A STUDY ON THE FINANCIAL ANXIETY OF PEOPLE IN ERNAKULAM DURING THE COVID 19 PANDEMIC

Project Report

Submitted by

SILFA C R

Reg.No. AM20COM013

Under the guidance of

Ms. SHANA XAVY

In partial fulfillment of requirements for award of the post graduate degree of

Master of Commerce and Management

ST.TERESA’S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited at „A++‟ Level (Fourth Cycle)
Affiliated to

MAHATMA GANDHI UNIVERSITY

Kottayam-686560

March 2022

ST.TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited at „A++" Level (Fourth Cycle)

CERTIFICATE

This is to certify that the project report title **A STUDY ON THE FINANCIAL ANXIETY OF PEOPLE IN ERNAKULAM DURING THE COVID 19 PANDEMIC** submitted by **SILFA C R** Towards partial fulfilment of the requirements for the award of post graduate degree of **Master of Commerce and Management** is a record of bonafide work carried out by them during the academic year 2020-22.

Supervising Guide	**Head of the Department**
Ms. Shana Xavy	**Ms. Ann Thomas Kiriyanthan**
Assistant Professor	**Assistant professor**
Dept. of Commerce	**Dept. of Commerce**

Place: Ernakulam

Date: 26.8.2022

DECLARATION

I, **SILFA C R** hereby declare that this dissertation entitled**, ‘A STUDY ON THE FINANCIAL ANXIETY OF PEOPLE IN ERNAKULAM DURING THE COVID 19 PANDEMIC’** has been prepared by us under the guidance of **Ms. SHANA XAVY**, Assistant Professor, Department of Commerce, St Teresa’s College, Ernakulam.

I also declare that this dissertation has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or Recognition before.

Place: ERNAKULAM **SILFA C R**

Date: 26.8.2022

ACKNOWLEDGEMENT

I wish to acknowledge all those who helped us to complete this study. I thank God almighty for helping me and guiding me in the right path and who made all things possible.

I take this opportunity to express our profound gratitude and deep regards to my guide **Ms. Shana Xavy,** Assistant professor, St. Teresa‟s college, Ernakulam for her exemplary guidance, monitoring and constant encouragement throughout the course of this study. The blessings, help and guidance given by her time to time shall carry us a long way in the journey of life on which we are about to embark. She has taken pain to go through the project and make necessary corrections as and when needed.

We express our sincere thanks to the Director **Rev. Sr. Emeline CSST, Rev. Dr. Sr. Vinitha CSST** (Provincial superior and manager), Principal **Dr. Alphonsa Vijaya Joseph** and **Ms. Ann Thomas Kiriyanthan** , Head of the Department of Commerce ,to all other faculties of the department of commerce, St. Teresa’s College, for their support and valuable suggestions.

I would like to express my thanks to all respondents and colleagues in developing the project.

I also extent heartfelt thanks to my family for their constant encouragement without which this project would not be possible.

SILFA C R

CONTENTS

LIST OF FIGURES

LIST OF TABLES

CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

Financial anxiety refers to the compulsive fear of money or related transactions which can often be debilitating. It may have various underlying reasons other than just lack of money. Worries regarding the money are different from financial anxiety. Financial anxiety can result in various health conditions of the person such as mental tension, inability to focus, insomnia etc. financial imbalances and loss of income can create distress in the investors and affect the normal functioning and lead to a severe anxiety disorder.

Some of the major symptoms with regard to financial anxiety includes overspending, hoarding, fear of spending in unwanted items, uncontrollable finances, depression, obsessive behaviour etc. the most common response to financial anxiety is avoidance. Instead of managing the funds this avoidance can worsen the financial anxiety of the investors.

1.2 SIGNIFICANCE OF THE STUDY

Financial freedom has a significant role in a person's life. Proper planning and management of the personal financial resources can help to boost the person's growth. The study intends to analyze the change in the financial decision and the financial anxiety of the investors during the COVID 19 pandemic situation. The study further tries to identify the factors that caused the change in the financial planning and anxiety during the pandemic era. The outcome of study can suggest various impacts the pandemic has bought in to the investors financial planning and level of financial anxiety.

1.3 SCOPE OF THE STUDY

The study is all about understanding the financial anxiety of people in Ernakulam during the COVID 19 pandemic. It further tries to make comparative study between the relationship between financial anxiety affecting work, family, health and emotion of people in Ernakulam. The outcome of the study will help to identify the factors effecting the financial planning and level of financial anxiety.

1.4 PROBLEM STATEMENT

Finance is an inevitable part of each and every person's life. The financial anxiety has a deep impact on various aspects. The study aims to study the impact that the COVID 19 pandemic has made on the financial anxiety of people in ernakulam.it further tries to identify the factors affecting the financial anxiety and planning. The change in the savings pattern and the risk tolerance before and post pandemic is also studies.

1.5 OBJECTIVES OF THE STUDY

The overall objective is to study on the financial anxiety of people in Ernakulam during the COVID 19 pandemic.

Specific objectives of this research are:

- To identify and analyse the factors affecting the financial anxiety.
- To identify and analyse the factors affecting the financial planning.
- To identify the relation between anxiety affecting work, family, health and emotion.
- To study the change in the savings pattern and risk tolerance before the pandemic and post pandemic.

1.6 HYPOTHESIS

H 0 : There is no significant change in the savings pattern before the Pandemic and Post Pandemic.
H 1 : There is a significant change in the savings pattern before the Pandemic and Post Pandemic.

H 0 : There is no significant difference in the Preference of Investment Avenues before the Pandemic and Post Pandemic
H 1 : There is a significant difference in the Preference of Investment Avenues before the Pandemic and Post Pandemic

H 0 : There is no significant difference in the Preference of Investment Period before the Pandemic and Post Pandemic
H 1 : There is a significant difference in the Preference of Investment Period before the Pandemic and Post Pandemic

H 0 : There is no significant change in the risk tolerance level before the Pandemic and Post Pandemic
H 1 : There is a significant change in the risk tolerance level before the Pandemic and Post Pandemic

H 0 : There is no correlation between anxiety affecting emotions and anxiety affecting work
H 1 : There is a correlation between anxiety affecting emotions and anxiety affecting work.

H 0 : There is no correlation between anxiety affecting work and family and anxiety affecting health.
H 1 : There is a correlation between anxiety affecting work and family and anxiety affecting health

H 0 : There is no correlation between anxiety affecting work and family and anxiety affecting emotions.
H 1 : There is a correlation between anxiety affecting work and family and anxiety affecting emotions.

1.7 METHODOLOGY

1.7.1 RESEARCH DESIGN

The present study includes both descriptive and analytical study. It is descriptive in the sense that it tries to identify the various characteristics of research problem under study and the present situation of the issue. It is analytical in the sense that it analyses and interprets data in order to arrive at conclusions.

1.7.2 COLLECTION OF DATA

To study the objectives both primary and secondary data have been used.

1.7.3 SAMPLING DESIGN

- Sampling technique: Convenient sampling technique is used for collecting data.
- Area of study: Ernakulam
- Sample size : 155 samples

1.7.4 TOOLS OF ANALYSIS

The data collected from respondents has been classified, analyzed and interpreted keeping in view the objectives of the study. Data collected are properly presented through tables, bar diagrams, and pie charts, thereby making it easy to draw inferences. The statistical tool used for study is paired sample t test and Pearson Product Moment Correlation Coefficient

1.8 LIMITATIONS

In spite of all the sincere efforts, the study is not fool proof in nature. It suffers from various limitations due to the following reasons:

- The area of study was limited to Cochin City only.
- Lack of accuracy in primary and secondary data.
- The selected sample might not give a true representation of population.

1.9 KEY WORDS

- Financial anxiety: Financial anxiety is an obsessive fear of things related to money that can often be debilitating. Financial anxiety can be triggered by any number of things, not just a lack of money.
- Financial planning: Financial planning is an on-going process that can reduce your stress about money, support your current needs and help you build for your long-term goals.

1.10 CHAPTERISATION

Chapter 1 – Introduction: This is an introduction chapter that includes introduction, significance, problem statement, objectives, methodology, scope, limitation, keywords and chapterisation.

Chapter 2 – Review of Literature: This chapter deals with literature review which is a collection of many published works.

Chapter 3 – Theoretical framework: This chapter includes the theoretical works relating with the study.

Chapter 4 – Data Analysis and Interpretation: This chapter is an analysis of the primary data collected for the purpose of study. It includes tables, graphical representations, their analysis and interpretations.

Chapter 5 – Summary, funding, recommendations and conclusion: This is the conclusion chapter which contains summary of the study, findings of the study, recommendations.

CHAPTER 2
REVIEW OF LITERATURE

REVIEW OF LITERATURE

Okai Larbi et al. in their study " Financial Anxiety among International Students in Higher Education: A Comparative Analysis between International Students in the United States of America and China" states that financial anxiety is a stress generating and destabilizing factors for students thus impeding their academic performance. Their study further suggests that international students suffer a higher level of financial anxiety when compared with the domestic students. **(Larbi et al., 2022)**

Dogra P and Kaushal A in their research paper "Predictors of Financial Anxiety among Indian Population due to COVID-19" comments on the financial anxiety felt by the sample group while managing investments and savings pattern during the pandemic. The inferred that the major predictors of the financial anxiety are financial literacy and financial risk. The demographic factors such as gender, age and income level were significant while assessing the anxiety. Whereas factors such as qualifications and type of family were insignificant for predicting the financial anxiety. **(Dogra & Kaushal, 2022)**

Virginia S et al. in their research paper "Financial Anxiety during COVID 19: how do parents with young children cope with the crisis" states that parental health, child health and the financial situation is interrelated and has high correlation and impact. The study identified that the financial adjustment process, COVID situation and general anxiety altogether contributed to the financial anxiety. (Li **et al., 2022)**

Christopher Mensah et al. in their collaborative research paper titled" COVID-19, Financial Anxiety and the Psychological Well-being of Hotel Workers" claims that COVID risk perception increased the financial anxiety and the social functioning capacity. The impact is evident in their work life as well as in personal life. Financial anxiety can be understood as the outcome of the psychological distress and COVID 19 risk perceptions. **(Mensah et al., 2022)**

Priyanka Bhowmik et al. in their paper titled “Does financial anxiety affect job insecurity? Exploring the relationship and moderation by gender, tenure and income in the Indian context during COVID-19” states that there exists a comparatively large positive relationship between the financial anxiety and job insecurity in the Indian context. The studies finds the major factors influencing the financial anxiety and job insecurity are gender, tenure of work and annual Income of the respondents. **(Bhowmik et al., 2022)**

Salman Ghazwani et al in their article “Artificial intelligence, financial anxiety and cashier-less checkouts: a Saudi Arabian perspective” in The International Journal of Bank Marketing states that people who are comfortable with high convenience prefers the use of AI and has a comparatively low financial anxiety and high transaction risk. Whereas people who prefer low convenience do not use the AI checkout and has a high financial anxiety and lower transaction risk. **(Ghazwani et al., 2022)**

Thangaraj Ravikumar et al in their research paper titled “Financial stress, financial literacy, and financial insecurity in India’s informal sector during COVID-19” points out that financial stress and financial literacy are negatively correlated. The study concluded that the financial insecurity was not affected directly by financial stress and financial literacy. But as a whole the financial anxiety has increased in the pandemic period. **(Ravikumar et al., 2022)**

