

# RELATIONSHIP BETWEEN LOCUS OF CONTROL AND FINANCIAL WELLBEING AMONG AYURVEDIC DOCTORS IN KERALA

**Santosh Kumar Sharma**

Maa Bhagwati Academy of Civil Services, Reotipur, India

**Anuradha Sharma**

Executive Director, Northern Enterprises, India

## ABSTRACT

*Healthcare is an emerging area not only in Indian economy but also in global economy. This is the strongest reason that has spurred the number of healthcare organizations and hospitals of all types. More specifically, Kerala (India) is known for its Indian indigenous medical practices. Though, medical tourism has placed Kerala on global geographical map, still there is a long way to go. In our interaction with some of the medical professionals (Ayurvedic Doctors) in Kerala, it has been found that these medical doctors are facing several challenges ranging from manufacturing of ayurvedic medicines, its marketing and other legal issues which has spillover effect on their financial well-being. However, if these doctors will determine their locus of control they can overcome some challenges. With this backdrop, the present study explores the empirical relationship between locus of control and financial well-being among ayurvedic doctors of southern part of India (Kerala). Data has been collected through questionnaire-based survey and analysis has been carried out with the help of SPSS (Version 25). The results indicate that there is a positive relationship between locus of control and financial wellbeing in healthcare context but it is insignificant. Therefore, future researchers are encouraged to replicate this study in other states of India and in a large sample.*

**Keywords:** Healthcare, Ayurvedic Doctors, Locus of Control, Financial Well-being

**Cite this Article:** Santosh Kumar Sharma and Anuradha Sharma, Relationship Between Locus of Control and Financial Wellbeing Among Ayurvedic Doctors in Kerala, International Journal of Human Resources Development and Management (IJHRDM), 2(1), 2024, pp. 8–14

<https://iaeme.com/Home/issue/IJHRDM?Volume=2&Issue=1>

## 1. CONTEXT

Satya Prakash is a medical graduate in ayurveda from a prestigious medical university in India and currently lives in Kerala which is known for its ayurvedic medical practices not only in India but across the globe. However, due to rising influence of allopathic medical practices and hospitals, he is facing a shortage of patient's visits to his clinic which has spillover effect on his financial well-being. When the authors of the present article interacted with him, it has been found that despite of government's effort (Establishment of Ministry of AYUSH) to promote indigenous Indian medical practices (Dhingra, 2022)., a majority of ayurvedic doctors are facing financial challenges. However, at the same time there are few ayurvedic doctors who are financially well for which there could be many reasons ranging from economic, social, and psychological. With reference to psychological reasons (She et al., 2022) the authors of the present article assume that locus of control, may be one of the prominent reasons which is empirically related with financial well-being of ayurvedic doctors.

## 2. LITERATURE REVIEW

From the economic perspective, Nair (2022) has conducted the contextual study in a sample of 205 respondents in Qatar and found the positive relationship between locus of control and financial well-being. By applying longitudinal data, Chujan et al., (2022) have explored the relationship between locus of control, financial behavior and risk attitude of respondents in Australia. This study has various manifestations for entrepreneurial eco-system of India especially in healthcare sector of Kerala which is emerging as an international destination for medical tourism (<https://www.thehindubusinessline.com/economy/kerala-to-emerge-as-a-medical-value-tourism-destination-state-health-minister/article32832405.ece>). Radianto et al., (2021) have explored the relationship between locus of control and financial behavior of accounting students in Indonesia. By applying the social construction theory and partial least square (PLS) data analysis, researchers have found that locus of control can be a predictor of financial behavior of students which is overtly related with their financial well-being. Similarly, by using a non-probability sampling method in a sample of 146 stock-investors in Jakarta, Adiputra (2021) has found significant relationship between locus of control and financial satisfaction of respondents. Kesavayuth et al., (2018) defines locus of control as a non-cognitive variable and by considering gender as an important variable, they have explored the relationship between locus of control and financial risk attitude of respondents in Australia. Moreover, it has been observed that in Indian medical educational system significant number of women doctors are available as compared to men doctors. Therefore, we have considered gender as a variable in the present study. Heo et al., (2018) have examined the relationship between big-five personality traits and financial well-being in a sample of 1150 respondents. From this study it can be inferred that just receiving the education degree of medical sciences does not guarantee for financial well-being of doctors. They need to understand their personality traits which may be responsible for their financial failure or success. Based on the proactive coping theory, Prawitz and Cohart (2016) have conducted an online cross-sectional study in a sample of 1,039 to examine the relationship between financial wellness and locus of control. By applying, hierarchical regressions they have found a causal relationship between locus of control and financial wellness. By applying mixed method of research (panel data and interview) Cobb-Clark et al., (2016) have found the similar relationship between locus of control and financial behavior (saving pattern) of respondents in Australia.

