता बोलना ठीक नहीं समझते। ऊपरी तौर पर देखा जाये तो चौधरी के इस भाव को हम नहीं समझ पाते। पर जब गहराई में जाते हैं यह सारी संवेदनाएँ हमारे समक्ष आती हैं। साथ ही साथ यह भी समझ आता है कि लेखक ने इतना अच्छा चरित्र बनाया है जो अपनी छोटी-छोटी खूबियों से हमारे दिल में उतर जाता है।

हास्य और व्यंग्य का बहू त पुराना संबंध है जब कोई साहित्यकार अपने साहित्य में हास्य को लेता है तो व्यंग्य अपने आप उस में शामिल हो जाता है। इस साहित्य में हास्य को महत्वपूर्ण स्थान दिया गया है, उपन्यास मूलतः हास्य से भर पूरा है जो पाठक को अपनी ओर आकर्षित करता है। कई जगह पर हास्य के ऐसे प्रसंग दिए हैं जिन में बारीकी से देखा जाये तो व्यंग्य भी मिल जाता है। व्यंग्य की यह खासियत है कि वह सीधे नजर नहीं आता पर जब बात सामने आये तो समझ में जरूर आता है।

### ग्रामीण और शहरी जीवन:

गाँव और शहर के जीवन में बहू त बड़ा अंतर है। दोनों जगह के लोगों का रहन-सहन, पहनावा, बोल चाल की भाषा, संस्कृति और शिक्षा आदि में बहू त फर्क होता है। गाँव में लोग एक दूसरे के साथ मिल कर रहते हैं पर शहर में लोगों को अपने पड़ोसी का भी पता नहीं होता। शहर के लोग एकल परिवार में रहना पसंद करते हैं और गाँव के लोग संयुक्त परिवार के साथ-साथ पूरे गाँव को साथ लेकर चलते हैं। इसी एकल परिवार पर भी हमें व्यंग्य देखने को मिलता है। जब कोई व्यक्ति किसी नयी जगह पर जाता है तो उसे उस माहौल में खुद को ढालने में समय लगता है। वहाँ के लोगों को समझने में भी समय लगता है। इसी प्रकार का किस्सा चौधरी खुशवंत सिंह का भी है, वह पहली बार गाँव से शहर आता है और वह यहाँ आने के बाद यहाँ के संस्कृति को समझने की कोशिश करता है और शहर की संस्कृति को अपनाता है। “बहत्तर साल का बच्चा” उपन्यास में शहरी संस्कृति पर पहला व्यंग्य हमें चौधरी के आने पर बहू अमृता के दुखी होने पर होता है। पहली बार वह अपने ससुर से मिली थी पर उसे उस बात की कोई खुशी नहीं थी। चौधरी को शहर आये अभी २ दिन भी नहीं हुए थे कि अमृता ने हरबंस से वापस जाने के बारे में पूछती है। इस बात का हरबंस को बहू त बुरा लगता पर वह अमृता से कुछ नहीं कहता। यह व्यंग्य एकल परिवार पर था जहाँ एक बहू अपने ससुर के साथ एक घर में रहने पर संकोच करती है। चौधरी जब अमृता का बाथरूम

गंदा कर देता है तो अमृता हरबंस को ले जा कर बाथरूम की दुर्दशा दिखाती है। जिस पर हरबंस नाराज़ हो कर चौधरी के कमरे में जाता है अमृता को लगता है कि आज उसका पति अपने पिता की खबर लेगा पर वह कुछ नहीं कह पाता, इस पर भी अमृता को गुस्सा आता है। एकल परिवार में रहने के कारण अमृता को चौधरी पसंद नहीं था। हरबंस पर शहरी संस्कृति का इस कदर प्रभाव था की वह अपने ऑफिस के कामों में लगा रहता जिस के कारण वह परिवार खासकर जॉली को समय नहीं पता। इसी प्रकार चौधरी के मेहमान जो गाँव के देहाती थे और नए-नए शहर आये थे, उन्हें भी शहरी संस्कृति भाती है। चौधरी उनके सामने अपने आप को श्रेष्ठ प्रस्तुत करने में जुट जाता है और उन्हें अपने बेटे का घर दखता है। इस बात पर भी व्यंग्य प्रतीत होता है, किस प्रकार एक व्यक्ति अपने आप को दूसरी संस्कृति में ढालने और किसी नए व्यक्ति के सामने अपने आप को श्रेष्ठ साबित करने की कोशिश करता है।

### स्त्री विषय दृष्टिकोण:

समाज में लोगों ने स्त्री के लिए अपनी मानसिकता बना रखी है कि एक स्त्री में कैसे गुण होने चाहिये, उसमें कौन सी विशेषताएँ होनी आवश्यक है आदि..। यदि वह उस मानदण्ड पर खरी नहीं उतरती तो उस का विरोध होता है। इस उपन्यास में भी एक ऐसा ही व्यंग्य देखने को मिलता है। मिसेज पेस्तन एक पारसी महिला है जो अपने पति का घर छोड़ कर अकेले रहती है उस पर भी पराये पुरुषों को फँसाने का प्रसंग है। जिस में एक स्त्री दूसरी स्त्री का शोषण भी करती है। इसी प्रकार मिसेज पेस्तन सिगरेट पीती हुई अपनी खिड़की पर खड़ी थी। उसी समय चौधरी उस देखता है, उसका सिगरेट पीना उसे पसंद नहीं आता इसलिए वह उसे मटर के दाने से मरता है। उपन्यास में यह लिखा है कि चौधरी को “पुरुषों का ही धुम्रपान करना उसे खटकता था, स्त्रियों का प्रश्न ही कहाँ था ?” स्त्रियों का प्रश्न ही कहाँ था ? यह वाक्य व्यंग्य को दर्शाता है कि एक स्त्री के लिए जो नियम कानून है उसके अंतर्गत उसे धुम्रपान करने की आजादी नहीं है। गाँव और शहर संस्कृति पर व्यंग्य में एकल परिवार, समाज और स्त्री को मुख्य रूप से दर्शाया गया है।

### व्यंग्य:

ये तमाम व्यंग्य आज के समय से प्रासंगिक है। जिस प्रकार एकल परिवार का चलन आज हमारे समाज में है वो सन १९७६ में प्रकाशित पुस्तक में हम देखते हैं। आज भी बच्चे अपने माता-पिता के साथ रहने में संकुचित महसूस करते हैं। जब वो अपने निजी जीवन में व्यस्त हो जाते हैं तो उनके पास अपने माता पिता के लिये समय नहीं होता और धीरे-धीरे अपने ही माँ बाप उनको बोल लगने लगते हैं। कई बच्चे तो अपने माता पिता को वृद्धाश्रम भेज देते हैं। उन्हें अपने इस फैसले पर कोई पछतावा और शर्मिंदगी भी नहीं होती। उनके अनुसार उन्होंने जो किया वो उनकी भलाई के लिए किया।

इसी प्रकार आज हमारे बच्चे बिल्कुल मशीनी जीवन जी रहे हैं जिस प्रकार जॉली जी रहा था। आज के समय में बच्चों का एक टाइम टेबल बना दिया गया है। जिस के अनुसार उसको उठना है, सोना है, खेलना है, खाना है, आदि। बच्चों में अनुशासन का होना जरूरी है और उनको अनुशासन सिखाना भी चाहिए। पर बिल्कुल नाप-तोल कर यदि उनको जीवन मिले तो उनका बचपन कहीं खो जायेगा। फिर बच्चे और बड़ों के बिच का अंतर हमें नज़र ही नहीं आयेगा। बचपन बेफिक्र होता है पर आज के समय में बच्चों को हर एक चीज़ की फ़िक्र है - परीक्षा में अंक, समाज में अपना स्थान आदि।

इन तमाम मुद्दों में जो सब से महत्वपूर्ण मुद्दा है जो आज भी प्रासंगिक है और हो सकता है आने वाले समय में भी प्रासंगिक हो, वो है "स्त्री"। स्त्री के लिए हमारे समाज में एक मानदंड तय किया गया है जिसे कई बार तोड़ कर स्त्री बहार आने की कोशिश करती है पर समाज उसे स्वीकार नहीं करता जैसे मिसेज पेस्तन। पति से अलग रहने के कारण मुहल्ले के लोगों में वो मशहूर भी है। वहाँ रहने वाले लोग उसके चरित्र को शक की निगाह से देखते और उसके पीछे उसके बारे में बातें भी करते हैं। इसी प्रकार वो सिगरेट पीती है उसको भी लेकर यहाँ कई प्रकार की बातें की जाती हैं। यह सभी बातें आज के समय से काफी प्रासंगिक है आज भी समाज एक तलाक़शुदा स्त्री या पति से अलग रहने वाली स्त्री को शक की नज़र से देखता है। शादी अगर निभ नहीं पाई तो उसमें भी औरत की कमी है। आज समाज में फेमिनिज्म की बात बहुत बड़े-बड़े मंचों से की जाती है पर फेमिनिज्म को समाज अपनाने को तैयार नहीं। क्योंकि कई बार लोग हमारी प्राचीन संस्कृति का वास्ता देते हैं तो कई बार बातें धार्मिक नियमों के उल्लंघन पर आकर रुक जाती है।

समाज में कई ऐसी रूढ़ियाँ हैं जो समय-समय पर सामने आती हैं। जैसे लिली और चौधरी के रिश्ते को लेकर शक करते हुए लोग। चौधरी की शरारतों को रोकने के लिए उसकी शादी करवाना। क्या किसी भी मर्द को शादी के बंधन में बांध कर ही सीधे रास्ते पर लाया जा सकता है? यह सवाल आज भी प्रासंगिक है। आज भी देखते हैं कई बार किसी पुरुष की शादी इसलिए की जाती है कि वो सीधे रास्ते पर आ जाये। क्या किसी की शरारतों और बदमाशियों को रोकने का एक ही तरीका है। समाज ने कई ऐसी रूढ़ियों को आज भी अपने अंदर संभाल कर रखा है।

### शोध प्रविधि:

उपन्यास एक नए भाव बोध पर लिखा गया है। समाज में ऐसे कई उदाहरण मिलते तो हैं पर उन्हें सहजता के साथ स्वीकारा नहीं जाता। अतः इस परकाम करते समय व्याख्यात्मक, समाजशास्त्री और मनोवैज्ञानिक पद्धति का प्रयोग किया है।

**निष्कर्ष :**

इस उपन्यास में मुख्यता दो देशों के बारे में कई जगह बताया गया है। एक है पूर्वी पाकिस्तान जो आज के समय में बांग्लादेश है और दूसरा भारत। पूर्वी पाकिस्तान और भारत के बीच के युद्ध को इस कहानी में बताया गया है। इसी युद्ध के कारण चौधरी ने अपना वतन छोड़ा था और बेटे के पास पूरे पच्चीस वर्षों बाद बम्बई आया था। उसे अपने गाँव से बहुत प्यार था और वो सब ठीक होने के बाद वहाँ वापस जाना चाहता था। पूर्वी पाकिस्तान और भारत के बीच के युद्ध को हर बार चौधरी के जीवन से जोड़ा गया है। चाहे हालत युद्ध के हो या युद्धविराम के। युद्ध में यदि भारत जीत जाता है तो चौधरी की जीत होती है और यदि चौधरी निराश है तो मानो युद्ध में हार होनी निश्चित है।

यह पूरा उपन्यास मूलतः एक व्यक्ति के जीवन पर आधारित है जिस का स्वभाव बाल सुलभ है। वह अपने अनुसार अपना जीवन जीना चाहता है। वह उम्र के इस पड़ाव में भी अपनी मर्जी की चीज़ें करने से नहीं झिझकता। ज़िंदगी बस एक बार मिलती है उसे कैसे जीना है? यह व्यक्ति की अपनी पसंद होना जरूरी है। जीवन के उतार चढ़ाओ का सामना करते हुए उसे खुशदिली से जीने का नज़रिया चौधरी खुशवंत सिंह ने सिखाया है।

**संदर्भ-ग्रंथ सूची****मूल ग्रंथ:**

| क्रम | पुस्तक              | रचनाकार    | प्रकाशन  | प्रकाशन वर्ष |
|------|---------------------|------------|--|--------------|
| ०१   | बहत्तर साल का बच्चा | आबिद सुरती | अक्षर अभिव्यक्ति<br>२९० एसीयाद<br>विलोज, नई दिल्ली | २०१०         |

**सहायक पत्रिका :**

| क्रम | पुस्तक          | संपादक    | प्रकाशन   | प्रकाशन वर्ष |
|------|-----------------|-----------|---|--------------|
| ०१   | शब्दयोग पत्रिका | सुभाष पंत | योगदान, ९२२-२३,<br>फैज रोड, करोल<br>बाग, नई दिल्ली;<br>११०००५ | २०१०         |
| ०२   | साक्षात्कार     |           |   |              |

## डाक बंगला पटकथा लेखन और कमलेश्वर

### सुमन झिनपत यादव

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### शोध सारांश :

कमलेश्वर का लेखन बहुआयामी है। उपन्यास, कहानी, संस्मरण, आत्मकथा, साक्षात्कार, समीक्षा, पत्रकारिता हो या फिल्मों की पटकथा लेखन हो, सभी में उन्होंने अपनी प्रतिभा का परिचय दिया है। उन्हें 'समानांतर कहानी' ही नहीं अपितु 'समानांतर फिल्म' चलाने का श्रेय भी दिया जाता है। कमलेश्वर ने कई फिल्मों में पटकथा लेखन का कार्य किया। जिसमें एक महत्वपूर्ण फिल्म है 'डाक बंगला'। यह फिल्म कमलेश्वर जी के बहुचर्चित उपन्यास 'डाक बंगला' पर आधारित है और 1974 में प्रदर्शित हुई थी। इस फिल्म की कथा, पटकथा और संवाद सभी कमलेश्वर ने ही लिखा था। इतना ही नहीं यह समानांतर फिल्म आन्दोलन की एक सशक्त फिल्म मानी जाती है। इसमें समकालीन परिवेश की नारी समस्या को उद्घाटित किया गया है। यह फिल्म एक ऐसी औरत के जीवन का दस्तावेज़ है जो समय की मार से डाक बंगले की तरह बन गयी है। एक बार प्यार में असफल होकर इरा के जीवन में कई बदलाव आते हैं। हर बदलाव कहानी को नया मोड़ देता है और स्त्री जीवन की त्रासदी को बंया करता है। स्त्री हेतु सामाजिक बुनावट के कारण मजबूरियां उसे पूरी तरह से तोड़ देती हैं। फिल्म की पटकथा आरम्भ, मध्य और अंत के तीन पायदानों से गुजरती है। आरम्भ तिलक और इरा पर कश्मीर में स्थित एक डाक बंगले पर फिल्माए दृश्य से होती है। इसमें इरा के सम्पूर्ण जीवन चक्र को बताया गया है। और अंत में इरा का शोषण कलात्मक ढंग से दिखाया गया है। तीनों अंगों को पटकथा की कलात्मकता से ऐसा जोड़ा गया है कि दर्शक फिल्म की कथा और पटकथा दोनों से प्रभावित होते हैं।

**बीज शब्द :** आर्थिक समस्या, स्त्री शोषण, सामाजिक बंधन, पुरुष मानसिकता।

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**उद्देश्य :**

साहित्य का उद्देश्य मानव जीवन को संस्कारित करना, संघर्ष के दिनों में संकल्प के साथ काम करना, कथ-चयन से प्रेरणा देना होता है। पर समय में जिस तेजी से बदलाव हो रहा है, उसमें साहित्य के कलेवर में भी परिवर्तन देखा जा रहा है। क्योंकि समय के साथ चलना और उसे समेटना भी साहित्य का काम है। समय को देखते हुए साहित्य का सिनेमा के साथ भी संबंध गहराया। यद्यपि दोनों विधाएँ अलग हैं, दोनों के पाठक या दर्शक भी अलग हैं। अतः प्रस्तुति में फर्क तो होगा ही। बावजूद इसके साहित्य का विस्तार सिनेमा के माध्यम से हुआ। यद्यपि इसमें कई अड़चने आयी, दोनों की कार्य प्रणाली और शैली को लेकर विरोध भी हुए पर अभी भी दोनों साथ-साथ हैं। ऐसे में यह जानना जरूरी हो जाता है कि एक साहित्यकार किस तरह और किन परिस्थितियों में दोनों विधाओं से जुड़कर सामाजिक विकास में अपना योगदान दे रहा है। ऐसे साहित्यकारों में कमलेश्वर का नाम अपनी एक अलग पहचान रखता है। विकास के तमाम दावों के बावजूद समाज में स्त्रियों के जीवन में बहुत बड़ा परिवर्तन नहीं आया है। इसलिए 'डाक बंगला' उपन्यास के रूप में और फिल्म के रूप में आज भी प्रासंगिक है। इसलिए मुझे इस पर चर्चा भी जरूरी लगा।