Copur and Dogan in their research paper titled ” Individuals’ Financial Health During The COVID-19 Pandemic” states that during the pandemic the respondents financial anxiety and financial crisis increased whereas their financial ignorance and financial security was considerably decreased. The major factors affecting the financial health were age, income level, perceived income and education. **(Çopur & Doğan, 2022)**

Naiji Guan et al in their research paper titled “Financial stress and depression in adults: A systematic review” states that financial stress is positively related with depression. The study highlights that the positive relation between the financial stress and depression is high in the low income or wealth segment when compared high income or net worth group. **(Guan et al., 2022)**

Norvitilis and Linn in their Research paper titled “The Role of Student Debt and Debt Anxiety in College Student Financial Well-Being” claims that factors such as individual differences in anxiety, optimism level and paternal style experience along with their debt perception are important in understanding the financial wellbeing. It also highlights that students with less financial strain has high objective financial difficulties when compared to students with high financial interactions and strains. **(Norvilitis & Linn, 2021)**

Rachel R Tambling et al in their research paper “Financial Anxiety Among Caregiving Parents of Adult Children with a Substance Use Disorder” states that with the increase of substance use disorder in the young adults, the guardian or the parents often requires to assume the caregiving role as well as the financial burden. This impacts their emotional wellbeing as well as the financial stability. Thus experiencing a high level of financial anxiety. **(Tambling et al., 2021)**

Julia M Smith et al in their article “Why Am I the Only One Responsible for the Whole Family? Expressions of Economic Filial Piety and Financial Anxiety among Female” states that people see filial piety as a gesture of gratitude and also contribute financial anxiety and financial instability. The study also states that financial anxiety also increased due to perception of debt and family responsibilities**. (World Vision International et al., 2021)**

Archuleta et all in their research paper “I Know I Should, But Do I Do It? Connecting Covert and Overt Financial Behaviours” states that there is a link between the covert behaviour of thinking and overt behaviour of financial behaviour. The findings of the study show that there is financial cognition and reliability in the actions. The study also states that there exists a positive correlation between financial knowledge and self-efficiency; there exist a negative relation between financial anxiety and financial behaviour. **(Archuleta et al., 2021)**

Fredline et al. in their article titled “Families’ Financial Stress & Well-Being: The Importance of the Economy and Economic Environments” in the journal of Family and Economic Issues states that there exists a huge connection family stability and economic situation. The pandemic situation alters all the preprocessing activities and plans. The change in the economy has a chain of reactions in the family built. The financial stress and instability increased exponentially in the pandemic. **(Friedline et al., 2021)**

Potter et al in their research paper titled “Financial Anxiety among College Students: The Role of Generational Status” states that financial anxiety and students have a negative association with the academic outcomes, mental health and wellbeing. The financial counseled students tend to show a lower degree of financial anxiety and distress when compared with others. **(Potter et al., 2020)**

Archuleta et al in their research paper titled “Financial Goal Setting, Financial Anxiety, and Solution-Focused Financial Therapy” claims that financial anxiety has a significant effect on the daily life and distress among mental health workers, financial advisors and therapists. The study claims that the financial goal setting section worked well enough to decrease the financial anxiety of the people for a short term. **(Archuleta et al., 2020)**

CHAPTER 3
THEORETICAL FRAMEWORK

3.1 Finance

The term "finance" covers a wide range of subjects related to the creation, control, and study of money and investments. It comprises using projected revenue streams as security for loans, investments, and securities as well as the use of credit to finance current projects. Due to this temporal component, the time value of money, interest rates, and other related concepts are strongly tied to finance. Finance can be broadly divided into three categories; they are Public finance, corporate finance, Personal finance etc. The study and system of money, investments, and other financial tools are together referred to as finance. Since the dawn of civilization, finance and financial activities have had a lengthy history. Banks and interest-bearing loans have been around since 3000 BC. Coins were in use as early as 1000 BC. Although statistics, economics, and mathematics were the foundation for finance, it also includes non-scientific elements that give it more of an artistic feel.

3.2 Financial Anxiety

More than simply routine budgeting and money worries constitute financial anxiety. It's a more intense and widespread anxiety about worrying excessively about money and how everything in your life affects it, as well as about feeling inadequate as a result of these concerns.. Although a manifestation of financial anxiety is worrying that one won't have enough money. The obsessive fear of money or financial transactions, which is often incapacitating, is referred to as financial anxiety. Along with not having enough money, there may be other underlying factors. Financial anxiety is distinct from money-related worries. The effects of financial concern on a person's health might include mental strain, difficulty concentrating, sleeplessness, etc. Loss of income and financial imbalances can bother investors, impair daily activities, and cause serious anxiety disorders. Numerous factors might lead to financial concern. It's natural to have high levels of financial stress surrounding your income, especially when the cost of living continues growing. Some common ones are a prospective job loss, a money mistake, a lack of personal finance knowledge, or your early ideas about money. The purpose of the study is to examine how investors' financial decisions and levels of concern changed as a result of the COVID 19 pandemic. The study also looks at the elements that led to a shift in financial planning and worry throughout the pandemic period. The study's findings can be used to infer different effects that the pandemic has had on investors' financial planning and levels of financial worry. Obsessive dread of money-related things is known as financial anxiety, and it may frequently be crippling. Not merely a shortage of money, but a variety of factors, can cause financial anxiety. Financially anxious people frequently worry about their payments and may be frightened to check their bank accounts or deal with anything related to personal money. Additionally, financial worry is bad, much like other types of anxiety. Your physical health may be affected, resulting in sleeplessness, lack of appetite, or difficulty concentrating.

3.2.1 Symptoms of Financial Anxiety

These are the major symptoms of financial anxiety

- **Overspending**: You'd think that being concerned about money would make you want to save it, but shopping actually gives you a quick fix. Spending more money in an effort to obtain relief just makes the situation worse.
- **Hoarding**: Excessive spending can result in hoarding, as people seek solace in material possessions to calm their concern about financial difficulties.
- **Fear of Spending**: Being excessively thrifty is the opposite of hoarding. Saving with an obsession might keep you from taking holidays or having a comfortable house. It may also result in skipping out on medical treatment and house maintenance. This form of anxiety can also affect those who overwork or work compulsively to increase their income.

- **Uncontrollable Finances**: People who experience financial worry frequently find it difficult to amass riches. This can be devastating for retirement planning and make it impossible to prioritise or budget for home expenses.
- **Depression**: A financial anxiety problem can lead to feelings of depression about the outside world.
- **Obsessive Behaviour**: Money anxiety can also result in compulsive behaviours, such as an inability to sleep or a constant need to monitor your online bank account.
- **Other Symptoms** includes: Avoidance, Analysis paralysis, No work-life balance, Rigidity, Rumination, and Trouble sleeping.

3.2.2 Dealing with financial anxiety

- **Scheduled money check-in**: Set a financial goal for yourself to save a set amount by a specific date. Then start putting money aside
- **Create budget**: Estimate the expected expenses and incomes for the period and make a budget and use as a guideline.
- **Create an emergency fund**: You might feel more at ease knowing you have money set aside for unforeseen expenses such as illness or job loss if you have an emergency fund.
- **Avoid financial shame**: avoid comparing your personal finance and lifestyle with others especially on social media.

3.3 Behavioural finance

There was a period when theoretical and empirical data appeared to support the idea that traditional financial theories were able to anticipate and explain specific sorts of economic occurrences quite well. However, as time went on, researchers in the fields of finance and economics discovered anomalies and behaviours that occurred in the actual world but were not consistent with any of the theories in existence. It became more obvious that while traditional theories might explain some "idealised" occurrences, the real world was really much messier and disordered, and market players frequently exhibited irrational behaviour that made it challenging to forecast events using such ideas. As a result, researchers started looking to cognitive psychology to explain illogical and irrational actions that go against the grain of contemporary financial theory. These efforts gave rise to the area of behavioral science, which aims to explain human behaviour in contrast to contemporary finance, which aims to explain the behaviour of the idealized "economic man."

Behavioural finance, a subfield of behavioural economics, proposes psychologically grounded theories to explain financial anomalies such rapid spikes or declines in stock price. The objective is to identify and grasp the factors that influence people's financial choices. In behavioural finance, it is assumed that the information structure and characteristics of market participants continuously affect both individual investors' investment decisions and market outcomes.

In behavioural finance, a branch of behavioural economics, ideas based on psychology are put forth to explain financial anomalies such sharp increases or decreases in stock price. Identification and comprehension of the motivations behind people's financial decisions are the goals. In behavioural finance, it is presupposed that both individual investors' investment decisions and market results are subject to systemic informational and behavioural influences.

3.3.1 Concepts of behavioural finance

- **Mental accounting**: The tendency for people to allocate money for certain uses depending on various subjective factors, such as the source of the funds and the planned use for each account is known as mental accounting. According to the notion of mental accounting, people are inclined to ascribe various roles to each asset category or account, which can lead to an illogical or even harmful pattern of conduct. For instance, some people maintain a designated "money jar" for a trip or a new house while also carrying a substantial credit card debt.

- **Herd behaviour**: According to the theory of herd behaviour, whether such behaviours are reasonable or irrational, people prefer to imitate the majority, or herd, when it comes to money. Herd behaviour is sometimes used to describe a group of decisions and behaviours that an individual would not always make on their own, but which seem to be okay since "everyone's doing it." Herd behaviour is a prevalent idea about the cause of financial panics and stock market crashes.
- **Anchoring** : A behavioural finance heuristic known as "anchoring" refers to the unconscious use of unimportant information, such as the price at which a security was purchased, as a fixed reference point (or "anchor") for making choices regarding that security in the future.
- **Overconfidence**: Overconfidence bias is the term used in behavioural finance to describe this ego-driven propensity. Overconfidence bias frequently causes people to overestimate their knowledge of financial markets or particular assets and ignore evidence and professional advice when it comes to investing.

3.4 Financial planning

Making a plan for your future, especially one that addresses how you will handle your finances and be ready for any potential expenses and problems, is known as financial planning. The process comprises evaluating your current financial situation, deciding on your goals, and creating and putting into action useful advice. Financial planning can include a wide range of services, which we outline below. It is comprehensive and all-encompassing. Instead than concentrating on just one area of your money, it sees clients as actual individuals with a range of objectives and duties. In order to help people live their lives to the fullest, it then explores a variety of financial realities.

3.4.1 Savings and Investment

Savings refers to money set away in a secure location, such as a bank savings account. Contrarily, investment refers to buying different financial products that will earn you a return at a later time. Saves and investing are different since savings is just sitting money while investing helps your money increase over time. We may use our savings to cover our immediate needs, but investments are necessary if we want to achieve our long-term objectives. Savings aid in safeguarding our capital, whilst investments assist in generating returns on our capital

3.4.2 Factors to be Considered For Financial Planning

- **Spending pattern**: Because it determines your financial planning, you must first examine your spending habits. Fewer saving will lead to a reduction in your retirement objectives and insurance requirements. Therefore, if you frequently overspend, it's time to reconsider and make a budget so that you can set aside a sizeable portion of your income for savings. However, keep in mind that if you don't manage your finances, you won't be able to follow the best practises for financial planning.
- **Emergencies reserve**: No financial planning is conducted without including a backup plan for emergencies. It is inadequate to merely save money in the bank and invest it. Because a crisis might arise at any time and force you to lose all of your assets and money. Consequently, it's imperative that you and your family members obtain quality health insurance and life insurance. Therefore, you can deal with adversity without it having an impact on your financial plans. You may obtain affordable life and health insurance in a variety of ways. So do your study and choose the best insurance you can.
- **Financial goals**: Understanding various financial objectives is crucial. Making quantifiable and time-bound financial objectives is also crucial. It aids in determining which

objectives are doable quickly and which require more effort. For instance, you could need to invest money in a retirement plan, a property, and other things. Therefore, after you have these realistic objectives, you may choose how to deploy your resources and implement these.

