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## Adaptation as Creative Transformation: Unravelling Shakespearean Tapestry through *Kaliyattam*, *Omkara* and the Artistic Canvas of Cultural Expression

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### Abstract

This paper explores the transformative potential of adaptation through the lens of two cinematic gems, Jayaraj's *Kaliyattam* and Vishal Bhardwaj's *Omkara*, both reinterpreting Shakespeare's *Othello*. While *Kaliyattam* unfolds amidst the colourful tapestry of Theyyam in Kerala, *Omkara* relocates the tragedy to the rustic setting of Uttar Pradesh. The argument posits adaptation as a creative exchange transcending national and cultural boundaries. In Indian cinema's Shakespearean adaptations, these films exemplify the transformative essence inherent in adaptation. Characters like Othello, now Omkara Shukla, inhabit the complex socio-political milieu of rural India in Bhardwaj's rendition, infused with local dialects and customs. *Omkara* celebrates Indian rural life, weaving traditional elements into its narrative fabric. Comparing *Kaliyattam* and *Omkara* highlights diverse approaches to Shakespearean adaptation in India, each embracing cultural nuances. Both films honor the original while standing as independent cinematic achievements, showcasing the creative dynamism of adaptation. Through seamless integration of regional elements and narrative reinterpretation, these adaptations become a vibrant celebration of India's cultural diversity and cinematic prowess.

**Keywords:** adaptation, cinematic diversity, cultural expression, globalization, Shakespeare

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The term adaptation in literary terms refers to a written book that can be recast in a new form. The new International Webster's Pocket Dictionary of the English Language defines adaptation as "to make suitable as by changing; to adapt a novel for theatre." Dramatising- existing literary or non-literary texts is more difficult

than creating an original work. This is because the work is from a different medium and has a different type of construction. A great deal of thought and care must be taken when transforming it into a film. The original underwent creative metamorphosis. From the beginning of literature, there has been a tendency to tell and retell stories, show and reshow stories, and interact and re-interact with stories. These three approaches help us understand how adaptation works. This is a re-vision of the original manuscript. Critics often focus on adapted films, which involve a change in genre from one literary form to another.

The Adaptation theory is tangential to the thrust of film study. However, despite their popularity, adaptations are usually treated as secondary, derivative, or inferior to the original. This conscious and unconscious prejudice towards the adapted theory changed the approach to this hybrid study. However, at the bottom, adaptation theory deserves more status than it actually has because film studies actually entered the academy as the study of adaptation of literary works. Imelda Whelehan in the book *Adaptations* quotes Wagner's classification of adaptation and says, "Wagner has suggested three categories of adaptation: 'transposition' in which the literary text is transferred as precisely as possible to film; 'commentary', in which the original is altered; and 'analogy' in which the original text is used as a point of departure." (8) Linda Hutcheon challenged the hierarchical assumption that adaptations are inferior to originals. Linda Hutcheon's inquiry into this challenge is categorised by the following questions: Who? Why? How? When? Where? For Hutcheon, "nor the spirit and themes of the story are important; if the spirit and themes of the story weigh too, the matter always remains more or less the same" (15). And literally, by "more or less the same," she tries to define the appeal of a mode that caters to an appetite for "repetition without replication"(15). For Linda Hutcheon, "the production of the adaptation attests to the borrowing of the cultural capital of a more prestigious text or genre, and she says, "For political or personal motivators, adaptation theory has to often be ignored" (16). Hutcheon highlights the fact that, at least in three different ways, depending on whether they tell or show audiences, the facts of their stories are produced by engaging them in interactive play. In Hutcheon, changes in production are significant in terms of transcultural adaptations. This helps naturalise foreign patterns to conventions that are familiar to the target audience. She remarked that every story that is adapted is also adapting in a Darwinian sense, struggling to survive by replicating itself with changes to accommodate altered circumstances.

The nations that once considered Shakespeare a giant, literary figure who should not be tampered with, and an alien presence are now approaching him in new ways. This approach includes theatre, translation, adaptation to films. These attempts have engaged with the artistic traditions of many cultures, making them inherently political. Mandal comments, “Beginning right from the days of cinematographic history, when more than 400 silent film adaptations were made, the interest in adapting Shakespeare on the screen continued over each decade and remains unabated even in present times” (67). He says, “It would not be overemphasising to state that the history of the adaptation of Shakespeare’s plays for the screen is also the history of the adaptation of the screen Shakespeare’s plays” (68). Mandal categorised all kinds of Shakespearean adaptations and cinematic canons into two broad groups: “those that adhere to the text and those that do not” (68).

“Indian productions of Shakespeare fall into two broad groups, says Shormishta in her essay ‘Not Black and White but Shades of Grey. “In India, Shakespearean productions can be categorized into two groups: production in English and adaptations in India. The latter may be further subdivided into two groups: performances that follow Shakespeare’s text faithfully, translating only the language, and performances that radically adapt the Shakespearean text. The latter may Indianise the characters and situations and perform the play in an indigenous folk theatre form” (102-103).

Shakespeare had a longish relationship with India. Right from the moment, he was thrust down, imbibed, worshipped, subverted, and at times, rejected; the Shakespearean presence in India is older and more complex than in any other country outside the West. This can be attributed to India’s long colonial history, the presence of unusual receptive elements, and the absence of original playwrights in local languages. So, the local playwright borrowed from the Master Bard and, in turn, were reshaped and inseminated by Shakespearean influence. Thus, giving Shakespeare a desi twist in the reversing of the hierarchy of languages set in place by that old project of colonialism and new project of globalization Colonial and imperial strategies of domination extended to culture, with the imposition of Western thought, art, and technology on traditional Indian formations. This influenced the predominance of English education and culture in India over an extended period and Shakespearean performances were seen in India by English troupes dating from 1770.

Shakespeare and Indian films are inextricably, creatively, most profitably, commercially intertwined and interrelated. Shakespearean formula of passion, perversion, sex, violence, melodrama, song, dance, the supernatural, revenge, multiple murders, mistaken identities, the inter mingling of the grave and the gay, the tragic with the comic, all have a fascination for the film industry. Vishal Bharadwaj, one of the famous directors in Hindi, is quoted as saying: ‘Shakespeare is the greatest storyteller ever. His stories have layers of spectacular human drama. I think they can be adapted anywhere and in any language. I can live my whole life on Shakespeare— ‘Shakespeare is perhaps one of the most complex signifiers, setting off, as he has multiple and varied associations. However, this most translatable and adaptable of all playwrights in history, gives universalists cause for hope and adapted whole heartedly. This is Shakespeare’s magic. His plots are similar to the stories from Ramayana and Mahabharata and have a mythical status.

“The structure of Shakespearean ‘praxis’ unfolds as an ‘open’ structure, not only in the hermeneutic sense of being indefinitely open to interpretation-through-reception, but also in a formal or constructional sense. Such a structure is adaptable to endless dramatic codes and local, national models of theatre, dance, and other performative practices. In fact, it is through such assimilation into Indigenous art-forms around the world that the Shakespearean substance acquires mythic status—merging in value and function, and often componential with the local myths traditionally purveyed through those art forms.” [Shakespeare without English XIV].

Bard lives because of his play. As Vijay Tendulkar says, “Life is poorer without Shakespeare and we should meet him at a stage when we are ready for him.”

This study undertakes a comparative analysis of two cinematic adaptations of William Shakespeare’s *Othello*: Jayaraj’s *Kaliyattam* and Vishal Bhardwaj’s *Omkara*. Despite being rooted in different cultural and cinematic contexts, both films reimagined the timeless themes of jealousy, betrayal, and tragedy within the framework of Indian culture. By examining key elements such as setting, characterization, thematic resonance, and cinematic techniques, this study aims to elucidate the distinct approaches taken by Jayaraj and Bhardwaj in their respective adaptations, while also highlighting the universal relevance of Shakespearean drama in diverse cultural contexts.

The film opens with Theyyam rituals in a temple, where Paniyan the clown entertains devotees. He learns of Thamarakutty’s elopement with Perumalayan and



informs Unni Thampuran, who blames Paniyan. They decided to inform Thampuran. Kanthan, a secondary performer, praises Perumalayan. The Thampuran is informed, and eventually blesses the couple. During a wedding reception, Kanthan was provoked by the Unni thampuran, leading to chaos. Perumalayan forbids Kanthan from performing Theyyam, which causes distress. Paniyan suggests that Thamarakutty may be unfaithful, planting seeds of suspicion in Perumalayan's minds. He eventually believes that Thamarakutty is unfaithful and plans to kill her and Kanthan. Perumalayan kills Thamarakutty but is shocked to learn about Unni Thampuran's death. Cheerma reveals Thamarakutty's innocence in, angering Perumalayan. Paniyan kills Cheerma, and Perumalayan realizes his mistake. He sacrifices himself by jumping into fire. Kanthan watches, unable to escape.

In *Kaliyattam*, a reinterpretation of the *Othello* set in the context of the Theyyam art form, significant emphasis is placed on the physical appearances of characters, mirroring their counterparts in the original play. Perumalayan, akin to Othello, is depicted as a victim of smallpox with a disfigured face that grapples with feelings of inferiority. Kanthan embodies the handsome Cassio, whereas Thamarakutty is portrayed as beautiful and innocent. Paniyan, akin to Iago, has devilish thoughts and manipulative tendencies. The Velipattu, akin to the handkerchief in *Othello*, holds considerable importance in the film, symbolizing nobility and binding characters together. This loss sparks turmoil and ultimately leads to tragedy, as Thamarakutty's fidelity is questioned. The director skillfully retains key scenes from *Othello* and adapts them to the cultural and geographic context of Theyyam. Dialogues were translated rhythmically, maintaining the essence of the original play. Moments of peak intensity, such as Thampuran's curse and Thamarakutty's foreseen death, add depth and intrigue to narratives.

Director Jayaraj's adaptation of Shakespeare's *Othello* to the film *Kaliyattam* showcases exceptional creative freedom and adeptly incorporates Indian cultural elements. Despite the play's Western origins, Jayaraj seamlessly integrates it into the Indian context, emphasizing the universality of human emotions. He maintained the essence of Shakespeare's tragic universe while transposing the narrative to a different cultural milieu. One notable departure in Jayaraj's adaptation is the selection of Theyyam, a traditional art form, as a backdrop for the film. While Kathakali is more prevalent in Kerala, Jayaraj recognizes Theyyam's expressive potential and its resonance with *Othello*'s themes. Theyyam's ritualistic nature and the performer's elevated status parallel the dynamics of Shakespeare's play, enhancing the cultural

authenticity of adaptation. The film's treatment of caste prejudices within the context of Theyyam mirrors racial prejudices in *Othello*. Perumalayan's low-caste status as a Theyyam performer parallels *Othello*'s marginalized position as a Moor in Venetian society. Both characters attain recognition and respect within specific contexts, highlighting the intersection of caste and identity in adaptation.

Perumalayan's character, akin to *Othello*, underwent a transformation marked by jealousy and tragedy. His disfigurement from smallpox and societal perceptions of inferiority contributed to his vulnerability, eliciting sympathy from the audience. The film's climax, where Perumalayan immolates himself after committing a heinous act, reflects a fusion of Theyyam ritualism and Shakespearean tragedy. Moreover, the absence of characters like Lodovico and Gratiano does not detract from the film's narrative coherence, indicating Jayaraj's skillful adaptation of source material. The incorporation of both Theyyam and Perumkaliyattam sequences underscores the complexity of adaptation, enriching the thematic and emotional depth of the film. Ultimately, *Kaliyattam* stands as a testament to Jayaraj's nuanced interpretation of Shakespeare's timeless tragedy in the context of Indian culture. By retaining the original play's thematic core and infusing it with regional cultural nuances, Jayaraj crafts a compelling adaptation that resonates with audiences across cultural boundaries.

Vishal Bhardwaj's film *Omkara* stands as a remarkable example of creative adaptation, reimagining William Shakespeare's classic tragedy "Othello" within the context of rural India. This paper examines Bhardwaj's adaptation through the lens of cultural and cinematic analysis, exploring how he navigates the complexities of Shakespearean drama while infusing the narrative with Indian sensibilities. Through a close examination of key elements such as characterization, setting, and thematic resonance, this paper demonstrates how *Omkara* remains faithful to the essence of *Othello* while offering a fresh and compelling interpretation that resonates with contemporary audiences.

One of the most striking aspects of *Omkara* is its setting in rural India, specifically the heartland of Uttar Pradesh. Bhardwaj masterfully captures the rustic charm and raw authenticity of the Indian countryside, infusing the film with cultural richness and vibrancy. By situating the story within this context, Bhardwaj underscores the universality of Shakespeare's themes while also highlighting the unique socio-political dynamics of Indian society. Central to the success of *Omkara* is its stellar

cast, led by Ajay Devgn in the titular role of Omkara, its Indian counterpart to Shakespeare's Othello. Devgn delivers powerhouse performance, imbuing Omkara with a potent mix of vulnerability, charisma, and simmering rages. Saif Ali Khan's portrayal of Langda Tyagi, a conniving Iago figure, is equally compelling, showcasing the actor's versatility and range. The supporting cast, including Kareena Kapoor Dolly (Desdemona) and Vivek Oberoi as Kesu (Cassio), further enriches the tapestry of characters and breathing life in Bhardwaj's adaptation.

Shakespeare's *Othello* is a story about hate and getting even, and the main character is forced to do both. Even though Othello is famous, the play is mostly about his private life and how Iago tricks him into thinking Desdemona, Iago's wife, is cheating on him, which leads him to kill her. This story is the basis of Omkara, but the settings are very different. Othello is now Omkara "Omi" Shukla, a local hitman, and his two men-in-arms are Ishwar "Langda" Tyagi (Iago) and Keshav "Kesu Firangi" Upadhyay. There are also Dolly Sharma (who plays Desdemona) and her friend Indu Tyagi (who plays Emilia).

The play and the movie have different plots, but both are interested in the characters' skin color, comparing black with white. Because Othello in Shakespeare's play is black, he was seen as an outsider in Venice. It is said over and over that he is a "foreigner" and that he is often called "Moor" instead of his real name. When his skin color is raised, it is always compared to his wife's white skin. Things happen in the Bhardwaj movie too, but they're slightly different. Although Omkara has dark skin, he is not seen as an outsider. This is mostly because he was from the rural areas of Uttar Pradesh, where most people are dark. Dolly, his fiancée and later wife, has snow-white skin that makes her look like she lives alone. Actually, the movie makes a strong point of Dolly's fairness by having Indu tease them with phrases like "koyelein ke lotey mein doodh" (Milk in a cup made of coal) or "kabbey ke choch me barfi" (Sweetmeat in a crow's beak) or "amabash ki godi mein chandan" (Sandalwood in the lap of a new moon night) but then lovingly reveals – "karey kanhaiya ke hothon mein bansuri" (Flute in Krishna's lips) (Othello, 36:57–37:28). People look at her, and an old woman in the town touches Dolly as if she wants to "feel" how white she is. This black-and-white couple is compared to Lord Krishna and Radha in the mythical story by Lalita Pandit Hogan (54). This makes us think of the famous song "Yashomati maiya se bole nandlala/Radha kyun gori, main kyun kala?" "Why is Radha white and I black?" Little Krishna asks his mother Yashomati. She said, 'Omkara puts the white-versus-black dichotomy in a very different context. This is

one of the film's important contributions to understanding the core emotion in Shakespeare's play, the love of Othello and Desdemona, which Shakespeare introduces at the beginning through the distorted gaze and perception, or may just be Iago's hate speech." (Hogan 54).

Omkara Shukla is neither an outsider nor a generalist. He runs a gang. Othello is an outsider, but Omkara is from town and lives within its borders. He looks for Bhaisaab, a local lawmaker. Bhaisaab runs for Lok Sabha and offers a "young social worker" (Othello, 29:40–29:44), giving Omkara a place in Vidhan Sabha. One thing that both main characters have in common is that they are strongmen who work for someone even stronger. The words "Dham dham dharma dharaiya re / Sabse bade ladaiyo re Omkara" (Omkara, 26:10–26:17) describe how strong he is. Omkara is also an outsider because he has "mixed caste," which is a major theme in Indian society. Othello is an outsider because of the color of his skin. Bhardwaj changed Shakespeare's problem of race into an issue of caste. Omi's father was a Brahmin and his mother was a low-caste prostitute. Raghunath Mishra (Brabantio), Dolly's father and an attorney, makes a point of mentioning this when he calls Omkara a "adha Brahman," which means "half-Brahmin." Ajay Devgn is shown in several close-ups wearing sacred thread, which is usually worn by Brahmins. He is not supposed to marry a girl from a "pure" Brahmin family.