**प्रस्तावना:**

अच्छे साहित्य का सृजन बहुतायत में हो रहा है। समय को देखते हुए साहित्य सृजन के साथ यह भी आवश्यक हो गया है कि वह समाज के और करीब आने के लिए, अधिक से अधिक जन तक पहुँचने के लिए उसे अन्य विधाओं में भी संभावनाएं तलाशें। साहित्यकार उस तरह से प्रयत्नशील भी हैं। कमलेश्वर उसी विचारधारा के रचनाकार थे। चूंकि साहित्य में भी उनकी पकड़ थी और सिनेमा में भी उन्होंने सफल प्रयास किया। और उनके विषय भी समकालीन जटिलताओं को दर्शाते हैं। यही कारण था कि मेरा झुकाव कमलेश्वर की ओर और विशेषतः उनके सिनेमाई अवदान की ओर गया।

**कथ के निकष पर 'डाक बंगला':**

पटकथा के रूप में यदि 'डाक बंगला' को देखते हैं तो इस फिल्म की पूरी कथा फ्लैश बैक में है। इरा नामक नायिका एक ब्रिगेडियर की बेटी है, जो विमल के प्यार में पागल होकर उससे शादी कर लेती है। परिस्थिति वश जब विमल अपने करियर में सफल नहीं होता है तो एक दिन पत्र लिखाकर घर से भाग जाता है। इरा अपनी जीविका चलाने के लिए फोन संदेशों को नोट करने का काम करने लगती है। बतरा अपने बंगले में अकेले रहता है और अक्सर अपने अकेलेपन को दूर करने के लिए अंग्रेजी गीत बजाकर ईश्वर को पुकारता है। चूंकि इरा उसके यहाँ काम करती है तो उन सारी घटनाओं की साक्षीदार बनती है।

कुछ दिन बाद इरा बतरा के साथ उसके घर में रहने लगती है। एक दिन रात को बतरा अपना अकेलापन इरा से बांटने की इच्छा से इरा को अपनी बांहों में भर लेता है। इरा से वह कहता है-“मेरा अकेलापन दोहरा है इरा, एक परत मेरी है और दूसरी शीला की इन दोनों परतों के बीच मेरा दम घुटता है। तब मैं डेसपरेट होकर गॉड को आवाज लगता हूँ”<sup>1</sup> और दूसरे दिन बतरा इरा को अंगूठी पहना कर अपना बना लेता है। लेकिन जब उसे पता चलता है कि इरा गर्भवती है तो वह उसे एक गोली देकर उसका गर्भपात करवा देता है। इतना ही नहीं इरा पर तरस खाकर वह उसे अपने एक दोस्त के माध्यम से डॉ. चन्द्र मोहन के घर भेज देता है। और इरा चन्द्र मोहन के घर चली जाती है। इरा का चन्द्र मोहन के घर जाना पटकथा के लिए एक नया मोड़ है। उसकी मजबूरियों का कई लोग फायदा उठा रहे हैं, इस बात को इरा जानती है पर कुछ कर नहीं पाती। इसके बाद इरा चन्द्र मोहन के साथ आसाम चली जाती है। और वहां उससे शादी कर लेती है। यहाँ इरा का वजूद उसे जगाता है। इस तरह के कई मोड़ बीच-बीच में कथा में आते हैं। कई बार फिल्म फ्लैश बैक से फ्लैश बैक में चली जाती है। फिल्म के आखिरी पड़ाव में डॉ. चन्द्र मोहन का देहांत हो जाता है। और इरा अपने घर वापस चली आती है। इसी समय उसे पता चलता है कि विमल वापस आ गया है। वह विमल से मिलने जाती है तो वहां उसे एक और बात पता चलती है कि विमल को गंभीर बीमारी ने जकड़ रखा है। कुछ दिन बाद उसका भी देहांत हो जाता है। इसके बाद फिल्म फ्लैश बैक से इरा और तिलक के दृश्य पर आ जाती है।

विकास के सोपान पर ‘डाक बंगला’: किसी भी फिल्म की पटकथा लिखते समय विकसित कथा की महत्वपूर्ण भूमिका होती है। और उसके अंतर्गत आरम्भ, मध्य और अंत का समावेश होता है। फिल्म की पटकथा इन तीन पायदानों से गुजरती है। इस फिल्म की शुरूवात तिलक और इरा पर कश्मीर में स्थित एक डाक बंगले पर फिल्माए दृश्य से होती है। दोनों के बीच बातचीत के दौरान इरा अपने अतीत में चली जाती है। और तिलक से अपनी आप-बीती बयां करती है। फिल्म के प्रारम्भ में कथा का बीजारोपण फ्लैश बैक से होता है। पटकथा के आरम्भ में इरा की विमल से शादी, बतरा के यहाँ नौकरी करना और विमल का घर से भागना, घटित होती है।

फिल्म का मध्य बड़ा ही महत्वपूर्ण है क्योंकि इसी भाग में इरा का सारा जीवन चक्र बदल जाता है। विमल द्वारा घर छोड़कर चले जाने पर आर्थिक सहारे के लिए बतरा के घर में रहने लगती है। इस भाग में ज्यादातर दृश्य बिना संवाद के हैं जो कथानक को दमदार बनाते हैं। बतरा द्वारा इरा को अपना लेना, इरा का गर्भपात करने के लिए बतरा द्वारा गोली खिलाना और इरा द्वारा बतरा का घर छोड़ना, ये सारी घटनाएं फिल्म के मध्य में घटित होती हैं।



फिल्म के अंतिम भाग में इरा का शोषण दिखाया गया है। डॉ. चन्द्र मोहन द्वारा इरा को आसाम ले जाना, वहां इरा से शादी करना और उस पर शारीरिक अत्याचार करने का प्रयास करना। डॉ. चन्द्र मोहन का देहांत होना और इरा का नागपुर वापस लौटना, विमल की भयंकर विमल की भयंकर बीमारी से मौत हो जाना, ये सारी घटनाएं फिल्म के अंत में घटित होती हैं, जो इरा के दुर्भाग्य का बयान करती हैं। फिल्म की विकसित कथा को कमलेश्वर ने जिस कलात्मकता से जोड़ा है, उससे दर्शक बहुत प्रभावित होते हैं।

### **‘डाक बंगला’: दृश्य संरचना:**

दृश्य को पटकथा की इकाई कहा जाता है। दृश्यों की बुनावट के आधार पर कथा का विकास और उसकी सफलता सिद्ध होती है। दृश्यों की संरचना ऐसी होनी चाहिए जिससे कथानक को विकसित होने में मदद मिले और दर्शक कथा से जुड़े रहें। दृश्यों की सफलता ही पटकथा की सफलता होती है। और पटकथा की सफलता फिल्म की सफलता होती है। इस फिल्म की पटकथा एक सफल पटकथा है। अर्थात् इस फिल्म का निर्माण कमलेश्वर की कला का खूबसूरत नमूना है।

दृश्य की दृष्टि से देखें तो फिल्म में कुल 93 दृश्य हैं, जिन्हें तीन भागों में बांटा गया है। दृश्य 1-14 तक आरम्भ, 15-60 तक मध्य और 61-93 तक अंत।

फिल्म के सभी दृश्य एक के बाद एक ऐसे बुने गए हैं जिससे फिल्म की दृश्यात्मकता बरकरार रही है। फिल्म के पहले भाग में पहला दृश्य दो घोड़ों पर सवार दो मनुष्यों को दिखाया गया है। बाद में इरा के कथन द्वारा फिल्म की कथा फ्लैश बैक में चली जाती है। फिल्म के पहले भाग में सारे दृश्य फिल्म के कथा का बीजारोपण करते हैं, जहाँ दर्शकों को इरा की आप बीती दिखाई देती है। विमल का मिलना, इरा के पिता द्वारा इरा का नाटक में काम करने का विरोध करना, विमल के साथ प्यार की बातें करना और शादी करना, ये सारी घटनाएं आरम्भिक दृश्यों में दिखाई देते हैं। इरा और विमल का मिलना दर्शकों को बहुत भावुक बनाता है। तो बाप का दूसरी औरत के साथ क्लब- दृश्य दर्शकों को असमंजस में डालने वाला है। कमलेश्वर के पटकथा के ये दो पहलू हैं। इरा के पत्र पढ़ने का दृश्य दर्शक देखते हैं तो उससे इरा के प्रति दर्शकों की सहानुभूति बढ़ जाती है।

फिल्म के मध्य भाग में दृश्य 15-60 तक देखा जाता है की इरा का सब कुछ लुट जाता है। इन दृश्यों को देखते हुए हर बार यह महसूस होता है कि विमल आएगा और इरा को इस नरक से छुड़ायेगा लेकिन ऐसा नहीं होता। फिल्म का मध्य फिल्म को चरमोत्कर्ष की ओर ले जाने में सफल हुआ है। दृश्य संख्या 46 इस फिल्म का नया मोड़ है। जहां इरा का चरित्र बदलता है, उसका अस्तित्व बदलता है। इरा के गर्भपात के दृश्य को कमलेश्वर ने एक नए अनोखे अंदाज में आवाजों के साथ फिल्माया है। यह उनकी कलात्मकता

की खासियत है। इस अवसर पर थकी हुई इरा बतरा से कहती है- “तुमने मेरे बच्चे की हत्या की है- बोलो, ऐसा करने का क्या अधिकार था तुम्हें?” 2.

फिल्म का अंतिम भाग दृश्य 61-93 तक विभाजित किया गया है। अंतिम भाग होने के बावजूद इसमें कई मोड़ आते हैं जो दर्शकों को चकित भी करते हैं। और कथा को आगे बढ़ाने का काम करते हैं। कुछ दृश्यों में छोटे-छोटे उप दृश्यों को दिखाया गया है। जिससे फिल्म की कथा का चरमोत्कर्ष और भी बढ़ने लगता है। फिल्म का अंतिम दृश्य एक बार पुनः पहले दृश्य से जुड़ जाता है और फिल्म की कथा फ्लैश बैक से निकलकर पूर्ववत् हो जाती है।

### **‘डाक बंगला’: चरित्रांकन:**

फिल्म की मुख्य नायिका इरा है, जिसके इर्द-गिर्द फिल्म की कथा घूमती है। कथा के उद्देश्य को पूरा करने के लिए पटकथाकार फिल्म को फ्लैश बैक में ले जाता है। सोलंकी नामक पात्र का इरा के साथ कोई संबंध नहीं है लेकिन सोलंकी के कारण इरा तिलक को अपना आपबीती बताती है। फिल्म में दमयंती इरा को हर बार जीवन में आगे बढ़ने के लिए प्रोत्साहित करती है। मिसेस कृष्णन पात्र का निर्माण कथा को शृंखला में बाँधने के लिए किया गया है। कमलेश्वर ने शीला नामक पात्र की सर्जना कर बतरा के चरित्र को स्पष्ट किया है। इरा का डॉक्टर के बच्चों के प्रति लगाव के माध्यम से कमलेश्वर ने स्त्री की मातृत्व संवेदना को स्पष्ट किया है। बतरा से धोखा खाने के बाद इरा अपने घर वापस जा सकती थी, लेकिन इस घिनौने समाज की बुराइयों को और वीभत्स रूप से चित्रित करने के लिए कमलेश्वर ने अपनी पटकथा में इरा को डॉ. चन्द्र मोहन के साथ आसाम भेजा।

इस तरह यह फिल्म मध्यवर्गीय स्त्री की समस्या को उजागर करती है। फिल्म की पटकथा ने समाज के खोखलेपन को सफलता से अभिव्यक्त किया है। इस फिल्म के सभी पात्र पटकथा को सफल बनाने में मददगार साबित हुए हैं।

### **डाक बंगला: चरमोत्कर्ष के धरातल पर:**

चरमोत्कर्ष फ़िल्मी पटकथा का अंतिम चरण होता है। कमलेश्वर ने इस फिल्म में चरमोत्कर्ष के समाधान के लिए लम्बे समय का प्रयोग किया है। डॉ. चन्द्र मोहन से इरा की शादी होने से लगता है कि अब इरा डॉ. के साथ खुशी से जिंदगी व्यतीत करेगी। परन्तु अचानक डॉ. के मौत की खबर इरा को भेजकर कमलेश्वर दर्शकों का मोहभंग करते हैं। बावजूद इसके कि दर्शकों के अनुसार कथानक कोई मोड़ नहीं लेता तो भी एक अच्छा चरमोत्कर्ष तैयार करने में कमलेश्वर सफल होते हैं। इसी तरह विमल को कथा में वापस लाकर पटकथाकार कथा में टकराहट लाता है। और फिर विमल की मौत दिखाकर कमलेश्वर

दर्शकों को दुखांत अंत की अनुभूति देते हैं। उन्होंने फिल्म के आरम्भ से लेकर अंत तक दर्शकों की उत्सुकता बढ़ाई है, यही इस पटकथा की सफलता है।

### **डाक बंगला: पटकथा की शैली:**

पटकथा लेखन की दो शैलियाँ होती हैं-कल्पनावादी और यथार्थवादी। प्रस्तुत फिल्म की पटकथा लेखन की शैली कल्पनावादी कही जा सकती है। यद्यपि समाज में आर्थिक विपन्नता के कारण इरा जैसी हजारों स्त्रियाँ मजबूरी में पुरुषों के शोषण का शिकार बन रही हैं लेकिन पति के जीवित होने के बावजूद कोई भी औरत अपना जीवन बसर करने के लिए दो-दो बार शादी नहीं करती। यही इस पटकथा की कल्पना है। भारतीय समाज में इरा जैसी संस्कारी, सुशील स्त्री पति के जेल जाने तथा अपनी मजबूरियों के कारण अपने स्त्रीत्व को नहीं बेच सकती। अतः कहा जा सकता है कि इस फिल्म की पटकथा लेखन कल्पनावादी शैली में हुआ है।

### **शोध प्रविधि:**

कमलेश्वर के पटकथा लेखन के वैशिष्ट्य को स्पष्ट करने के लिए मैंने विवेचनात्मक, विश्लेषणात्मक, व्याख्यात्मक एवं तुलनात्मक शोध विधि का प्रयोग किया है।

शोध विषय की सीमाएं और संभावनाएं: कमलेश्वर कालजीवी रचनाकार हैं। उनके विपुल एवं उतने ही महत्वपूर्ण साहित्य को सीमा में बांधना उनके साहित्य के साथ अन्याय करना होगा। परन्तु शोध पत्र में शोधकर्ता की अपनी सीमाएं होती हैं। और उन्हीं सीमाओं को मद्देनजर रखते हुए मैंने अपना शोध पत्र प्रस्तुत किया है। यह जानते हुए कि उनके साहित्य और सिनेमाई प्रदेय में शोध की अनेक संभावनाएं हैं।

### **निष्कर्ष :**

निष्कर्षतः कह सकते हैं कि कमलेश्वर ने कल्पना परक पटकथा का लेखन किया है। साथ ही उन्होंने यह सन्देश देने का प्रयास किया है कि आर्थिक मजबूरियाँ स्त्री को कितना बेबस और लाचार बना देती हैं। पटकथा की दृष्टि से यह फिल्म काफी सफल मानी गयी है। क्योंकि विजुअल प्रधान दृश्य, लम्बे-लम्बे दृश्य, चरमोत्कर्ष की लम्बाई, प्राकृतिक दृश्य आदि के कारण कमलेश्वर की यह पटकथा सबसे अलग है। अतः समानांतर आन्दोलन की फिल्म होकर भी पूर्णरूप से व्यावसायिक फिल्म कही जा सकती है।

**संदर्भ एवं सहायक-ग्रंथ:**

| रचनाकार का नाम    | पुस्तक का नाम   | प्रकाशक   | पृष्ठ सं. |
|-------------------|-----------------|---|-----------|
| 1. कमलेश्वर(1974) | डाक बंगला       | राजपाल एंड संस,<br>कश्मीरी गेट, नई दिल्ली             | पृ.80     |
| 2. कमलेश्वर(1974) | डाक बंगला       | राजपाल एंड संस,<br>कश्मीरी गेट, नई दिल्ली             | पृ.88     |
| 3. कमलेश्वर(1974) | डाक बंगला पटकथा | किताब रोड प्रकाशन, दरियागंज,<br>अंसारी रोड, नई दिल्ली |           |

## रोमानियत की भावभूमि पर “गुनाहों का देवता

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### शोध सारांश:

कथा साहित्य में सदैव ही पाठकों की रुचि अधिक रहती है। मैं भी उन्हीं पाठकों में से एक हूँ और यदि विषय प्रेम को लेकर हो तो कोई क्यों नहीं उस ओर आकर्षित होगा। प्रारम्भ से ही मेरा झुकाव प्रेम सम्बन्धित रचनाओं की तरफ अधिक था। जब मैंने “गुनाहों का देवता” उपन्यास पढ़ा और यह जाना कि यह मात्र एक प्रेम कथा ही नहीं है बल्कि अपने समय का चर्चित उपन्यास रहा। अतः इस पर काम करने की मेरी जिज्ञासा बढ़ गयी।