- **Age and dependents**: Most people begin to think about financial planning once they reach their 30s, which may be a difficult process. Because you will have to bear a heavier weight as you become older. As a result, you may get started on your financial strategy right now. Possibly the 20s or 22s. Because you will pay less in premiums or amounts when investing in assets or obtaining insurance coverage than older individuals do. But if you don't prepare ahead, it may be one of the things that affect your financial future.
- **Trend in culture**: As the culture of today changes and develops, you must now come up with new ideas to achieve your objectives. You cannot rely on your money, for instance, if you wish to graduate or purchase a property. You could need to borrow money from the formal or informal economy. You must also have a reliable source of income to cover the loan balance and the premium. In order to be ready for everything, you must include a condition for this part when you finalise your financial plan.
- **Inflation rate**: You may have a reliable source of income and invest work into preserving and operating your financial planning. But then all of a sudden, prices began to rise due to inflation. In such case, your sources of income remain the same, but expenses have increased. It's possible that the loan's interest rate will increase, your savings account's interest rate will decrease, and share values will begin to decline. In such a circumstance, your financial planning may be in jeopardy and result in a loss for you. It is an outside issue, nevertheless, over which people have no influence. However, it's still a good idea to consider it right away and build your approach on it.

- **Financial independence:** Having enough money or assets to cover one's living needs for the rest of one's life without having to work or depend on others is the state of being financially independent.

3.5 Investment avenues

3.5.1 Savings bank account

An easy way to deposit money safely with a bank is through a savings account. It guarantees security and constant access to your funds. You can withdraw your funds, either digitally or in person, at any point in time.

3.5.2 Fixed Deposits

One of the most well-liked types of investments in India is considered to be fixed deposits. They are regarded as a low-risk choice and offer a fixed rate of return for a certain time period. Banks provide FDs. The interest rate varies and fluctuates from one deposit to another. The majority of financial institutions allow loans and overdraft facilities against FDs, despite the fact that they have a lock-in term.

3.5.3 Shares and bonds

A share is a unit of ownership in a business or a piece of property. Shareholders are investors who possess stock in a corporation. An investor issues a bond to a borrower, such as a business or the government. The investor earns interest on the investment while the borrower utilizes the funds to support its activities. A bond's market value may fluctuate over time.

3.5.4 Mutual Funds

When you invest in mutual funds, you finance a mechanism that collects money from many investors and invests it in a variety of assets. Mutual fund schemes vary depending on the type of assets they focus on – equity funds invest in stocks, debt funds invest in fixed-income instruments, and hybrid funds invest in both. Investors can make a lump sum investment or direct a certain sum periodically through Systematic Investment Plans (SIPs). The returns you receive could depend on the fund's performance.

3.5.5 Real estate

Private property in the form of land and buildings is referred to as real estate. Real estate can be used for residential, commercial, or industrial purposes, and includes any resources on the land such as water or minerals.

3.6 Factors to Be Considered For Selecting An Investment Avenue

- **Liquidity:** The term "liquidity" refers to the capacity to convert an asset into cash. An asset is more liquid if it is simpler to turn it into cash. And the most liquid asset is often thought to be cash.
- **Rate of return:** Rate of return: The net gain or loss of an investment over certain time period, represented as a percentage of the investment's starting cost, and is known as a rate of return (RoR).
- **Safety of return**: In the principle of investing, the margin of safety is the difference between the intrinsic values of a stock against its prevailing market price. Intrinsic value is the actual worth of a company's asset or the present value of an asset when adding up the total discounted future income generated.
- **Stability of return**: When return on any investment is stable, that means the investment does not get too much affected by the changes in the market, and hence market volatility does not change the pace at which you're receiving returns, there can be a slight deviation in your returns but not much.
- **Risk of return**: The risk-return trade-off states that the potential return rises with an increase in risk. According to

this theory, people link low levels of uncertainty to low potential rewards and high levels of risk or uncertainty to large potential returns.

3.7 Risk Tolerance

Risk tolerance represented in qualitative and/or quantitative risk criteria, is correlated with having the necessary resources and controls in place to absorb or "tolerate" the given risk, should it arise.

3.7.1 Conservative Risk Tolerance

Little to no volatility is something that conservative investors are ready to put up with in their investing portfolios. People who have retired or are nearly retired are sometimes included in this group because they may not want to take the chance of losing their primary investment and have a short-term investing strategy.

3.7.2 Moderate Risk Tolerance

Investors in the middle seek to increase their wealth while limiting losses. Their objective is to balance possibilities and risks, and this investor's strategy is occasionally referred to as a "balanced" one.

3.7.3 Aggressive Risk Tolerance

An aggressive investor, or one with a high-risk tolerance, is willing to risk losing money to get potentially better results. Aggressive investors tend to be market-savvy with an understanding of the volatility of securities and follow strategies for achieving higher than average returns.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

Data Analysis

4.1 AGE

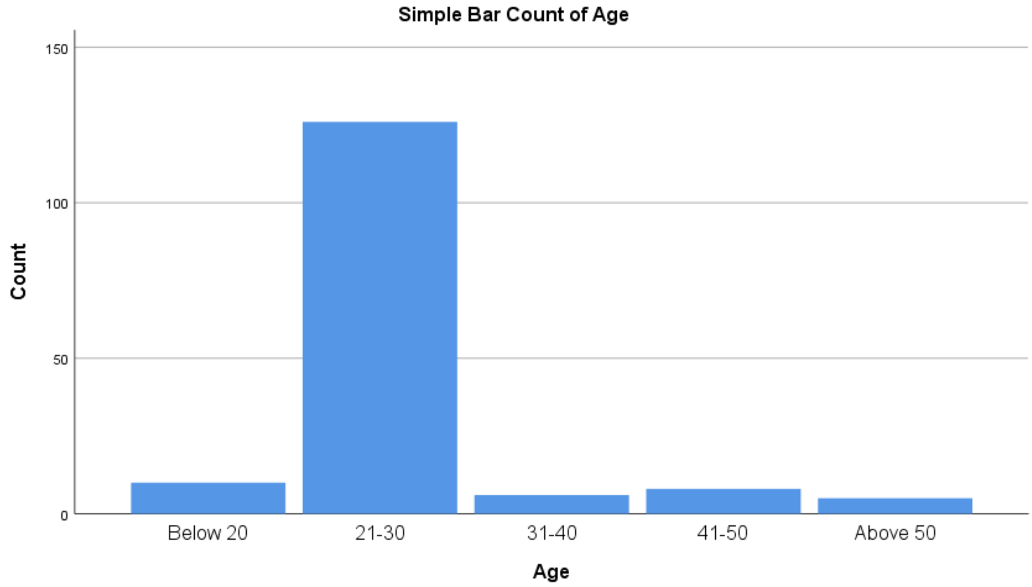

FIGURE 4. 1

AGE	Valid Frequency	Valid Percent
Below 20	11	7.1
21-30	125	80.6
31-40	6	3.9
41-50	8	5.2
Above 50	5	3.2
Total	155	100.0

TABLE 4. 1

Interpretation

From the figure and table, it can be inferred that highest age category belong to the group of 21-30 which comprises of 80.6 percent and the lowest age category belong to the group of Above 50 age category which consists of 3.2 percent.

4.2 GENDER

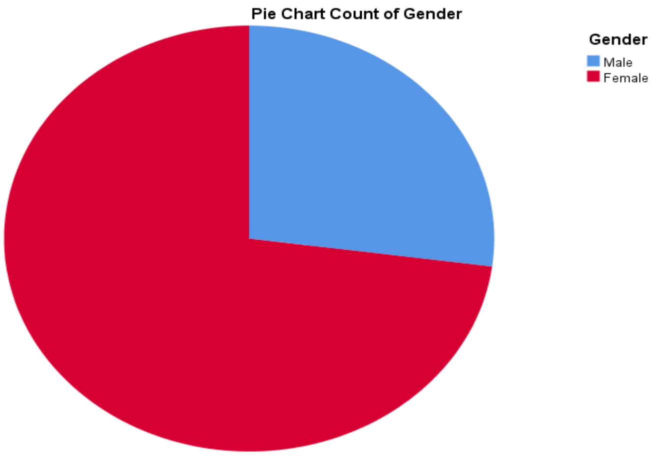

FIGURE 4. 2

Gender		
	Valid Frequency	Valid Percent
Male	42	27.1
Female	113	72.9
Total	155	100.0

TABLE 4. 2

Interpretation

From the figure and table, it can be inferred that the majority belong to the female category which comprises of 72.9 percent and male category is only 27.1 percent.

4.3 EDUCATION

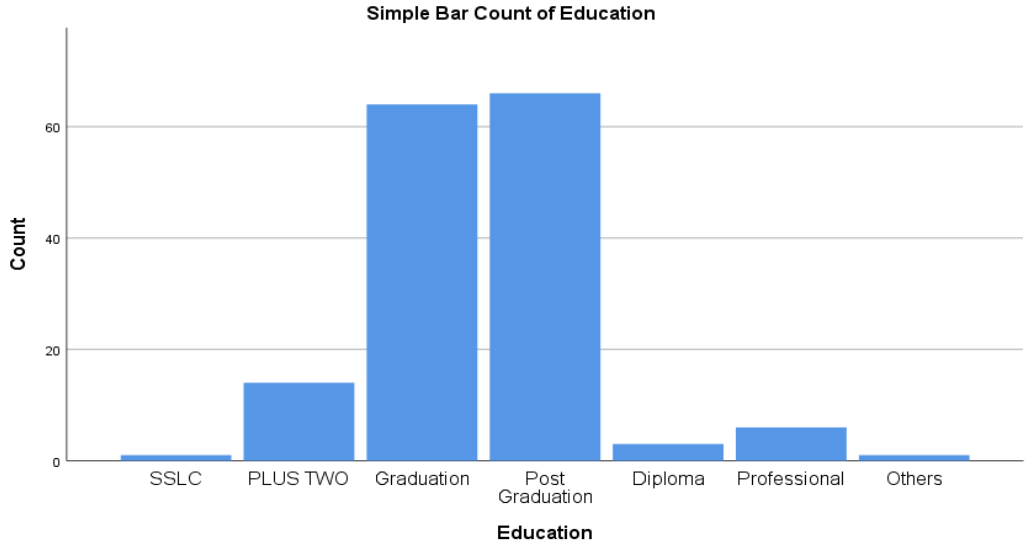

FIGURE 4. 3

Education		
	Valid Frequency	Valid Percent
SSLC	1	.6
Plus Two	14	9.0
Graduation	64	41.3
Post-Graduation	66	42.6
Diploma	3	1.9
Professional	6	3.9
Others	1	.6
Total	155	100.0

TABLE 4. 3

Interpretation

From the above figure and table, majority of the respondents are post-Graduates which consists of 42.6 percent and Diploma consists of only 1.9 percent and 0.6 percent belong to others.