Despite of the aforementioned qualitative and quantitative studies, we could not find even a single study that examines the empirical relationship between locus of control and financial well-being especially in healthcare context. We hope that this is the first empirical study in the mentioned context especially with reference to Kerala (India) and therefore, research is required in this direction.

### 3. METHODOLOGY AND DATA ANALYSIS

A random sampling has been applied in selecting the respondents (Ayurvedic Doctors/Medical Students) in Kerala, based on their affiliations with their academic institutions and universities. Initially 100 respondents have been given the self-developed questionnaire to measure locus of control and financial well-being. The reliability (i.e., Cronbach's alpha) of both the scales (locus of control and financial well-being are respectively, 0.62 and 0.5). Average age of the sample is 22 years which clearly shows that enrollments in medical education (Ayurveda) is at a very young age which is going to be the demographical dividend for India. Initially hundred respondents were given the questionnaire and finally 53 accepted to participate in the survey. Out of fifty-three, twenty-nine are women doctors and twenty-four are men doctors which obviously shows that in Kerala, parents are motivated to support their girl child for higher education. Data analyses has been carried out by applying suitable statistical techniques with the help of IBM SPSS (Version.25).

### 4. RESULTS

**Table 1:** Kurtosis and Skewness

		LoC	FWB
N	Valid	53	53
	Missing	0	0
Skewness		-.800	-.941
Std. Error of Skewness		.327	.327
Kurtosis		1.308	1.576
Std. Error of Kurtosis		.644	.644

**Abbreviations:** LoC (Locus of Control); FWB (Financial Well-being)

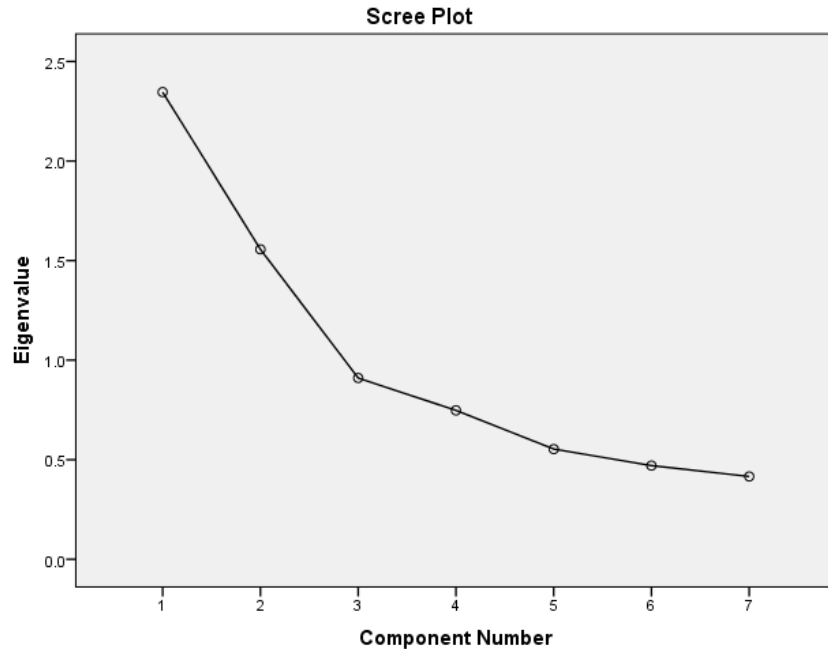
From the above Table 1 you can see that the values of Kurtosis and Skewness is within prescribed limit (George and Mallery, 2011; p. 98), therefore, collected data is approximately normal and satisfies the fundamental psychometric characteristics for further statistical analyses.