‘धर्मवीर भारती’ जी ने इस उपन्यास में युवा मन, उनके मन में चल रहे अंतर्द्वंद्व और प्रेम को लेकर चर्चा की है। उनका यह उपन्यास मनोवैज्ञानिक है। इस उपन्यास में भारती जी ने पात्रों के मन में जो अंतर्द्वंद्व चल रहा है, उसका बहुत ही सुंदर ढंग से चित्रण किया है। इस उपन्यास में सामाजिक बंधनों के साथ एक आदर्शवादी प्रेम को ही अंतिम सत्य के तौर पर प्रतिष्ठित किया गया है। मनुष्य को वैसे भी आदर्श अच्छे लगते हैं, इसीलिए “गुनाहों का देवता” उपन्यास हर काल में पसंद किया गया और आने वाले काल में पसंद किया जाता रहेगा।

यह उपन्यास अपने समय में तो चर्चित था ही, आज के दौर में भी यह निर्माताओं की पसंद रही। इसीलिए निर्माता ‘अश्विनी धीर’ ने इस पर एक धारावाहिक बनाया। जिसका नाम था - “एक था चन्दर एक थी सुधा” इस धारावाहिक में भी पात्रों का और उनकी भावनाओं का बड़ा ही मनोवैज्ञानिक चित्रण देखने को मिलता है। उपन्यास तथा धारावाहिक दोनों में अंतर तो है परंतु दोनों की भावनाएँ एक-सी है।

**बीजशब्द:** गुनाहों का देवता, प्लेटॉनिक प्रेम, मांसल प्रेम, रोमानियत, एकांतिक प्रेम और सामाजिकता।

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**उद्देश्य :**

प्रेम जीवन का मूल तत्व है। उसके बिना जीवन नीरस बन जाता है। संभवतः यही कारण है कि मुझे प्रेमपरक साहित्य में अधिक रूचि रही। और विशेषतः ऐसा साहित्य, जो प्रेम के उदात्त रूप को व्याख्यायित करता हो, जो आज के दिखावे भरी जिन्दगी से दूर हो और उसकी शाश्वतता को बरकरार रखे। यही कारण रहा कि विषय-चयन के दौरान जब मैं अनेक रचनाओं का अध्ययन कर रही थी तो इस उपन्यास पर जाकर ठहर गयी। और आज शोध पत्र के रूप में आपके समक्ष है

**प्रस्तावना :**

जैसा कि मैंने शोध सारांश में ही कहा है कि यह रचना धर्मवीर भारती जी की है। भारती जी केवल लेखक ही नहीं अपितु एक सफल कवि एवं पत्रकार रहे हैं, उनका यह उपन्यास अपने समय का बहुचर्चित उपन्यास रहा है। यह उपन्यास भारती जी ने अपनी युवावस्था में लिखा था। यह बेहद रोमानी और भावुक प्रेम कहानी है, शायद यही कारण है की यह उपन्यास उस समय की युवा पीढ़ी द्वारा पढ़ा जाने वाला लोकप्रिय उपन्यास रहा है। इसकी लोकप्रियता का दूसरा कारण इस कथा में चित्रित प्रेम का बलिदानी और उदात्त स्वरूप है। इस उपन्यास में भारती जी ने एक आदर्शवादी प्रेम को दिखाने की कोशिश की है।

उपन्यास की नायिका सुधा तथा नायक चन्दर ऐसे ही दो प्रेमी हैं, जो अपने-अपने दिलों में पनपने वाले प्रेम को जानकर भी अंजान बने रहते हैं। दोनों हमेशा एक दूसरे को खुश देखना चाहते हैं और उसके लिए दोनों कुछ भी कर सकते हैं। एक तरफ सुधा है मासूम, चंचल और भोली-भाली, तो दूसरी तरफ चन्दर है प्रतिभाशाली और विद्वान। सुधा की माता नहीं है, वह अपने पिता की इकलौती और लाडली बेटी है। चन्दर, सुधा के पिता डॉ. शुक्ला के निर्देशन में पीएच. डी. कर रहा है।

धीरे-धीरे चन्दर और सुधा के बीच एक ऐसा रिश्ता बन जाता है जो बहुत पवित्र है सुधा सब कर सकती है, पर चन्दर का कहा कभी नहीं टाल सकती चन्दर जो कहे वह उसके लिए पत्थर की लकीर है। सुधा विवाह नहीं करना चाहती थी, पर चन्दर के कहने पर वह विवाह के लिए भी तैयार हो जाती है। चन्दर सुधा से प्रेम करते हुए भी उसे यह बात नहीं बताता क्योंकि वह अच्छी तरह जानता है कि सुधा और उसकी जाति अलग-अलग होने के कारण विवाह संभव ही नहीं है। दोनों ने अपनी सीमा का उल्लंघन कभी नहीं किया।

इसी बीच डॉ. शुक्ला के भेजे जाने पर चन्दर की मुलाकात पम्मी से होती है। पम्मी एक विवाहित स्त्री है, पर वह अपने पति के पास नहीं रहती। जब पम्मी, चन्दर से मिलती है तो

उसके मन में चन्दर के प्रति प्रेम की भावना जाग जाती हैं। पम्मी हमेशा से यह चाहती है कि कोई उसे प्यार करे तो दिल से करे ना कि उसके शरीर से इसी संदर्भ में उपन्यास के एक प्रसंग में पम्मी, चन्दर से कहती है - “कितना अच्छा हो अगर आदमी हमेशा संबंधों में एक दूरी रखें.....और पम्मी ने चन्दर का माथा होठों तक लाकर छोड़ दिया।” चन्दर और पम्मी की मुलाकातों का सिलसिला शुरू हो गया, और कब ये आकर्षण बन गया पता ही नहीं चला। एक शाम नदी के किनारे बांस के मचान में पम्मी का आदर्श प्रेम और चन्दर की पवित्रता खंडित हो गयी।

चंदर यहां सुधा की शादी किसी और से करवा देता है और वहां सुधा के प्यार में अंतर्द्वंद को झेलता रहता है। उसको सहारा और प्यार देने वाली पम्मी भी अंत में उसे छोड़कर अपने पति के पास वापस चली जाती है। इस संदर्भ में पम्मी द्वारा छोड़ कर चले जाने के बाद चन्दर को मिले पत्र का प्रसंग आया है, जिसमें पम्मी ने लिखा था- “मैं जानती हूं कि हम दोनों के संबंधों की उष्णता खत्म हो गई है.....तुम स्वर्ग भ्रष्ट देवता, भूलकर मेरे अभिषिक्त लोक में आ गए थे।”

अब चन्दर को भी प्रेम की तलाश है, क्योंकि सुधा को तो उसने स्वयं अपने से दूर कर दिया और पम्मी को भी एहसास हो गया कि उसे अपने पति के पास जाना चाहिए। चन्दर पूरे उपन्यास में बहुत ही भटकावपूर्ण जीवन जीता है। इस उपन्यास में प्रेम को लेकर अजीब-सा द्वंद्व है। किसी का भी प्रेम पूर्ण नहीं होता। आज की युवा पीढ़ी भी इसी भटकाव के शिकार हैं। उपन्यास का नायक जो सुधा की नजरों में देवता है अंत में वही गुनाहों का देवता बन जाता है। सुधा की शादी भले कहीं और हो जाती है पर वह अंत तक चन्दर को ही अपना देवता मानती है। चन्दर अपने आप ही सोच लेता है कि वो गुनाहों का देवता बन चुका है क्योंकि उसने इतने सारे गुनाह किये फिर नहीं वह सुधा की नजरों में देवता ही बना रहता है। जब सुधा की मृत्यु हुई तभी वह मरते-मरते भी चन्दर की भक्त ही बनी रहती है। अंत में डॉ. शुक्ला की बहन की बेटी बिनती जो इस उपन्यास का एक छोटा-सा हिस्सा है, वह भी चन्दर को अपना देवता ही मानती है क्योंकि सुधा, चन्दर को अपना देवता मानती थी। सभी उसका विवाह चन्दर से करवाने की बात करते हैं परंतु विवाह का वर्णन उपन्यास में चित्रित नहीं है।

इस उपन्यास के प्रति मेरी जिज्ञासा इसलिए और भी बढ़ी क्योंकि इसमें कुछ ऐसी चीजें थी जो मुझे अपनी ओर आकर्षित कर रही थी। जैसे इसकी रोमानी प्रेम कथा, इसमें दिखाया गया प्लेटॉनिक प्रेम, इसमें चित्रित मांसल प्रेम। किसी भी प्रेम कहानी को जानने से पहले यह

जानना सबसे ज्यादा जरूरी है कि प्रेम असल में है क्या ? प्रेम एक एहसास है, एक जज़्बात है, प्रेम शब्द में ही एक अलग मिठास है। प्रेम शब्द सुनते ही मनुष्य के मन में खूबसूरत एहसास उत्पन्न हो जाते हैं। प्रेम किया नहीं जाता है वो तो बस हो जाता है। बिना किसी शर्त के, बिना किसी धर्म और जाति को पहचाने। प्रेम के सामने दुनिया की सारी दौलत का कोई मोल नहीं है क्योंकि प्रेम तो अनमोल होता है। प्यार किसी व्यक्ति के रंग रूप को ध्यान में रखकर नहीं किया जाता, वह तो बस एक दिल ढूँढता है, एक ऐसा दिल जो अच्छे से समझ सके, उसकी बातों को, उसकी भावनाओं को। उसे एहसास दिलाए कि वह हमेशा उसके साथ है उसके पास है। प्यार अनमोल, पवित्र और स्वतंत्र होता है सुधा और चन्दर का प्यार भी अनमोल और पवित्र था। पर सुधा चन्दर को अपने मन से स्वतंत्र नहीं कर पायी। सुधा और चन्दर के प्यार में त्याग और बलिदान का बहुत अच्छा उदाहरण दिखाई देता है, और सच्चा प्यार क्या है चंदर और सुधा से बेहतर न कोई समझ सकता है और ना ही कोई समझा सकता है। इसलिए चन्दर, सुधा को और प्रेम क्या है उसे जानने-समझने के लिए हम उनकी कहानी के पन्नों को पलटेंगे।

अगर हम प्रेम की बात करें तो इस पूरे उपन्यास में रोमानी झलक साफ देखने को मिलती है। चन्दर कैसे सुधा को चाहत की हद तक चाहता है और उस चाहत में शारीरिक संबंधों का तनिक भी समावेश नहीं है, और ना ही स्वार्थ है उसके मन में। दूसरी तरफ सुधा है जो उसे अपना देवता मानती है। इस कहानी में केवल चंदर और सुधा ही नहीं बल्कि और भी कई प्रेमी हैं जो प्रेम का महत्व बखूबी जानते हैं। सबसे पहले तो गेसू जो सुधा की सबसे अच्छी दोस्त हैं। वह अख्तर मियां को बचपन से ही बहुत प्रेम करती थी, शादी भी करना चाहती थी। अख्तर मियां भी गेसू से मुहब्बत करते थे, पर जाने क्या हुआ कि अख्तर मियां ने गेसू से नहीं बल्कि उसकी बहन फूल से शादी कर ली। गेसू ने तय कर लिया कि वह ताउम्र शादी नहीं करेगी। उसे पूरा विश्वास था अख्तर मियां पर कि फूल से शादी करने के पीछे उनकी जरूर कोई मजबूरी रही होगी। गेसू चन्दर को जब यह सारी बातें बताती है, तब चन्दर उससे पूछता है कि तुमने अख्तर मियां से कुछ क्यों नहीं कहा ? गेसू ने जवाब देते हुए कहा- “कहती क्या ? यह सब बातें कहने सुनने की होती है.....फूल का सुहाग मेरे लिए सुबह की अजान से ज्यादा पाक है।” उपरोक्त संदर्भ से यह बोध हो जाता है कि गेसू का प्रेम कितना पाक और पवित्र था और उसे अपने प्रेम पर पूरा विश्वास था। लेकिन उसे भी प्रेम नसीब नहीं हुआ।



बिनती भी इसी उपन्यास की एक पात्र हैं, जो सुधा के बुआ की बेटी है। बिनती, सुधा से बहुत प्यार करती थी। इसलिए वह चन्दर की भी बहुत इज्जत करती थी। पहले वह थोड़ा हिचकिचाती थी और चन्दर से दूरी बनाए रखती थी। परंतु सुधा की शादी के बाद वही थी, जिसने सुधा के कहने पर चन्दर को संभाला और उसका ख्याल रखा। चन्दर भी बिनती का पूरा ख्याल रखता था इसीलिए बिनती भी चन्दर को अपना देवता मानने लगी। उसे चन्दर और पम्मी का रिश्ता बिल्कुल पसंद नहीं था। इस पर बिनती कहती है—“पम्मी अच्छी औरत नहीं है। वह तुम्हें प्यार नहीं करती, तुम्हें बिगाड़ती है।”<sup>१४</sup> इसके उपरान्त बिनती, चन्दर को सुधा और पम्मी के बीच का अंतर समझाते हुए कहती है पम्मी ने तुम्हें एक नशा दिया है, वासना दी। कोई ऊंचाई कोई पवित्रता नहीं दी। जैसे सुधा दीदी ने दी थी उसका यह भी कहना था कि चंदर स्वर्ग से उतरकर किस नर्क में आकर फँस गया है। इसी बीच चन्दर और बिनती के बीच नज़दीकियाँ आ जाती है। इस संदर्भ में बिनती द्वारा कही गई पंक्तियाँ है – “चन्दर, मैं अपने को कुछ समझ नहीं पाती।.....लेकिन अगर तुम्हारे मन में मेरे लिए जरा भी स्नेह है तो तुम पम्मी से सम्बन्ध तोड़ लो।”<sup>१५</sup>

अतः यह स्पष्ट है कि इस उपन्यास में किसी का भी प्रेम मुकम्मल नहीं हुआ है। इस उपन्यास में जितने भी पात्र हैं सभी के मन में प्रेम को लेकर एक अंतर्द्वंद्व रहा है – कभी पम्मी के मन में चन्दर और उसके पति को लेकर तो कभी सुधा के मन में चन्दर और उसके पति को लेकर तो कभी चन्दर के मन में सुधा पम्मी और बिनती को लेकर।

आज की अधिकतर युवा पीढ़ी में आदर्श प्रेम की झलक दूर-दूर तक देखने को नहीं मिलती। उन्हें तो केवल शरीर से प्रेम है, जहां उनका मतलब निकल गया वहां उनका प्यार भी खत्म हो जाता है। इस उपन्यास में प्रेम आदर्शवाद का प्रतीक बनकर मुख्य रूप से दिखाई देता है। आदर्श प्रेम की पहली निशानी है अव्यक्त समर्पण यानी जो चन्दर ने सुधा के लिए किया। इस उपन्यास की कुछ पंक्तियाँ सुधा और चन्दर के मानसिक भावनाओं का हाल बयाँ करती है – “कब और क्यों उसने चन्दर के इशारों का यह मौन अनुशासन स्वीकार .....जैसे शरद की पवित्रता या सुबह की रोशनी।”<sup>१६</sup> इस पूरे उपन्यास में प्यार की झलक रंगीन चांदनी की तरह बिखरी हुई है। तथा सभी मनोवांछित भावों का बिखराव दिखाई देता है। आधुनिक युग के युवाओं के भीतर ऐसी बेकरारी और बेसब्री देखने को नहीं मिलती। यदि हम आधुनिक युग की युवा पीढ़ी के माध्यम से देखें तो प्रेम केवल किताबों तक सीमित होकर रह गया है। आधुनिक युवा पीढ़ी को यह नहीं पता कि प्रेम पाने के लिए कितने त्याग और बलिदान करने पड़ते हैं। जो सुधा और चन्दर ने किये।

बात अगर प्लेटॉनिक प्रेम और मांसल प्रेम की करें तो इस उपन्यास में हमें दोनों देखने को मिलते हैं, पर उनका संघर्ष जानने से पहले उन्हें भिन्न-भिन्न रूपों में जानना जरूरी है। प्लेटॉनिक प्रेम का अर्थ है- जहां पर शारीरिक प्रेम ना होकर ऐसा प्रेम हो जो चन्दर और सुधा के मन में एक दूसरे के लिए था। तथा गेसू के मन में अख्तर के प्रति, लेकिन यदि बात मांसल प्रेम की करें तो पम्मी का प्रेम दिखाई देता है। चन्दर इस उपन्यास का एक ऐसा पात्र है जिसके मन में प्लेटॉनिक और मांसल प्रेम के बीच संघर्ष दिखाई देता है। भारती जी ने इस उपन्यास में प्लेटॉनिक प्रेम को अधिक स्थान दिया है। भारती जी प्रेममयी रचनाओं के समर्थक भी रह चुके हैं। शायद इसी प्लेटॉनिक प्रेम के कारण भारती जी का यह उपन्यास हिंदी साहित्य के श्रेष्ठ पांच पुस्तकों में से एक है। या हम यूं भी कह सकते हैं कि भारती जी का यह उपन्यास सदाबहार उपन्यास है। इस उपन्यास को जो कोई पढ़ता है, इसे एक ही बैठक में पढ़कर खत्म करना चाहता है क्योंकि भारती जी ने इसकी हर एक कड़ी को एक ही धागे में पिरो कर बड़ी सुंदरता से प्रदर्शित किया है। इसकी मूल कहानी ही प्लेटॉनिक प्रेम पर आधारित है जिनके उदाहरण चन्दर, सुधा, गेसू, बिनती और अख्तर हैं।