Whether it was Elizabeth I's or Elizabeth II's time, the idea of women's sexual purity has always been important. As Bhardwaj's movie prop changes to a belt instead of a handkerchief, the same worry emerges. The ornament has a sexual edge, and when the three women—Dolly, Billo, and Indu—wear it on their bare bellies, the audience looks at them. In this case, the band had an even bigger effect because every time it was played, the goal was to attract men. While making love with their husbands, Dolly and Indu wear it, while Billo dances to the song "Namak" and flashes it to some dressed police officers.

Bhardwaj skillfully transposes Shakespeare's thematic concerns about the canvas of Indian society, exploring issues of caste, patriarchy, and political corruption. The film's central theme of jealousy and its destructive consequences is rendered with poignant realism, underscoring the pervasive influence of toxic masculinity and machismo on Indian culture. Additionally, Bhardwaj incorporates motifs such as music and folklore to enhance the narrative texture, infusing the film with a distinct Indian aesthetic. Upon release, *Omkara* garnered widespread critical acclaim and

commercial success, cementing Vishal Bhardwaj's reputation as a visionary filmmaker. The film's bold reimagining of *Othello* resonated with audiences across India and abroad, sparking discussions about the enduring relevance of Shakespearean drama in contemporary cinema. *Omkara* continues to be celebrated as a seminal work in Indian cinema, inspiring subsequent generations of filmmakers to explore the possibilities of cross-cultural adaptation.

Jayaraj's *Kaliyattam* and Vishal Bhardwaj's *Omkara* are two notable cinematic adaptations of Shakespeare's "Othello," each offering a unique interpretation of classic tragedy within the Indian cultural landscape. This paper compares and contrasts the creative choices made by directors in their adaptations, examining how they navigate the complexities of Shakespeare's narrative while infusing it with indigenous cultural elements. Both *Kaliyattam* and *Omkara* transport the narrative of *Othello* to distinct Indian settings, albeit with different cultural backdrops. *Kaliyattam* is set against the backdrop of Theyyam, a traditional ritualistic art form in Kerala, whereas *Omkara* unfolds in the rugged landscapes of rural Uttar Pradesh. Jayaraj and Bhardwaj employ these settings to underscore the socio-cultural dynamics of their respective regions, infusing narratives with local color and authenticity.

The portrayal of central characters in both films is crucial to their success as adaptations. In *Kaliyattam*, Perumalayan embodies the tragic hero with Paniyan serving as a manipulative antagonist. Vishal Bhardwaj's *Omkara* features Omkara as its Indian counterpart to Othello, with Langda Tyagi assuming the role of scheming the Iago figure. The performances of the lead actors, including Suresh Gopi and Ajay Devgn, contribute significantly to the emotional depth and complexity of narratives. Both *Kaliyattam* and *Omkara* explore themes of jealousy, betrayal, and the destructive nature of unchecked ambition, echoing the central concerns of Shakespeare's original play. However, each film also incorporates distinct cultural motifs and references, such as Theyyam rituals in *Kaliyattam* and folk music in *Omkara*, to enrich narrative texture and resonate with local audiences. Jayaraj and Bhardwaj employ different cinematic techniques to adapt to life on screen. *Kaliyattam* features evocative visuals and symbolic imagery, whereas *Omkara* utilizes gritty realism and dynamic camerawork to capture the intensity of the drama. Both directors demonstrate a keen understanding of cinematic language, effectively leveraging it to enhance the emotional impact of their narratives.

In conclusion, Jayaraj's *Kaliyattam* and Vishal Bhardwaj's *Omkara* offer compelling reinterpretations of Shakespeare's "Othello" within the Indian cultural

context. While each film approaches the adaptation process differently, both succeed in capturing the essence of the original play while also infusing it with indigenous flavors and sensibilities. Through their creative reimaginings, Jayaraj and Bhardwaj reaffirm the universal relevance of Shakespearean drama and demonstrate the enduring power of storytelling across cultures and generations.

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## Nostalgia and Learning: Unpacking the Timeless Appeal of *Oswald*

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### Abstract

This study delves into the lasting popularity of Oswald, a character whose influence has surpassed decades, and analyses the significant role nostalgia plays in educational settings. Studying Oswald's impact on cultural and educational settings reveals how nostalgia improves learning and strengthens emotional bonds. This study uses a mixed-methods approach, incorporating historical analysis, audience surveys, and educational theory to demonstrate the various ways in which Oswald impacts educational practices and content creation. Oswald's enduring popularity is attributed to its nostalgic significance, educational relevance, and capacity to meet modern educational requirements. This study adds to the overall discussion on utilising nostalgic media in educational settings, suggesting that characters such as Oswald might be effective in captivating learners and enhancing educational results. The article discusses the implications for educators and content providers, highlighting the potential of using nostalgia to develop significant and influential learning experiences.

**Key words:** Nostalgia, environment, discovery, education, learning

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### Introduction

*Oswald* is an endearing animated children's TV show that premiered in 2001 on Nickelodeon's Nick Jr. programming block. The show, created by Dan Yaccarino and produced by HIT Entertainment and Nickelodeon, follows Oswald, an anthropomorphic octopus, as he navigates life in the imaginative city called Big City. Oswald is distinguished by his peaceful and cheerful nature, as well as his rich blue hue. Oswald, together with his pet dog Weenie, who looks like a hot dog, explores daily life and adventures in Big City with a variety of distinctive friends and neighbours such as Henry, a book-loving penguin; Daisy, a lively daisy; and Johnny Snowman, and more.

The series is distinguished by its unhurried pace, comforting narration by Fred Savage, and emphasis on themes of friendship, problem-solving, generosity,



and the excitement of exploration. Oswald faces different difficulties or challenges in each episode, which he overcomes by being clever, cooperative, and maintaining a happy attitude. The show's design, featuring straightforward yet expressive figures against brightly coloured backdrops, together with its focus on social-emotional learning, resonated well with preschoolers and their parents.

*Oswald* effectively educates children on kindness, community, and social connections through the gentle adventures of its main character. The series, albeit short-lived, has had a significant influence on its viewers, becoming a beloved component of children's television from the early 2000s and a nostalgic favourite for those who saw it throughout their childhood.

Nostalgia has a substantial and diverse impact on modern culture, affecting several aspects such as entertainment, fashion, technology, and social interactions. This nostalgic yearning for the past, whether for personal memories or historical periods not lived through, has significantly influenced consumer behaviour and cultural trends. Nostalgia provides a feeling of warmth and stability, serving as an emotional retreat from the uncertainties and pressures of contemporary life. It helps people revisit positive memories, which are usually seen as easier and more pleasurable, offering a mental shield against current difficulties.

The power of nostalgia to forge personal and collective identities cannot be overstated. It aids individuals in reconnecting with their former selves and promotes a feeling of belonging via shared memories and experiences. Nostalgia's communal feature enhances social connections and fosters societies centred on shared cultural interests, like enthusiasts of vintage TV shows, music, or fashion from particular eras. Nostalgia has a key role in customer behaviour, as marketers use it to generate positive emotions towards products or brands. Nostalgia is a powerful tool for increasing consumer engagement and loyalty, shown in vintage packaging, classic product re-releases, and revived media content with cherished characters and tales.

The renaissance of vintage clothing, record albums, video games, and handicrafts is fueled by nostalgia. It encourages innovation by combining nostalgic themes with contemporary design and technology to create goods and experiences that cater to both nostalgia and modern sensibilities. Nostalgia in entertainment has resulted in the resurgence of traditional films, TV shows, and music, frequently bringing them back to newer audiences through remakes, sequels, and digital streaming services. This maintains cultural heritage while also enabling

reinterpretation and critique, ensuring that the cultural debate remains dynamic and changing. Nostalgia provides educational and therapeutic advantages by enabling individuals to establish connections with historical eras, cultural heritage, and familial background. It can help educate history and social studies by making former time periods more relatable and interesting. Nostalgia is utilised therapeutically to assist individuals in dealing with change, bereavement, and identity crises. It enhances mental well-being by encouraging good reflections on one's life experiences. Nostalgia is significant in modern culture because it connects the past and present, providing emotional comfort, influencing identities, impacting consumer trends, and fostering creativity. It enhances cultural exchange by safeguarding valued memories and customs while promoting creativity and adjustment to new environments. Nostalgia acts as a reminder of our origins and provides both a sanctuary and motivation as society swiftly progresses.

### **The Origin and Impact of Oswald on Children's Television in the Early 2000s: Promoting Curiosity and Compassion**

Dan Yaccarino, a renowned author and illustrator recognised for his unique style and impact on children's literature and media, developed *Oswald*. The show originated from Yaccarino's own conceptions, driven by his aspiration to animate a figure who symbolised kindness, curiosity, and the value of friendship. Oswald was created to be visually distinctive and engaging through his experiences and interactions, which were intended to educate young viewers about navigating the world and relationships with empathy and understanding.

The series premiered on Nickelodeon's Nick Jr. block in 2001 during a time of notable changes in children's television. This age witnessed the emergence of shows that were both amusing and instructive, with the goal of fostering the social and emotional growth of young audiences. *Oswald* was a slower-paced and cerebral show that provided a contrast to the usual fast-paced programmes of that era. The show's emphasis on narrative and character growth, within the lively and imaginative setting of Big City, offered children a glimpse into a world where qualities like kindness, patience, and critical thinking were essential.

During the early 2000s, children's television utilised animation more frequently to delve into intricate issues in a way that was easy for viewers to understand. Oswald stood out by highlighting the importance of community and the variety of experiences found inside it. The show featured a diverse array of characters,

including Henry, a book-loving penguin, Johnny Snowman, and the pet dachshund Weenie, reflecting the varied personalities and viewpoints of the show's young viewers.

The show's high-quality production, which starred Fred Savage as Oswald, contributed to its success. The animation was straightforward yet evocative, appealing to children's imagination and parents' nostalgia for the show's subtle humour and ethical teachings.

*Oswald* held a distinctive position in children's programming in the early 2000s, combining pleasure with instruction. Oswald became an integral element of the educational experience for many children as parents and educators began to appreciate content that combined entertainment with learning. The show's impact lies not just in its episodes but also in its influence on the changing environment of children's media, where narratives of compassion, discovery, and empathy remain significant.

### **Educational Insights: Beyond Entertainment**

*Oswald* was created with specific educational goals that go beyond traditional academic subjects, promoting social-emotional growth and practical life skills. The series focused on exploring and handling emotions, illustrating how Oswald deals with his own feelings and those of his companions in different scenarios. The goal was to assist children in recognising and articulating their emotions in a positive manner. Oswald faces many problems in numerous episodes that demand innovative problem-solving and resilience. The aim was to motivate young audiences to tackle challenges with optimism and seek productive resolutions. The show attempted to educate youngsters on the significance of friendship, empathy, cooperation, and understanding diverse perspectives by portraying a variety of interactions among the characters. Oswald's escapades in Big City and beyond were crafted to ignite curiosity about the world, motivating children to investigate their surroundings and glean knowledge from their encounters. The varied people and settings in the story encourage acceptance of diversity and the recognition that everyone has something distinctive to offer. Oswald experiences feelings of exclusion while his friends are occupied, prompting him to express his emotions instead of internalising them.

Few episodes educate youngsters on how to communicate feelings of loneliness or sadness in a constructive manner and emphasises the significance of discussing their emotions. Oswald and his friends collaborate and share ideas to

construct a snowman in an episode. This anecdote demonstrates the need of collaboration and taking into account many perspectives to reach a shared objective. Oswald's inquisitiveness motivates him to investigate different areas of Big City, inquiring and gaining knowledge from his encounters. These adventures promote children's curiosity and learning by exploring topics such as the city's mail system and environmental phenomena. The show frequently highlights the distinctive characteristics of its characters, such Henry's passion for reading and Daisy's lively vitality. Children learn to respect their own and others' qualities through these characters, recognising that diversity enhances their experiences.

*Oswald* effectively meets its educational objectives by imparting essential life lessons to children through interesting and memorable storylines guided by a kind narrator. The show demonstrates how children's programming may influence not only knowledge but also character.

### **Nostalgia's Warm Embrace: Connecting Generations**

*Oswald* appeals to adult nostalgia by subtly connecting with viewers who saw the show or similar children's programmes when they were young. This nostalgic bond enhances the viewing experience for adults and impacts learning and memory for both themselves and the children they watch with. Oswald's pleasant and colourful universe, together with its basic yet captivating narratives, evokes nostalgic memories of watching cartoons in adults. The themes of friendship, generosity, and discovery bring back memories of a period when life seems more straight forward and full of wonder. Adults who seen *Oswald* in their youth may introduce the programme to their own children, nieces, nephews, or younger siblings, fostering intergenerational connections. Sharing memories evokes nostalgia and fosters new experiences with younger family members.

*Oswald* provides adults with a sense of comfort and nostalgia in today's fast-paced world, reminding them of simpler times when their only worry was possibly missing their preferred television programme. The feeling of comfort is a strong attraction that motivates adults to watch the show again. Fred Savage voices Oswald, and the show's music has the ability to evoke particular memories and emotions from the past. These auditory components have a substantial impact in triggering nostalgia, as they are frequently associated with emotions and memories. Nostalgia can improve learning and memory retention by eliciting good feelings. When adults share nostalgic content with children, their passion and emotional involvement can

enhance the learning experience for the young audience. Nostalgic events can help with memory formation. Adults revisiting *Oswald* can strengthen childhood memories, while youngsters can create new, enduring memories linked to learning concepts introduced in the performance through shared experiences. Nostalgia enhances social connections, which are essential for the process of learning. Viewing a programme like as *Oswald* together can help stimulate conversations on the themes and lessons in each episode, improving understanding and relational learning. Nostalgia can boost pleasant emotions, leading to an improved mood that can encourage motivation to learn and interact with educational material. Nostalgic content can enhance the learning experience for both adults and children by creating a positive and engaging atmosphere. Nostalgia plays a role in shaping one's sense of self and connection between past, present, and future educational encounters. For adults, this entails gaining a more profound comprehension and admiration for the teachings they acquired in childhood. It provides children with a basis for continuous learning, which is strengthened by the common experiences they have with important adults in their lives. *Oswald* appeals to adults by evoking nostalgia and providing a way to reminisce about the past while also offering educational opportunities for the younger generation. Nostalgic media plays a crucial role in education by positively affecting learning and memory through its psychological impact, providing emotional and cognitive advantages.

### **Enduring Legacy: Shaping Hearts and Minds**

*Oswald* has had a lasting impact on a generation of viewers, subtly but profoundly impacting them. The show's impact on children's programming is highlighted by its focus on promoting kindness, understanding, and curiosity, which have influenced the social and emotional growth of its viewers. The character Oswald has been instrumental in educating children about the significance of kindness and empathy towards others. Oswald's compassionate attitude and eagerness to help his pals have been excellent role models for children, inspiring them to replicate these behaviours in their own life.

The show has enhanced problem-solving skills and creativity in its viewers through its storytelling. Children were prompted to think innovatively and devise unique solutions to obstacles, reflecting Oswald's escapades in Big City. Children learnt important lessons about friendship, cooperation, and conflict resolution by observing Oswald's interactions with a variety of characters. The teachings have

contributed to the social growth of viewers by instructing them on how to manage their relationships and social interactions. *Oswald* has sparked interest and fostered a passion for learning among its viewers. The show's examination of different subjects and settings prompted curiosity and a desire to learn more about the world, fostering a lifelong sense of inquisitiveness.