**Table 2:** KMO and Bartlett's Test (Financial Well-being)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.682
Bartlett's Test of Sphericity	Approx. Chi-Square	64.117
	df	21
	Sig.	.000

Table 2 shows the value of KMO (.682) which indicates that although the selected sample is small but it is adequate for further statistical analyses (George and Mallery, 2011; p. 256).

## Relationship Between Locus of Control and Financial Wellbeing Among Ayurvedic Doctors in Kerala



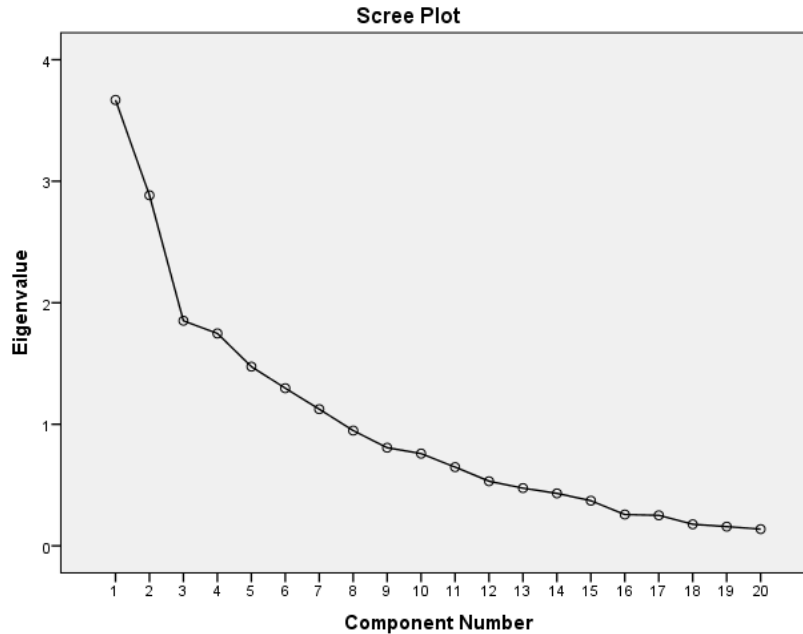
**Figure 1**

When it comes to factor structure of FW, we can see from the above (Figure 1) that it has at least three turning points and thereby there could be three dimensions of the construct financial well-being i.e., FW. However, the present article is not concerned with the factor analysis of any variable. So, we are not going for further analysis such as factor loadings or similar kind of tests.

**Table 3:** KMO and Bartlett's Test (Locus of Control)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.554
Bartlett's Test of Sphericity	Approx. Chi-Square	364.182
	df	190
	Sig.	.000

Table 3 shows the KMO value (.554) for another variable which we have considered in the present study i.e., Locus of Control (LoC). Though this value is not very high, it is adequate for further statistical analysis (George and Mallery, 2011; p. 256).

**Figure 2**

As far as the factorial structure is concerned we can see in Figure 2 that the variable LoC has at least four turning points which means that ideally LoC should have four dimensions but practically there are only two dimensions namely, internal locus of control and external locus of control (Quick et al., 2017; p. 93). However, the present article is not concerned with the factor analysis of any variable. So, we are not going for further analysis such as factor loadings or similar kind of tests.

**Table 4:** Correlations among Variables

		Age	LoC	FWB
Age	Pearson Correlation	1	.203	-.037
	Sig. (2-tailed)		.145	.795
	N	53	53	53
LoC	Pearson Correlation	.203	1	.096
	Sig. (2-tailed)	.145		.496
	N	53	53	53
FWB	Pearson Correlation	-.037	.096	1
	Sig. (2-tailed)	.795	.496	
	N	53	53	53

From the above Table 4, it is evident that there is a negative correlation between financial well-being and age (-.037). However, it is not high and significant. The possible reason for such kind of relationship can be understood from the perspective of gerontology which says that as age increases people become more careful and conscious about their financial well-being. The relationship between age and locus of control is positive (.203) which is very low and therefore cannot be considered significant.