इस उपन्यास को एकांतिक प्रेम और सामाजिकता से जोड़ा जाए तो इतना ज्ञात हो ही जाता है कि इस उपन्यास के अधिकतर किरदार एकांतिक प्रेम के ही पुजारी हैं। लेकिन चन्दर का प्रेम समाज सापेक्ष नहीं है। सामाजिकता के प्रति वह पूरी तरह से उदासीन दिखाई देता है।

### **शोध पद्धतियाँ:**

शोध उस प्रक्रिया अथवा कार्य का नाम है जिसमें बोध पूर्वक प्रयत्न से तथ्यों का संकलन कर सूक्ष्म बुद्धि से उसका विश्लेषण-विवेचन करके नए तथ्यों या सिद्धांतों का उद्घाटन किया जाता है। हिंदी में शोध के लिए अनेक पर्यायों का प्रयोग किया जाता है। अनुसंधान, गवेषणा, खोज, अन्वेषण, मीमांसा, परिशीलन, आलोचना, रिसर्च इत्यादि। देखा जाए तो विषय के अनुसार अनुसंधान के कई प्रकार भी हैं, मैंने प्रस्तुत शोध प्रबंध लिखते समय वर्णनात्मक, व्याख्यात्मक, तुलनात्मक और वैज्ञानिक पद्धतियों का प्रयोग किया है।

**निष्कर्ष:**

निष्कर्षतः भारती जी के इस उपन्यास में हमें हर तरह का प्रेम देखने को मिलता है। भारती जी का यह उपन्यास सदाबहार उपन्यास माना गया है और हिंदी साहित्य के उत्कृष्ट 10 उपन्यासों में से एक है। इससे यह तो पता लग ही जाता है कि भारती जी का यह उपन्यास कितना सफल रहा। इस उपन्यास में भारतीजी ने मानव जीवन की विसंगतियों और युवा मन के अंतर्द्वंद्वों को बहुत ही खूबसूरत ढंग से प्रस्तुत किया है। इसमें चन्दर की मनःस्थिति सुधा, पम्मी और बिनती के लिए कैसी है, यह भी देखने को मिलता है। प्रस्तुत उपन्यास में भारती जी ने चन्दर के दिल और दिमाग को झकझोर कर रख दिया है। उसके मन में 3 स्त्रियों को लेकर अंतर्द्वंद्व पूरे उपन्यास में दिखाई देता है। यही कारण था कि मैंने भारती जी का यह उपन्यास चुना क्योंकि प्रेम एक ऐसा विषय है जिस के विविध रूप हैं। प्रेम सामान्य धरातल से शुरू होकर आध्यात्मिकता तक जाता है। अतः इस बारे में मेरे जिज्ञासा और बढ़ती गई। इस तरह की जिज्ञासा बढ़ने का एक और कारण है कि गुनाहों का देवता पढ़ते समय मुझे यह लगा कि रचनाकार ने जिस प्रेम का चित्रण अपने उपन्यास में किया है क्या यह वास्तविक जिंदगी के नजदीक नहीं है या मात्र शब्दों का फैलाव है।

**सन्दर्भ:**

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## देवश ठाकुर के उपन्यासों में शिक्षा व्यवस्था का यथार्थ (‘गुरुकुल’ और ‘शिखर पुरुष’ उपन्यास के संदर्भ में)

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### शोध सारांश:

शिक्षा व्यक्ति को ज्ञान का मार्ग दिखाता है, उसके जीवन को संवारता है, जीवकोपार्जन का जरिया बनता है, उसकी मुक्ति का साधन बनता है। आज शिक्षा का स्वरूप बदल गया है। कहना अतिशयोक्ति नहीं होगा कि वर्तमान समय में शिक्षा राजनीति और पूंजीवाद के शिकंजे में है। डॉ. देवेश ठाकुर की औपन्यासिक कृतियों में समाज के सामने शिक्षा के उसी रूप को उजागर किया गया है। शोध-पत्र है तु चयनित दोनों उपन्यासों में शिक्षा के क्षेत्र में व्याप्त भ्रष्टाचार, राजनीति और गिरोहबाजी को उघाड़ कर रख दिया गया है। कृतियों में उन सभी दूषित आयामों को पाठकों के समक्ष रखा गया है जिनके चलते आज की शिक्षा-व्यवस्था सबकी आखों में मजक का विषय बनकर रह गयी है। ‘गुरुकुल’ उपन्यास को उच्च शिक्षा-व्यवस्था का समाधि लेख कहा जा सकता है। उपन्यास का शीर्षक व्यंग्यत्मकता को ध्वनित करता है। ‘शिखर पुरुष’ ‘गुरुकुल’ की अगली कड़ी है। इसे आत्मकथात्मक उपन्यास भी कहा जा सकता है। इसमें शोध के क्षेत्र में व्याप्त भ्रष्टाचार तथा यौन शोषण आदि तथ्यों का चित्रण पत्रों के माध्यम से व्यंग्य पूर्ण शैली में प्रस्तुत किया गया है। इतना ही नहीं उच्च शिक्षा के क्षेत्र में प्राध्यापकों की नियुक्ति, परीक्षकों से अंक कम और अधिक करना, अध्यापन का दर्जा, महाविद्यालयों के प्राचार्य, हिंदी विभागों के अध्यक्ष, उप कुलपति, डीन, कार्यकारी समिति के सभापद, विविध समितियों के सभापति, आदि का यथार्थ चित्रण है। इन उपन्यासों में समस्या है और समस्याओं का चिंतन है।

**बीज शब्द :** गुरुकुल, शिखर पुरुष, भ्रष्टाचार, शिक्षा, अनैतिकता।

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**उद्देश्य:**

आज हम जिस दौर के साक्षीदार हैं, वह 'गुरुकुल' और 'शिखर पुरुष' से भिन्न नहीं है। इस दृष्टि से यह उपन्यास बहुत ही प्रासंगिक है। शिक्षा आज मुक्ति का मार्ग कम आर्थिक समृद्धि की कुंजी अधिक बन गयी है। यहाँ तक भी है तो ठीक है पर अब वह पूरी तरह से पूजीवादियों के चंगुल में चली गयी है। व्यवसाय बन गयी है। व्यवसाय बनकर भी उसमें ईमानदारी नहीं बरती जा रही है। ये समस्याएं सुरसा के मुंह की तरह फैलती जा रही हैं, जो सामाजिक विकास के लिए बहुत घटक सिद्ध हो सकते हैं। इतिहास गवाह है कि शिक्षा और शिक्षक सम्मान के द्योतक हुआ करते थे पर अब उसे उसके पथ से विचलित कर दिया गया है। चूंकि हम उसी दौर से गुजर रहे हैं तो हमारी नैतिक जिम्मेदारी बनती है कि जितना संभव हो सके हम उसके स्वस्थ रूप को लोगों के समक्ष लायें। इसी उद्देश्य हेतु शिक्षा के लिए यह मेरा छोटा-सा प्रदेय है।

**प्रस्तावना :**

किसी भी साहित्यकार के कृतित्व को उसके व्यक्तिगत जीवन एवं अनुभवों से पृथक करके नहीं देखा जा सकता। लेखक के विचार, उसकी भावनाएं और संवेदनाएं उसके जीवन की प्रतिच्छाया होती हैं। कोई भी लेखक अपने समय की परिस्थितियाँ एवं यथार्थ से प्रेरित होकर ही सार्थक साहित्य सृजन कर सकता है। देवेश ठाकुर एक बहुमुखी प्रतिभासंपन्न साहित्यकार हैं। इन्होंने हिन्दी साहित्य की लगभग सभी विधाओं पर अपनी लेखनी चलाई है।

देवेश ठाकुर के 'गुरुकुल' उपन्यास की विषय वस्तु विश्वविद्यालय के हिंदी विभाग में प्रोफेसर पद को पाने के लिए किए जानेवाले जोड़-तोड़ और शिक्षाक्षेत्र की गंदगी पर केंद्रित है। उपन्यास के नायक डॉ. शितांशु जोशी हैं। पूरे उपन्यास में शैक्षिक वातावरण चित्रण है। हमारी उच्च शिक्षा शोधोन्मुख है, किन्तु आश्चर्य है कि शोध की स्थिति ही दयनीय है। 'गुरुकुल' उपन्यास में शोध निर्देशकों और शोध छात्रों का बौद्धिक स्तर यथार्थ रूप में चित्रित हुआ है।

'शिखर पुरुष' उपन्यास की विषय वस्तु प्रोफेसर की पोस्ट को पाने के लिए किए जाने वाले भ्रष्टाचार, अनैतिकता, गुटबंदी और अनअकादमिक जैसी गलत व्यवस्था को प्रस्तुत करता है। उपन्यास का शीर्षक 'गुरुकुल' की ही भाँति व्यंग्यात्मक रखा गया है। शिक्षा क्षेत्र में कैसे-कैसे अध्यापकों की बाढ़ आयी है यह दिखाने में लेखक सफल हुआ है। पूरे शिक्षा क्षेत्र का 'पोस्टमोर्टम' करना ही उपन्यासों का उद्देश्य है।

किसी रचनाकार का कृतित्व, उसके जीवन और व्यक्तित्व का ही प्रतिबिम्ब होता है। अपने व्यक्तिगत जीवन में वह जो कुछ भी भोगता है, या अनुभव करता है उसे ही वह अपने साहित्य के रूप में प्रतिफलित करता है। देवेश ठाकुर स्वयं एक लम्बे अरसे तक शिक्षा-क्षेत्र से जुड़े रहे हैं। उच्च शिक्षा के क्षेत्र में ये एक सफल एवं आदर्श अध्यापक रहे हैं। इन्होंने शिक्षा-क्षेत्र की जिन-जिन समस्याओं एवं पीड़ाओं को निजी जीवन में अनुभव किया है। उन्हें ही अपनी औपन्यासिक कृतियों के माध्यम से समाज के समक्ष उजागर किया है, और उनका समाधान प्रस्तुत करने का भी सफल प्रयास किया है।

देवेश ठाकुरने अपने सभी उपन्यासों में शिक्षा क्षेत्र की उन सभी समस्याओं को अपने पात्र एवं संवादों के माध्यम से चित्रित किया है, जो आज की शिक्षा व्यवस्था को गहरे गर्त में धकेले जा रहा है। इनके 'भ्रमभंग', 'प्रिय 'काँचघर', 'जनगाथा' आदि उपन्यासों में इन समस्या का खुलकर चित्रण हुआ है। लेकिन इनके 'गुरुकुल' और 'शिखर पुरुष' उपन्यास इस कड़ी में विशेष रूप से उल्लेखनीय हैं। ये दोनों ही उपन्यास एक ही शिक्षक की वीरगाथा हैं तथा दोनों ही उपन्यास शिक्षा क्षेत्र में व्याप्त भ्रष्टाचार, राजनीति और गिरोहबाजी को तार तार स्पष्ट करते हैं।

### गुरुकुल:

प्रगतिचेता कथाकार देवेश ठाकुर का उल्लेखनीय उपन्यास गुरुकुल हमारी उच्च शिक्षा व्यवस्था की धांधली को चित्रित करता है। आज उच्च शिक्षा व्यवस्था लाश बना दी गयी है, जिसे कुछ स्वार्थी तत्व नोच-नोचकर खा रहे हैं। उच्च शिक्षा व्यवस्था का समाधि लेख है 'गुरुकुल'। यह उपन्यास का यह शीर्षक व्यंग्यात्मकता को ध्वनित करता है। 'गुरुकुल' हमारी प्राचीन शिक्षा प्रणाली की याद दिलाता है। पहले गुरु, छात्रों के सम्पूर्ण व्यक्तित्व निर्माण और सर्जन के लिए उत्तरदायी थे। किन्तु वर्तमान शिक्षा पद्धति के परिप्रेक्ष्य में यह नाम व्यंग्य बोधक है। उच्च शिक्षा के संबंधित व्यक्ति और पदाधिकारी की गरिमा की धजियाँ उड़ा रहे हैं। इसी का कच्चा-चिठा इस उपन्यास में प्रस्तुत किया है। वस्तुतः यह मगरमच्छों की नृशंस-कथा है।

इस उपन्यास का प्रमुख चरित्र डॉ. शीतांशु अपने अनुभव तथा सामने होने वाली घटनाओं का चित्रण इस प्रकार करते हैं कि हमारी उच्च शिक्षण-व्यवस्था नंगी होकर हमारे सामने खड़ी हो जाती है। विश्वविद्यालय परिसर बौद्धिकों की नहीं, बल्कि चालबाजों, धोकेबाजों और

टुच्चे लोगों की शरणस्थली हो गया है। किसी भी पद को पाने के लिए जितने ओछे और धिनौने कार्य हो सकते हैं, किये जाते हैं।

डॉ. ओछेलाल 'आलोक' पिछले बीस वर्षों से हिन्दी विभाग में अकेले रीडर पद पर कार्यरत है। वह अपने अतिरिक्त किसी को प्रोफेसर बनने का मौका देना नहीं चाहते हैं। अपने सम्पर्कों एवं कुर्सी को बनाए रखना गुरु ओछेलाल को बहुत अच्छी तरह मालूम है। बड़ों की सेवा का हर तरीका उसे मालूम है। वह उपहार के नाम पर रिश्त देते हैं। जरूरत पड़ने पर लडकी भी सप्लाई करता है। अपने कुलपति की जीवनी लिखकर उन्हें भी अपने पक्ष में कर लेता है। रूपये लेकर अपने सहयोगियों से शोध प्रबंध लिखवा देना उसका धन्धा है। पुस्तकों की खरीद में कमीशन खाना तथा रिश्त लेकर पुस्तकों को पाठ्य-क्रम में स्थान देना उसका विशेषाधिकार है। प्रकाशन के नाम पर उसकी केवल एक किताब प्रकाशित है, जो उसकी पीएच.डी की थीसिस है। डी. लिट्. करने की तो उसे तब जल्दी पडती है जब उसे पता चलता है कि प्रोफेसर का पद विज्ञापित होने को है।

गुरुकुल में जहाँ देवेश ठाकुर ने अपने प्राध्यापकीय जीवन के अनुभवों को सार्वजनिक परिवेश दिया है और आज के अध्ययन विरोधी, गुटबाज, एक सिरे से भ्रष्ट तथा जोड़-तोड़ की टुच्ची राजनीति चलानेवाली अध्यापक वर्ग की पोल खोली है। 'गुरुकुल' उपन्यास में देवेशजी ने हमारी शिक्षा व्यवस्था का पोस्टमार्टम किया है, जो कुछ स्वार्थी तत्वों की हवस का शिकार हुई है। इसमें देवेशजी ने उन सबको बेनकाब किया है जो शिक्षक होने के नाम पर कलंक है और अपनी काली करतूतों से हर क्षण विश्वविद्यालयों के पवित्र परिवेश में प्रदूषण फैलाकर देश को भीतर-ही भीतर खोखला कर रहे हैं। अतः ओछेलाल जैसे भ्रष्ट, स्वार्थी, टुच्ची मनोवृत्तिवाले, बोलने गुरुओं को भगाने के लिए शीतांशु जैसे लोगों को क्रांति करने नृशंस सत्ता के विरुद्ध वातावरण तैयार करके उनके छद्म को बेपर्दा करना होगा। इस प्रकार 'गुरुकुल' के रूप में एक सशक्त रचनात्मक कृति देने में डॉ. देवेश सफल रहे हैं।

### शिखर पुरुष:

यह उपन्यास उच्च-शिक्षा एवं शोध के जगत का यह एक यथार्थ दस्तावेज है। इस लघु उपन्यास में महानगर के एक विश्वविद्यालय के हिन्दी विभाग में प्रोफेसर नियुक्ति की घटना को आधार मानकर, अनेक षडयंत्रों के यथार्थ रूप में प्रस्तुत करने का साहसपूर्ण प्रयत्न डॉ. देवेश ठाकुर ने किया है। उपन्यास के प्रारम्भ में डॉ. ओछेलाल, 'आलोक' की प्रोफेसर के पद पर नियुक्ति होने पर उसके अभिनंदन समारोह का आयोजन करते हैं तो उनके

चापलूस सहकारी प्राध्यापक डॉ. तिवारी, डॉ. प्रमोद, डॉ. जैन, डॉ. रामजनक यादव, डॉ. गंगाप्रसाद और डॉ. चौधरी आदि उनसे मिलने के लिए आलोक के प्लैट में इकट्ठे होते हैं। एक शोधछात्र थापा के कारण डॉ. ओछेलाल की एक टाँग टूटने के कारण बैसाखी के सहारे चलते हैं। ओछेलाल सबको जलपान कराते हुये उनके प्रतिस्पर्धी डॉ. शीतांशु की निंदा करते हैं।