The success and lasting popularity of *Oswald* have had an impact on other creators in the field of children's television. It showed that there is a large audience for information that is both educational and entertaining, leading to a surge in content that seeks to develop the entire child. The show has a sentimental significance for people who watched it while growing up, maintaining its relevance through nostalgia. As these viewers become parents and educators, they transmit their affection for *Oswald* to new generations, expanding its impact and heritage. *Oswald* has gained popularity on streaming platforms and social media in the digital era, attracting a worldwide audience and engaging with viewers beyond its initial television airing. This revival in the digital realm reflects the enduring charm and universal principles it represents. *Oswald* has had a lasting impact on viewers by delivering positive themes and influencing the development of children's programming beyond its initial airing. *Oswald* is a beloved classic in children's media due to its focus on emotional intelligence, inventiveness, and generosity, which are still valued in today's shows.

### **Modern Resonance: Lessons for a New Generation**

The renewed interest in *Oswald* on digital platforms illustrates the enduring popularity of the show and its ongoing significance in today's educational environment. As digital media becomes more important in children's life, classic shows like *Oswald* are being consumed and appreciated in new ways to ensure that its ideals and lessons are accessible to new generations. *Oswald* is now accessible to a worldwide audience through different streaming services. Parents who saw the show when they were young can easily introduce it to their children, creating a connection between generations through shared viewing.

Content related to *Oswald* is widely available on many social media platforms and internet forums, including clips, episodes, and fan conversations. These online platforms enable fans to express their admiration for the show, analyse its influence, and interact with a group of similar persons, thereby sustaining an active and dynamic dialogue about *Oswald*. Some platforms gather educational information from other sources, such as classic children's programmes like *Oswald*. The digital collections

offer parents and educators important materials for teaching and enjoyment, highlighting the lasting educational worth of the show.

The modern educational environment is placing greater emphasis on the significance of Social Emotional Learning in the growth and development of children. *Oswald*, with its focus on empathy, kindness, and problem-solving, is well-suited to enhance Social Emotional Learning, making it a wonderful resource for parents and educators with similar educational objectives. The varied characters in *Oswald* and the range of experiences they experience provide children with perspectives on the significance of embracing and honouring diversity. This message is particularly pertinent in contemporary multicultural and inclusive educational settings. The show's themes of exploration align with modern educational ideas that promote children's curiosity about their surroundings. *Oswald* encourages youngsters to inquire, search for answers, and learn by exploring, in line with modern educational methods that prioritise inquiry-based learning. Educators and parents can include *Oswald* into contemporary educational practices because to its digital accessibility. *Oswald* smoothly integrates into the digital age of education, serving as a valuable resource for lesson plans, discussions, and relaxation. *Oswald the Octopus* has a strong passion for acquiring knowledge, a key objective of schooling. The show establishes a basis for lifetime learning and curiosity by involving youngsters in stories that are both amusing and informative, a principle that remains as important today as it was when the show was originally broadcast.

## **Conclusion**

*Oswald* is appealing because of its universal themes of kindness, camaraderie, and curiosity that surpass cultural and generational differences. The concepts in *Oswald's* adventures are subtly woven into the fascinating narratives, appealing to both young and old viewers, which has established the show as a treasured classic in children's programming. *Oswald's* persona, with his hopeful attitude and consistent generosity, sets a positive example for children, imparting timeless life values that are applicable despite evolving cultural standards and technologies.

The revival of *Oswald* on streaming platforms and social media has attracted a new audience, demonstrating that its messages and appeal remain relevant in today's world. The show's lasting popularity is evidence of its capacity to resonate with fundamental qualities of human experience such as empathy, the pleasure of discovery, and the importance of friendships.

Nostalgia, utilised in children's programming, is a potent tool for learning and emotional development. It facilitates intergenerational connections by enabling parents and educators to pass on aspects of their upbringing to the next generation, establishing a link of common experiences and beliefs. This connection creates a distinctive learning atmosphere where historical teachings are transmitted and enhanced through shared viewing experiences.

*Oswald* and similar children's programmes serve as a valuable tool for teaching vital life skills to youngsters in an accessible and engaging manner, beyond just amusement. The sentimental charm of such programming for adults increases its educational worth by promoting active involvement and dialogue between adults and children, enriching the educational process.

Furthermore, nostalgia in children's programming might provide therapeutic advantages by bringing solace and a feeling of consistency in a rapidly changing world. Adults may find viewing episodes like *Oswald* to be a comforting experience, serving as a nostalgic recall of simpler times and thus reducing the pressures of contemporary life. These shows provide youngsters with stability and regularity, emphasising enduring ideals and lessons to assist them manage their own experiences and obstacles.

Ultimately, *Oswald*'s continuing appeal and the influence of nostalgia in educational children's shows underscore the lasting impact of storytelling on viewers' emotions and thoughts. When considering the future of children's media, shows like *Oswald* highlight the significance of producing material that is both enjoyable and educational, with the ability to instruct, motivate, and unite audiences of all ages.

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## **ANALYSIS OF INTIMATE PARTNER VIOLENCE (IPV) IN KERALA: SHIFTING PARADIGMS AND MEDIA PORTRAYAL**

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### **ABSTRACT**

Intimate partner violence (IPV) involves harmful behaviors within close relationships, such as dating, marriage, or cohabitation, where one partner exerts power and control over the other through physical, emotional, or sexual abuse. This study examines how newspapers and online news media in Kerala, India, report on IPV, analyzing cases from 2014 to 2023. Using a coding sheet, the research assesses the tone and messaging influenced by editorial stance, story nature, and target audience. Additionally, an expert interview with a practicing counselor provides insights into the social and psychological aspects of IPV. The findings indicate an increasing trend in IPV cases over the years, but also a shift toward more compassionate and ethically considerate reporting in news publications.

**Keywords** - IPV, Abuse, Trauma, Women, Mental Health, Partner Violence, Reporting, Journalism, Newspaper, Kerala

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### **INTRODUCTION**

With the world progressing in an unprecedented pace and changing social norms, it is ideally expected that humans would evolve into better social beings. Unfortunately, recent statistics has shown a worrying trend of increased violence including murders, intimate partner violence, molestation, sexual abuse, psychological violence, cyberbullying as well as economic and financial abuse. One of the concerning types of violence that has grown significant in the last few years, especially during the COVID-19 pandemic of 2020-2021, is intimate partner violence or IPV.

Spousal or Intimate partner violence (IPV) is one of the most common forms of domestic violence (DV), and refers to any physically, psychologically, sexually, or economically harmful behaviour in an intimate relationship. It is one of the most imperative causes of morbidity and mortality among women of reproductive age groups worldwide. The three levels of IPV are Level I abuse (pushing, shoving, grabbing, throwing objects to intimidate, or causing damage to property and pets), Level II abuse (kicking, biting, and slapping), and Level III abuse (use of a weapon, choking, or attempt to strangle). IPV takes place across different age groups, genders, sexual orientations, economic, or cultural status. The World Health Organization (WHO) in 2019, estimated that almost one-third of women who have been in a relationship have experienced IPV. Other studies have depicted the prevalence of IPV in the range of 13 -61% in women (15–49 years old).

Abused women commonly suffer from chronic gynaecological problems, including chronic pelvic pain, sexually transmitted diseases and vaginal bleeding, and present very frequently to healthcare services and require a wide range of medical services. Other conditions affecting abused women include chronic pain such as back pain and headaches, neurological symptoms such as fainting and seizures, and gastrointestinal disorders such as irritable bowel disease. IPV is also a significant risk to pregnant women and their unborn children. The WHO reported that abused women have two times higher chances of having an abortion, miscarriage, premature birth, fatal injury, and low birth weight baby. Apart from physical injuries, abused women have a lot of mental health problems like depression, anxiety, post-traumatic stress disorder and substance abuse. Such women also suffer from low self-esteem and hopelessness. These problems impact upon women's ability to parent their children. In addition, there are also wider economic societal implications of IPV that needs to be considered.

Intimate partner violence is typically not a singular event, as demonstrated by the National Violence Against Women Survey (NVAWS), indicating that women experiencing physical assault from an intimate partner averaged 6.9 instances of assault, while men averaged 4.4 assaults. Furthermore, the NVAWS found that over 40% of physically assaulted women sustained injuries during their most recent assault, compared to about 20% of men, with injuries ranging from minor scratches and bruises to more severe consequences. Coercive control and intimidation form an integral component across all types of violence, with the abuser's ability to manipulate relying on the victim's belief that non-compliance may result in harm to themselves,

their children, or other significant individuals or entities. Emotional abuse, often alternating with acts of kindness, contributes to a challenging cycle of violence, with research indicating that emotional abuse can have a more profound and detrimental impact than physical violence, affecting 20% to 75% of women across surveyed countries in the World Health Organization study (WHO, 2005).

### **1.1 Background of the Study**

In India, intimate partner violence (IPV) is influenced by cultural norms, including patriarchal values and societal acceptance of marital violence. Despite advancements in education and employment, Kerala faces significant IPV challenges. The NFHS-5 data revealed surprisingly high support for justifying domestic violence, raising public concern. IPV, which includes physical, psychological, and sexual harm in relationships, has increased, especially during the COVID-19 pandemic, though underreporting remains a significant issue. Addressing IPV requires tackling gender inequalities, changing societal attitudes, and supporting survivors. Efforts should include raising awareness, strengthening legal frameworks, and promoting gender equality, while also recognizing violence among young partners and extending protections to LGBTQ+ individuals for comprehensive intervention.

### **1.2 Statement of the Problem**

This research examines newspaper coverage of intimate partner violence (IPV) in Kerala, India, from 2014 to 2023. It explores reporting patterns, media impact on public perception, representational biases, and gaps in coverage. The study aims to determine if certain IPV incidents receive disproportionate attention and how media portrayal influences public awareness and attitudes. Understanding these dynamics is essential for effectively addressing and preventing IPV within Kerala's socio-cultural context.

### **1.3 Scope and Relevance of the Study**

This research paper examines intimate partner violence (IPV) in Kerala, focusing exclusively on 25 selected cases from 2014 to 2023. It analyzes prominent newspapers and online news outlets to understand their influence on public opinion. Unlike studies on direct psychological or health impacts, this research uniquely investigates the indirect effects of media narratives on perceptions of IPV. It explores the tone, messaging, and perspectives adopted by the media in reporting IPV cases, highlighting evolving societal dynamics and reporting trends.

## **1.4 Research Gap**

Most domestic violence research overlooks how media portrays abuse and its impact on public perception and behaviour. While IPV prevalence is well-studied, media's influence on social norms and societal responses remains unclear. Analyzing media representations across cultures is essential for a comprehensive understanding of IPV and effective prevention strategies. This research gap needs to be addressed to understand how media shapes public awareness and ultimately impacts efforts to combat IPV.

## **REVIEW OF LITERATURE**

Intimate partner violence (IPV) is a significant global crisis that causes physical, psychological, or sexual harm within intimate relationships, distinct from broader domestic violence. IPV's consequences, especially for women, include long-term trauma and disabilities (Hamberger et al., 2017; Bagwell-Gray et al., 2015; Tutty & Nixon, 2022). The COVID-19 pandemic exacerbated IPV cases due to lockdowns and economic instability, raising global awareness (Barbara et al., 2022). Research indicates that adverse childhood experiences and substance abuse contribute to IPV (Patra et al., 2018).

In India, a significant number of ever-married women report experiencing violence from their husbands (Chandra et al., 2023). Globally, one-third of women face physical or sexual IPV in their lifetime, highlighting serious public health and human rights concerns (WHO, 2019). Despite a growing focus on IPV research, including the increasing use of terms like "intimate partner violence" and "domestic violence," productivity remains low in Asia and Africa, possibly due to cultural, economic, and language barriers.

Research trends show a rising interest in the impact of IPV on specific populations, such as women and children, with emerging areas like "child abuse," "pregnancy," and "HIV/AIDS" gaining attention. The literature emphasizes the need for further investigation into the media's role in shaping public perceptions and responses to IPV, underscoring IPV's importance as a global issue.

## **METHODOLOGY**

The methodology employed in this dissertation involves a systematic approach to examine and comprehend the media reporting and portrayal of Intimate Partner Violence (IPV) cases in Kerala from 2014 to 2023. Initially, the concept of

methodology in the context of a research paper is elucidated to establish a clear understanding of the research framework. The research focuses on 25 selected IPV cases reported in the newspapers of Kerala, with a deliberate consideration of six prominent newspapers, namely, Malayala Manorama, Mathrubhumi, Kaumudi, Times of India, The Indian Express, The Hindu and ten online media outlets OnManorama, Mathrubhumi, Times of India, Kaumudi Kerala, Deccan Chronicle, India Today, Indian Times, Hindustan Times widely circulated in the region.

To conduct the content analysis, a dual-pronged approach is adopted. Firstly, a coding sheet is utilized, incorporating six key parameters—'Type of Killing, Location of Killing, Gender of Victim, Gender of Perpetrator, Relationship Status, and Presence of Articles.' This structured analysis aims to systematically assess the contributions of these parameters to the understanding of IPV cases reported in the selected media. Secondly, an expert interview is conducted with a licensed professional psychologist, focusing on the psychological and social aspects of IPV. Tailored questions are prepared to extract nuanced insights from the expert, providing a deeper understanding of the intricate dimensions of intimate partner violence.

The integration of findings from both the coding sheet analysis and the expert interview forms the basis for interpretation and discussion in subsequent sections of the dissertation. This comprehensive approach ensures a multifaceted exploration of the media portrayal of IPV cases in Kerala. The discussion not only delves into the patterns and implications revealed by the analysis but also identifies recommendations for the media industry based on these insights. Furthermore, the methodology addresses the limitations inherent in the study, maintaining transparency and contributing to the scholarly rigor of the research. This research aims to further understand and answer the below research questions.

**Research Question 1:** Is there an increasing trend in the number of Intimate Partner Violence cases over the years?

**Research Question 2:** How has the socio-economic conditions of today significantly influenced and impacted the psychology of the perpetrators of IPV crimes?

**Research Question 3:** What are the common frames used in the media coverage of IPV crimes?

**Research Question 4:** To what extent has newspapers and online news outlets reported IPV crimes with sufficient contextual information such as type and location of killing, relationship status of the people involved?

**Research Question 5:** Does the nature of the crime or the gender of the perpetrator influence the placement of the IPV report on the newspaper as a first page article or not?

Based on the analysis of the coding sheet and expert interview with the counsellor, the study intends to use the observations to make data-driven recommendations to the media industry in its portrayal of sensitive news reports such as that of intimate partner violence, domestic violence, and other crimes by acknowledging its impact and influence in shaping its consumer's opinions and perspectives.

### **3.1 Population Profile**

The population relevant to this research study includes all the reported cases of intimate partner violence across all states in India between the years 2014 to 2023. According to WHO 2013, 1 in 3 women in India is likely to have experienced intimate partner violence which is of physical, sexual or emotional nature, but only 1 in 10 of such women lodges a formal complaint and reports the crime. Based on the National Family Health Survey (NHFS), 2019-2021, around 30% of married Indian women between ages of 18 and 49 have been victims of domestic and sexual violence, while noting that these numbers are from the reported cases, indicating that there are a higher number of unreported crimes for which there is no data.

### **3.2 Sampling Profile**

The sample considered for this research study consists of 25 intimate partner violence cases reported in Kerala, India between the years 2014-2023. These cases have been reported by leading newspapers and online news media outlets such as Malayala Manorama, Mathrubhumi, Kaumudi, The Indian Express, Times of India and others.

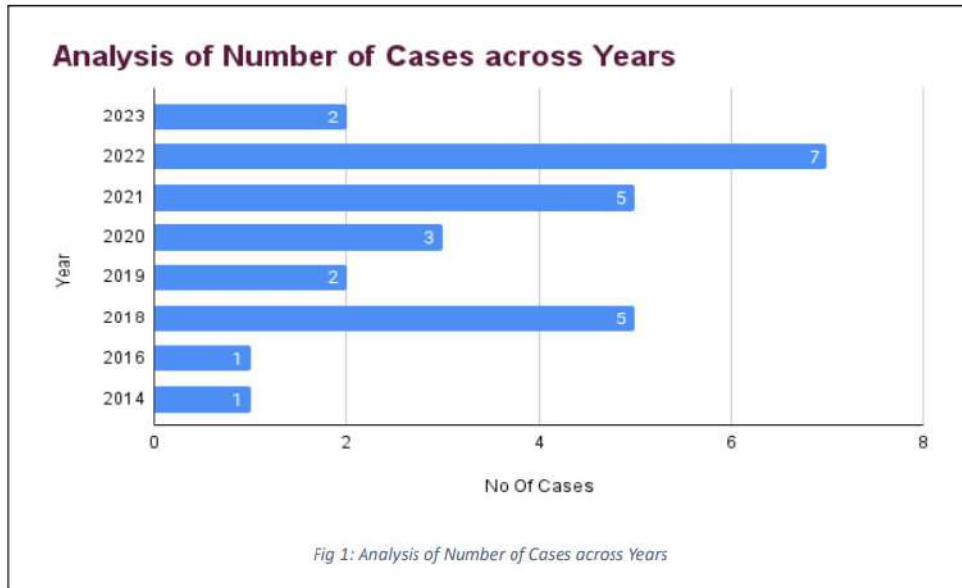
## **ANALYSIS/DISCUSSION/RESULTS**

This section discusses the analysis of the selected newspaper articles and online news reports of the intimate partner violence cases using a Coding Sheet and an Interview with a professional Counsellor. Subsequently, the section delves into the interpretation of the findings from the analysis and explains in detail the possible causes and consequences of intimate partner violence.