4.4 OCCUPATION

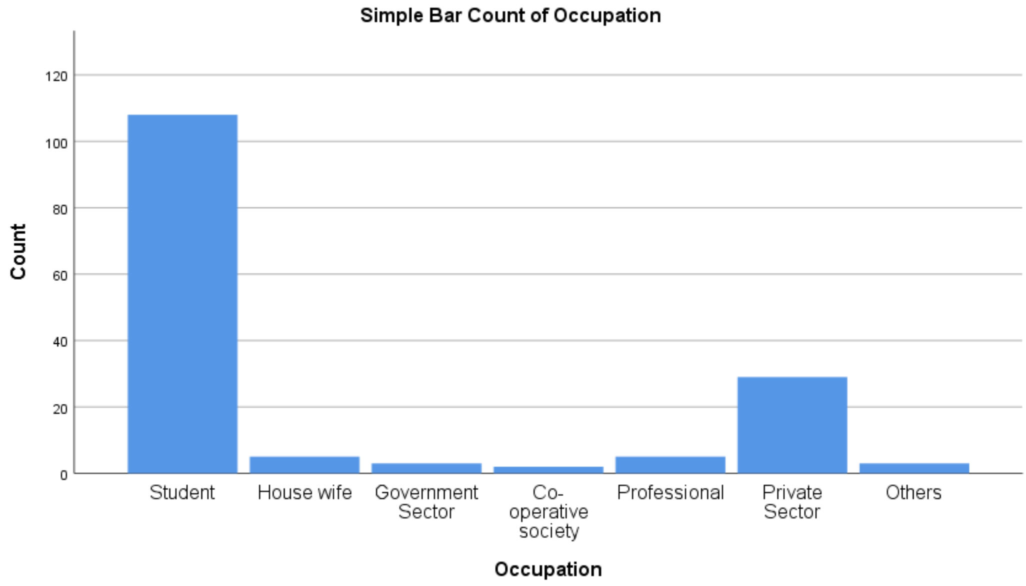

FIGURE 4. 4

Occupation		
	Valid Frequency	Valid Percent
Student	108	69.7
Housewife	5	3.2
Government Sector	3	1.9
Co-operative society	2	1.3
Professional	5	3.2
Private sector	29	18.7
Others	3	1.9
Total	155	100.0

TABLE 4. 4

Interpretation

From the figure and table, it is clear that the majority of the respondents belong to student category which consists of 69.7 percent and 1.3 percent belong to those employed in Co-operative society.

4.5 ANNUAL FAMILY INCOME

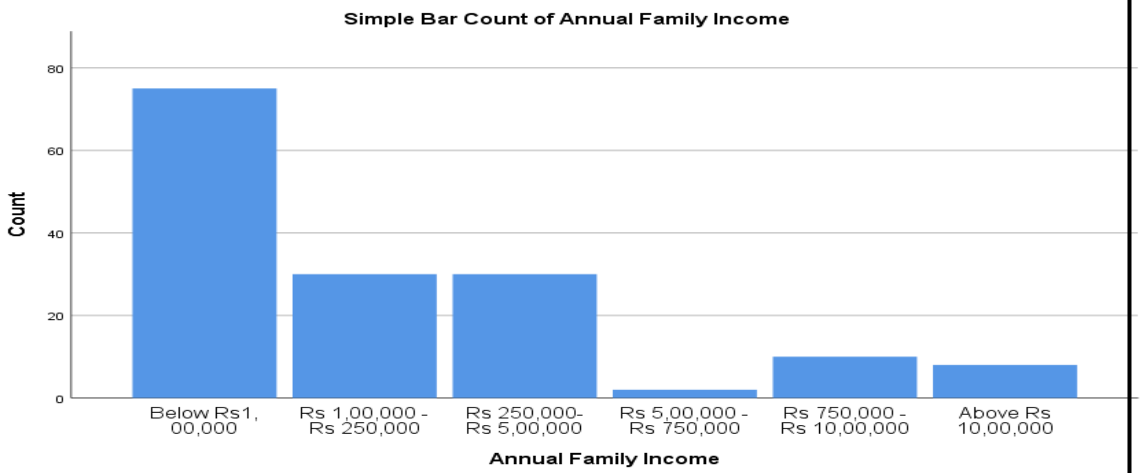

FIGURE 4. 5

Annual Family Income		
	Valid Frequency	Valid Percent
Below Rs1,00.000	75	48.4
Rs 1.00.000 -Rs2,50,000	30	19.4
Rs 250,000 -Rs 5,00,000	30	19.4
Rs 5,00,000 -Rs 750,000	2	1.3
Rs 750,000- Rs 10,00,000	10	6.5
Above Rs 10,00,000	8	5.2
Total	155	100.0

TABLE 4. 5

Interpretation

From the figure and table, it is clear that the majority of the respondents (48.4 percent) belong to the annual income category of below Rs 1,00,000 and 1.3 percent of the respondents have their annual income in the range of Rs 5,00,000 and Rs 7,50,000.

4.6 Are you regular Salaried Person?

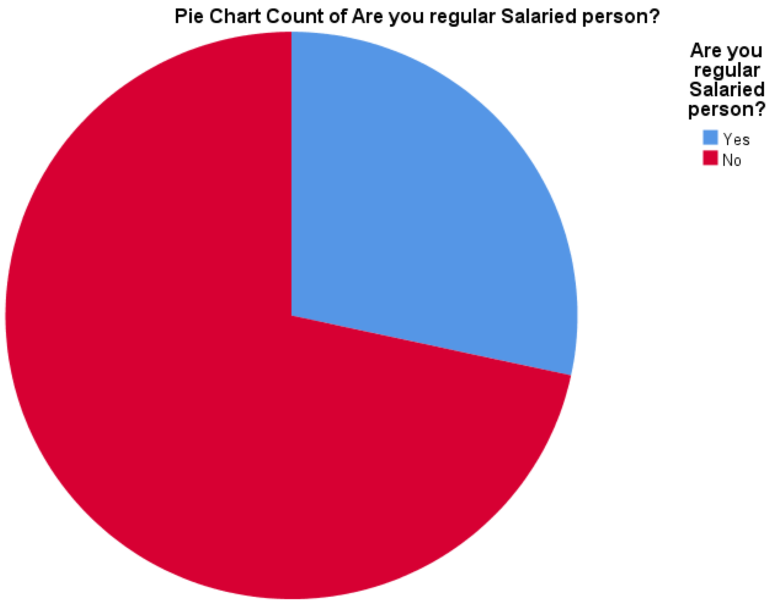

FIGURE 4. 6

Are you regular salaried person?		
	Valid Frequency	Valid Percent
Yes	44	28.4
No	111	71.6
Total	155	100.0

TABLE 4. 6

Interpretation

From the above figure and table, it is evident that majority of the respondents does not earn a regular salary which consists of 71.6 percent and 28.4 percent of the respondents received a regular salary.

4.7 Whether you received a stable income during the pandemic?

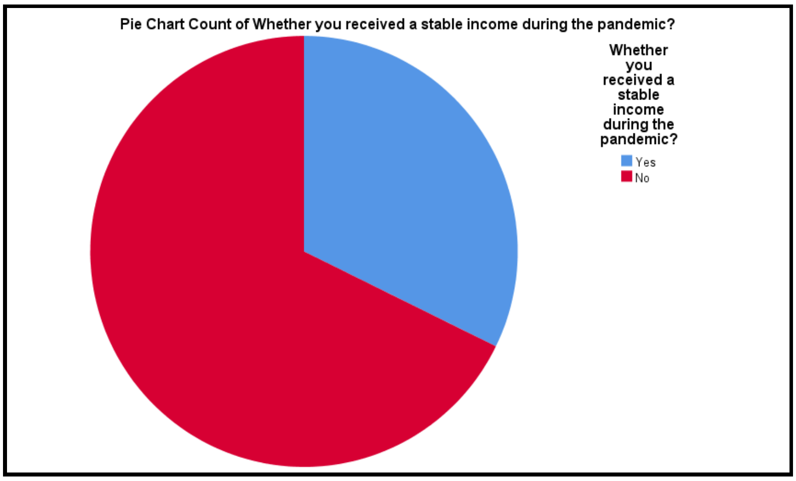

FIGURE 4. 7

Whether you received a stable income during the pandemic?		
	Valid Frequency	Valid Percent
Yes	50	32.3
No	105	67.7
Total	155	100.0

TABLE 4. 7

Interpretation

From the figure and table, it is evident that majority of the respondents did not receive a stable income during pandemic which consists of 67.7 percent and 32.3 percent of the respondents earned a stable income during the pandemic.

4.8 Did the pandemic constrains increase your financial stress?

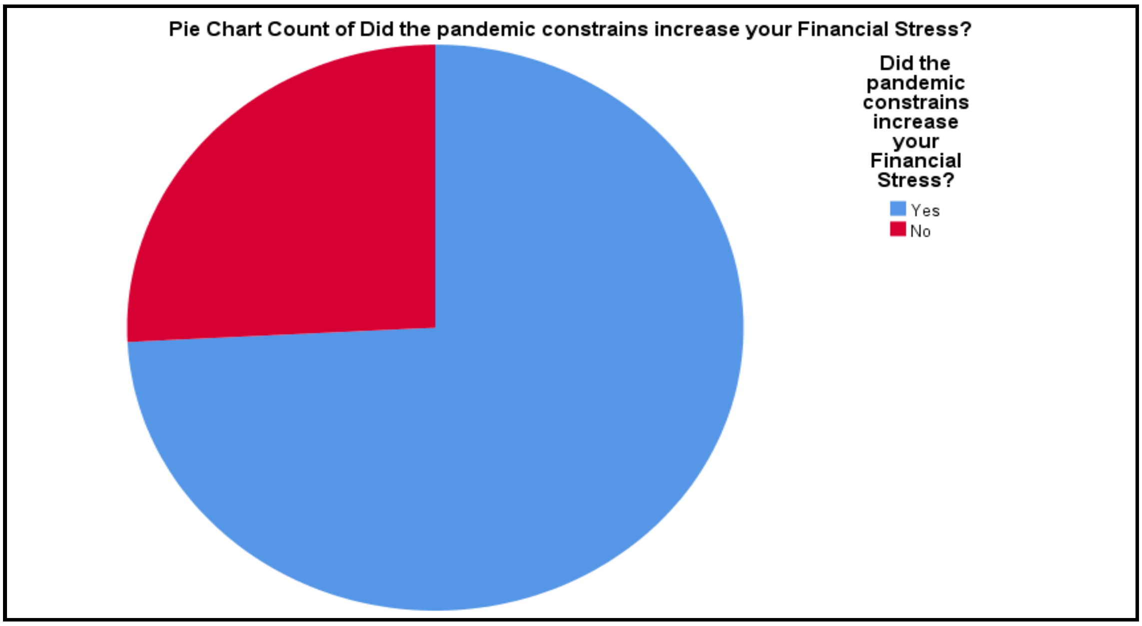

FIGURE 4. 8

Did the pandemic constrains increase your Financial Stress			
		Frequency	Valid Percent
Valid	Yes	115	74.2
	No	40	25.8
	Total	155	100.0

TABLE 4. 8

Interpretation

From the figure and table, the results portray that majority of the respondents opined that the pandemic had increased their financial stress which consists of 74.2 percent and 25.8 percent opined that pandemic has not increased their financial stress.