Now, we come to the main objective i.e., relationship between financial well-being and locus of control which is positive but not very high (.496). It means that people can decide their financial well-being by regulating their thoughts and behaviors.

## 5. CONCLUSION

Behavioural modification is really a tough task and therefore this is an alarming call for medical professionals (Ayurvedic Doctors/Medical Students) to understand the significance of LoC in their life and eventually its relationship with financial well-being. In view of this conclusion, HR executives of healthcare organizations are required to analyze the LoC of their employees and accordingly arrange some behavioural trainings to modify LoC irrespective of internal or external nature. We believe that the present study will contribute in the emerging literature of financial well-being.

## REFERENCES

- [1] Adiputra, I. G. (2021). The Influence of Financial Literacy, Financial Attitude and Locus of Control on Financial Satisfaction: Evidence from the Community in Jakarta. International Conference on Entrepreneurship (ICOEN)
- [2] Chujan, W., Ngoc, N. L. B., and Faizi, A. S. (2022). Locus of Control on Financial Behavior and Financial Risk Attitude. *Annals of Economics and Finance*, 23(2), 289-313.
- [3] Cobb-Clark, D. A., Kassenboehmer, S. C., and Sinning, M. G. (2016). Locus of control and savings. *Journal of Banking and Finance*, 73, 113-130.
- [4] Dingra, S. (2022). The Politics of Ayurveda. Retrieved from <https://www.outlookindia.com/national/the-politics-of-ayurveda-news-195533> on 05/08/2023.
- [5] George, D. and Mallery, P. (2011). *SPSS for Windows: Step by Step*. Perason: India.
- [6] Heo, W., Head, L. S., Cho, S. H., and Lee, P. S. (2018). Association between Personality and Financial Well-being: Strategies for More Effective Financial Education, Counseling and Advising. *Consumer Interests Annual*, 64,
- [7] Kesavayuth, D., Ko, K.M., and Zikos, V. (2018). Locus of control and financial risk attitudes. *Economic Modelling*, 72, 122-131.
- [8] Nair, G. K. (2022). Dynamics of Locus of Control, Financial Knowledge, Financial Behaviour and Financial Position: An Empirical Study. *Emerging Market Journal*, 12
- [9] Prawitz, A. D., and Cohart, J. (2016). Financial management competency, financial resources, locus of control, and financial wellness. *Journal of Financial Counseling and Planning*, 27(2), 142–157. Retrieved from <https://doi.org/10.1891/1052-3073.27.2.142>
- [10] Quick, J. C., Nelson, D. L., and Khandelwal, P. (2017). *Organizational Behaviour*. Cengage: India.

- [11] Radianto, W. E. D., Kristama, B.Y., and Salim, I. R. (2021). Exploring the Relationship Between Locus of Control and Financial Behavior of Accounting Student from The Social Construction Theory Approach. Academic Journal of Interdisciplinary Studies, 10(2)
- [12] She, L., Rasiah, R., Turner, J. J., Guptan, V., and Nia, H.S. (2022). Psychological beliefs and financial well-being among working adults: the mediating role of financial behaviour. International Journal of Social Economics, 49 (2), 190-209.

**Citation:** Santosh Kumar Sharma and Anuradha Sharma, Relationship Between Locus of Control and Financial Wellbeing Among Ayurvedic Doctors in Kerala, International Journal of Human Resources Development and Management (IJHRDM), 2(1), 2024, pp. 8–14

**Abstract Link:** [https://iaeme.com/Home/article\\_id/IJHRDM\\_02\\_01\\_002](https://iaeme.com/Home/article_id/IJHRDM_02_01_002)

**Article Link:**

[https://iaeme.com/MasterAdmin/Journal\\_uploads/IJHRDM/VOLUME\\_2\\_ISSUE\\_1/IJHRDM\\_02\\_01\\_002.pdf](https://iaeme.com/MasterAdmin/Journal_uploads/IJHRDM/VOLUME_2_ISSUE_1/IJHRDM_02_01_002.pdf)

**Copyright:** © 2024 Authors. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

This work is licensed under a **Creative Commons Attribution 4.0 International License (CC BY 4.0)**.



editor@iaeme.com