विश्वविद्यालय में डॉ. शीतांशु प्रोफेसर पद के लिए साक्षात्कार देते हैं। किन्तु नियुक्ति डॉ. बांदोडकर की होती है जो कि पात्रता की दृष्टि से शीतांशु की तुलना में कम स्तर का था। विश्वविद्यालय में शीतांशु को पराजित कर, डॉ. सूर्यकांत बांदोडकर चेअरमेन होते हैं।

डॉ. शीतांशु के शोध छात्रों को भी विश्वविद्यालय के हिन्दी विभाग की ओर से पी. एच. डी. उपाधि प्राप्त करने में अनेक कठिनाइयों का सामना करना पड़ता है। डॉ. शीतांशु महानगर में आयोजित सेमिनार, विचार गोष्ठी आदि प्रसंगों पर इन शिखर पुरुषों की विद्वत्ता की पोल खोल देते हैं। और किस प्रकार परीक्षाओं में अपात्र विद्यार्थियों के अंक बढ़ाए जाते हैं, आदि का भण्डाफोड करते हैं। प्रोफेसर की नियुक्ति में विवश महिला शोध छात्रों का शारीरिक शोषण किस प्रकार किया जाता है, इसका चित्रण डॉ. चन्द्रकान्ता अग्रवाल के चरित्र से प्रस्तुत किया है।

शोध के क्षेत्र में व्याप्त भ्रष्टाचार तथा यौन शोषण आदि तथ्यों का चित्रण मिस कंचनबाला, डॉ. चन्द्रकान्ता अग्रवाल, मिसेज कावेरी जोशी, रंगुनवाला, आदि पात्रों के माध्यम से व्यंग्यपूर्ण शैली में प्रस्तुत किया है। महाविद्यालय के प्राचार्य डॉ. सोलापुरकर, डॉ. कौशिक आदि किस प्रकार अपने सहयोगी महिला प्राध्यापिकाओं के साथ अभद्र एवं घिनौना व्यवहार करते हैं। विश्वविद्यालय के उपकुलपति जैसे शिखर पुरुष भी कैसे भ्रष्टाचारी, स्वार्थी, चरित्रहीनता एवं अशैक्षणिक चरित्र के होते हैं इसका व्यंग्यपूर्ण चित्रण किया है।

शिखर पुरुष उपन्यास में आज की उच्चशिक्षा एवं शोध क्षेत्र के सत्- असत् के संघर्षों को रेखांकित किया है। डॉ. ओछेलाल, डॉ. तिवारी, डॉ. गंगाप्रसाद, डॉ. करंदीकर, डॉ. सूर्यकांत बांदोडकर, प्राचार्य सोलापुरकर एवं डॉ. कौशिक आदि शिखर-पुरुष असत् का प्रतिनिधित्व करते हैं तो डॉ. शीतांशु, डॉ. सिद्धार्थ अरोडा, पत्रकार अरुण, एवं उनके मित्र रवि आदि सत् का प्रतिनिधित्व करते हैं।

‘शिखर पुरुष’ उपन्यास में शिक्षा जगत के शिखर पुरुष द्वारा ओढ़े हुए नकाब को उतार कर उनको नंगा कर देने की उन्होंने कोशिश की है।



### प्रमुख चर्चित मुद्दे:

यद्यपि उपरोक्त उपशीर्षकों के अंतर्गत रचना की समीक्षा की गयी है। परन्तु पहली ही नजर में कुछ मुद्दे जो उभर कर आते हैं, उन्हें इस प्रकार देखा जा सकता है- शिक्षा – क्षेत्र में प्रशासन व्यवस्था का गिरता सत्र, अध्यापकों का नैतिक गिरावट, इर्ष्य-द्वेष, चरित्र हीनता, सौदेबाजी और रिश्तखोरी, कुंठित मानसिकता, योग्यता का अभाव, गुटबाजी, विद्यार्थी-शिक्षक के संबंधों में गिरावट, विद्यार्थियों का गिरता स्तर, योग्य निर्देशकों की कमी, शिक्षा का राजनीतिकरण, शोध स्तर में गिरावट, साहित्यिक सभाओं का दुरुपयोग, शिक्षा के क्षेत्र में भी महिलाओं की बढ़ती असुरक्षितता, पाठ्य पुस्तकों के चयन में धांधली, डिग्रियों की शोचनीय स्थिति, साहित्यिक रचनाओं में मौलिकता का अभाव इत्यादि। ये शिक्षा के क्षेत्र में घुन की तरह लगकर उसे खोखला बना रहे हैं। जिसके कारण धीरे-धीरे ऐसी उपज तैयार हो रही है जो भविष्य के लिए खतरनाक सिद्ध हो सकती है। समस्याओं को उजागर करने के साथ ही लेखक ने यह सन्देश देने का भी प्रयास किया है कि शिक्षा को, साहित्य को ऐसे दलालों से बचाकर भी देश सेवा की जा सकती है।

### शोध प्रविधि:

शोध-पत्र में दो उपन्यासों के माध्यम से शिक्षा के क्षेत्र में व्याप्त विसंगतियों की चर्चा की गयी है। अतः इसमें व्याख्यात्मक, तुलनात्मक, विवरणात्मक मनोवैज्ञानिक शोध प्रविधियों का प्रयोग किया गया है।

### निष्कर्ष :

यह कहा जा सकता है कि देवेश ठाकुर ने अपनी औपन्यासिक कृतियों में शिक्षा क्षेत्र के सभी दूषित आयामों को उजागर किया है। इन दूषित आयामों के कारण ही आज की शिक्षा व्यवस्था सबकी आँखों में एक मजाक का विषय बनकर रह गयी है। इन्होंने शिक्षा में बढ़ते राजनीतिक प्रभाव को एक गंभीर समस्या के रूप में प्रस्तुत किया है साथ में शिक्षा क्षेत्र के इस दूषित आयाम को मुख्यरूप से 'गुरूकुल' एवं 'शिखर पुरुष' उपन्यासों में उजागर किया है, लेकिन अन्य औपन्यासिक कृतियों में भी इसे गौण रूप में प्रस्तुत किया है। आज शिक्षा व्यवस्था में शोध को एक व्यवसाय बना दिया गया है। शोध स्तर में इतनी गिरावट देखी जा रही है कि शोध कार्यों का कोई अर्थ नहीं रह गया है। देवेशजी ने शोध स्तर में हो रही गिरावट के विभिन्न पहलुओं से समाज को सचेत किया है तथा इस दूषित आयाम को दूर करने के उपाय भी सुझाये हैं। इसके अलावा साहित्यिक रचनाओं में मौलिकता के अभाव को भी सशक्त ढंग से चित्रित किया है।

आज शिक्षा के क्षेत्र में प्रशासन व्यवस्था की जो स्थिति है वह किसी से छिपी नहीं है। इसी टुच्ची प्रशासन व्यवस्था पर तीक्ष्ण प्रहार करते हुए देवेश जी ने प्रशासन व्यवस्था कि धजियाँ उडाकर रख दी है। सम्मान एवं पुरस्कारों की धाँधली, साहित्यिक सभाओं का दूरुपयोग, डिग्रीयों की शोचनीय स्थिति, पाठ्य पुस्तकों के चयन में धाँधली एवं शिक्षा क्षेत्र में महिलाओं की असुरक्षितता जैसे दूषित आयामों के माध्यम से भी शिक्षा क्षेत्र में दिन दूने रात चौगुने बढ़ते भ्रष्टाचार को उजागर किया हैं। इस प्रकार अपनी विचारधारा के अनुरूप ही देवेशजी ने शिक्षा क्षेत्र के सभी दूषित आयामों को अपनी औपन्यासिक कृतियों में प्रस्तुत किया है और वे इसमें सफल आज शिक्षा- व्यवस्था में शोध को एक व्यवसाय बना भी रहे हैं।

अन्त में यह स्पष्ट करना चाहूँगी कि देवेश ठाकुर एक यथार्थवादी उपन्यासकार हैं। यथार्थ का चित्रण करने के लिए इन्होंने इन कृतियों में अलग वस्तुगत एवं शिल्पगत प्रयोग किये हैं और इन प्रयोगों में ये पूरी तरह सफल भी रहे हैं। इनके लेखन की समाज के प्रति प्रतिबद्धता सभी औपन्यासिक कृतियों में प्रकट हुई हैं। अपनी औपन्यासिक कृतियों के माध्यम से देवेश ठाकुर ने सामाजिक चेतना का संचार करते हुए, अपनी समाजोन्मुखी दृष्टि से समाज में नवमूल्यों की स्थापना की हैं।

### संदर्भ ग्रंथ:

| अनु.क्र. | लेखक का नाम                                   | पुस्तक का नाम                                       | प्रकाशक                           |
|----------|---|---|-----------------------------------|
| 1.       | डा.मिश्र ब्रह्मदेव                            | संपादक  | पाण्डुलिपि संकल्प प्रकाशन, मुंबई. |
| 2.       | डा.नगेन्द्र (२०१२)                            | हिंदी साहित्य का इतिहास                             | नेशनल पब्लिक हाउस                 |
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| 4.       | डा.पाण्डेय सतीश (१९८६)                        | कथा शिल्पी देवेश ठाकुर                              | अरविंद प्रकाशन, मुंबई             |
| 5.       | डा.पाटिल पांडुरंग देवेश ठाकुर और उनका उपन्यास | साहित्य क्वालिटी बुक्स सेलर्स एन्ड डिस्ट्रीब्यूटर्स | प्रकाशन,कानपूर                    |
| 6.       | डा.यादव नन्दलाल (संपादक)                      | देवेश ठाकुर:व्यक्ति,समीक्षक और कथाकार               | मीनाक्षी प्रकाशन ,मेरठ, दिल्ली    |

### पत्रिका

- अपनी माटी.कॉम इ-पत्रिका
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## वैविध्य के धरातल पर 'कुच्ची का कानून

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### शोध सारांश:

शिवमूर्ति जी ग्रामीण जीवन के ऐसे विश्वसनीय कथाकार हैं जिनकी कहानियों में मंचकला की अकूत संभावना है। यही कारण हैं कि उनकी कई कहानियों के नाट्य रूपांतरण हुए, उनका मंचन हुआ और उन पर फिल्में बनीं। इसी कड़ी की कहानी - संग्रह 'कुच्ची का कानून' हैं। शिवमूर्ति जी की यह कहानी समकालीन कथा साहित्य की अत्यन्त चर्चित कहानी है जो नाट्यकला के तत्वों से भरपूर है। अब तक इसके कई मंचन हो चुके हैं।

'शिवमूर्ति' जी ने इस कहानी-संग्रह में ग्रामीण समाज में चल रहे कुरितियां, परिवारिक असंतोष और दाम्पत्य जीवन को लेकर चर्चा की है। उनका यह कहानी - संग्रह प्रसंगिक है। इस प्रसंग में शिवमूर्ति जी ने पात्रों के मन में समाज के नियमों और अपने पारिवारिक संबंधों को किस तरह सहते हुए अपनी बात कहते हैं, उसका बहुत ही अनोखे रूप से इस कहानी-संग्रह में चित्रण किया है। इनके कहानी - संकलन में ग्रामीण परिवेश की स्त्रियों की समस्याएं, साहस, दलित और सवर्ण की सोच, स्त्री - पुरुष संबंध सभी को बखूबी और सहजता से चित्रित किया है। इस कहानी-संग्रह को चार लघु कहानियों में बटा है 'कुच्ची का कानून', 'ख्वाजा ओ में रे! पीर', 'बनाना रिपब्लिक', 'जुल्मी'। इनकी पहली कहानी में उन्होंने विधवा स्त्री के मां बनाने पर भी गांव वाले और साथ ही साथ स्त्रियां भी उसका विरोध करती हैं, उसका उपहास उठती है और इस बात को पंचायत तक लेके सभी जाते हैं। समाज में वैसे भी स्त्रियों के ऊपर चल रहे अत्याचार आज से नहीं जमाने से चलता आ रहा है। इसलिए 'शिवमूर्ति' जी का यह कहानी-संग्रह 'कुच्ची का कानून' प्रासंगिक है। इनकी दूसरी और आखिरी कहानी में दाम्पत्य जीवन में किस तरह से परिवारिक हस्तक्षेप से दोनों का सारे जीवन में बदलाव आ जाता है इसका बहुत ही मार्मिक चित्रण किया है। 'बनाना रिपब्लिक' दलित शोषण का चित्रण करती हैं।

**बीज शब्द:** स्त्री चेतना के स्वर, अस्तित्व, पंचायती राज -व्यवस्था, दलित- शोषण, परिवारिक शिकंजे

**उद्देश्य:**

साहित्य का उद्देश्य मानव जीवन को संस्कारित करना, संघर्ष के दिनों में संकल्प के साथ काम करना, कथ-चयन से प्रेरणा देना होता है। शिवमूर्ति जी की कहानियाँ मूल रूप से प्रासंगिक होती हैं। किसी भी विषय को जानने और समझने के लिए यह जरूरी होता है कि हम उन विषयों को कुछ हद तक महसूस करें। तभी हम उनकी समस्याओं को समझ सकते हैं।

**प्रस्तावना:**

शिवमूर्ति जी बहुआयामी कथाकार हैं। शिवमूर्ति जी ने 'कुच्ची का कानून' कहानी-संग्रह और अपनी रचनाओं में ज्यादातर ग्रामीण परिवेश के दलित और स्त्रियों का चित्रण किया है। अच्छे साहित्य का सृजन बहुतायत में हो रहा है। समय को देखते हुए सृजन के साथ यह भी आवश्यक हो गया है कि वह समाज के और करीब आने के लिए, अधिक से अधिक जन तक पहुंचने के लिए उसे अन्य विधाओं में भी संभावनाएं तलाशें शिवमूर्ति जी इसी तरह के प्रयत्नशील लेखक हैं। 'कुच्ची का कानून' कहानी - संकलन का भी सफल नाटकीय मंचन समय - समय पर होता रहता है। रचनाकार अपने साहित्य के माध्यम से जिस तरह समाज का सही आइना पाठकों के समक्ष रखता है उसी तरह पाठक का भी दायित्व बनता है कि वह उस साहित्य को समझे और उसे अधिक प्रसारित करें।

**चिंतन के निकष पर:**

1. स्त्री-पुरुष संबंध:- आधुनिक युग में स्त्री-पुरुष संबंधों को केंद्र में रखकर कई कहानियाँ लिखी गई हैं। चूंकि दोनों ही समाज रूपी गाड़ी चलाने में महत्वपूर्ण भूमिका निभाते हैं, इसलिए इन दोनों के बीच का तालमेल ही सफलता की कुंजी माना गया है। परन्तु सदियों से दोनों के बीच सामंजस्य की कमी रही है। यही कारण है कि सामाजिक संतुलन का प्रतिशत भी कम ही रहा। शिवमूर्ति जी ने अपनी कहानियों में दोनों के संबंधों के साथ-साथ ग्रामीण परिवेश को भी जोड़ दिया है। उनकी अधिकांश कहानियाँ आर्थिक स्थिति एवं भूमंडलीकरण के दौर की हैं। अपनी मूलभूत आवश्यकताओं को पूरा करने के लिए पुरुष को अपनी पत्नी और परिवार को छोड़कर शहर आना पड़ता था। और फिर उनका जीवन बंटकर रह जाता था। 'कुच्ची का कानून' कहानी संग्रह में स्त्री-पुरुष संबंध के कारुणिक पक्ष को बहुत मार्मिक ढंग से दर्शाया गया है। ज्यादातर मामलों में स्त्रियाँ अपना भाग्य मानकर सब कुछ चुपचाप सहती रहती हैं, परन्तु कुच्ची सारे गांव के खिलाफ जाकर अपने और अपने बच्चे के लिए ढाल बनकर खड़ी होती है। 'कुच्ची का कानून' कहानी उस सामाजिक व्यवस्था पर चोट करती है जो स्त्रियों के आचरण पर आवाज उठाती है कि जब एक औरत नौ महीने बच्चे को कोख में रख कर अपने खून से सींचती है और अपने

जीवन को संकट में डालती है तो आखिर उसकी कोख पर किसी और का अधिकार क्यों? क्यों उसके बच्चे को पुरुष के नाम का अवलंब चाहिए ? बच्चे को जन्म देने का अधिकार उसका होना चाहिए ना कि समाज का। इस तरह स्त्री चेतना के स्वर को भी लेखक ने अपनी कहानियों में उभारा है।