4.9 Did the pandemic financial constraint equip you to manage your fund efficiently?

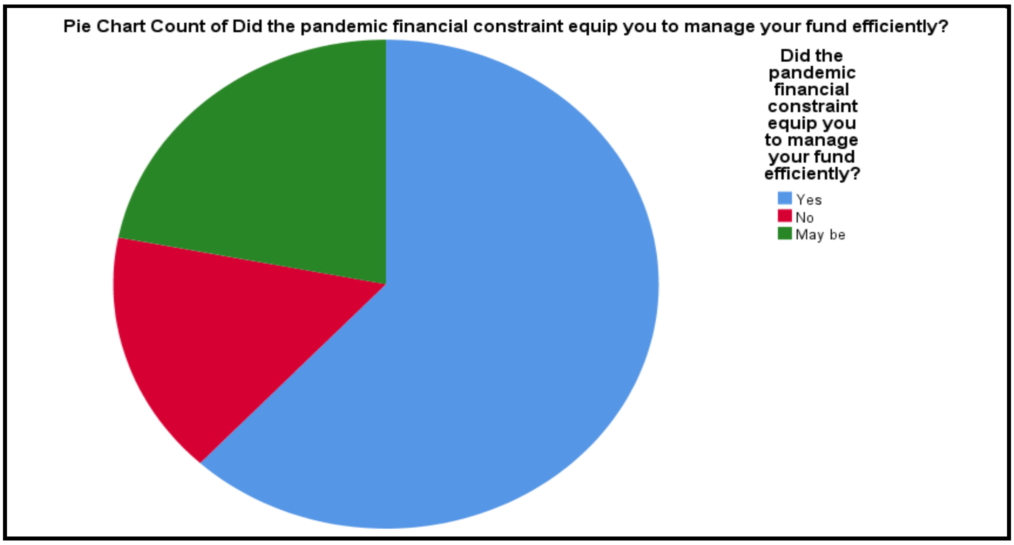

FIGURE 4. 9

Did the pandemic financial constraint equip you to manage your fund efficiently			
		Frequency	Valid Percent
Valid	Yes	96	61.9
	No	25	16.1
	May Be	34	21.9
	Total	155	100.0

TABLE 4. 9

Interpretation

From the figure and table, it is evident that majority of respondents opined that the pandemic financial constraints equipped them to manage their fund efficiently which comprises of 61.9 percent. 16.1 percent of the respondents opined that pandemic financial constraint did not help them to manage their funds.

4.10 Did the pandemic cause a change in your savings pattern?

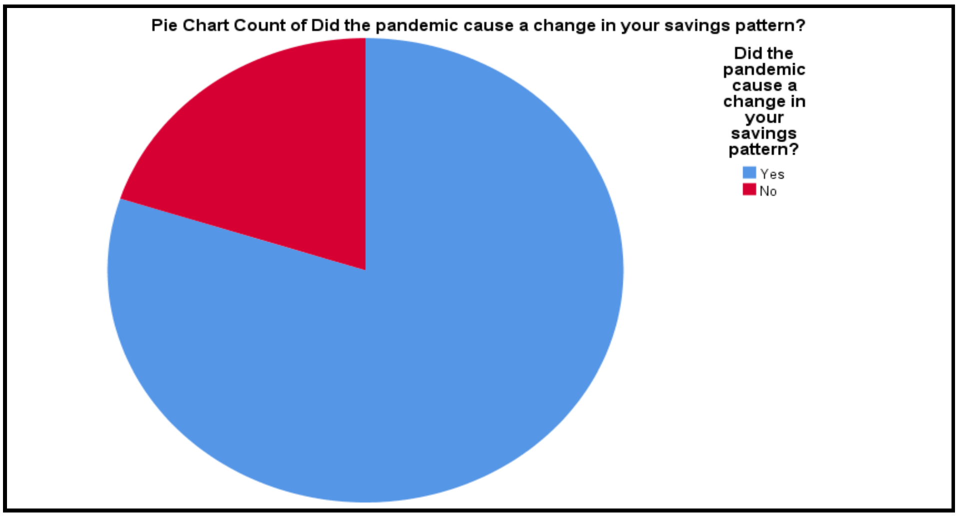

FIGURE 4. 10

Did the pandemic cause a change in your savings pattern			
		Frequency	Valid Percent
Valid	Yes	124	80.0
	No	31	20.0
	Total	155	100.0

TABLE 4. 10

Interpretation

From the above figure and table, it is evident that majority of the respondents opined that the pandemic caused a change in their savings pattern which consists of 80 percent and 20 percent opined that the pandemic did not cause a change in their savings pattern.

4.11 Percentage of income saved before the pandemic?

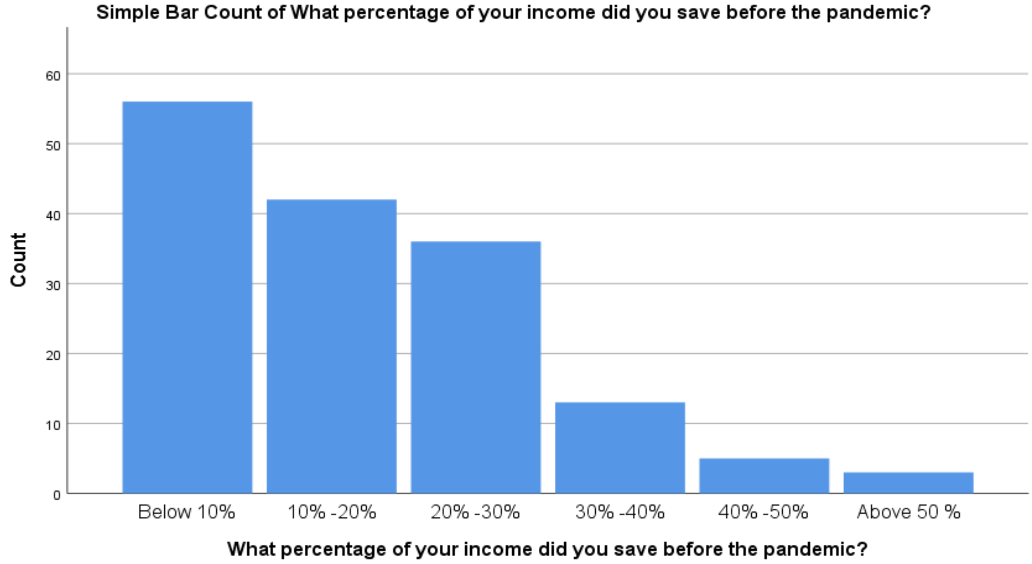

FIGURE 4. 11

What percentage of your income did you save before the pandemic			
		Frequency	Valid Percent
Valid	Below 10%	56	36.1
	10%-20%	42	27.1
	20%- 30%	36	23.2
	30%- 40%	13	8.4
	40% -50%	5	3.2
	Above 50%	3	1.9
	Total	155	100.0

TABLE 4. 11

Interpretation

From the above figure and table, it can be inferred that 36.1 percent of the respondents opined that they saved below 10 percent of their income before the pandemic and 1.9 percent of the respondents saved above 50 % of their income before the pandemic.

4.12 Percentage of your income in the post pandemic situation

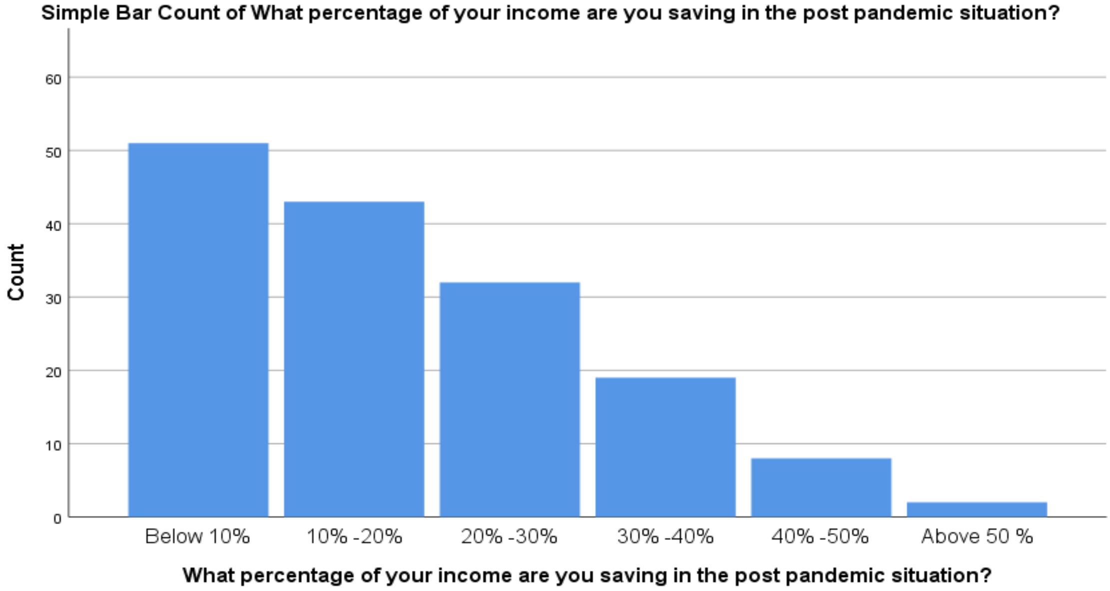

FIGURE 4. 12

What percentage of your income are you saving in the post pandemic situation			
		Frequency	Valid Percent
Valid	Below 10%	51	32.9
	10%-20%	43	27.7
	20%- 30%	32	20.6
	30%- 40%	19	12.3
	40% -50%	8	5.2
	Above 50%	2	1.3
	Total	155	100.0

TABLE 4. 12

Interpretation

From the above figure and table, 32.9 percent of the respondents saved below 10 percent of their income. 1.3 percent of the respondents saved above 50 percent of their income.

4.13 Preference of Investment Avenues before the Pandemic

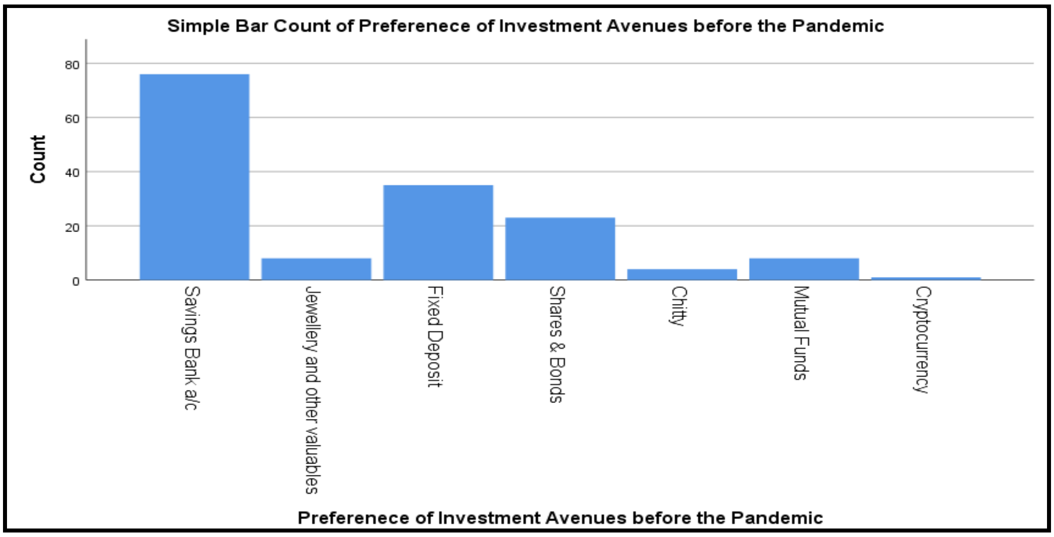

FIGURE 4. 13

Preference of Investment Avenues before the Pandemic			
		Frequency	Valid Percent
Valid	Savings Bank a/c	76	49.0
	Jewellery and other Valuables	8	5.2
	Fixed Deposits	35	22.6
	Shares and Bonds	23	14.8
	Chitty	4	2.6
	Mutual Funds	8	5.2
	Crypto currency	1	.6
	Total	155	100.0

TABLE 4. 13

Interpretation

From the figure and table, it is clear that 49 percent of the respondents used savings bank a/c as their investment avenue. 0.6 percent of the respondents used crypto currency as their investment avenue before the pandemic.