### **4.1 Findings from Coding Sheet**

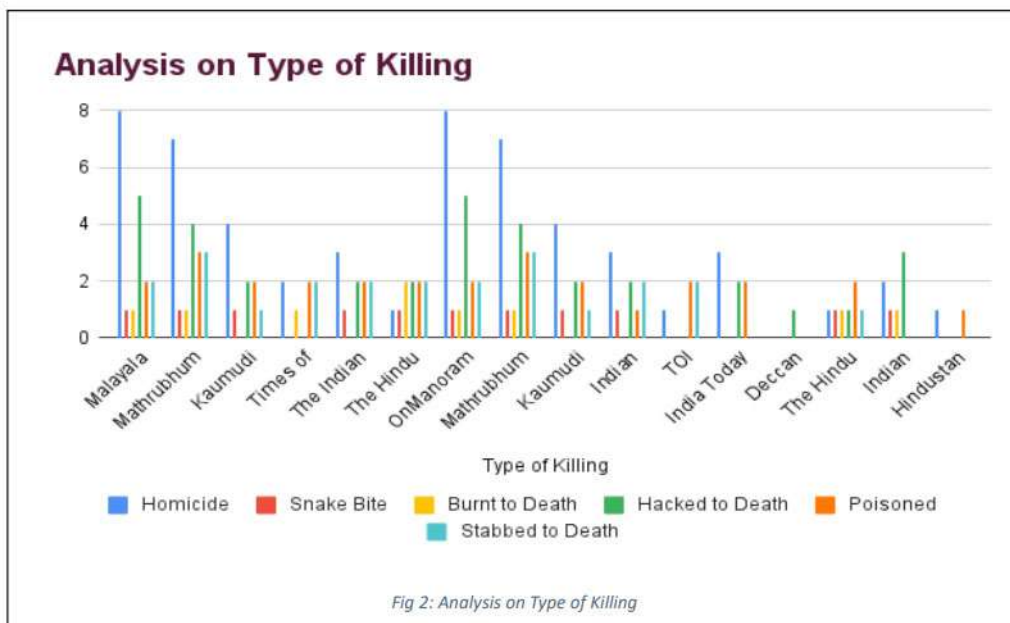
Based on the analysis of the coding sheet compiled as above, the below findings were observed and captured for further interpretation and discussion.

**Reported Years:**



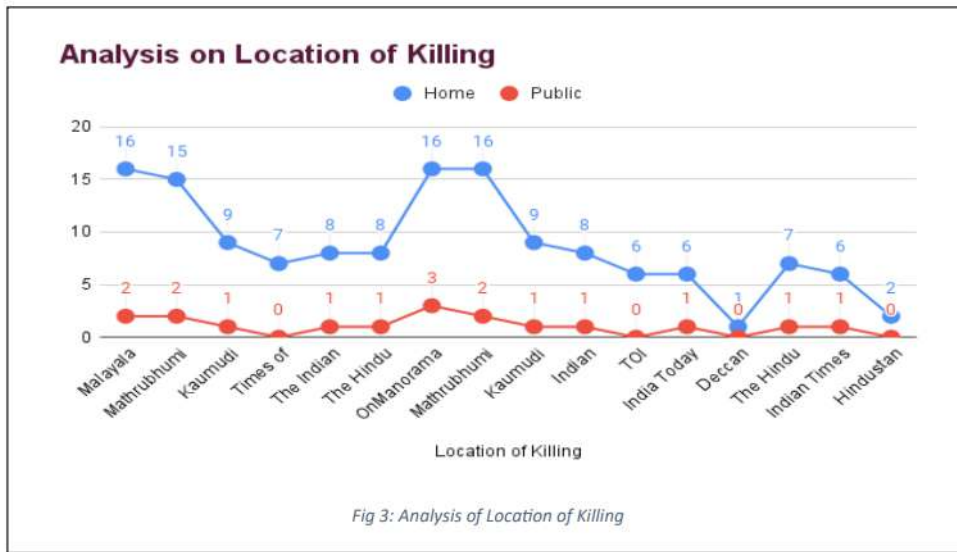
Notably, the highest number of IPV cases was reported in 2022, with a total of 7 cases. These cases predominantly involved victims being poisoned or hacked to death. In 2018 and 2021, the second-highest number of IPV cases (5) were recorded, with victims facing various forms of violence, including snake bites, immolation, or being hacked to death.

**Type of Killing:**



The “Type of Killing” category was analyzed, revealing that 32% of victims were killed by homicide, followed by 20% who were hacked to death. Only 4% of victims succumbed to snake bites. Notably, Malayala Manorama and Mathrubhumi newspapers reported the highest percentage of homicide cases (42.11% and 36.84%, respectively) in this category.

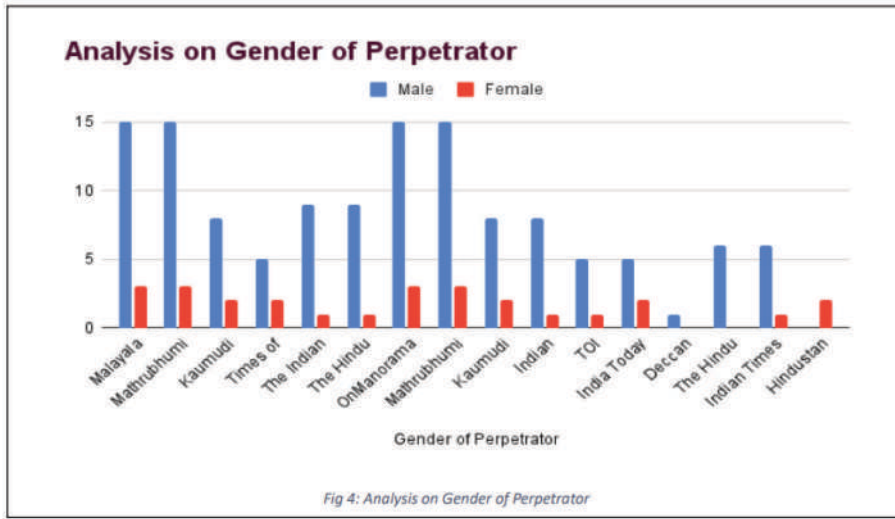
**Location of Killing:**



The study examined the “Location of Killing” category, highlighting that 64% of IPV crimes occurred in victims’ homes, while 12% occurred in public places. For 6 IPV cases, the location of killing was not reported. Both OnManorama and Mathrubhumi online media outlets reported that the majority of cases (84.21% and 88.89%, respectively) occurred in victims’ homes. Deccan Chronicle and Hindustan Times had the least coverage in this category, with 1 case and 2 cases, respectively.

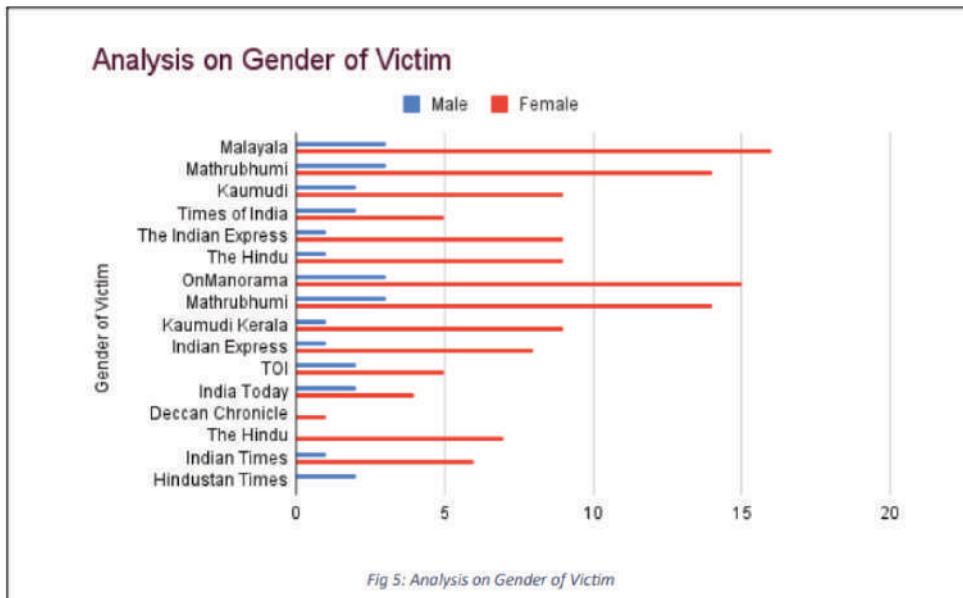


**Gender of Perpetrator:**



The analysis of the “Gender of Perpetrator” category revealed that 60% of IPV cases were committed by males, while 12% were perpetrated by females. Malayala Manorama and Mathrubhumi newspapers and their online counterparts reported 83.33% of cases with male perpetrators. The Indian Express and The Hindu newspapers reported 90% of cases involving male perpetrators among their total of 10 IPV cases. Hindustan Times reported only 2 IPV cases, both with female perpetrators.

**Gender of Victim:**



In the “Gender of Victim” category, 12% of IPV cases had male victims, while 64% had female victims. Mathrubhumi and Malayala Manorama newspapers reported over 80% of IPV cases with female victims. Kaumudi newspaper published 11 cases, with 9 involving female victims.

**Relationship Status:**

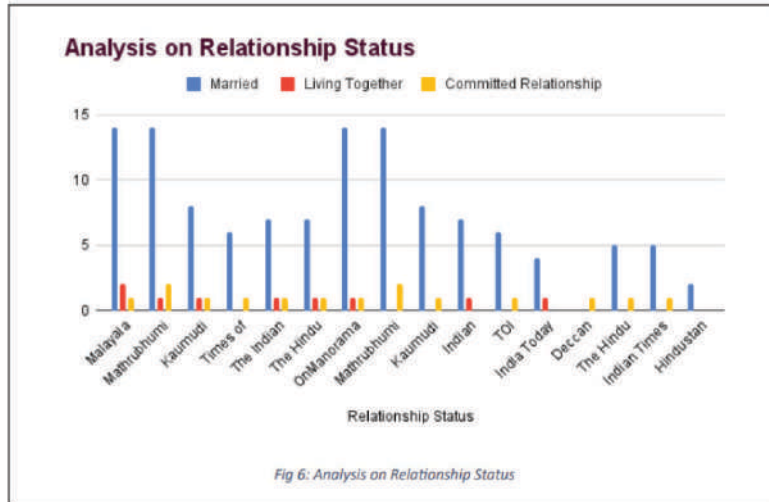


Fig 6: Analysis on Relationship Status

The “Relationship Status” of the intimate partners involved in IPV cases was analyzed, revealing that 56% of couples were married, while 8% were in live-in or committed relationships. Times of India reported 7 IPV cases, with 85.71% of couples being married and 14.29% in committed relationships.

**Presence of Articles:**

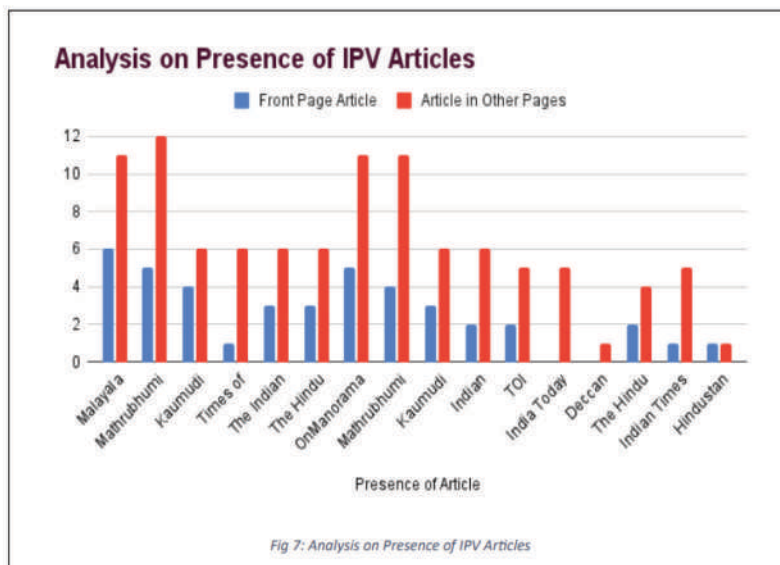


Fig 7: Analysis on Presence of IPV Articles

The final aspect examined was the location of the media article within newspapers or online platforms. Only 24% of cases were published on the front page, while 48% were placed in other sections. Malayala Manorama, Mathrubhumi, and Times of India exhibited differences in front-page coverage.

#### **4.2 Expert Interview Analysis:**

To supplement the insights and findings from the analysis of reported IPV cases in newspapers and online news outlets, an interview with a licensed professional psychologist was conducted to discuss and understand the psychological and sociological aspects of IPV crimes. Agreeing that IPV is a very serious public health problem, the Psychologist informed that IPV in different forms such as physical, sexual, emotional, and financial abuse, can lead to long-term devastating effects including chronic illnesses, permanent disabilities, as well as mental health problems of depression, anxiety and post-traumatic stress disorders (PTSD) among the victims.

#### **Understanding the Psychological and Sociological Aspects of IPV**

IPV, which can manifest in various forms such as physical, sexual, emotional, and financial abuse, has far-reaching and long-term consequences. It is not merely a series of isolated incidents but a pattern of behaviour that can result in chronic illnesses, permanent disabilities, and a range of mental health problems. The victims of IPV often suffer from conditions like depression, anxiety, and post-traumatic stress disorder (PTSD). However, the consequences are not limited to the immediate victims; they extend to the children who witness the violence.

#### **The Role of Gender Inequality and Traditional Patriarchal Views**

One of the primary contributing factors to IPV in Kerala, as highlighted by the psychologist, is gender inequality and deeply entrenched traditional patriarchal views. In societies where men feel entitled to exercise power and control over women, intimate partner violence often finds fertile ground. These harmful views are perpetuated through generations, creating a cycle of abuse and perpetration.

#### **History of Violence and Trauma**

Individuals with a history of violence and trauma, stemming from either being a victim or a witness to domestic violence or other crimes, are more likely to engage in IPV. The trauma associated with these experiences can significantly influence a person's behaviour and coping mechanisms, often leading to a perpetuation of violence.

## **Substance Abuse and Mental Illness**

The psychologist also identifies the extensive use of alcohol and substance abuse as significant contributors to IPV. Substance abuse impairs judgment, lowers inhibitions, and can lead to an increased likelihood of engaging in violent activities. Moreover, untreated mental illnesses and personality disorders can exacerbate the propensity for violence within intimate relationships.

## **The Complexity of IPV and the Importance of Awareness**

IPV is an intricate issue with no easy solutions or quick preventive measures. The psychologist underscores the need to create and maximize awareness among the general public about the early signs and symptoms of intimate partner violence. Highlighting available support measures like counseling and legal protection is crucial, empowering individuals to seek help and bridging the gap between victims and support services.

## **Evolving Social Norms and the Kerala Context**

Kerala, known for its high literacy rate, has seen a shift in social norms. Women in the state are increasingly educated and independent, emboldening them to challenge traditional roles and norms. While this is undoubtedly a positive development, it has also led to familial conflicts that can escalate and result in partner violence. The changing dynamics in Kerala's society necessitate a deeper understanding of the factors contributing to IPV in the region.