2. जातिगत भेदभाव : शिवमूर्ति जी की कहानी ' बनाना रिपब्लिक' में ग्रामीण समाज की खोखली जातिगत राजनीति के साथ लेखक ने दलित चेतना को भी दर्शाया है। हमें शा से हम अपने समाज में जातिगत भेदभाव देखते आ रहे हैं परन्तु आधुनिक में हम जातिगत भेदभाव कुछ हद तक कम आते हैं इस कहानी में ऊँची जाति का व्यक्ति ठाकुर निम्न जाति के व्यक्ति जग्गू को परधानी चुनाव के लिए केवल इसलिए लड़ाता है कि उस समय गाँव में दलित सीटें ही आई थी, और जग्गू ठाकुर का वफादार नौकर रहता है। जग्गू को राजनीति की समझ नहीं रहती, न ही इतने पैसे कि वह चुनाव लड़ सके। उच्च जाति के लोगों ने प्राचीन काल से दलित व्यक्ति को केवल अपने फायदे के लिए उपयोग करते आए हैं कई लोगों को भारत की जाति व्यवस्था के बारे में पता या सुना है। यह बहुत अफसोस की बात है कि भारत एक जाति आधारित समाज है। जाति व्यवस्था भारतीय समाज की सबसे बड़ी बुराइयों में से एक है। भारतीय समाज की यह जाति व्यवस्था तीन हजार वर्ष पुरानी है।

3. पारिवारिक शिकंजे : स्त्री-पुरुष दोनों ही समाज के महत्वपूर्ण अंग हैं। दोनों ही अपने परिवार रुपी गाड़ी को चलाने में बराबर की साझेदारी रखते हैं। शिवमूर्ति जी दोनों कहानियाँ 'ख्वाजा ओ में रे ! पीर' और 'जुल्मी' दोनों में ही हमें पारिवारिक शिकंजों का चित्रण दिखाई देता है। पहली कहानी में स्त्री और पुरुष दोनों ही अपने अपने पारिवारिक जिम्मेदारियों के चलते एक साथ नहीं रह पाते। दोनों का विवाह बचपन में ही हो गया था। लेकिन विवाह की शर्त यही थी कि लड़का अपने ससुराल आकर जमाई बनकर रहेगा। क्योंकि लड़की अपने माता-पिता की एकलौती संतान रहती है। परन्तु शादी के बाद जब ससुराल जाने का समय आता है तो पुरुष के पिता की मृत्यु हो जाती है और वो अपने पिता को वचन दिया रहता है कि अपने छोटे भाईयों का ध्यान वह रखेगा।

शिवमूर्ति जी की दूसरी कहानी 'जुल्मी' में भी पारिवारिक और सामाजिक तनाव दिखाई देता है। इस कहानी में भी परिवार के ही कारण ही पति-पत्नी को अलग होना पड़ता है क्योंकि दोनों ही परिवार वाले एक - दूसरे के समाने झुकने को तैयार नहीं। स्त्री का ससुर अपनी बहू के छोटे भाई के आखिरी समय में देखने के लिए भी भेजने को तैयार नहीं रहते और जब वह विनम्र करके चली जाती है तो उसे कभी

वापस बुलाते नहीं। आधुनिक युग में कभी-कभी परिवार के बड़े अपनी हठ के कारण अपने बच्चों की खुशियों तक की परवाह नहीं करते हैं। जिसके कारण बहुत से घरों में तनाव रहता है।

4. चुनावी राजनीति: चुनाव शब्द दो शब्दों को मिलाकर बनाया गया है। चु और नाव। चुनाव प्रक्रिया के तहत जनता एक ऐसे नेता रूपी नाव को चुनती है जो उसे विकास की वैतरणी पार करा सके, उनका भविष्य उज्ज्वल बना सके। लेकिन ऐसा कुछ होता नहीं है। आजकल नेता चुनाव सिर्फ अपने स्वार्थ के लिए लड़ते हैं। यहाँ तक कि सरकार द्वारा जनता के लिए मिलने वाली सुविधाओं तक को गटक जाते हैं। शिवमूर्ति जी की कहानियों में ग्रामीण परिवेश के साथ-साथ गावों की राजनीति में होने वाली धांधली को भी बखूबी चित्रित किया गया है। 'बनाना रिपब्लिक' कहानी में लेखक ने यह दर्शाया है कि किस तरह राजनीति के चलते गरीब व्यक्तिको इस खोखली राजनीति का हिस्सा बनाया जाता है। ठाकुर गरीब व्यक्ति को झूठी उम्मीद और कुर्सी का लालच देकर चुनाव लड़वाते हैं। इस चुनावी राजनीति के चलते विरोधी पक्षों में एक-दूसरे से अपने आप को कम न दिखाने के लिए अपना सर्वस्व न्यौछावर कर देते हैं। सारियां बंटती है, भंडारा होता है, चाय-नाश्ता ही नहीं, शराब तक बांटी जाती है। क्योंकि उन्हें यह विश्वास होता है कि जब जीत जायेंगे तो सारे खर्चे वसूल लिए जायेंगे। एक संवाद देखिए –“विधवा पेंशन, बुढ़ापा पेंशन चाहिए। राशन कार्ड, जाब कार्ड चाहिए। हर मर्ज की एक दावा- घंटी। दादी, काकी, भैया, भौजी-घंटी।”<sup>1</sup> इस लालच में बहुत-सी औरतें इनका साथ देने के लिए तैयार हो जाती हैं कि चुनावी रैली में जाने से पैसे मिलते हैं।

5. दलित चेतना: दलित अर्थात् पीड़ित, शोषित या दबा हुआ व्यक्ति। हजारों वर्षों से अस्पृश्य या अछूत समझी जाने वाली उन सभी शोषित जातियों के लिए यह शब्द प्रयुक्त होता है जो हिन्दू समाज व्यवस्था में सबसे निचले पायदान पर स्थित है। भारत की जनगणना 2011 के अनुसार भारत की जनसंख्या में लगभग 16.6 प्रतिशत या 20.14 करोड़ आबादी दलितों की है। आजादी और विकास के तमाम दावों के बावजूद इनकी स्थिति में बहुत परिवर्तन नहीं दिखाई देता है। हाँ, साहित्य में इनकी समस्याओं को लेकर काफी लिखा जा रहा है। दलित लेखक सूरजपाल चौहान ने अपने कहानी संग्रह 'नया ब्राह्मण' में या अन्य रचनाकारों की आत्मकथाओं में इनकी पीड़ा को दिखाया जा रहा है। शिवमूर्ति जी की

कहानी 'बनाना रिपब्लिक' ग्रामीण समाज की खोखली जातिगत राजनीति के साथ लेखक ने दलित चेतना को भी दर्शाया है। यह पूरी कहानी राजनीतिक दांवपेंच और जातिगत भेदभाव पर ही है। ठाकुर अपने स्वार्थ पूर्ति हेतु जग्गू को राजनीति में लाता है पर जाति से ऊपर नहीं उठ पाता। जग्गू के जित जाने पर जब उसी की जाति का एक लड़का पानि का ग्लास ठाकुर की ओर बढ़ाता है तो वह आनाकानी करने लगता है। इस पर वह लड़का कहता है—“जब आप हम लोगों के गिलास का पानि नहीं पी सकते हमको अभी भी वही समझते हैं तो हमारा आपका साथ कितने दिन निभेगा?”

### निष्कर्ष:

मानव का चरित्र विविधताओं का पुंज है। यही विविधताएँ रचनाकार के मन और मस्तिष्क में कहानी के रूप में जन्म लेती हैं, उनका दृष्टिकोण बनती हैं। शिवमूर्ति जी हिंदी कथा साहित्य में, विशेष रूप से ग्रामीण अंचल के कथाकार के रूप में जाने जाते हैं। उन्होंने मुख्यतः इन कहानियों में ग्रामीण स्त्री की समस्याएं, स्त्री चेतना के स्वर, दलित पीड़ा और इया पीड़ा की कारक राजनीति पर प्रकाश डाला है। शिवमूर्ति जी की कहानियां चूंकि ग्रामीण परिवेश का दस्तावेज हैं। इनकी कहानियों के पात्र उस परिवेश को जीवन्त बनाते हैं। जैसे कुच्ची नामक विधवा स्त्री ग्रामीण परिवेश में रहकर भी सामाजिक अनैतिकता का विरोध करते हुए सकारात्मक विमर्श पाठकों के समक्ष रखती है। जग्गू और ठाकुर राजनीतिक दोगलेपन का बिंब उभारते हैं और जातीय समीकरण का धिनौना रूप प्रस्तुत करते हैं। 'ख्वाजा ओ में रे ! पीर' और 'जुल्मी' दोनों कहानियों में स्त्री-पुरुष प्रेम का उदात्त रूप और पारिवारिक विरोधी परिस्थितियों में भी अपने दायित्व का निवाह करते हैं।

इस तरह 'कुच्ची का क़ानून' कहानी संग्रह में शिवमूर्ति जी ने बड़े ही सजीव एवं मार्मिक रूप में गरीब तथा दलित स्त्री वर्ग की दयनीय स्थिति को उजागर किया है। उनकी सभी कहानियाँ पाठकों के मन पर गहरी छाप छोड़ती हैं। दलित समाज और नारी जीवन की बदहाली का बड़ा बिम्बात्मक चित्र उनकी कहानियों में देखा जा सकता है। शिवमूर्ति जी मुद्दे के कहानीकार हैं। ग्रामीण परिवेश पर केन्द्रित उनकी कहानियों के कथ्य उत्तर आधुनिक और भूमंडलीकरण के समय और सच से जुड़ी हैं। इसलिए इनकी उपलब्धि सार्वभौमिक है। इनकी कहानियाँ भारतीय ग्राम समाज व्यवस्था के भीतर विकसित हो रहे नए संरचनात्मक संबंधों के साथ पारम्परिक संरचना के संबंध सूत्रों को आधार बनकर नए वैषम्य और नए अंतर्विरोधों को खोजने का उपक्रम करती हैं।

**शोध प्रविधि**

उपरोक्त शोध पत्र के लिए मैंने विवेचनात्मक, वर्णनात्मक, तुलनात्मक प्रविशिका प्रयोग किया है ।

**संदर्भ:**

| लेखक         | पुस्तक का नाम    | पृष्ठ संख्या |
|--------------|------------------|--------------|
| 1. शिवमूर्ति | कुच्ची का क़ानून | 49           |
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| 2. पुष्पपाल सिंह   | समकालीन कहानी :नया परिप्रेक्ष्य 2011 | सामयिक बुक्स प्रकाशन      |
| 3. रजत रानी 'मीनू' | हिंदी दलित कथा साहित्य 2014          | अनामिका पब्लिशर्स         |

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## मानवेतर संवेदना की अद्भुत अभिव्यक्ति : मेरा परिवार

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### शोध सारांश:

मानवेतर प्राणियों पर लिखा “मेरा परिवार” लेख भारतीय भाषाओं में अपने ढंग का अकेला संस्मरण है। इसमें नारी संवेदना, नारी ममता और प्राणी मात्र के प्रति संवेदना की गहरी और अद्भुत अभिव्यक्ति हैं और प्रेम तो इतना निश्छल कि मानवीय कल्पना से परे है। महादेवी वर्मा का पशु-पक्षियों के प्रति जो आकर्षण बढ़ा है वह उनके परिवेश की उपज है। उनका बचपन कहीं ना कहीं इन पशु-पक्षियों के साथ बीता है। इसमें महादेवी जी ने अपने परिवार के अभिन्न अंग बने कुछ पशु-पक्षियों के रेखाचित्र उभारे हैं। जिसमें गाय, हिरण, कुत्ता, बिल्लियाँ, गिलहरी, खरगोश, मोर, कबूतर आदि उनके चिरसंगी हैं। उन्होंने स्वयं लिखा है कि स्मृति यात्रा में पशु पक्षी ही मेरे प्रथम संगी रहे हैं, किन्तु इसे दुर्योग ही कहा जाएगा कि मनुष्य ने उनसे वह प्राथमिकता, अनायास छीन ली।

महादेवी जी ने कुछ विशिष्ट मानवेतर प्राणियों के प्रति अपनी जिस सहज सौंदर्य और एकांत आत्मीयता की अभिव्यंजना का जो अपूर्व कला-कौशल अपने इन चित्रों में व्यक्त किया है वह केवल उनकी अपनी ही कला की विशिष्टता की दृष्टि से नहीं, संसार साहित्य की इस कोटि की कला में समग्र क्षेत्र में भी बेमिसाल और बेजोड़ है। इन संस्मरणों में लेखिका का इन प्राणियों के प्रति तो प्रेम लक्षित ही किया जा सकता है पर उन्होंने अपने प्रति उनके प्रेम को जिस तरह चित्रित किया है, वह इन प्राणियों की अलग पहचान बताता है। कथ्य की दृष्टि से ये जितने महत्वपूर्ण हैं शिल्प की दृष्टि से भी उतने जीवंत बन पड़े हैं।

**बीजशब्द:** मानवेतर प्राणी, स्मृति, संवेदना, निश्छल प्रेम

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**प्रस्तावना:**

मानव का मानवेतर प्राणियों के साथ लगाव सदियों से देखा जा रहा है। वह आदिम काल से पशु-पक्षियों के साथ रहता आया है। अतः इन पशु-पक्षियों के प्रति उसका प्रेम स्वाभाविक ही है। साहित्यकार अपने परिवेश की प्रत्येक वस्तु से सामान्य मनुष्यों से अधिक मात्रा में प्रभावित होता है। क्योंकि वह सामान्य मनुष्य की अपेक्षा अधिक संवेदनशील होता है। अतः इन पशु-पक्षियों के प्रति उसकी संवेदनाएँ अधिक तीव्र होती हैं। वह इन प्राणियों की विशेषताओं से जब प्रभावित होता है, तो उन्हें अपने साहित्य में अंकित कर देता है। इस संबंध में लेखिका का कहना है “पंचतंत्र का लेखक चाहे जो भी रहा होगा, वह निश्चित ही बहुत बड़ा पशु-प्रेमी रहा होगा, क्योंकि जैसी संवेदना और भाव-बोध उन्होंने अपने मानवेतर पात्रों में भरने का प्रयास किया है, वह साधारण मनुष्यों की अनुभूति के स्तर की सीमा को भी अक्सर लाँघ जाती हैं” ।

उल्लेखनीय बात तो यह है कि पालतू प्राणियों की तरह हिंसक प्राणियों के भी रेखाचित्र उपलब्ध हैं और ये सभी प्राणी समाज के एक अभिन्न अंग बन चुके हैं।

महादेवी का गद्य उनकी कविता से कम महत्वपूर्ण नहीं है। बल्कि प्रासंगिकता की दृष्टि से तो अधिक अर्थवान है। यह जरूर है कि उनका गद्य भी संवेदनशील कवि हृदय से ही संभव हुआ है। गद्य-क्षेत्र में महादेवी जी की रचनाएँ अल्पमात्रिक हैं। हिंदी रेखाचित्रों और संस्मरणों के इतिहास में महादेवी जी का अभूतपूर्व स्थान है। महादेवी जी के गद्य-साहित्य में कहानी, रेखाचित्र, संस्मरण, रिपोतार्ज आदि विधाएँ एक-दूसरे से इतनी अभिन्न हैं कि इन्हें पृथक कर पाना कठिन है। इन रेखाचित्रों में कहानियों के भी कुछ तत्व पाए जाते हैं।

**कथ्यगत वैशिष्ट्य:**

‘मेरा परिवार’ संस्मरण संग्रह में पशु-पक्षियों से संबंधित सात संस्मरण हैं। नीलकंठ, सोना, गौरा, गिल्लू, दुर्मुख, मित्रा, रोजी और रानी ये सभी पक्षी मिलकर लेखिका के परिवार का निर्माण करते हैं।

पहला संस्मरण नीलकंठ, (मोर) से संबंधित है महादेवी जी द्वारा नखासकोने से खरीदे जाने से लेकर उसके धीरे-धीरे बढ़ने और महादेवी जी के पशु-पक्षियों के परिवार में सम्मिलित होने की कहानी है। राधा नामक मोरनी के साथ इस नीलकंठ नामक मोर के नृत्य, वर्षा, त्रतु के उल्लास बसंत त्रतु के उद्दीपन आदि का चित्र प्रस्तुत किया है।

नीलकंठ में नेतृत्व प्रेम, स्नेह सभी गुण हैं उसमें जातिगत विशेषताओं के अतिरिक्त मानवीयता भी थी। नीलकंठ लेखिका के चिड़ियाघर का सेनापति और संरक्षक बन जाता है। उसका दंड विधान अद्भुत था। परंतु कुब्जा के आने के बाद उसने अपने रूखे व्यवहार की शुरुआत कर दी थी। उसके कलह से

नीलकंठ की प्रसन्नता का अंत हो गया था। इस स्मृतिचित्र में महादेवी जी का पक्षी-प्रेम के साथ मोर-मोरनी के एक निष्ठ प्रेम को भी निरूपित करना भी था।

गिल्लू महादेवी जी का प्रसिद्ध स्मृतिचित्र है। गिल्लू में गिलहरी जैसे छोटे जीवों के साथ लेखिका किस प्रकार आत्मीयता से जुड़ती है, उसका परिचय हमें मिलता है। कौआ की चोंच से घायल गिलहरी के बच्चे को उठाकर घर में ले आना, उसकी सेवा सुश्रवा करना उसकी मृत्यु पर शोक प्रकट करना, इनमें महादेवी का उसके प्रति मातृत्व प्रेम की झलक दिखाई देती है। गिलहरी की अवधि दो साल से अधिक नहीं होती है। यहाँ पर भी गिल्लू अविस्मरणीय तब बनता है, जब उसकी मृत्यु हो जाती है।