4.14 Preference of Investment Avenues Post Pandemic

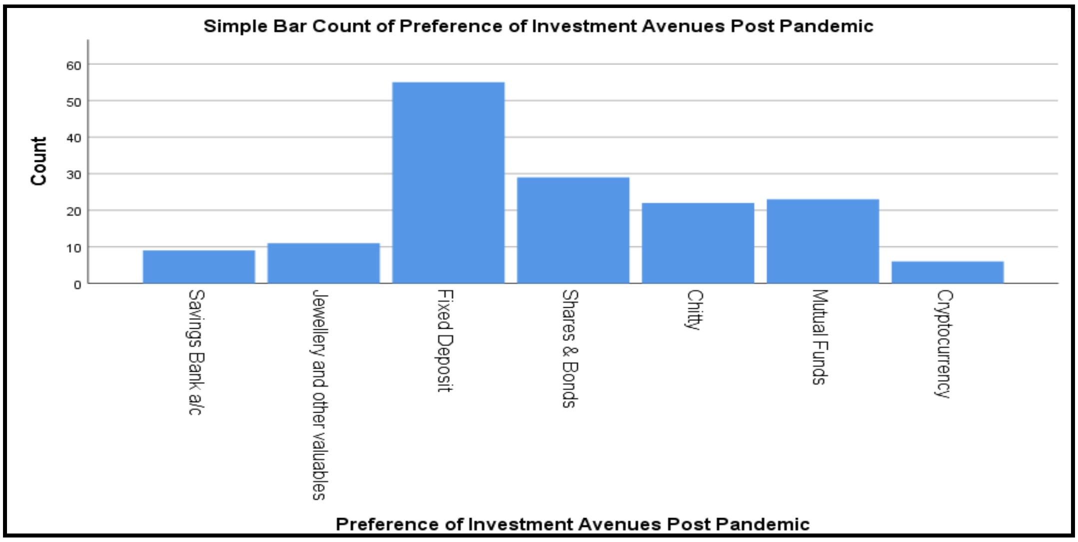

FIGURE 4. 14

Preference of Investment Avenues Post-Pandemic			
		Frequency	Valid Percent
Valid	Savings Bank a/c	9	5.8
	Jewellery and other Valuables	11	7.1
	Fixed Deposits	55	35.5
	Shares and Bonds	29	18.7
	Chitty	22	14.2
	Mutual Funds	23	14.8
	Crypto currency	6	3.9
	Total	155	100.0

TABLE 4. 14

Interpretation

From the above figure and table, it is evident that 35.5 percent of the respondents used fixed deposits as their investment avenue post-pandemic. 3.9 percent of the respondents used crypto currency as their investment avenue post-pandemic.

4.15 Factors influencing your perception of investment?

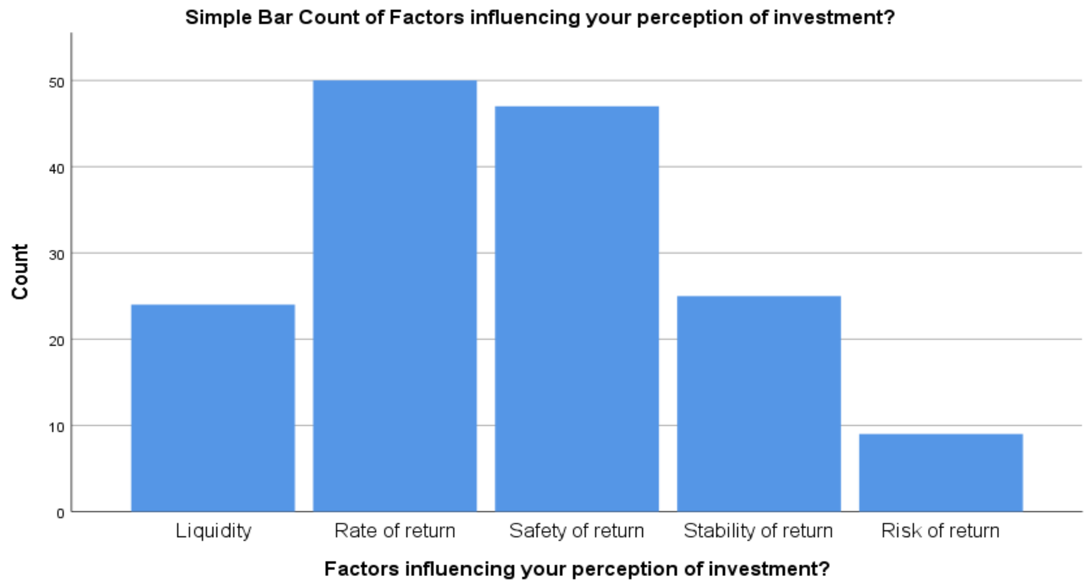

FIGURE 4. 15

Factors influencing your perception of investment			
		Frequency	Valid Percent
Valid	Liquidity	24	15.5
	Stability	50	32.3
	Safety of return	47	30.3
	Stability of return	25	16.1
	Risk of return	9	5.8
	Total	155	100.0

TABLE 4. 15

Interpretation

From the above figure and table, it is evident that 32.3 percent of the respondents perceive that stability of return as the important factor influencing the investment of income. 5.8 percent of the respondents perceive that risk of return is influencing their investment decision.

4.16 Preference of investment period before pandemic

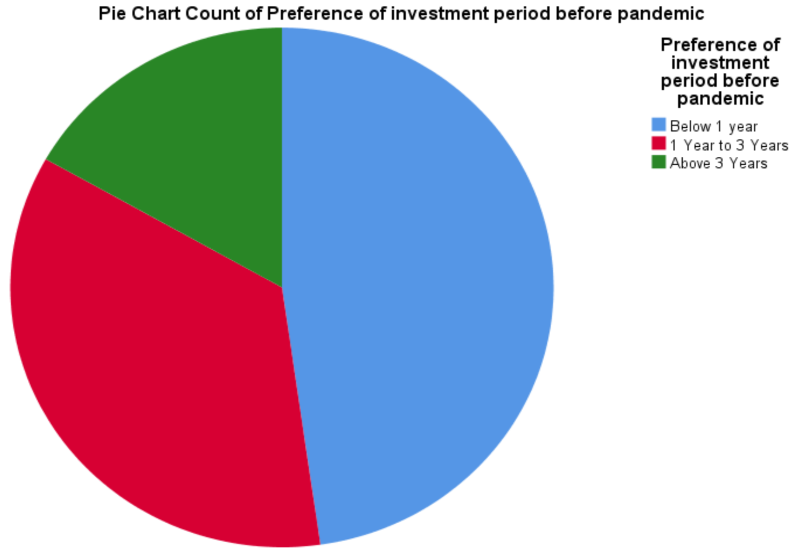

FIGURE 4. 16

Preference of investment period before pandemic			
		Frequency	Valid Percent
Valid	Below 1 year	74	47.7
	1 year to 3 years	55	35.5
	Above 3 years	26	16.8
	Total	155	100.0

TABLE 4. 16

Interpretation

From the figure and table, it is evident that 47.7 percent of the respondents prefer to invest below 1 year before the pandemic. 16.8 percent of the respondents prefer to invest above 3 years before the pandemic.

4.17 Preference of investment period post pandemic

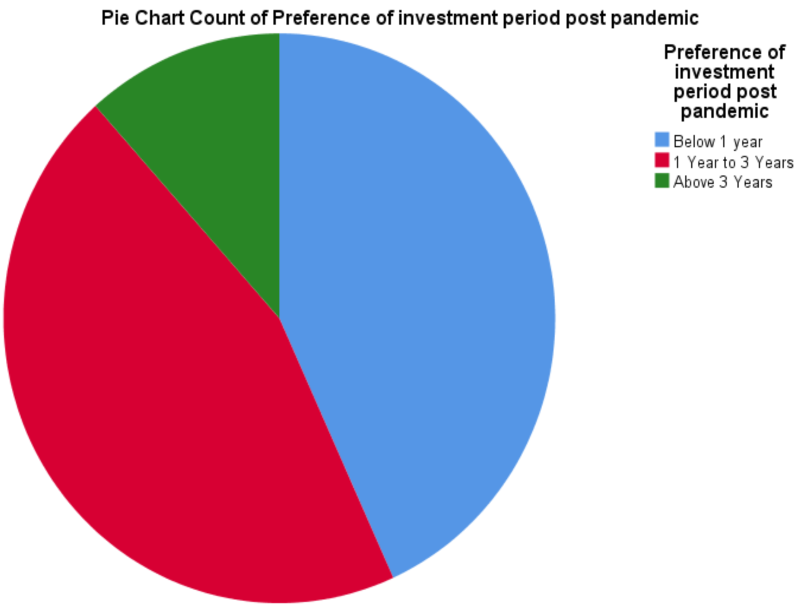

FIGURE 4. 17

Preference of investment period post-pandemic			
		Frequency	Valid Percent
Valid	Below 1 year	67	43.2
	1 year to 3 years	70	45.2
	Above 3 years	18	11.6
	Total	155	100.0

TABLE 4. 17

Interpretation

From the above figure and table, it is evident that 45.2 percent of the respondents prefer to invest between 1and 3 years post pandemic. 11.6 percent of the respondents prefer to invest above 3 years post-pandemic.

4.18 HYPOTHESIS ANALYSIS

Hypothesis 1

H_0: There is no significant change in the savings pattern before the Pandemic and Post Pandemic

H_1: There is a significant change in the savings pattern before the Pandemic and Post Pandemic.

Paired Samples Statistics				
Pair 1	Mean	N	Std. Deviation	Std. Error Mean
What percentage of your income did you save before the pandemic	2.21	155	1.222	.098
What percentage of your income are you saving in the post pandemic situation	2.33	155	1.264	.102

TABLE 4. 18

Paired Samples Correlations			
Pair 1	N	Correlation	Sig.
What percentage of you r income did you save before the pandemic & What percentage of your income are you saving in the post pandemic situation	155	.484	.000

TABLE 4. 19

Paired Samples Test

Pair 1	Paired Differences Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower	Upper	t	df	Sig. (2-tailed)
What percentage of your income did you save before the pandemic – What percentage of your income are you saving in the post pandemic situation	-.116	1.264	.101	-.317	.084	-1.144	154	.254

TABLE 4. 20

Results

A paired sample t test suggested that there is no significant change in the preference of investment period before the pandemic (*M*= 2.29, *SD* =1.222) and the Post Pandemic (*M* =2.33 *SD* = 1.264), *t* (154) =-1.144, *p*= 0.254. There is a significant correlation between the investment period before the pandemic and the Post Pandemic (r=0.484, p<.001).