## **The Impact of the COVID-19 Pandemic**

The psychologist also highlights the impact of the COVID-19 pandemic on the instances of IPV in Kerala. Lockdowns and restrictions imposed during the pandemic confined people to their homes for extended periods, reducing opportunities to spend time away from each other. This isolation heightened emotional and physical abuse, making IPV a more significant concern during this period.

## **CONCLUSION**

In the landscape of contemporary media, both traditional newspapers and online media outlets have become influential and transformative sources of information, shaping public perception, opinions, and behaviours. Newspapers, with their longstanding history, have served as pillars of journalism, upholding the principles of accuracy, objectivity, and ethical reporting. They have traditionally been

recognized for their capacity to provide in-depth analysis, investigative reporting, and a platform for voices that often go unheard. However, in recent times, newspapers have faced challenges, including declining readership and financial constraints, which have prompted changes in their reporting strategies. Online media outlets, on the other hand, have rapidly gained prominence as primary sources of news and information. With the immediacy of the digital realm, they offer real-time updates, multimedia content, and interactive engagement, making them attractive to a tech-savvy and time-constrained audience. Online outlets have the advantage of reaching global audiences, enabling a broader dissemination of news and facilitating diverse perspectives and opinions.

Indian newspapers, especially those in Malayalam, have shown a noteworthy evolution in their approach to reporting sensitive issues like intimate partner violence (IPV). In recent years, there has been a discernible shift towards more compassionate and considerate reporting, marked by an avoidance of sensationalistic details that may further traumatize victims. Instead, there's a growing emphasis on respecting the dignity and privacy of those involved, aligning with global ethical journalism standards. Additionally, balanced reporting has become a significant dimension, with newspapers striving to present a comprehensive view by incorporating diverse perspectives from sources like law enforcement officials, legal experts, counsellors, witnesses, and the affected parties.

Moreover, Indian newspapers, including Malayalam ones, extensively cover legal proceedings and the judicial process related to IPV cases, enhancing transparency and understanding of legal aspects for the public. Advocacy and awareness have also taken centre stage, with many newspapers and journalists actively engaging in advocacy efforts for support systems, policy changes, and increased awareness about IPV. Their reporting serves as a catalyst for social change, influencing public discourse and contributing to broader societal commitments to addressing IPV.

However, challenges persist within the Indian media landscape regarding reporting on sensitive cases like IPV. Variability in reporting approaches among different publications, influenced by factors such as political affiliations, ownership, or commercial interests, may lead to biased reporting or uneven representation of IPV cases. The influence and impact of such reporting on the public and society in Kerala are profound, as sensational or biased reporting can perpetuate stereotypes, contribute to misinformation, and shape public perceptions. Understanding these nuances is essential for comprehending the influence of reporting on public awareness,

societal attitudes, and the broader endeavour to address intimate partner violence in Kerala.

### **5.1 Major Findings Based on Coding Sheet Analysis & Expert Interview**

The study delved into the distribution of Intimate Partner Violence (IPV) cases spanning from 2014 to 2023, revealing fluctuations in occurrences over the years. Notably, 2022 witnessed the highest number of cases, totalling 7, predominantly involving victims being poisoned or hacked to death. In contrast, 2014 and 2016 marked the years with the lowest IPV case count, each with only one reported case. The analysis further dissected aspects such as the type of killing, with homicide and hacking to death being the prominent methods, and the majority of incidents occurring in victims' homes. Moreover, the study highlighted the gender dynamics of both perpetrators and victims, with males being the primary perpetrators and females constituting the majority of victims, along with insights into the relationship status of involved couples.

Additionally, the study scrutinized media coverage patterns, revealing variations in reporting across different newspapers and online platforms. Malayala Manorama, Mathrubhumi, and Times of India showcased disparities in front-page coverage, while the majority of cases were typically placed in other sections. This comprehensive analysis sheds light on the multifaceted nature of IPV incidents, underscored by variations in reporting practices among media outlets, thereby emphasizing the importance of addressing and raising awareness about intimate partner violence in diverse contexts.

The findings from the interview with the psychologist underscore the multifaceted nature of Intimate Partner Violence (IPV), revealing its various forms such as physical, sexual, emotional, and financial abuse. The interview highlighted how IPV not only affects immediate victims but also has far-reaching consequences, impacting mental health and perpetuating harmful attitudes, especially among children who witness such violence. Societal attitudes, particularly in cultures where power imbalances persist, were emphasized as contributing factors perpetuating IPV, alongside historical contexts of violence and trauma, substance abuse, and untreated mental illnesses. The psychologist stressed the critical need for awareness campaigns to inform victims about available support measures and resources, aiming to break the cycle of abuse by addressing root causes and providing avenues for intervention.

Additionally, the comprehensive analysis of media articles on IPV, coupled with insights from the expert interview, offers a nuanced understanding of how media

framing influences societal perceptions and the urgency of addressing IPV effectively. The study underscores the importance of balanced reporting, responsible portrayal of IPV cases, and the necessity of raising awareness about the consequences of IPV, gender inequality, intergenerational impacts, and the evolving societal dynamics, particularly in light of challenges like the COVID-19 pandemic. By comprehensively understanding these factors, stakeholders can develop more informed strategies to combat IPV and its repercussions both in Kerala and globally, fostering healthier relationships and communities.

## **5.2 Recommendations**

In the realm of ethical reporting on Intimate Partner Violence (IPV), recommendations serve as a guiding light for media outlets, policymakers, and society at large to actively combat this pervasive issue. Upholding journalistic integrity begins with rigorous fact-checking and accuracy, ensuring that information presented to the public is reliable and truthful. It's imperative to maintain a non-biased approach, refraining from perpetuating stereotypes or preconceived notions, and allowing facts and evidence to speak for themselves, fostering a balanced public discourse. Sensationalism should be avoided, as responsible storytelling respects the dignity and privacy of individuals affected by IPV, while emphasizing the societal importance of addressing its root causes.

Moreover, media outlets play a crucial role in spreading awareness about existing laws, resources, and support services related to IPV, empowering victims to seek help and access necessary support. Collaboration with organizations dedicated to combating IPV amplifies their messages and directs individuals in need towards essential resources. Creating platforms for survivors to share their experiences, while ensuring their anonymity and safety, offers a supportive community and contributes to healing. Ethical considerations, such as respecting privacy and seeking informed consent, are paramount, as is the inclusion of diverse perspectives to foster a comprehensive understanding of IPV. Ultimately, collaboration and accountability among media outlets, researchers, and organizations are crucial for a collective and effective response to this critical public health issue.

## **5.3 Limitations**

In the pursuit of understanding Intimate Partner Violence (IPV) in Kerala, it's crucial to acknowledge and address the inherent limitations shaping the study's scope and depth. Firstly, the research's focus on IPV cases between 2014 and 2023 necessarily

excludes other forms of violence, such as domestic abuse, murders unrelated to intimate relationships, and serial killings, highlighting the necessity for future research to explore these related issues comprehensively. Secondly, the selection of newspapers and online media outlets for analysis, while allowing for concentrated scrutiny, may have overlooked valuable perspectives from smaller, localized sources, suggesting a potential gap in the study's representation of IPV dynamics within Kerala.

Additionally, the criteria for selecting specific types of IPV cases and the methodology relying primarily on newspaper articles and expert interviews introduce further limitations. These constraints may have led to the omission of cases that went unreported or were covered by non-selected media sources, thus potentially missing unique insights and nuances. While recognizing these limitations is essential, it underscores the need for future research endeavors to adopt broader methodologies and engage with a more diverse range of perspectives to deepen our understanding of IPV comprehensively in Kerala and beyond.

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**CYBERSECURITY CHALLENGES IN THE AGE OF INNOVATION:  
A MEDIA ANALYSIS OF EMERGING TECHNOLOGIES AND  
AWARENESS ISSUES**

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**Abstract**

In the twenty-first century, cybersecurity has become a critical concern for institutions and organizations due to the internet and expanding online platforms. Daily risks such as online fraud, cyberbullying, and phishing are prevalent. Modern technologies like instant messaging and social media have accelerated information exchange, but they have also introduced new cybersecurity threats leading to data loss and misuse. Protecting data in complex systems is essential, especially in organizations where many interact with these systems.

A major cause of data breaches and cybercrime is a lack of cybersecurity awareness. This research aims to investigate cybersecurity knowledge and awareness through various media sources. It evaluates cybersecurity awareness and user compliance with new technologies among students, professionals, and others using questionnaires focused on internet safety. The study also assesses awareness of safety measures through media. A mixed-method approach, including questionnaires and personal interviews, was used to gather data on public and expert cybersecurity knowledge and internet usage behavior.

**Keywords:** Cyber Security, Cyber Crime, Technologies, Media, Cyber Attack, Threat, Networking, Cloud Computing.

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**INTRODUCTION**

Information technology is one of the most significant growth factors for long-term social and economic development. More specifically, it is now believed that

preserving global sustainable development depends on a number of key variables, one of which is cyber security. It has been stated that cyber security and a secure and reliable online environment are prioritised by the United Nations Sustainable Development Goals (UNSDG).

The exponential growth of modern technology has revolutionized our lives, particularly the communication channels used to deliver information and engage with others in real time. As a result, the public and commercial sectors have begun to offer more services and adopt new technology in order to give clients with information at any time and from any location.

The rise of technology has given individuals the chance to discover their strengths and expand their abilities. In a rapidly modernizing world, the internet has become an integral part of our daily existence and a powerful communication tool. Thanks to technology and digitalization, people now have the capability to connect virtually with anyone, anytime, and from anywhere on the planet.

Cybercrime is emerging as a kind of “modern business.” It’s marked by fresh types of criminal activities, a much wider range of offenses and victims, the necessity for quicker responses, and intricate technical and legal challenges. Hacking, in particular, can be driven by various motives, whether they’re personal, political, or professional in nature.

This makes cyberspace risky and puts businesses and their customers as well in serious danger. As a consequence of this, cyberattacks have developed into a serious threat to the economy as well as the security of the world as a whole. They have also destabilized the performance of businesses and led to significant theft of intellectual property.

### **Cyber Crime**

These cybercrimes have become a significant concern for both individuals and nations. In simpler terms, we can define cybercrime as criminal activities carried out using computers and the internet to steal identities, trade illegal goods, harass victims, or disrupt operations through malicious software. As technology continues to play an increasingly central role in our lives, the incidence of cybercrimes is expected to rise in tandem with technological advancements.

## **Classification of Cyber Crime**

### **a. Cyberstalking**

In our modern world, cyberstalking has become one of the most frequently occurring crimes. It involves tracking a person's movements and shadowing them discreetly, often collecting information that can be misused for harassment, false accusations, or threats.

### **b. Cyber Pornography**

Cyber pornography poses a significant threat to the safety and well-being of women and children. It involves the distribution and sharing of explicit sexual content, including images, photos, and text, through the internet.

### **c. Phishing**

Phishing is just one of the many online scams designed to trick people into giving away their money. It typically involves receiving unsolicited emails that appear to be from a legitimate financial institution.

### **d. Cyber Morphing**

This is a type of crime where someone with unauthorized access or a fake identity manipulates original pictures.

### **e. Cyber Bullying**

Cyberbullying refers to the act of using the internet to shame or humiliate someone by sharing their personal or private information. It can occur through various means, including SMS, online gaming communities, forums, or social media platforms, etc.

### **f. Email Spoofing and Impersonation**

One of the most common cybercrimes we encounter today is email spoofing. It's a technique where an email is sent, but it deceives the recipient about its actual origin.

### **g. Lottery Fraud**

Lottery fraud ranks among the top three internet scams in India. In this scheme, scammers will either call you or send emails and messages, claiming that you've won a lottery prize. They'll then request that you transfer money online, often disguising it as taxes or fees.

### **h. Forgery**

Sophisticated computers, printers, and scanners have enabled the

counterfeiting of various items such as currency notes, postage stamps, revenue stamps, etc.

**i. Bot Networks**

A growing cybercrime trend known as ‘Bot Networks’ is causing concern. Here’s how it works: cybercriminals, including spammers, covertly hijack computers, often without the users’ awareness.

**j. Malicious Code – Viruses, Worms and Trojans**

• Viruses

A virus is essentially a program that makes changes to other computer programs. These changes are designed in a way that causes the infected program to replicate the virus itself.

• Worms

A worm is a unique type of program that can reproduce itself independently. They can spread through a network system on their own.

• Trojan Horses

A Trojan Horse is like a computer program in disguise. When you load it onto your computer’s hard drive and run it, it secretly carries out actions that you didn’t authorize.

**k. Denial of Service**

A Denial-of-Service attack, often referred to as “DoS,” is a type of intrusion aimed at computers linked to the Internet. The intent of the hacker behind this isn’t necessarily to breach the system or steal data; instead, it’s to disrupt the network for various reasons known only to them.

**Unique Challenges**

As technology continues to evolve, traditional criminals are also embracing computer technology. This shift in criminal activity presents the Indian Government and policymakers with fresh challenges because of:

- a. Anonymity: The ability of cybercriminals to remain unidentified on the internet.
- b. Global Reach: Cybercrimes can transcend borders, raising issues of jurisdiction, varying criminal laws, and the potential for widespread victimization.
- c. Volatility of Evidence: Unlike traditional crimes, cybercrimes often lack physical evidence like eyewitness accounts, fingerprints, or DNA.

- d. High Investigation Costs: The complexities of cybercrimes can make investigations costly and resource-intensive.

### **Extent of Cybercrime Against Women in India**

India, with approximately 688 million active internet users, is the world's second-largest internet market (Statista, 2020). Popular platforms like Facebook, YouTube, Instagram, WhatsApp, and Snapchat are widely used. However, a gender gap persists, with 67% of internet users being male and 33% female (IAMAI, 2021). This disparity contributes to the rise of cybercrimes targeting women.

Cybercrimes, including those against women, have been increasing. The National Crime Research Bureau (NCRB) reported 27,248 cybercrimes in 2018 under the Indian Penal Code (IPC) and Information Technology (IT) Act (NCRB, 2021). The introduction of specific categories for crimes against women and children by NCRB in 2017 highlighted this issue.

A 2016 survey by Feminism in India found that 58% of women and transgender participants experienced online aggression, such as trolling and harassment. Despite this, 38% did not report the incidents (Pasricha & Japleen, 2016). Reporting cybercrimes is essential for addressing these issues and protecting future potential victims.

### **Legal Framework**

The internet possesses two distinct characteristics. Firstly, it operates without being confined to any particular geographical boundary, allowing cybercriminals to commit offenses from anywhere in the world. Secondly, it offers anonymity to its users, which has both positive and negative aspects. Some people utilize this anonymity to freely express their opinions, which is a positive aspect.

These aspects not only present challenges in preventing cybercrimes but also in enforcing the law. Currently, there isn't a specific law exclusively addressing cybercrimes against women. Many existing laws that could be applied in such cases often go unnoticed by women. They might not be aware of their rights or the existence of these legal safeguards. Numerous statutes and regulations penalize cybercrimes, with the majority falling under the Indian Penal Code (IPC) of 1860 and the Information Technology Act (IT Act) of 2000.

The IPC serves as India's general criminal code, defining offenses and specifying corresponding penalties. It originally pertained to physical-world crimes

but has been adapted and interpreted to apply to cybercriminals as well. On the other hand, the IT Act is a specialized code addressing the use of information technology and related crimes. In 2008, the IT Amendment Act was enacted, which included provisions related to cybercrimes.

Both the IT Act and IPC complement each other in dealing with cybercrimes against women. The table below, sourced from a discussion paper published by IT for Change, illustrates the laws under which a cybercriminal can be charged when committing crimes against women. Subsequently, the paper also analyses the shortcomings within these laws.

### **Cyber Security**

Cybersecurity involves protecting networks, systems, software, and data from cyber threats and unauthorized access through a combination of technologies, procedures, and strategies. Many systems were developed without strong security measures. Effective cybersecurity requires robust software, hardware, and adherence to human policies, such as using strong passwords and regular software updates. Antivirus software and firewalls are essential for preventing unauthorized access.