लेखिका ने इस पाठ में गिलहरी विभिन्न क्रियाकलापों और लेखिका के प्रति उसके प्रेम से हमें अवगत कराया है। उन्होंने गिलहरी जैसे लघु जीव के जीवन का बड़े विशाल मन से चित्रण किया है।

तृतीय संस्मरण मृग-शिशु सोना का है। उसके स्निग्ध सुनहरे रंग के कारण सोना नाम दिया गया। कुछ दिन के बाद दूध पीकर चने खाकर कुछ देर चौकड़ी भरना, छात्रावास के कमरों का निरीक्षण करना उसका दैनिक कार्यक्रम बन गया। घंटी बजते ही वह प्रार्थना के मैदान में पहुँच जाती थी। उसकी दाम्पत्य लालसा की अभिव्यक्ति उसके संस्मरण में मानो जान फूंक देती है। पूर्ण यौवन सोना बसन्ती हवा बहने पर किसी की मूल प्रतीक्षा में अधिक मार्मिक बन जाती। लेखिका की बद्दीनाथ की यात्रा पर चले जाने से सोना को एकाकीपन और अधिक खला और एक दिन अपने बँधन की सीमा भूलकर उछलने से उसकी अंतिम साँस भी उछल गई।

चौथा मानवेतर पात्र 'दुर्मुख' खरगोश के महादेवी के पशु-पक्षी परिवार में सम्मिलित होने पर अकारण क्रोधी स्वभाव के कारण महादेवी द्वारा दुर्वासा नाम रखने, उसके प्रियदर्शन व्यक्तित्व, मिट्टी खोदकर सुरंग बनाने, कबूतर, मोर आदि पर झपटने का उल्लेख है। बाद में महादेवी द्वारा 'हिमानी' नामक खरगोश वधु को उसके साथ रहने की व्यवस्था करने और इस क्रोधी दुर्मुख द्वारा हिमानी के बच्चों को घायल करने और अंत में एक साँप के बच्चे द्वारा काटे जाने पर मारे जाने की और मरने से पहले साँप को मारे जाने की घटना है।

पाँचवा पात्र 'गौरा' गाय के बहिरंग व्यक्तित्व से प्रारंभ करके उसके महादेवी जी के यहाँ पहुँचने पर स्वागत करने से लेकर उसके प्रिय-दर्शन स्वरूप मन्थर गति के सौंदर्य महादेवी के पशु-पक्षी परिवार में एकदम हिल-मिल जाने के स्वभाव मानवीय स्नेह के समान आकुलता, लालमणी नामक एक बछड़े को जन्म देती है, दूध दोहन के समय परिवार के सभी प्राणी पक्तिबद्ध हो खड़े रहते और दूध पीकर गौरा के चारों ओर उछलने-कूदने लगते घर में दुग्ध महोत्सव शुरू होता है। तीन चार मास के बाद गौरा का शरीर शिथिल पड़ने लगता है। निरीक्षण-परीक्षण के बाद पता चला कि गाय को किसी दुष्ट ग्वाले द्वारा सुई खिला दी गई है। पशु चिकित्सक जब गौरा को इन्जेक्शन देते हैं तो उसकी चुभन लेखिका को भी

होती है। मृत्यु से संघर्ष करती गौरा एक दिन सुबह अपना मुँह स्वामिनी के कँधे पर रखकर इस संसार से सदा के लिए विदा ले लिया।

गौरा का मृत्यु के साथ संघर्ष इस संस्मरण का सबसे अधिक मार्मिक प्रसंग है।

छठवाँ पात्र 'नीलू' कुत्ता की कथा है। यह प्रेम पर आधारित है, जो जानवर होकर भी इंसान की तरह प्रेम की भाषा को समझता है। महादेवी जी के घर में 'लूसी' नाम की एक कुतिया रहती थी। उसकी ही बेटी थी नीलू।

'लूसी' भी बहुत बुद्धिमान थी। परंतु एक दिन बर्फ के रास्ते में दुकान से समान लाते वक्त वह जानवरों का शिकार हो गई थी। तब नीलू पाँच दिन की थी। महादेवी जी के घर की मुखिया जैसी थी नीलू। नीलू प्यार क्या है, समझती थी। घर का ख्याल भी रखती थी। महादेवी जी के आज्ञा का वह काफी पालन करती थी।

एक दिन महादेवी जी दुर्घटना से घायल होकर घर न आने के कारण नीलू विचलित- सी हो गई। खाना खाना बंद कर दी थी। डॉक्टर की आज्ञा से नीलू अस्पताल तो गई पर महादेवी जी को देखने पर ही वह शांत हुई।

नीलू को चौदह वर्ष का जीवन मिला, जन्म से लेकर मृत्यु तक नीलू ने किसी को भी हानि नहीं पहुँचाया था। वह भूटिये बाप और अल्सेशियन माता-पिता की संतान होकर भी उनसे भिन्न थी।

अंतिम तथा सातवें संस्मरण में निक्की (नेवले), रोजी (कुतिया) और रानी (घोड़े) की कहानी में उस अद्भुत मैत्री का परिचय दिया गया है, जो इन पशुओं में परस्पर विद्यमान थी। निक्की नेवले का बच्चा था। रामा द्वारा उसे रूई की बत्ती से दूध पिलाकर पाला गया था। रोजी टैरियर प्रजाति की कुतिया थी। वह महादेवी को उनके पाँचवें जन्म दिवस भेंट की गई थी। उसका रंग सफेद था। महादेवी जी के पिता ने उनके तथा भाई-बहनों के घुमने और सवारी करने के एक टट्टू खरीदा था। यह एक छोटे कद की घोड़ी थी। रामा ने उसका नाम ताजरानी रखा था। यह संस्मरण उस समय की कहानी कहता है, जब महादेवी जी बालिका थीं, और उनके पिताजी के परिवार में ये तीनों पशु रहा करते थे।

### भाषा-शैली:

प्रत्येक साहित्यकार की सफलता रचना के कथ्यगत महत्व पर ही नहीं शिल्पगत विशेषताओं पर भी निर्भर रहता है।

महादेवी ने भिन्न-भिन्न प्रकार के गद्य लिखे हैं। प्रत्येक क्षेत्र में उनकी भाषा-शैली भी अलग-अलग है। उनके संस्मरणात्मक रेखाचित्रों, आलोचनात्मक निबंधों और समाज संबंधी निबंधों से यह प्रमाणित होता है कि उन्होंने विषयानुकूल भाषा-शैली का प्रयोग किया है। उनके द्वारा प्रयुक्त ध्वनि-संयोग, शब्द-

संरचना, वाक्यों की बनावट आदि अभिप्रेत अर्थ को व्यंजित करने लायक है। भारतीय संस्कृति का गुणगान करते समय उनकी भाषा संस्कृति गंभीर हो जाती है। रेखाचित्र और संस्मरण लिखते समय भाषा सरल एवं सरस है। भाषा को स्वाभाविक बनाने के लिए ब्रजभाषा के शब्दों का प्रयोग भी हुआ है। रहस्यवाद, गीतिकाव्य आदि की व्याख्या करते समय अंग्रेजी के शब्द एवं पाश्चात्य साहित्यकारों के कथन और उद्धरण देकर अंग्रेजी ज्ञान भी प्रकट किया है, उन्होंने संस्कृतिनिष्ठ, तद्भव, देशज शब्दों के प्रयोग प्रतीक, बिम्ब मुहावरे तथा लोककृतियों से युक्त अलंकृत काव्यमयी एवं चित्रमयी है। भाषा उनकी अत्यंत परिष्कृत अत्यंत मधुर और कोमल हैं। उसमें कहीं भी कर्कशता का चिह्न नहीं है। व्याकरण का ज्ञान महादेवी जी को कम नहीं पर कलात्मक की रक्षा के लिए उन्होंने व्याकरण ज्ञान की किंचित उपेक्षा कहीं-कहीं की हैं।

### शोध प्रविधि:

महादेवी जी के संस्मरण लेखन के वैशिष्ट्य को स्पष्ट करने के लिए वर्णनात्मक, विवेचानात्मक, भावात्मक, व्यंग्यात्मक शोध विधि का प्रयोग किया है।

### उद्देश्य:

मनुष्य का जीवन एक आँख-मिचौनी है। सुख के बजाय दुःख के ही दिन अधिक समय होते हैं। इसी समय वह जिस समाज में रहता है, उसकी पहचान होती है। समाज इतना स्वार्थी होता है कि कुछ पाने के बाद ही वह मदद करने के लिए तैयार होता है। यदि मनुष्य किसी पशु-पक्षी का संगी रहता है तो निश्चित ही रूप से पशु-पक्षी मनुष्य के एकांत को अपने स्नेह से दूर करते हैं। महादेवी लिखती है "पालने पर वह पशु न रहकर ऐसा स्नेही संगी बन जाता है, जो मनुष्य के एकांत शून्य को भर देता है"। मनुष्य अपनी वाणी द्वारा अनेक विवाद निर्माण करता है। पशु-पक्षी के नेत्रों में इतनी शक्ति होती है कि वे अपने नेत्रों द्वारा ही मनुष्य के प्रति स्नेह प्रकट करते हैं। जिसके कारण मनुष्य कुछ क्षण तक सुख पा सकता है।

पशु मनुष्य के निश्छल स्नेह से परिचित रहते हैं। वे मनुष्य की ऊँच-नीच की सामाजिक स्थिति नहीं जानते। वे उस दृष्टि को पहचानते हैं, जिसमें उसके लिए स्नेह छलकता है। वे उन हाथों को पहचानते हैं, जिसने प्यार से उसकी पीठ पर हाथ फेरी हो। पशु मनुष्य से बहुत प्यार करते हैं। अपने स्वामी को कुछ दिनों तक न देखने के कारण वे अनशन भी करते हैं। बीमारी के दिनों में स्वामी के पास रहकर उन्हें संतोष देते हैं महादेवी जी के 'मेरा परिवार' संग्रह के दूसरा पात्र 'गिल्लू' तथा छठवाँ पात्र 'नीलू' में देखा गया है।

मनुष्य पशु-पक्षियों की हत्या करना या उन्हें पालना अपने मनोरंजन का कार्य समझता है "मनुष्य मृत्यु को असुंदर ही नहीं, अपवित्र भी मानता है"। मनुष्य हिरन जैसे निरीह प्राणी का शिकार करके अपने क्रूरता का प्रदर्शन करता है उसकी चमड़ी से आसन बनता है और मांस से कभी न मिटनेवाली क्षुधा शांत करने का प्रयास करता है। मनुष्य की इसी निष्ठुरता के कारण लेखिका को सोना हिरनी मिली।

गाय को हिंदू धर्म में पवित्र माना जाता है। कहा जाता है कि उसमें देवताओं का निवास होता है सभी शुभ कार्यों के समय गाय की पूजा की जाती है गाय के घी और मक्खन में खासकी तरह पीला रंग होता है जिसमें विटामिन 'ए' अधिक रहता है।

गांधी जी ने दिनांक ६/१०/२१ के यंग इंडिया में गाय के महत्व को स्पष्ट किया है। कहते हैं " हिंदुस्तान में गाय ही मनुष्य का सबसे सच्चा साथी सबसे बड़ा आधार था। यही हिंदुस्तान की एक कामधेनु थी वह सिर्फ दूध ही नहीं देती थीं बल्कि सारी खेती का आधार स्तंभ थी। गाय दया धर्म की मूर्ति-मंत्र कविता है। यह लाखों-करोड़ों हिंदुस्तानियों को पालने वाली माना है। गाय का समाज से गहरा नाता है। वह दयालु है। लेकिन जब गाय खर्च से भी कम दूध देने लगती है तो उसके पालन-पोषण को लेकर वह बोझ बन जाती है। अतः उसे कसाईयों के हाथ बेचा जाता है। मनुष्य अपने उपकारकर्ता के प्रति निर्दयी बन जाता है"।

### निष्कर्ष:

महादेवी वर्मा का छुटपन में ही पशु-पक्षियों से अधिक साहचर्य हो गया था। लेखिका की बचपन से ही इन जीवों से मैत्री हो गई थी। बाद में पालतू क्या जंगली अनेक जीव-जंतु उनके परिवार के सदस्य जैसे हो गए। 'मेरा परिवार' में स्मृति संदर्भों के सहारे जिनकी कथा अंकित की गई हैं वे- नीलकंठ (मोर), गिल्लू (गिलहरी), सोना (हिरणी), दुर्मुख (खरगोश), गौरा (गाय), नीलू (कुत्ते), और निक्की (नेवले), रोजी (कुतिया), तथा रानी (घोड़ी)। इन सभी प्राणियों की जीवन कथा भी मर्मस्पर्शनी करूण कथा ही है।

महादेवी की सहानुभूति और करूण मानव जगत तक ही सीमित न रहकर पशु-पक्षियों को भी माँ की ममता दी हैं। उन्हें पाला है बड़ा किया है। बीमारी में दवा की है। उनके हर्ष में पुलकित हुई है और दुःख में व्यथित उनके वियोग में उदास हुई है और संयोग में उल्लासित। ये पशु-पक्षी उनके परिवार के अंग बन गये हैं। 'मेरा परिवार' हिन्दी साहित्य में ऐसी अकेली कृति है जिसमें मानवीय करूणा की स्निग्धता और शीतलता ने पशुओं को भी व्यक्तित्व प्रदान किया है।

**संदर्भ सूची :**

| रचनाकार       | पुस्तक का नाम | पृष्ठ क्र. |
|---------------|---------------|------------|
| महादेवी वर्मा | मेरा परिवार   | ६          |
| महादेव वर्मा  | मेरा परिवार   | १५         |
| महादेवी वर्मा | मेरा परिवार   | २२         |
| महादेवी वर्मा | मेरा परिवार   | १४         |

**संदर्भ एवं सहायक ग्रंथ:**

| रचनाकार                 | पुस्तक का नाम    | प्रकाशन           |
|-------------------------|------------------|-------------------|
| महादेवी वर्मा (1941)    | अतीत के चलचित्र  | राधाकृष्ण प्रकाशन |
| महादेवी वर्मा (1943)    | स्मृति की रेखाएँ | राधाकृष्ण प्रकाशन |
| डॉ. सूर्यप्रसाद दीक्षित | महादेवी का गद्य  | राधाकृष्ण प्रकाशन |

<https://www.hindivyakran.com>

<http://www.resolution.com>

## आधुनिकता के निकष पर :कितना बड़ा झूठ

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### शोध सारांश:

हिंदी कथा साहित्य में उषा प्रियंवदा जी का एक विशिष्ट स्थान है। उनकी कहानियों को आधुनिक बोध के तहत देखना, उसकी समीक्षा करना उसके साथ न्याय करना होगा। नई कहानी के साथ ही आधुनिकता बोध का रूप युगानुरूप परिवर्तित होता रहता है। हमारा जीवन विषयक दृष्टिकोण युग से प्रभावित होता है। आधुनिकता के कारण आज समाज में काफी परिवर्तन आया है। आधुनिकता के नाम पर अनुभव की प्रामाणिकता के खोखले नारे कई कहानियों में लगाये गए हैं। स्वतंत्रता के बाद बदलती स्थितियों ने मनुष्य में अकेलापन, उदासीनता, अजनबीपन, अनास्था अलगाव, घुटन आदि की विशेष अनुभूति मनुष्य के जीवन में स्थान बनाती गई और तब सन्त्रास, आत्महत्या, मृत्युबोध का एहसास उसे विशेष रूप में होने लगा।

आज़ादी के बाद इस नए भावबोध को जीतने सशक्त रूप में उषा प्रियंवदा जी ने चित्रित किया है, उतना अन्यत्र दिखाई नहीं देता है। आधुनिकता की तेजी इस तरह बढ़ती जा रही है कि रिश्तों, समाज, धर्मों सभी में परिवर्तन काफी तेजी से बढ़ रहा है। पति-पत्नी का अलगाव, परिवार का विघटन सभी चीजों का खुल कर वर्णन हो रहा है फिर चाहे वह कोई भी बात क्यों न हो। आज की नारी किसी पर निर्भर नहीं है। पति-पत्नी में दरार आ गई है और पुरुष सत्ता डगमगा गयी है। अब पति-पत्नी का संबंध ऐसा हो गया है कि वे घुटन, अकेलापन, अजनबीपन स्वीकार कर उससे छुटकारा पाना चाहते हैं। 'उषा प्रियंवदा' जी ने अपने कहानी में ऐसे कई उदाहरण दिये हैं जो आधुनिकता का बोध कराते हैं। कई ऐसी कहानियाँ जिनमें उन्होंने अपने विचारों से आधुनिकता को व्यक्त कर जीवन के सभी मूल्यों को व्याख्यायित किया है।