Hypothesis 2

H_0: There is no significant difference in the Preference of Investment Avenues before the Pandemic and Post Pandemic

H_1: There is a significant difference in the Preference of Investment Avenues before the Pandemic and Post Pandemic

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Preference of Investment Avenues before the Pandemic	2.35	155	1.557	.125
	Preference of Investment Avenues Post Pandemic	3.88	155	1.499	.120

TABLE 4. 21

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Preference of Investment Avenues before the Pandemic & Preference of Investment Avenues Post Pandemic	155	-.077	.340

TABLE 4. 22

Paired Samples Test

Pair 1	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Preference of Investment Avenues before the Pandemic – Preference of Investment Avenues Post Pandemic	-1.535	2.243	.180	-1.891	-1.180	-8.524	154	.000

TABLE 4. 23

Results

A paired sample t test suggested that there is a significant change in the preference of investment avenues before the pandemic (*M*= 2.35, *SD* =1.557) and the Post Pandemic (*M* =3.88 *SD* = 1.499), *t* (154) =-8.524, *p*<.001. There is a low correlation between the investment avenues before the pandemic and the Post Pandemic (r=-0.077, p=0.34).

Hypothesis 3

H_0: There is no significant difference in the Preference of Investment Period before the Pandemic and Post Pandemic

$H_{1:}$ There is a significant difference in the Preference of Investment Period before the Pandemic and Post Pandemic

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Preference of investment period before pandemic	1.69	155	.744	.060
	Preference of investment period post-pandemic	1.68	155	.672	.054

TABLE 4. 24

Paired Samples Correlations				
		N	Correlation	Sig.
Pair 1	Preference of investment period before pandemic & Preference of investment period post-pandemic	155	.284	.000

TABLE 4. 25

Paired Samples Test

Pair 1	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Preference of investment period before pandemic – Preference of investment period post pandemic	.006	.849	.068	-.128	.141	.095	154	.925

TABLE 4. 26

Results

A paired sample t test suggested that there is no significant change in the preference of investment period before the pandemic (*M*= 1.69, *SD* =0.744) and the Post Pandemic (*M* =1.68 *SD* = 0.672), *t* (154) =0.095, *p*= 0.925. There is a significant correlation between the investment period before the pandemic and the Post Pandemic (r=0.284, p<.001).

Hypothesis 4

H_0: There is no significant change in the risk tolerance level before the Pandemic and Post Pandemic

$H_{1:}$ There is a significant change in the risk tolerance level before the Pandemic and Post Pandemic

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Level of risk tolerance before the pandemic	1.62	155	.573	.046
	Level of risk tolerance post pandemic	2.01	155	.688	.055

TABLE 4. 27

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Level of risk tolerance before the pandemic & Level of risk tolerance post pandemic	155	-.060	.461

TABLE 4. 28

Paired Samples Test								
	Paired Differences					t	df	Sig. (2-tailed)
				95% Confidence Interval of the Difference				
Pair 1	Mean	Std. Deviation	Std. Error Mean	Lower	Upper			
Level of risk tolerance before the pandemic – Level of risk tolerance post pandemic	-.387	.922	.074	-.533	-.241	-5.230	154	.000

TABLE 4. 29

Results

A paired sample t test suggested that there is a significant change in the preference of investment avenues before the pandemic (*M*= 1.62, *SD* =0.573) and the Post Pandemic (*M* =2.01 *SD* = 0.688), *t* (154) =-5.23, *p*<.001. There is a low correlation between the investment avenues before the pandemic and the Post Pandemic (r=-0.06, p=0.461).

Hypothesis 5

H_0: There is no correlation between anxiety affecting emotions and anxiety affecting work.

H_1: There is a correlation between anxiety affecting emotions and anxiety affecting work.

Correlations			
		EA	AW
EA	Pearson Correlation	1	.615**
	Sig. (2-tailed)		.000
	N	155	155
AW	Pearson Correlation	.615**	1
	Sig. (2-tailed)	.000	
	N	155	155
**. Correlation is significant at the 0.01 level (2-tailed).			

TABLE 4. 30

Results

A Pearson Product Moment Correlation Coefficient was computed to assess the relationship between Anxiety affecting emotions and anxiety affecting work. There was a positive correlation between the variables r=0.615 N=155 p=<.01. Overall, there was an above average positive correlation between anxiety affecting emotions and anxiety affecting work.

Hypothesis 6

H_0: There is no correlation between anxiety affecting work and family and anxiety affecting health.

H_1: There is a correlation between anxiety affecting work and family and anxiety affecting health.

Correlations			
		AW	AH
AW	Pearson Correlation	1	.725**
	Sig. (2-tailed)		.000
	N	155	155
AH	Pearson Correlation	.725**	1
	Sig. (2-tailed)	.000	
	N	155	155
**. Correlation is significant at the 0.01 level (2-tailed).			

TABLE 4. 31

Results

A Pearson Product Moment Correlation Coefficient was computed to assess the relationship between anxiety affecting work and family and anxiety affecting health. There was a positive correlation between the variables r=0.725 N=155 p=<.01. Overall, there was an above average positive correlation between anxiety affecting work and family and anxiety affecting health.

Hypothesis 7

H_0: There is no correlation between anxiety affecting work and family and anxiety affecting emotions.

H_1: There is a correlation between anxiety affecting work and family and anxiety affecting emotions.

Correlations			
		AW	EA
AW	Pearson Correlation	1	.615**
	Sig. (2-tailed)		.000
	N	155	155
EA	Pearson Correlation	.615**	1
	Sig. (2-tailed)	.000	
	N	155	155
**. Correlation is significant at the 0.01 level (2-tailed).			

TABLE 4. 32

Results

A Pearson Product Moment Correlation Coefficient was computed to assess the relationship between anxiety affecting work and family and anxiety affecting emotions. There was a positive correlation between the variables r=0.615 N=155 p=<.01. Overall, there was an above average positive correlation between anxiety affecting work and family and anxiety affecting emotions.

CHAPTER 5
FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 SUMMARY

The project was carried out to study the impact of the COVID – 19 on the financial anxiety of the people in Ernakulum. The questionnaires were distributed to study the changes and impact of the people during the COVID – 19 pandemic. The study focused to identify and analyse the factors affecting the financial anxiety and to identify and analyse the factors affecting the financial planning. The study also focused on evaluating the relation between anxiety affecting work, family, health and emotion and also to study the change in the savings pattern and risk tolerance before the pandemic and post pandemic.

5.2 FINDINGS

After analyzing the primary data collected by distributing questionnaires to the respondents, following findings were obtained:

- The majority of the respondents belong to the female category which comprises of 72.9 percent and male category is only 27.1 percent.
- Majority of the respondents belong to the group of 21-30 which comprises of 80.6 percent.
- Majority of the respondents are post-Graduates which consist of 42.6 percent and Diploma consists of only 1.9 percent and 0.6 percent belong to others.
- The majority of the respondents belong to student category which consists of 69.7 percent.
- The majority of the respondents 48.4 percent belong to the annual income category of below Rs 1,00,000.
- Majority of the respondents does not earn a regular salary which consists of 71.6 percent and 28.4 percent of the respondents received a regular salary.

- Majority of the respondents did not receive a stable income during pandemic which consists of 67.7 percent and 32.3 percent of the respondents earned a stable income during the pandemic.
- Majority of the respondents opined that the pandemic had increased their financial stress which consists of 74.2 percent
- Majority of respondents opined that the pandemic financial constraints equipped them to manage their fund efficiently which comprises of 61.9 percent. 16.1 percent of the respondents opined that pandemic financial constraint did not help them to manage their funds.
- Majority of the respondents opined that the pandemic caused a change in their savings pattern which consists of 80 percent and 20 percent opined that the pandemic did not cause a change in their savings pattern
- 36.1 percent of the respondents opined that they saved below 10 percent of their income before the pandemic and 1.9 percent of the respondents saved above 50 % of their income before the pandemic.
- 32.9 percent of the respondents saved below 10 percent of their income. 1.3 percent of the respondents saved above 50 percent of their income in the post COVID situation.
- 49 percent of the respondents used savings bank a/c as their investment avenue. 0.6 percent of the respondents used crypto currency as their investment avenue before the pandemic.
- 35.5 percent of the respondents used fixed deposits as their investment avenue post-pandemic. 3.9 percent of the respondents used crypto currency as their investment avenue post-pandemic.
- 32.3 percent of the respondents perceive that stability of return as the important factor influencing the investment of income. 5.8 percent of the respondents perceive that risk of return is influencing their investment decision.

- 47.7 percent of the respondents prefer to invest below 1 year before the pandemic. 16.8 percent of the respondents prefer to invest above 3 years before the pandemic.
- 45.2 percent of the respondents prefer to invest between 1and 3 years post pandemic. 11.6 percent of the respondents prefer to invest above 3 years post-pandemic.
- The analysis of the collected data inferred that there is no significant change in the savings pattern before the Pandemic and Post Pandemic.

- The analysis concluded that there is a significant change in the preference of investment avenues before the pandemic and the Post Pandemic.
- The study inferred that there is no significant change in the preference of investment period before the pandemic and the Post Pandemic.
- There is a significant change in the preference of investment avenues before the pandemic and the Post Pandemic.
- There is a significant change in the risk tolerance level before the Pandemic and Post Pandemic.
- From the responses of the respondents there is an above average positive correlation between anxiety affecting emotions and anxiety affecting work.
- From the responses received there was an above average positive correlation between anxiety affecting work and family and anxiety affecting health.
- From the data analysed it is inferred that an above average positive correlation exists between anxiety affecting work and family and anxiety affecting emotions.

5.3 SUGGESTIONS

- Financial anxiety has a consequential impact on a person's life. The effect can be seen in their health, work life, family life and emotions. Better awareness must be provided to people to take informed decisions.

- There is a significant level of change in the risk tolerance level of people in post pandemic situation. Proper orientation must be provided to the people regarding the associated risk for each financial decision.
- The study concluded that there is no significant change in the savings pattern in the post pandemic situation. The various avenues and option must be made available to the public to make a significant impact on their savings pattern.
- The investment period is not significantly changed according to the study. The investment must be diversified to earn the best outcome.
- The opportunity for better financial planning must be made available for everyone and reach the optimal financial position with least financial anxiety.

5.4 CONCLUSION

Financial inequalities and income loss can upset investors and interfere with daily activities. Other than merely a shortage of funds, there may be other underlying causes as well. A person's life is significantly impacted by their financial independence. The development of an individual can be aided by careful planning and management of their own financial resources. Overspending, hoarding, a fear of spending on unnecessary products, unmanaged finances, melancholy, compulsive behaviour, and other prominent signs of financial anxiety are just a few. Avoidance is the most typical reaction to financial concern. This avoidance might make investors' financial worry worse by not managing the funds. The purpose of the study is to examine how investors' financial decisions and levels of concern changed as a result of the COVID 19 pandemic. The study also looks at the elements that led to a shift in financial planning and anxiety throughout the pandemic period. The study's findings can be used to infer different effects that the pandemic has had on investors' financial planning and levels of financial anxiety. The purpose of the study is to examine how investors' financial decisions and levels of concern changed as a result of the COVID 19 pandemic. The study also looks at the elements that led to a shift in financial planning and worry throughout the pandemic period. The study's findings can be used to infer different effects that the pandemic has had on investors' financial planning and levels of financial worry. Thus the study may be affected by this. The study suffers the limitations such as Lack of accuracy in primary and secondary data and the selected sample might not give a true representation of population. The scope is limited within Ernakulam.

BIBLIOGRAPHY

References

Larbi, F. O., Ma, Z., Fang, Z., Virlanuta, F. O., Bărbuță-Mișu, N., & Deniz, G. (2022a). Financial Anxiety among International Students in Higher Education: A Comparative Analysis between International Students in the United States of America and China. Sustainability, 14(7), 3743. https://doi.org/10.3390/su14073743

Dogra, P., & Kaushal, A. (2022). Predictors of Financial Anxiety among Indian Population due to COVID-19: A Hierarchical Regression Analysis1. Finance India, 411–437.