Despite these measures, many users are unaware of cybersecurity risks, making them vulnerable to attacks. The increase in cybersecurity incidents globally and in India underscores the need for improved security measures. While businesses are investing more in security protocols, the rapid expansion of interconnected smart city initiatives reveals significant vulnerabilities in overall security preparedness.

### **Research Methodology**

Quantitative approaches, as well as secondary and primary information sources, was used to fulfil the research's main objectives. The obtained results are then triangulated because the examined data was obtained through the employment of quantitative forms of data during the investigation. The study utilised information obtained from Bengaluru-based & Middle East firms and educational institutions that used cybersecurity in their production and service delivery operations in this case.

The study employs two sampling approaches to choose representative respondents and industries: purposive and random sampling. With the random method of sampling, all members of the population have an equal chance of selecting or receiving a response, which may be more than the opportunity based on



the data analysis's explanation. The study will use convenience sampling, in which respondents will be chosen based on their availability and willingness to participate. The sample size for the survey will be of 201 respondents.

The survey will include open-ended questions aimed to elicit quantitative information. The survey will gather data on respondents' awareness, general knowledge, and knowledge about new technology. The survey will be conducted online, using a platform such as Google Forms, with data collected anonymously. The data collected from surveys are analysed using statistical techniques. This includes the use of software tools for data analysis, such as Excel, to derive meaningful insights from the data.

Researchers are mindful of ethical considerations in data collection and analysis, ensuring that personal and sensitive information is handled with care and confidentiality. Informed consent is obtained from survey participants and interviewees, and their anonymity is preserved.

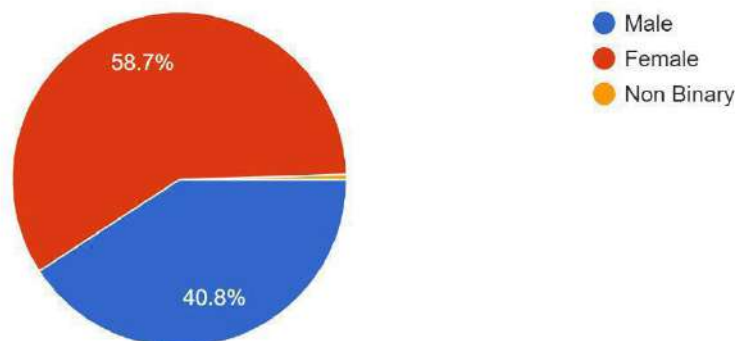
The study acknowledges any limitations, such as the potential for bias in media sources or the constraints of sample sizes in surveys. These limitations are considered when drawing conclusions. The research findings are reported in a clear and structured manner. The report includes an executive summary, methodology, results, discussion, and conclusions.

## **Analysis & Discussion**

### **Section I: Demographic Details**

#### Gender

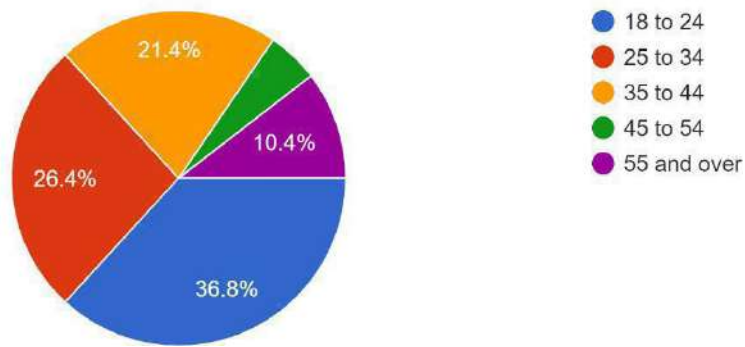
201 responses



The study reveals significant gender diversity among respondents, with 58.7% identifying as female and 40.8% as male. The presence of non-binary respondents, though relatively low at 0.5%, highlights the study's commitment to inclusivity and diverse gender identities. The higher percentage of female respondents suggests strong interest among women in the study's topic, possibly influenced by the subject of cybersecurity and emerging technologies or the outreach efforts.

### Age

201 responses

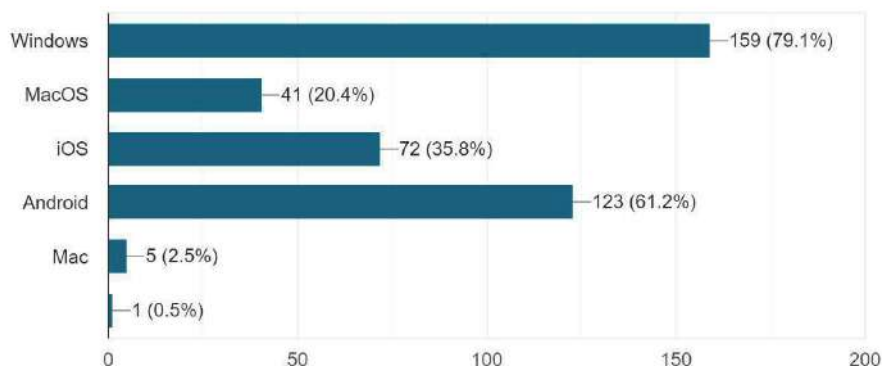


The largest age group among the respondents is the 18-24 category, making up 36.8% of the total. This suggests that the study has a significant representation of young adults. The age groups of 25-34 (26.4%) and 35-44 (21.4%) together constitute a substantial portion of the respondents. Overall, the data highlights the significance of considering age diversity in the context of cybersecurity and emerging technology awareness, as different age groups may have varying levels of experience and awareness in these areas.

## Section II: Understanding Cybersecurity Awareness

What Operating System (OS) do you use on your computer and smartphone? (Choose multiple options if necessary)

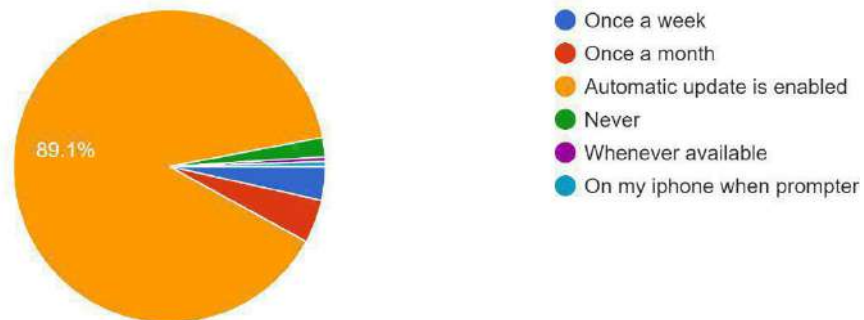
201 responses



The data showcases a diverse range of operating system choices among the respondents, which is valuable for understanding the technology landscape in the context of cybersecurity awareness and challenges.

How often do you update the software on your computer/smartphone?

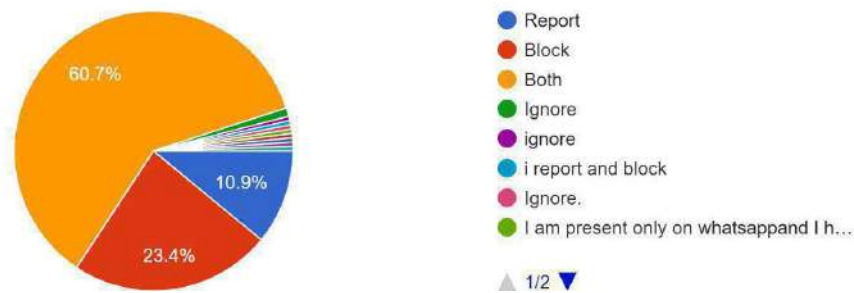
201 responses



The high percentage of respondents with automatic updates enabled is a positive trend for overall cybersecurity. It's an efficient way to keep devices secure and up-to-date. The small percentage of respondents who never update their software is a point of concern. It highlights the need for awareness campaigns and education about the importance of regular updates in maintaining device security.

Have you received any phishing or scam messages through your social media accounts, if so, how did you respond?

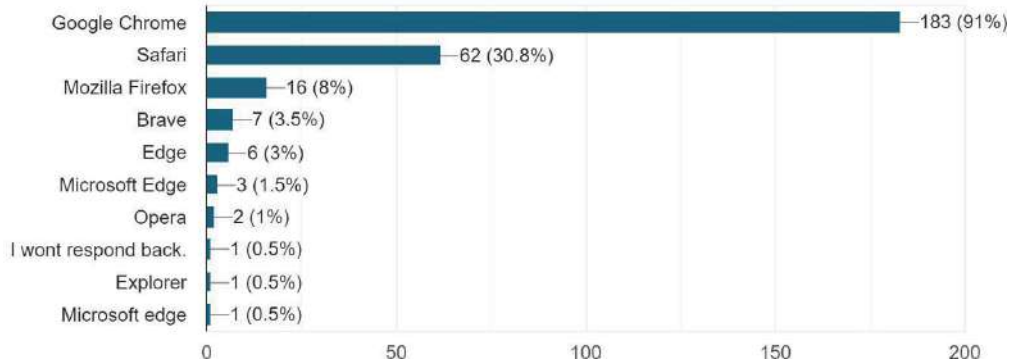
201 responses



The high percentage of respondents who both report and block the senders of phishing or scam messages suggests that users are taking active steps to protect themselves and others from potential cyber threats. This is a positive trend in cybersecurity awareness.

Which web browser do you use? (Choose multiple options if necessary)

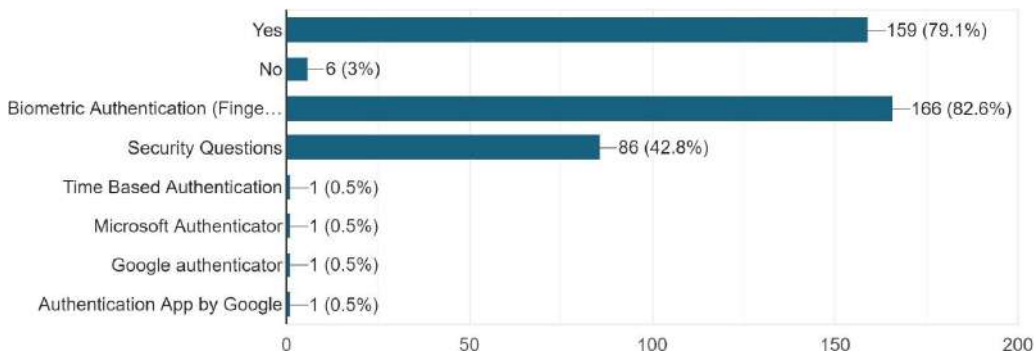
201 responses



The dominance of Google Chrome reflects its widespread adoption, but it also raises privacy concerns due to Google’s data collection practices. The usage of Safari is likely influenced by Apple device ownership as Apple emphasizes privacy. The choice of Firefox and Brave browsers by some respondents indicates a concern for online privacy and security. Microsoft Edge’s presence is noteworthy, as it suggests that some users are willing to explore alternatives to traditional browsers and may be attracted by its improved security features. While Opera has the smallest user base, its unique features such as the built- in VPN and ad-blocker may appeal to users seeking a specific online experience.

Are you familiar with the authenticators and 2-step verifications? If so, which ones do you use? (Choose multiple options if necessary)

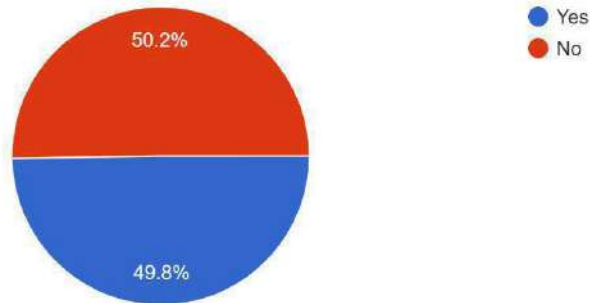
201 responses



The high level of familiarity with authenticators and 2-step verifications is encouraging, as it suggests that many respondents understand the importance of these security measures. Biometric authentication methods, such as fingerprint and Face ID, are highly popular due to their ease of use and strong security.

Do you have anti-virus/anti-spyware software installed on your computer/smartphone?

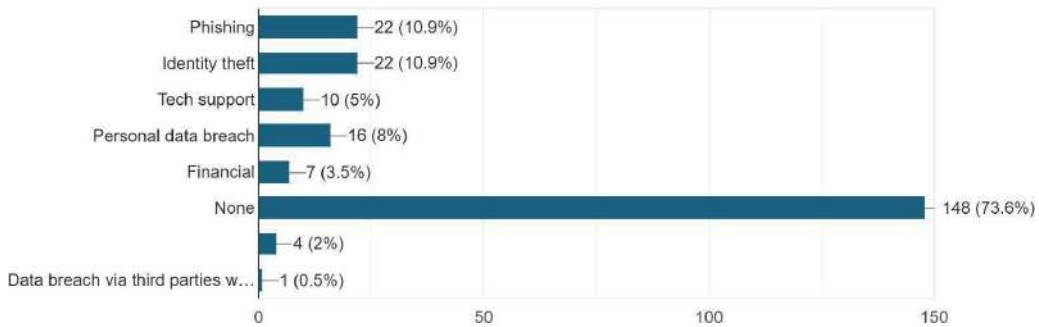
201 responses



The nearly even split between those with and without antivirus/anti-spyware software highlights a significant divide in cybersecurity awareness and practices among the surveyed population. Those with antivirus/anti-spyware software demonstrate a proactive approach to securing their devices. However, it is essential to ensure that this software is kept up to date to effectively combat evolving threats.

Have you ever experienced any of the following data theft? (Choose multiple options if necessary)

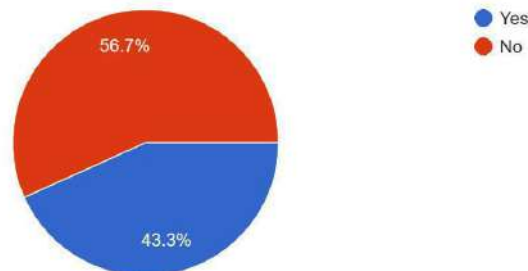
201 responses



The relatively low percentages for data theft experiences suggest that a significant portion of the surveyed individuals have not fallen victim to these types of cybercrimes. This is a positive indicator of their cybersecurity practices. The data reveals that while some respondents have experienced various forms of data theft, a majority have not encountered these issues.

Do you use pirated software?

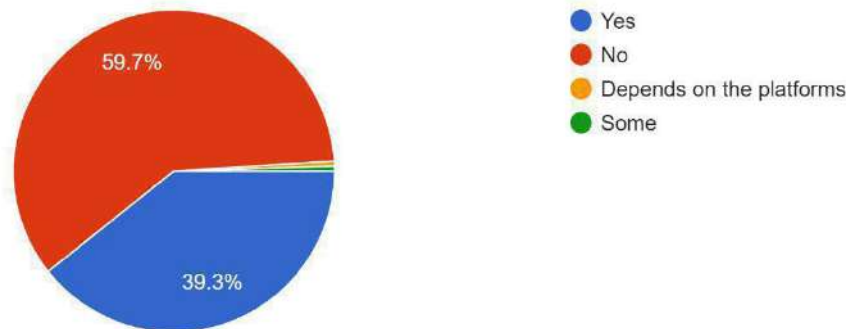
201 responses



The data reveals that a substantial proportion of the respondents are engaging in the use of pirated software, which raises concerns related to software piracy, legality, and potential cybersecurity risks. Using pirated software not only violates intellectual property rights but also exposes individuals and organizations to cybersecurity threats as pirated software is often not updated for security vulnerabilities.

Do you use a default password across all websites/accounts?

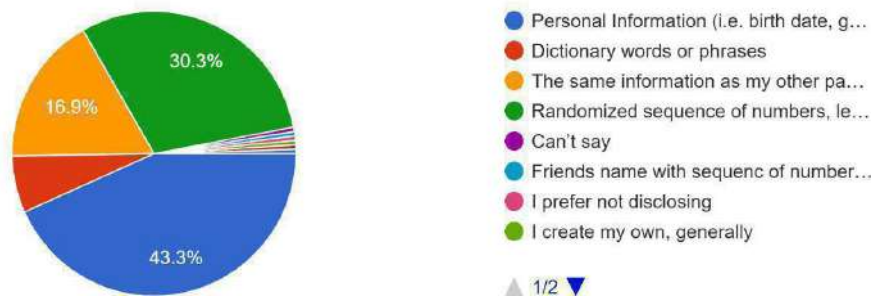
201 responses



Default passwords are often publicly known or easily guessable, making accounts vulnerable to unauthorized access. The majority of respondents not using default passwords demonstrates a better understanding of the importance of strong, unique passwords for enhancing cybersecurity. In summary, the data reveals a concerning practice among some respondents of using default passwords across websites and accounts.