**बीज शब्द:** स्त्री पुरुष संबंधों में आये बदलाव, खोखलापन एवं ऊब, विवाहेतर संबंध, अकेलापन, द्वेष भाव।



**प्रस्तावना :**

उषा प्रियंवदा जी को साठोत्तरी महिला कहानीकार के रूप में जाना जाता है। इनकी कहानियों में 19वीं सदी की दहलीज पर आये आधुनिकवाद का स्वर प्रमुखता से दिखाई देता है। कहानी वर्तमान समाज के यथार्थ जीवन का आईना है। उषा प्रियंवदा जी का साहित्य वैयक्तिक और सामाजिक दोनों प्रकार के मूल्यों से संबंधित है। उन्होंने जीवन में विवेक को महत्व दिया है। स्वतंत्रता के बाद नारी जीवन में तमाम परिवर्तन हुए हैं। आज की नारी नए मूल्यों को अपनाना चाहती है वह पुराने मूल्यों को अस्वीकार करने के लिये तैयार है। इस स्वीकार अस्वीकार में विवेक का प्रयोग कम है और मनुष्य तथा आधुनिकता के असंतुलन का आकर्षण ज्यादा है। उसके परिणामों का सूक्ष्म रूप से विश्लेषण उषा प्रियंवदा जी ने अपनी कहानियों में किया है।

साहित्यिक विधाओं की अपेक्षा कहानी की प्रक्रिया अनादिकाल से चली आ रही है। उषा प्रियंवदा जी ने कहानी को ऐसे व्यक्त किया है मानो कुछ ही वाक्यों में हमारे जीवन का अपार दुःख इस कहानी में ही है। मनुष्य की यह स्वभाविक प्रवृत्ति होती है कि वह काम समय में अधिकाधिक लाभ प्राप्त कर सके। आज के इस दौर में मनुष्य चाहता है कि कोई भी बात हो या फिर काम वह जल्दी से जल्दी खत्म हो। इस आधुनिक दौर में मनुष्य को केवल वही चीज पसन्द है, जो जल्दी हो। उषा प्रियंवदा जी ने भी अपनी कहानियों में ऐसी ही बातों का वर्णन है जो कुछ ही शब्दों में ऐसा प्रतीत होता है मानो यह हमारा ही जीवन हो। इसलिए आज के इस आधुनिक दौर में लोग कहानी को ज्यादा पसंद करते हैं। उषा प्रियंवदा जी की कहानियों में स्त्रियों के प्रति सजगता है और उनकी पीड़ा को पूर्ण रूप से चित्रित किया है।

**आधुनिक भाव बोध पर कहानियों का विश्लेषण :**

आधुनिक कहानी मनुष्य की जिंदगी की सम्पूर्ण विसंगतियों, भावनाओं एवं विवशताओं के साथ अपने जीवन का साक्षात्कार कराती है। आज वह हमें आदर्शों का पाठ पढ़ाकर एक नया मनुष्य बनाने का उपक्रम नहीं करती अपितु यह जीवन की समस्त विसंगतियों एवं भयावह यथार्थ से गहरी पहचान कराकर उन स्थितियों पर चोट करती है जो इन विसंगतियों की भयावहता के लिए उत्तरदायी है और अपने इसी रूप में वह जीवन को या मनुष्य को बेहतर बनाने, उद्घात की ओर ले जाने का प्रयत्न सिद्ध होती है। इस प्रकार कहानी हमारी सोच को झिंझोड़कर हमें

जड़ता से जगाने का उपक्रम कराती है। आधुनिक कहानी इसलिए गौरवमयी अतीत और उज्ज्वल भविष्य की बात न कह कर वर्तमान, उसमें भी विशेषतः तत्काल की बात कराती है। आज कहानी हमारी अपेक्षा भी बदली हुई है। इसलिए वह मात्र मनोरंजन की विधा, समय बिताने, यात्रा, भोजनोपरांत के समय को बिताने की हल्की - फुल्की विधा न रहकर गंभीर सोच और समझ तथा जिंदगी की विविधमुख समस्याओं से साक्षात् कराने वाली महत्वपूर्ण साहित्यिक विधा बन गई है।

'संबंध' कहानी नर- नारी संबंधों में आये बदलाव आधुनिक भाव 'संबंध' कहानी की श्यामला बंधे बधाये जीवन से मुक्त होना चाहती है ,उसे अपने ढंग से जीना चाहती है। वह परिवार से कटकर एकांत में जी रही है। उसका पुरुष मित्र सर्जन है जो विवाहित है, फिर भी वह उससे प्रेमी, मित्र, बंधु वाला संबंध चाहती है। वह किसी के प्रति कमिटेड नहीं होना चाहती। सुनीता ने जब आत्महत्या की तो श्यामला को ऐसा लगा कि उसमें उसका हाथ है । यदि वह सर्जन से कहकर उसका अबॉर्शन करवाती तो यह घटना नहीं हो सकती ।कारण ,सुनीता गर्भवती होकर भारत में अपने मंगेतर के पास जाना नहीं चाहती थी। आधुनिक युग की ये परिस्थितियाँ किस तरह समाज भवन उभर कर आया कि किस तरह श्यामला एक ऐसा रिश्ता चाहती थी जिसका भविष्य में कोई मतलब न था। ना ही उसका कोई भविष्य था। क्यों कि सर्जन विवाहित थे और फिर भी वह श्यामला से प्रेम करते और श्यामला अपनी जिंदगी परिवार से कटकर एकांत में जीना चाहती थी।सब से अलग एकांत रहना चाहती थी और वह कोई भी समझौता नहीं चाहती थी।सर्जन का विवाहित होना इसके बाद भी वह उनके साथ रहना चाहती थी। रिश्तों में आये ये बदलाव आधुनिकता नहीं तो और क्या है समाज में रिश्तों में आये बदलाव विवाह के बाद भी संबंध रखना यही तो आधुनिकरण का भाव बोध है।

ऊषा प्रियंवदा जी ने अपनी कहानी में एक मध्यवर्गीय परिवार में आये बदलाव परिवार का विघटन, ऊब, अकेलापन, खोखलापन द्वेष भाव आदि की चर्चा की है जो कि आज के हकीकत को दर्शाता है। अब किसी भी संबंध में कोई किसी के भरोसे नहीं रहना चाहता। आज की नारी खुद के लिए अपने निर्णय ले सकती है।

उषा प्रियंवदा जी की कहानी 'प्रतिध्वनियाँ' कहानी में किस तरह से वसु अपने परिवार में जुड़ नहीं पाई ,इसका चित्रण है। पति के संबंध में उसे नागपाश की घुटन होती है। अतः उसके प्रति वह ऐसा व्यवहार करती है कि जो संबंधों की दूरी को दर्शाता है। उसके बाद वह

अन्य पुरुषों के संपर्क में आ जाती है। वह एक शोध छात्रा, नालिन, पटनायक आदि है। अंत में वह डॉ. जूलियन से जुड़कर रह जाती है। जूलियन उसे बार बार अपने पति और बेटी के पास लौट जाने का आग्रह करता है परंतु वह ऐसा कर नहीं कर पाती। परिवार के होते हुए भी वह परिवार से नहीं जुड़ पाई वह चाहती थी कि मैं सभी संबंधों से मुक्त रहूँ।

'कितना बड़ा झूठ' की किरण वुश्वेश्वर से गठबंधित है। शादी के बाद भी वह मैक्स से जुड़ी रहती है। मैक्स उसके शरीर की अनिवार्यता है। उसे देख कर उसके शरीर की उद्दाम भूख जागती है। मैक्स की पत्नी वरिया से वह नफरत करती है। इससे बड़ा झूठ और क्या हो सकता है कि वह दो समान स्थितियों को वह अलग-अलग मापकों में मापती है। किरण का मैक्स के साथ जो संबंध रहा, उनके लिए किरण के मन में न तो कोई ग्लानि है, न पश्चाताप, न ही अपराध भावना। केवल उसे इस बात का दुःख है कि मैक्स का विवाह हो गया परन्तु विवाह होने के बाद भी वह मैक्स के साथ संबंध रखना चाहती थी। उसे यह पता था कि वह विवाहित है। उसके पति भी है और बच्चे भी। परन्तु उसे कोई फर्क नहीं पड़ता था। उसे सर्फ मैक्स चाहिए था फिर उसका परिवार या समाज कुछ भी कहे, कोई फर्क नहीं पड़ता। यह रिश्ते में आये बदलाव नहीं तो क्या है इन्हीं सब बातों को उषा प्रियंवदा जी ने बहुत ही बारीकी से अपनी कहानी में लिखी है।

उषा प्रियंवदा जी ने 'ट्रिप' कहानी में पति पत्नी के बीच मधुर क्षणों की समाप्ति हो चुकी है। पति नशीले पदार्थों का सेवन करता है। वह उसके माध्यम से सब कुछ पाने लगती है। जो उसने कभी अपने पति से पाया था। पति यह सब सुन कर भी क्रोधित नहीं होता है। वह सिर्फ इतना ही कहता है कि पत्नी उस पराये पुरुष के साथ संबंध अवश्य बनाए रखे परन्तु उससे पैदा होने वाले बच्चे की जिम्मेदारी वह नहीं लेगा। संबंधों में आ रहे बदलाव को देखकर आश्चर्य होता है। समाज में कुछ ऐसे संबंध पति पत्नी के है जो हमें इस कहानी के माध्यम से देखने को मिलते हैं कि किस तरह से स्थितियाँ बदल गई है पति खुद ही कह रहा है कि पत्नी पराये पुरुष के साथ संबंध अवश्य बनाये परन्तु उससे पैदा होने वाले बच्चे की जिम्मेदारी वह नहीं लेगा। इस कहानी में आधुनिकतावाद को इस तरह दर्शाया गया है कि इस बदलाव को देख कर आश्चर्य होता है।

'नींद' कहानी की नायिका अपने पहले व्यक्ति से अलगाव में आकर तनावग्रस्त हो जाती है। इस तनाव से मुक्ति पाने के लिए या तो नींद की गोली खायी जाए या तीसरे आदमी के प्रति समर्पित हो जाये। वह तीसरे आदमी की खोज में ऐसी डूब जाती है कि कितने ही आदमियों

के साथ उसे संबंध रखना पड़ता है। उसके लिए संख्या महत्वपूर्ण नहीं। महत्वपूर्ण हैं तीसरा व्यक्ति। आधुनिक कहानी की संवेदना का केंद्रीय बिंदु उसका यथार्थ चित्रण का आग्रह है। आधुनिक जीवन की स्थितियों की एक बहुत बड़ी विद्रूपता यह है कि पति - पत्नी के बीच संबंधों में एक दरकच, टूटन और अलगाव सा है। दंपत्य जीवन में अब एक दूसरे की निकट बहुत ही कम हो गई है यह हकीकत है अब इस आधुनिक दौर में कोई किसी पर बोझ नहीं बनना चाहता है और कोई किसी के बोझ को उठाना चाहता है। अब ऐसा हो गया है मानों सभी को बस खुद की खुशियां की काफी है। यही तो आधुनिकता का प्रभाव है जो मनुष्य के जीवन में पड़ा है जिससे आज के संबंधों में एक बहुत बड़ा बदलाव लाया है।

**'सुरंग'** एक ऐसी कहानी जिसमें बेटे की मौत की ट्रेजडी ने माँ को डस लिया है। अरुणा स्वयं को पीड़ा देने हेतु रेजर से अपनी नसों को काटकर खून बहाया। वह त्रास भरे खोखले जीवन का अंत करना चाहती थी। घर में भाई मरकर भी जिंदा है और दोनों बहनें जिंदा होकर भी मरी हुई हैं। एक माँ जिनका बेटा मर चुका है परन्तु वो उसे भूल नहीं पा रही है। घर परिवार सब कुछ भूल गई है उनकी दो बेटियाँ हैं परन्तु बेटा मरने के बाद भी जिंदा है आधुनिकता की जकड़ ने माँ को बेटे के मोह में इस तरह जकड़ लिया है कि वह उससे उभर ही है पा रही है।

**'स्वीकृति'** जिसका मतलब होता है इजाजत। इस कहानी में भी आधुनिक भाव बोध दिखाया गया कि किस तरह से जपा का सत्य से विवाह नियोजन हुआ था। वह जपा के कारण विदेश जा सकता था। बस इसलिए शादी की। परन्तु जब जपा को यह पता चला तो वह तीसरे व्यक्ति के संपर्क में आती है। एकांत द्वीप में पति के साथ रहते हुए भी वह वॉल से जुड़ी हुई थी।

**'मछलियाँ'** कहानी वाशिंगटन के परिवेश में लिखी गई कहानी है। विजी, मनीष, नटराजन और मुकी के आसपास संबंधों पर कहानी का ढाँचा खड़ा हुआ है। मनीष कहानी में उपस्थित नहीं है फिर भी छाया हुआ है। विजी - मनीष, नटराजन - मुकी बनते टूटते जटिलता को ही इस कहानी में अभिव्यक्ति दी है। विजी मनीष की मंगेतर है। वह विवाह करने हेतु विदेश आती है परन्तु हवाई अड्डे पर उसे लेने मनीष नहीं नटराजन आता है। इस कहानी में द्वेष भावना को चित्रित किया गया है। अपना प्यार पूरा नहीं हुआ तो किसी के प्यार में द्वेष भावना को जगाना। विजी जानती थी कि मुकी और नटराजन एक दूसरे के हैं फिर भी वह उन दोनों के बीच द्वेषभाव को जगा कर भारत लौट आती है। इस कहानी का तात्पर्य यह है

कि अब कोई किसी की खुशी नहीं देख सकता। अब खुद की खुशी के लिए कुछ भी कर जा रहे है लोग। यही तो है आधुनिकता।

भाषा एक दृष्टि से महिला कहानीकार 'उषा प्रियंवदा' जी का स्थान महत्वपूर्ण है। उषा प्रियंवदा की कहानियों की भाषा बड़ी प्रभावक बन पड़ी है। कथा साहित्य में आधुनिक जीवन की ऊब, घुटन, टूटन, अकेलापन, कुंठा, हताश, निराशा और सन्तास को उन्होंने अपनी भाषा के द्वारा सफल वाणी दी है। चूंकि उनकी कहानियाँ प्रवासी जीवन पर आधारित हैं इसलिए डिस्टर्ब, सर्जरी ट्रांसप्लाट, कॉटेज, ट्यूलिब आदि ऐसे कई अंग्रेजी शब्दों का अपनी कहानियों में सफलता पूर्वक प्रयुक्त किया है।

### शोध प्रविधि:

शोध उस प्रक्रिया अथवा कार्य का नाम है, जिसमें बोध पूर्वक प्रयत्न से तथ्यों का संकलन कर सूक्ष्म बुद्धि से उसका विश्लेषण - विवेचन करके नये तथ्यों या सिद्धांतों का उद्घाटन किया है। अपने लघुतर शोध प्रबंध में मैंने व्याख्यात्मक, समाजशास्त्रीय, मनोवैज्ञानिक एवं तुलनात्मक पद्धतियों का प्रयोग किया है।

### उद्देश्य:

उषा प्रियंवदा जी की कहानियों को पढ़ कर यह जाना कि आज के इस दौर में आधुनिकता का प्रभाव मानव जीवन और किस तरह पड़ा है। आधुनिक सुविधाओं की चकाचौंध में मनुष्य ऐसे लिपट गया है कि उसे अपने परिवार समाज संबंधों में कोई रुचि नहीं। उसे सिर्फ वह करना है जो उसे अच्छा लगता है। ये गलत बात नहीं पर हमें इतना स्वार्थी भी नहीं होना चाहिए। हमें अपनी जिम्मेदारियों को समझना पड़ेगा। हमें यह नहीं भूलना है कि परिवार भी कुछ होता है। इनकी कहानियों में ये हमें यही दिखाई देता है कि आधुनिकवाद ने मनुष्य को किस तरह जकड़ लिया है।

उषा प्रियंवदा जी ने वर्तमान समस्याओं को अपनी कहानियों में इस तरह बताया है कि अब संबंधों के टूट जाने से कोई फर्क नहीं पड़ता। अब नारी वही नारी नहीं है। अब वह खुद के लिए निर्णय ले सकती है। पति -पत्नी के संबंधों में आये बदलाव शादी के बाद किसी और

से रिश्ता रखना और मन में कोई ग्लानि नहीं, कोई पछतावा नहीं, ये आधुनिकता नहीं तो और क्या है?

### निष्कर्ष:

निष्कर्षतः हमें इन सारी कहानियों में स्त्रियों द्वारा एक ऐसा निर्णय को लेते देखा जो न तो उसके लिए सही था और न ही समाज और परिवार के लिए। ईर्ष्या, ऊब, खोखलापन, अकेलापन, स्त्री-पुरुष संबंधों में आये बदलाव पर चर्चा करते हुए बस इतना ही समझ आया कि अपनी इच्छा, अपना स्वार्थ, जलन, द्वेष-भाव ये आधुनिकवाद के प्रभाव से आया है। जो कि व्यक्ति को व्यापकता से जकड़ते जा रहा है। इस आधुनिकता ने व्यक्ति स्वातंत्र्य को भले ही बढ़ावा दिया है पर संबंधों की गरमाहट में बड़ी दूरी पैदा कर दी है।

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