Li, Y., Zuiker, V. S., & Zhou, X. (2022). Financial Anxiety during COVID-19: How do Parents with Young Children Cope with the Crisis? http://conservancy.umn.edu/handle/11299/226957

Mensah, C., Azila-Gbettor, E. M., Amissah, E. F., & Addison, E. (2022). COVID-19, Financial Anxiety and the Psychological Well-being of Hotel Workers. International Journal of Hospitality & Tourism Administration, 0(0), 1–24. https://doi.org/10.1080/15256480.2022.2055692

Bhowmik, P., Padhi, M., & Pattnaik, S. (2022). Does financial anxiety affect job insecurity? Exploring the relationship and moderation by gender, tenure and income in the Indian context during COVID-19. Benchmarking: An International Journal, ahead-of-print (ahead-of-print). https://doi.org/10.1108/BIJ-03-2021-0134

Ghazwani, S., Esch, P. van, Cui, Y. (Gina), & Gala, P. (2022). Artificial intelligence, financial anxiety and cashier-less checkouts: A Saudi Arabian perspective. International Journal of Bank Marketing, ahead-of-print (ahead-of-print). https://doi.org/10.1108/IJBM-09-2021-0444

Norvilitis, J., & Linn, B. (2021). The Role of Student Debt and Debt Anxiety in College Student Financial Well-Being. Journal of

Student Financial Aid, 50(3). https://doi.org/10.55504/0884-9153.1721

Tambling, R. R., D'Aniello, C., & Russell, B. (2021). Financial Anxiety among Caregiving Parents of Adult Children with a Substance Use Disorder. Journal of Financial Therapy, 12(1), 79–101. https://doi.org/10.4148/1944-9771.1255

World Vision International, Smith-Brake, J., Lim, V., International Organization for Migration, Cambodia, Chantha, N., & Mission Alliance, Cambodia. (2021). 'Why Am I the Only One Responsible for the Whole Family?' Expressions of Economic Filial Piety and Financial Anxiety among Female Survivors of Sex Trafficking in Cambodia. Dignity: A Journal of Analysis of Exploitation and Violence, 6(4). https://doi.org/10.23860/dignity.2021.06.04.05

Ravikumar, T., Sriram, M., Girish, S., Anuradha, R., & Gnanendra, M. (2022). Financial stress, financial literacy, and financial insecurity in India's informal sector during COVID-19. Investment Management and Financial Innovations, 19(2), 285–294. https://doi.org/10.21511/imfi.19(2).2022.25

Çopur, Z., & Doğan, N. (2022). Individuals' Financial Health during the COVID-19 Pandemic. Journal of Management and Economic Studies, 4(2), 118–134. https://doi.org/10.26677/TR1010.2022.1017

Archuleta, K. L., Glenn, C., Lawson, D. R., Clady, J. P., & Solomon, S. (2021). I Know I Should, But Do I Do It? Connecting Covert and Overt Financial Behaviours. Journal of Financial Counseling and Planning, 32(3), 550–563. https://doi.org/10.1891/JFCP-2021-0008

Friedline, T., Chen, Z., & Morrow, S. (2021). Families' Financial Stress & Well-Being: The Importance of the Economy and Economic Environments. Journal of Family and Economic Issues, 42(1), 34–51. https://doi.org/10.1007/s10834-020-09694-9

Guan, N., Guariglia, A., Moore, P., Xu, F., & Al-Janabi, H. (2022). Financial stress and depression in adults: A systematic review. PLOS ONE, 17(2), e0264041. https://doi.org/10.1371/journal.pone.0264041

Potter, D., Jayne, D., & Britt, S. (2020). Financial Anxiety among College Students: The Role of Generational Status. Journal of Financial Counseling and Planning. https://doi.org/10.1891/JFCP-17-00033

Archuleta, K. L., Mielitz, K. S., Jayne, D., & Le, V. (2020). Financial Goal Setting, Financial Anxiety, and Solution-Focused Financial Therapy (SFFT): A Quasi-experimental Outcome Study. Contemporary Family Therapy, 42(1), 68–76. https://doi.org/10.1007/s10591-019-09501-0.

Why personal finance is crucial in everyday life | The Financial Express. (n.d.). Retrieved 16 June 2022, from https://www.financialexpress.com/money/why-personal-finance-is-crucial-in-everyday-life/2263454/

Shapiro, G. K., & Burchell, B. J. (2012). Measuring financial anxiety. Journal of Neuroscience, Psychology, and Economics, 5(2), 92–103. https://doi.org/10.1037/a0027647

Barnicle, B. (2021). Financial anxiety: A little book on faith & money. Morehouse Publishing.

Suknanan, J. (n.d.). Feeling anxious about your finances? Here's what you can do to calm your nerves. CNBC. Retrieved 19 August 2022, from https://www.cnbc.com/select/how-to-deal-with-financial-anxiety/

Dealing with Financial Anxiety: How to Decrease Stress around Money › 1st United Credit Union. (n.d.). Retrieved 19 August 2022, from https://www.1stunitedcu.org/more-for-you/financial-wellness/dealing-with-financial-anxiety--how-to-decrease-stress-around-money

Financial Anxiety: 6 Ways to Feel Less Stressed About Money | SELF. (n.d.). Retrieved 15 September 2022, from https://www.self.com/story/financial-anxiety-tips

https://www.self.com/story/financial-anxiety-tips

https://www.caregiving.com/posts/financial-anxiety-how-to-help-manage-your-worry-in-times-of-uncertainty

https://encyclopedia2.thefreedictionary.com/Pearson+product-moment+correlation+coefficient

http://52.172.159.94/index.php/maj/article/view/59485

https://www.cnbc.com/select/how-to-deal-with-financial-anxiety/

https://thejobmedia.com/what-is-finance/?amp=1

https://iloveshayri.com/what-is-finance-2/

https://kannada.gossipbuz.com/index.php/2022/08/26/finance/

https://www.bing.com/ck/a?!&&p=ad32943c513f54f5JmltdHM9MTY2NDQwOTYwMCZpZ3VpZD0xMzI4ZjIxYi0xY2VlLTZhYmUtMTcxOC1lMDM1MWRjNjZiYTYmaW5zaWQ9NTE3Mw&ptn=3&hsh=3&fclid=1328f21b-1cee-6abe-1718-e0351dc66ba6&u=a1aHR0cHM6Ly93d3cudmlhZGVwc2EuY29tL3NlcnZpY2VzL3ZpYS1kZXBzYS1zYXZpbmdz&ntb=1

https://prezi.com/p/k98aisabugeo/functions-of-banks/

https://www.franklintempletonindia.com/investor-education/new-to-investing/article/importance-avenues-of-investing-money/importance-avenues-of-investing-money

https://sites.google.com/view/avenuesofinvestment/home

https://www.nerdwallet.com/article/investing/what-is-a-bond/

https://www.forbes.com/advisor/investing/liquidity-and-liquid-assets/

https://pasqualenappo.it/stocks-with-most-liquid-options.htm

https://www.wolterskluwer.com/en/expert-insights/risk-appetite-and-risk-tolerance-whats-the-difference

APPENDIX

QUESTIONNAIRE

A STUDY ON THE FINANCIAL ANXIETY OF PEOPLE IN ERNAKULAM DURING THE COVID 19 PANDEMIC

Dear Respondent,

I am Silfa C R, currently pursuing the final year of Master of Commerce and Management at St Teresa's College Ernakulam. As a part of my final year project on the topic "A STUDY ON THE FINANCIAL ANXIETY OF PEOPLE IN ERNAKULAM DURING THE COVID 19 PANDEMIC", I kindly request you to spare your valuable time to fill this form. All the information provided will be kept confidential and will be used only for academic purpose.

Thanking you in advance

Age

- Below 20
- 20 - 30
- 31 - 40
- 41 - 50
- 51 - 60
- Above 60

Gender

- Male
- Female
- Other

Education

- SSLC
- Plus Two
- Graduation
- Post Graduation
- Other:

Occupation
- Government Sector
- Private Sector
- Business
- Profession
- Student
- Other

Annual Family Income
- Below 100000
- 100000 - 250000
- 250000 - 500000
- 500000 - 750000
- 750000 - 1000000
- Above 1000000

Are you regular salaried person?
- Yes
- No

Whether you received a stable income during the pandemic?
- Yes
- No

Did the pandemic constrains increase your Financial Stress?
- Yes
- No

Did the pandemic financial constraint equip you to manage your fund efficiently?

- Yes
- No
- Maybe

Did the pandemic cause a change in your savings pattern?

- Yes
- No

What percentage of your income did you save before the pandemic?

- Below 10%
- 10 % - 20%
- 20% - 30%
- 30% - 40%
- 40% - 50%
- above 50%

What percentage of your income are you saving in the post pandemic situation?

- Below 10%
- 10 % - 20%
- 20% - 30%
- 30% - 40%
- 40% - 50%
- above 50%

Preference of Investment Avenues before the Pandemic

- ☐ Savings Bank Account
- ☐ Fixed Deposit
- ☐ Shares and Bonds
- ☐ Mutual Funds
- ☐ Real Estate
- ☐ Jewellery and other Valuables
- ☐ Crypto Currency
- ☐ Other:

Preference of Investment Avenues Post Pandemic

- ☐ Savings Bank Account
- ☐ Fixed Deposit
- ☐ Shares and Bonds
- ☐ Mutual Funds
- ☐ Real Estate
- ☐ Jewellery and other Valuables
- ☐ Crypto Currency
- ☐ Other

Which of the following factors do you consider before selecting an investment avenue?

- ☐ Liquidity
- ☐ Rate of return
- ☐ Safety of investment
- ☐ Stability of return
- ☐ Risk of return
- ☐ Other:

Preference of investment period before pandemic

- Below 1 year
- 1 year to 3 years
- Above 3 years

Preference of investment period post pandemic

- Below 1 year
- 1 year to 3 years
- Above 3 years

Level of risk tolerance before the pandemic

- Conservative
- Moderate
- Aggressive

Level of risk tolerance post pandemic

- Conservative
- Moderate
- Aggressive

Kindly indicate your level of agreement on each of the following statements

	Strongly Agree	Agree	Neutral	Dis agree	Strongly Disagree
I feel depressed because of my financial situation					

I feel sad because of my financial situation.					
I am fearful because of my financial situation					
I feel anxious because of my financial situation.					
I worry a lot because of my financial situation.					
I am easily irritated because of my financial situation					
I feel emotionally drained because of my financial situation					
I feel frustrated because of my financial situation					

Kindly indicate your level of agreement on each of the following statements

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
My financial situation interferes with my daily job performance					
I frequently pass on social events at work due to my financial situation					
I often get into trouble at work because of my financial situation					
My financial situation frequently interferes with my relationship with colleagues					
I often argue with my spouse/significant other because of financial matters.					
I find it difficult to talk					

about money with my spouse/significant other.					
I frequently avoid attending family events because of my financial situation					
My financial situation frequently interferes with my family relationship					

Kindly indicate your level of agreement on each of the following statements

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I have stomach aches frequently because of my financial situation					
My heartbeat increases because of my financial situation.					
I feel cold because of my					

financial situation					
I have more sweat because of my financial situation					
I have more frequent muscle pain because of my financial situation.					
I have fatigue frequently because of my financial situation.					
I am sensitive to noise because of my financial situation					

Suggestions (If any):

……………………………….