What do your passwords usually contain?

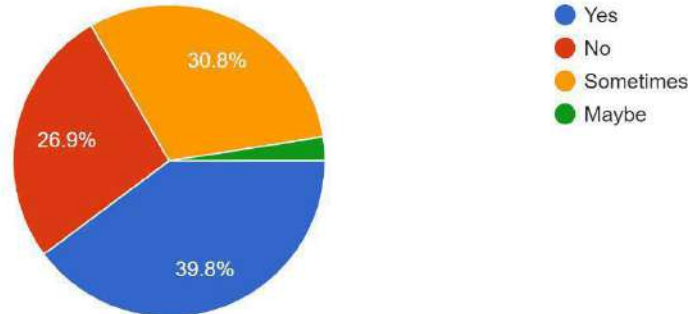
201 responses



The data reveals a variety of password practices among the respondents, with some using risky practices like personal information or dictionary words. There is a need for ongoing education on creating strong, unique passwords to enhance cybersecurity and protect against unauthorized access.

Do you save your passwords in the web browser?

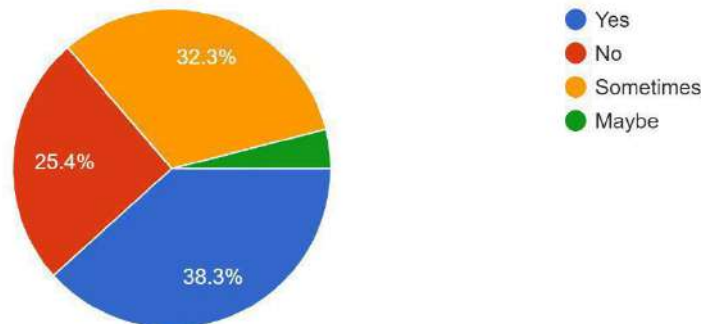
201 responses



Saving passwords in web browsers can provide convenience by auto-filling login details, but it also poses risks, especially if the device is not adequately secured. A significant portion of respondents (39.8%) reported saving their passwords in web browsers. This practice can offer convenience but has potential security risks if someone gains unauthorized access to the device. A notable percentage (26.9%) stated that they do not save passwords in web browsers. This suggests a security-conscious approach and an awareness of the potential risks associated with this practice.

Do you use the same password for different accounts?

201 responses



The data reveals a range of practices regarding the use of the same password for different accounts. Some prioritize security, while others may prioritize convenience or have uncertainty about their practices. There is an opportunity for education and awareness efforts to inform individuals about the potential risks and secure alternatives for password management.

What do you do when you receive an email with a link or document?

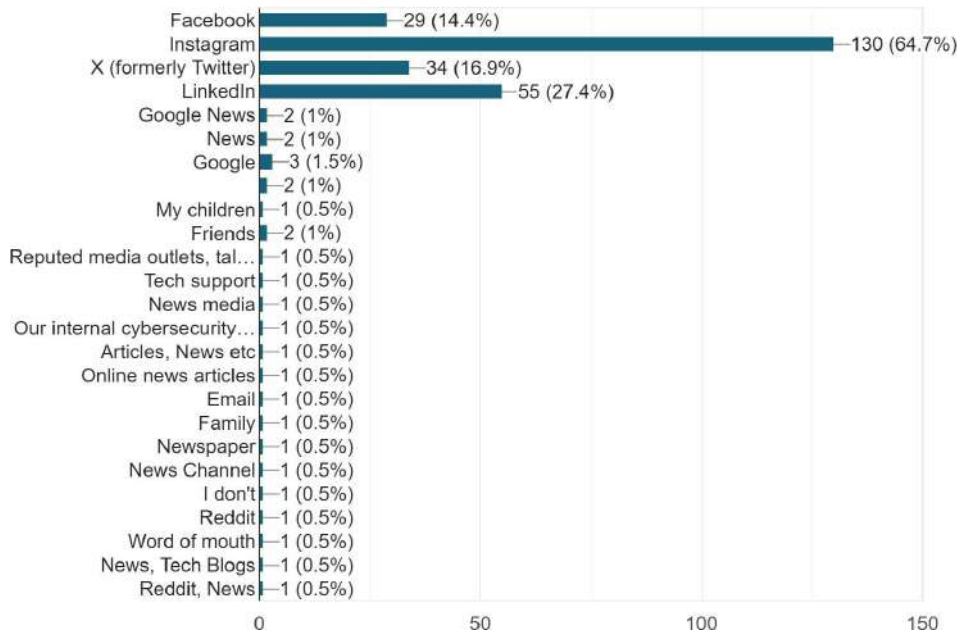
201 responses



The high percentage of respondents not clicking on links in unexpected emails reflects a responsible and cautious approach to email security. This is a positive practice in preventing phishing and malware threats. The small percentage of respondents who check links without concerns should exercise caution, as appearances can be deceptive, and sophisticated phishing attacks can disguise links effectively.

How do you stay informed about the most recent developments in cybersecurity? (Choose multiple options if necessary)

201 responses



Instagram's prominence as a source of cybersecurity information is intriguing, suggesting that some individuals may follow visual content related to cybersecurity on the platform. LinkedIn's popularity for cybersecurity updates aligns with the



professional nature of the platform. It's likely that many respondents in the cybersecurity field leverage LinkedIn for networking and staying informed. The limited use of Facebook for cybersecurity information might indicate that it's less commonly seen as a primary source for professional or technical updates. The "X" platform is well-suited for real-time cybersecurity updates and discussions, making it a valuable source for staying informed. The inclusion of "Other" sources demonstrates the importance of diverse channels for staying informed about cybersecurity, from personal networks to reputable media outlets.

Should organizations prioritize investing more in cybersecurity efforts and raising media awareness to safeguard their content and user data?

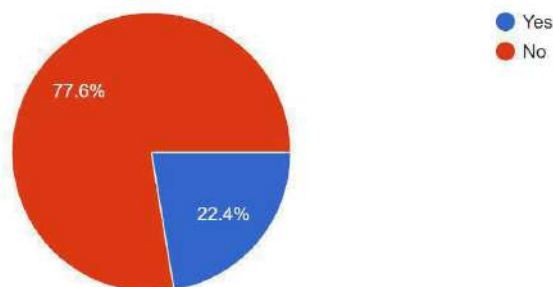
201 responses



The overwhelming support for increased investment in cybersecurity efforts and media awareness underscores the recognition of the growing importance of cybersecurity in a digital age where data breaches and cyber threats are common. The presence of some neutral responses suggests that there may be varying degrees of understanding about the relationship between cybersecurity and media awareness. Further education and communication about the benefits of these initiatives could help sway opinions.

Have you ever taken online courses or sought out information to improve your own cybersecurity awareness regarding media consumption?

201 responses



The substantial percentage of respondents who have taken online courses or sought information for cybersecurity awareness indicates a high level of interest and proactivity in learning about cybersecurity in the context of media consumption. The minority of respondents who have not sought such education might have various reasons, such as a perceived lack of need, limited awareness of available courses, or other priorities.

### **Conclusion**

Throughout its study and findings, the report emphasises the crucial relevance of cybersecurity awareness and effective measures in today's period of rapid technological advancement. The Fourth Industrial Revolution has brought new opportunities and difficulties as a result of the high rate of technological progress. As new technologies continue to transform our digital landscape, cybersecurity has become a top priority. This study investigated cybersecurity challenges in this age of innovation, with a focus on the role of media and the awareness issues related to protecting content and user data.

The majority of responders continually stressed the need of user knowledge and education in combating cybersecurity threats. User awareness training, real-world case studies, and continuous learning have emerged as critical tools for improving cybersecurity. While the media can be an effective instrument for conveying information, respondents stressed the importance of more targeted media awareness campaigns. To counteract the spread of incorrect or superfluous information, correct cybersecurity issues should be prioritised in media outlets.

Respondents recognized the critical need for organisations to increase their investments in cybersecurity. This is a clear recognition of the rising threats and firms' responsibility to secure customer data and privacy. Regular awareness initiatives, such as training, webinars, and debates, cannot be stressed. It is critical to keep individuals updated about emerging cybersecurity best practises in order to respond to an ever-changing threat scenario. Identity verification and privacy safeguards are crucial in the age of developing technology.

### **Future Scope**

The scope of cybersecurity in the future is a dynamic terrain that is constantly evolving in response to the ever-changing digital world. As technology improves and gets more integrated into our daily lives, the need for strong cybersecurity safeguards is more important than ever.

**Artificial Intelligence (AI) and Machine Learning (ML)** are positioned to play crucial roles in cybersecurity in the future. These technologies are being used to create enhanced threat detection systems capable of detecting and responding to cyber threats in real time.

**Quantum Computing** represents both a threat and an opportunity for cybersecurity. Current encryption technologies could be broken by quantum computers.

The broad implementation of **5G** networks will transform communication while also posing new security challenges. The possibility for cyberattacks and data breaches grows as more devices connect at high speeds. As data and services continue to migrate to the cloud, cloud security becomes increasingly important.

**Biometric Authentication Methods**, such as facial recognition and fingerprint scanning, are becoming more popular for securing device and account access. Biometrics provide a high level of security and user comfort, making them an important component of cybersecurity's future.

Collaborative attempts to share threat intelligence among organisations, governments, and security experts will become more widespread. Sharing information is critical for proactively recognising and reducing cyber threats. Future cybersecurity measures will be more user-centric, with an emphasis on usability and accessibility. This includes making security products easier to use and educating people so they can make educated judgements.

The integration of sophisticated technologies, the necessity for comprehensive security measures, and an increasing emphasis on user awareness and education characterise the future scope of cybersecurity. Individuals, organisations, and governments must work together to adapt to growing challenges and defend important digital infrastructure as cyber threats advance. Cybersecurity's ethical and legal dimensions will also grow, making it an interesting and dynamic field for professionals and researchers in the coming years.

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## **A Study on "Huge Upsurge in Online Shopping During Covid Pandemic"**

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### **Abstract**

As India gradually becomes the global hotspot for COVID-19, the gross domestic product for the first quarter ended June of FY 2020-21, released on Monday, 31 August, dropped 23.9%, revealed the extent of damage the pandemic has caused to the country's economy. But through this study we are studying the positive impact of covid 19 on online shopping. "The Indian e Commerce industry has witnessed a huge upsurge due to COVID-19 and there is substantial room for future growth," said Phil Pomford, managing director of Asia Pacific. E-commerce is business model that help individual and firms for buying goods and services through internet. Reports show that there is 40 % increase in online shopping ie because of social distancing and home staying. This study examines the growth of e-commerce due to covid-19 pandemic and also finds that e-commerce became substitute source of traditional marketing or not with the help of secondary data taken from authorized websites. The popularity of e-commerce increased after the advent of covid-19 pandemic and expected to rise further. Sectors such as electronics, fashion and accessories, increased tremendously

Keywords: COVID-19, Pandemic, Growth ,FMCG,COD

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### **INTRODUCTION**

E-Commerce. Electronic commerce, commonly written as E- COMMERCE is the trading (buying and selling) of product and services using computer networks, such as internet. E-commerce has helped businesses establish a wider market presence by providing cheaper and more efficient distribution channels for their products or services. Nearly every imaginable product and service is available through e-commerce transactions, including books, music, clothing, electronics travel tickets, and financial services such as stock investing and online banking. As such, it is considered a very disruptive technology. These business transactions can be done in four ways: Business to Business (B2B), Business to Customer (B2C), Customer to Customer (C2C), Customer to Business (C2B). The standard definition of E-commerce is a commercial transaction which is happened over the internet Online stores like Amazon, Flipkart, Shopify, Myntra, eBay, Quikr, Olx are examples of E-commerce websites. By 2020, global retail e-commerce can reach up

to \$27 trillion. E-commerce is one of the fastest growing industries in the global economy. As per one estimate, it grows nearly 23% every year. And it is projected to be a \$27 trillion industry by the end of this decade. India is 3rd largest e-commerce economy in the world after China and U.S.A. According to TRAI (Telecom Regulatory Authority of India) by the end of 2021 82 crore population will be use internet and 40% usage of internet usage made for online purchase. By the help of the flexibility offered by computer networks and the availability of internet, E-commerce develops on traditional commerce. E-commerce creates new opportunities for performing profitable activities online. It promotes easier cooperation between different groups: business sharing information to improve customer relations; companies working together to design and build new product/services; or multinational company sharing information for a major marketing campaign. E-commerce business may employ online shopping websites for retail sales direct to consumers, providing or participating in online marketplaces, which process third-party business-to-consumer or consumer-to-business sales, business-to-business buying and selling, gathering and using demographic data through web contacts and social media, business-to-business electronic data interchange, marketing to prospective and established customers by E-mail or fax (for example, with newsletters), engaging in retail (also referred to as pre-retail or pre-commerce) for launching new products and services. Pre-commerce is a sub-category of E-commerce and online retail for introducing new products, services, and brands to market by pre-launching online, sometimes as reservations in limited quantity before release, realization, or commercial availability. Pre-commerce includes pre-sale commerce, pre order retailers, incubation marketplaces and crowd funding communities." (Wikipedia 2015) COVID-19 pandemic creates new potentials and opportunities for e-commerce cooperation: more or less independent persons/organizations work together. Business actors can come together whenever they want it or whenever there is a need. It builds a global virtual place where every organization and person being interested in making business can come together without geographical restrictions. E-commerce increase the economic efficiency of business process, through coupling of business processes at the boundaries of the business partners.

## REVIEW OF LITRATURE

Here an attempt is made to briefly review the work already undertaken and methodology employed. A brief review of selected studies has been presented below:

Bhatti et al. (2020) examines that e-commerce grew due to coronavirus. E-commerce is became a substitute source and considered top in this condition and consumers bought in superstore traditionally. Coronavirus impact on whole e-commerce.

Meanwhile we want to comprehend their efficiency to stability both cost and benefits as well as connected actions in coming upcoming.

Tran and L.L.T. (2020) study adopted uses and gratifications theory to base the conceptual model while adding a boundary condition of pandemic fear. The primary research method of this study is a quantitative survey and analysis. Using sample size of 617 online consumers with PLS analytical technique. This study finds a positive moderating effect of pandemic fear on the relationships among PEEP, economic benefits, and sustainable consumption.

Hasanat et al. (2020) the key purpose of this research is to determine the impact of coronavirus on the online business Malaysia. The results illustrated that as the maximum of the products come from China and the maximum of industries are lockdown which means that there are no import and export of the product. Therefore, it is assumed that this deadly virus will severely impact the Malaysian online business especially the Chinese products.

Pantelimon et al. (2020) the study consists of two parts, the first one analyses the impact of the mobile commerce's growth on the Gross Domestic Product for both a West European country-Germany and an East European country-Romania from 2014 to 2019. The analysis aims to understand the mobile commerce importance in the pre-COVID-19 era, in the context of stable economies. The second part studies the general consumer behavior towards classic commerce and electronic commerce in the context of COVID-19 pandemic state. In this regard we analyzed data for January-April 2020 and studied the main changes for the countries which were either early affected by the pandemic, severely affected or both. M. A. Salem and K. Md Nor, the study empirically assessed the factors that affect consumers' intention to adopt e-commerce during Coronavirus Disease 2019 (COVID-19) in Saudi Arabia. The 10 factors examined in this study are perceived usefulness (PU), perceived ease of use (PEOU), subjective norms (SN), perceived behavioural control (PBC), perceived lack of alternatives, perceived risk, perceived punishable infractions, risktaking propensity, perceived external pressure, and government support. Data were collected online among social media users by employing the snowball sampling technique. A total of 190 valid responses were obtained. The data analysis showed that PU, risk taking propensity, PBC, perceived lack of alternatives, and government support significantly influenced consumers' intention to adopt e-commerce during the COVID-19 outbreak in Saudi Arabia. Meanwhile, PEOU, SN, perceived external pressure, perceived risk, and perceived punishable infractions exerted insignificant effect on consumers' intention to adopt e-commerce.

## RESEARCH GAP

Very few studies have been conducted on E-commerce market surge after COVID-19 pandemic. The previous studies concluded that COVID-19 pandemic came up with high growth in e-commerce market nearly every imaginable product and services like apparels, electronic goods, travel tickets and many more. The research based on Indian E-commerce market have not been done. In this research an attempt is made analyze the Ecommerce market growth in each sector of India.

## RESEARCH METHODOLOGY

### Objectives

1. To examine the growth of E- COMMERCE due to COVID-19.
2. To know that e-commerce became substitute source of traditional marketing or not

## RECENT TRENDS

With the explosion of e-retail stores and online payment systems, more and more people have come to embrace online shopping. In 2021 alone, the number of online shoppers have risen to a whopping 2.14 billion, or approximately 28% of the global population. This indicates a 4.4% increase per year, adding 900 million more buyers in 2021. The growth of e-commerce can be attributed to factors such as improved internet connectivity and the advent of online shopping events, like Black Friday and Cyber Monday.

E-shopping convenience and accessibility also encourages consumers to purchase products online. Buyers can make purchases without leaving the comfort of their home. They also get to choose from several delivery options and enjoy a more tailored shopping experience. They can check product information, as well as customer reviews, from anywhere, anytime.

## SOURCE OF DATA

This research is based on secondary data. Data which is used for study purpose collected from the IBEF (Indian brand equity foundation), UNCTAD and Netcom Suisse e-commerce association, unicommerce e-commerce report and U.S. department commerce data and many other authorized websites. E-COMMERCE AND COVID-19 PANDEMIC Coronavirus impact the whole e-commerce of the world; it has changed the nature of business. Despite the Covid-19 crisis and economic downturn, the e-commerce industry in India saw an upward trend post lockdown, registering a 17 per cent increase in order volume as of June 2020, when compared the pre - lockdown period.



**Year 2019 vs year 2020**

<b>Factors</b>	<b>Users</b>	<b>Change from previous years</b>
population	1.37 billion	+1.0%
Mobile phone connections	1.06 billion	-1.4%
Internet users	687.6 million	+23%
Active social media users	490.0 million	+48%

**E-COMMERCE CATEGORY-VOLUME GROWTH**

<b>Category</b>	<b>% GROWTH from Year 2019</b>	<b>% GROWTH from Year 2020</b>	<b>% GROWTH from Year 2020</b>
Fashion and accessories	20	23	40
Electronics & Home appliances	22	40	40
Eyewear and accessories	47	48	48
Beauty and wellness	130	150	150
Health and Pharma	38	40	40
FMCG and agriculture	55	58	58
Other	13	27	27
Overall	20	40	40

**TOTAL RETURNS**

<b>Particulars</b>	<b>2019 %</b>	<b>2020 %</b>	<b>2021 %</b>
Return on Pre- paid	20	17	23
Return on COD	27	20	30

**MONTHLY TRAFFIC ON TOP 10 INDIAN E-COMMERCE WEBSITES**

Websites	Monthly Traffic (Millions)
Amazon	200
Flipkart	157.5
India mart	52.2
Myntra	14.2
Snapdeal	12.9
Firstcry	12.55
1 mg 9.05	9.05
Book my show 7.2	7.2
Nykaa 5.35	5.35
2gud	4.0

**CONCLUSION**

This study was conducted in two parts - a pre-COVID and post covid period The consumer electronics sector, noted the report, contributed to the maximum revenue growth in India's e-commerce industry post lockdown. Smartphones brought in the maximum revenue, followed by television and other white goods.. Through this study we understood that there is huge upsurge in online shopping especially electronics products ,beauty and wellness products ,FMCG and agriculture products etc.and e-commerce became substitute source of traditional marketing because in the first half of post covid period our GDP reduced to -23.8 but in the second half it responds positively. This is expected to rise in the coming years, the report said. In the pre-COVID-19 period, sectors which showed growth (when compared to previous year' The e-commerce industry in India has enjoyed an upward trajectory over the past few years. According to recent e-commerce statistics, India's e-commerce industry is all set to become the second-largest market in the world by the year 2034

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## **IMPECCABLE KIDFLUENCE: AN EMPIRICAL STUDY ON PARENTS' PERCEPTION OF PESTER POWER FACTORS**

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### **Abstract**

Pester power denotes the influential dominance that children exert upon their parental figures, compelling them to procure particular products or services. This empirical inquiry aspires to scrutinize the factors of pester power from the point of view of parents. Employing a multifaceted research approach encompassing both qualitative and quantitative methodologies, this investigation has probed the diverse determinants contributing to pester power and gauged the extent of parental susceptibility to its persuasive influence. The study's independent variables encompass product typology, peer influence, age demographics, the efficacy of advertising campaigns, and product packaging aesthetics. The dependent variable of interest is parental purchasing decisions. The primary data, collected through questionnaire, underwent statistical processing, using statistical techniques such as t-test, correlation and regression. The hypothesized model was validated by the analysis of empirical data. This study delves into a comprehensive analysis of the determinants that exert influence over parents' purchasing decisions using SPSS, while scrutinizing the impact of pester power within the framework of a validated theoretical model. The resultant findings are poised to furnish invaluable insights for policymakers and parents alike, facilitating a deeper comprehension of and more efficacious management strategies for mitigating the influence of pester power on the parental purchasing decision-making process.

Keywords: Pester Power, Effect of Advertisement, Product Packaging, Parents Buying Decision

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## **1. INTRODUCTION**

The contemporary construct of nuclear family units has conferred upon children a substantial degree of agency in shaping familial determinations. Termed as "Pester Power," this phenomenon encapsulates the persuasive efficacy exhibited by children in compelling familial procurement choices. This "nag factor" represents the nuanced articulation of children's direct or indirect sway over household acquisitions (Upadhyaya, 2007). Pester power, as a conceptual framework, denotes the influence wielded by child over parental decisions in the domain of consumerism. With both parents engaged in professional endeavors, the paucity of quality time allocated to the child is often compensated through the bestowal of material gifts and acquiescence to their desires. Children have become the recipients of a deluge of marketing messages via digital platforms and televised broadcasts, significantly amplifying their cognitive range pertaining to consumer preferences. Consequently, the marketing and promotional apparatus has increasingly pivoted towards addressing this demographic. The ascendancy of children in familial purchase determinations carries profound fiscal implications, potentially undermining the household budgetary framework. Remarkably, even in substantial outlays for domestic acquisitions, parents are accustomed to solicit the perspectives of their child. Given these dynamics, a systematic appraisal of the potency of pester power emerges as an apt and requisite undertaking.

## **2. SIGNIFICANCE AND OBJECTIVES**

The predominant objective of this research is to empirically ascertain the determinants of pestering, herein referred to as the "pestering effect," on familial purchasing decisions. Nagging habit is to be transformed to a well-matured buying behaviour (Cecilia & Paul Antony, 2019). This comprehensive inquiry condenses a spectrum of dimensions, encompassing the elucidation of the 'pester power' and an exploration of the associated consequences on parental consumer behavior. This study mainly focuses on the parents having children 2-18 years. Dependent variable is parents buying decision, and independent variables are product types, peer influence, age of the child, effect of advertisement and product packaging. The study on influence of pester power on family buying decision is undertaken with the following specific objectives:

- ◆ To identify the factors that influence the child to induce pester power.
- ◆ To examine the effect of such factors of pester power on parents buying decision.
- ◆ To measure the impact of pester power factors on purchase decision.

### **3. RESEARCH METHODOLOGY**

Data was collected from the sample of 100 respondents through structured questionnaire prepared in Google forms. Questionnaire were sent to the respondents and responses were taken from the Google response sheet. Primary data was collected from the 100 respondents using structured questionnaire prepared digitally in google forms. Responses on various measures used in the study were obtained on 5-point scale. The secondary data was sourced from official publications, books and journals and websites. The primary data gathered was analyzed using statistical tools and procedures including percentages, mean, mode, and standard deviation. Correlation and regression is used to test the hypotheses and the model fitness. SPSS was the analytical software that used for the abovementioned exploration.

### **4. THEORETICAL FRAMEWORK**

The term "pester power," as defined by the Cambridge Dictionary, denotes the innate capacity of children to induce their parents into purchasing desired items through the persistent and repeated articulation of their requests. Collins Dictionary similarly characterizes it as the aptitude possessed by a child to relentlessly nag a parent until said parent yields and accedes to the child's entreaties (Breslin et al., 2012).

The contemporary parent-child purchase experience is considered positive (Nash & Basini, 2012). However, it is relevant to acknowledge that contemporary societal and demographic shifts have shaped transformations in the traditional familial structure and the distribution of decision-making responsibilities. This evolution has engendered a scenario wherein the kids now assumes a distinct role in the procurement processes across diverse product categories.

It is noteworthy that while Indian children may not command the same degree of independent purchasing power as their Western counterparts, they nonetheless exert a significant influence over their parents' procurement decisions, as posited by Kaur and Singh (2006). The gender of the children does not contribute significantly to parents' perception of their children's influence (Anne and Lars Grønholdt 2008). Children badger their parents until they give up. The sort of offer, parent qualities, child age, and process stage all affect how successful such attempts are. Working

and single parents on the other hand are more likely to give in because they face more time pressures, and hence children's impact on family decision in shopping has been steadily increased (Chauhan & Ravindra, 2019, Tiwari, 2015). Children comprehend the numerous replies parents give to requests for purchases, such as acceptance, refusal, postponement, and bargaining, as well as the reasons behind these responses. (Lawlor & Prothero, 2011).

Aluvala et al. (2020) focuses on the impact of children's recollection of brands and the influence of advertisements and celebrity endorsements on their preferences. The study reveals that children's ability to recall brands significantly affects the buying habits of Fast-Moving Consumer Goods (FMCG) products. A study conducted by Abbasi et al. (2020) in Pakistan explores the factors contributing to pester power, including peer influence, store environment, product packaging, and advertisements. It concludes that product packing style, peer preferences, and commercials do influence parents' buying decisions. Thomas (2018) delves into parent perceptions of pester power and strategies to handle nagging. It identifies socio-cultural, psychological, and market forces as the main factors influencing nagging behavior, with children's demographic and psychological factors being the most significant. Focusing on the Indian context, considers the unique cultural and lifestyle factors that influence how Indian families view their children's pester power. It explores various FMCG product categories, purchase patterns, and store formats impacting pester power and purchasing decisions. Ahmed (2015) examines the changing influence levels of children on family purchase decisions and identifies branded/unbranded products as factors significantly affecting children's ability to influence family purchasing decisions.

Collectively, these studies provide insights into the dynamics of pester power and its impression on family buying behavior across different regions, cultures, and product categories. They underscore the need for marketers and advertisers to understand and leverage this phenomenon when targeting family-oriented consumer markets. To conclude, all the available previous studies were reviewed to make a meaning full hypothesized model and to bridge the void in literature.

#### **4.1 REVIEW OF VARIABLES**

##### **4.1.1 Product Types**

Today children have the influencing power for almost all product categories. Whether the product is for child's own use like toys, snacks, clothes, etc. or the product for family use like family vacation or the product for household like rice, food, tea/

coffee, child is having very strong influencing power (Chaudhary & Gupta, 2014). When it came to products that directly affected children, there was a greater responsiveness of their influence. Potential of children's influence on food consumption and habits at home is immense (Huang et al., 2016; McDermott et al., 2006; Swindle et al., 2020). Children input more influence for their related products (Bridges & Briesch, 2006). It is even found that children nag to buy products that are not actually needed for them, for example; make-up items (Melo et al., 2020).

HO1: There is no significant relationship between product types and parents buying decision.

#### **4.1.2 Peer Influence**

Peer pressure is other important factor which influence on family buying decision. While making purchase decision children always considered the product which there in friends' circle (Opoku, 2012). Peers and reference groups play an important role on the child participation in family buying decisions (Schiffman & Kanuk 2010). Jain and Sharma (2016) delineated, children often put higher pressure on the purchase's items, parents appreciate kid's information, say, regarding products and find it useful when making a purchase decision. Their purchasing decisions are influenced by factors such product size, packaging, store ambiance, color, and peer recommendations. Mokgosa and Mohube (2007) identified that children are vulnerable to peer influence, and they usually show a high propensity to make product choices and buying behaviors endorsed by their peers. Peer group imitation is one of the strong antecedent for pewter power among urban nuclear families (Moturi & Jayasankarprasad, 2017).

HO2: There is no significant relationship between peer influence and parents buying decision.

#### **4.1.3 Age of the Child**

Child demographics is the other important factor which influence the purchase decision. Generally an age of child is considered the utmost important factor; it is generally the utmost common variable for purchase decision (Mangleburg, 1990). Later studies shows the effect of child on parents tends to grow with the age till teenage (Goodrich & Mangleburg, 2010). Jenkins (1979) also confirms this. Children from about age eight to fifteen years have the most influence (McNeal, 2007).

HO3 : There is no significant relationship between age of the child and parents buying decision.



#### **4.1.4 Effect of Advertisement**

Advertisement is one of the utmost imperative factor which influence purchasing decision of parents. media has a huge impact on children's buying behavior and leads to pester power among children and parents (Lati et al. 2017). TV ad factors such as entertainment, advertisement likability, content credibility, quality information, and celebrity endorsement positively impacted children's pestering (Lavuri & Aileni, 2022). Children are influenced by the celebrities, entertainment and likability (Gunardi et al., 2023). An awareness related to word-of-mouth marketing or social learning stays longer (Procter & Richards, 2002). An advertisement is mainly designed to target children, and to induce them to purchase the products (Vandana & Kumar, 2018).

HO4 : There is no significant relationship between effect of advertisement and parents buying decision

#### **4.1.5 Product Packaging**

Children are always attracted towards bright colors packaged products. Visual elements on packaging is a major factor that induce pestering (Letona et al., 2014). One of the most important strategies employed by marketers to enhance product consumption among kids is visual appeal. Children start pestering their parents when they see different products with eye-catching, colourful packaging, irrespective of product usefulness (Marshall et al., 2006; Phongsvarintr & Prasongsukarn, 2018). Therefore, appealing packaging, aesthetic appeal, product shape, distinctive signs and symbols, and uncommon package contents encourage youngsters to be drawn to the product and ultimately purchase it. Chatham (2016) described that active packaging impacts children's and children's influence on their family purchasing. Furthermore, it stated that packaging unquestionably has a significant influence on children's preferences for purchases. Ahmed (2015) inferred that also parents endorsed that the packaging had a role in their child product choices.

HO5 : There is no significant relationship between product packaging and parents buying decision.

### **5. DATA ANALYSIS AND DISCUSSION**

A Reliability test was carried out using Cronbach's Alpha, which measures the internal consistency of research constructs. The Alpha value for the seven factors are above 0.70, the threshold suggested by Nunnally (1978). Thus, it can be concluded that the questionnaire has internal consistency and reliability.

### 5.1 Demographic Profile of the Respondents

Majority of the respondents are under the category of 30-40 years (44%) followed by below 30 (29%), above 40(27%). 36% of the respondents are male and 64% are female. Out of 100 respondents, 12% were government employee, 55% were private employee, 15% were own business, 7% were unemployed and 11% were others. Most of the respondents are private employees.

### 5.2 Demographic Profile of the Child

Majority of them are under the age of 2-10years (73%). Only 21% of them are in 11-15 years all others are in 16-18 years (6%). The majority of the respondents (79%) take their children when they going to shop. Only 21% of them are not taking their children in the shopping. The majority of the parents (98%) are influenced by the nagging factor of their children. Only 2% perceive that they are not influenced.

### 5.3 One Sample T Test for Independent and Dependent Variables

The mean values of the six major variables are computed and compared to the second quartile (i.e., Central value or Q2). When the mean is less than the second quartile, the respondents' opinion is considered poor or extremely poor. When the mean score equals the second quartile, it is considered average. When the mean score exceeds second quartile, the respondents' responses are considered good or very good. The sample T test was carried out, the result and inference are depicted in Table 1.

**Table 1. One Sample T test**

Measure	Item Acronym	Mean value	Q2	T value	P value	Inference
Product types	PT	3.7460	3	10.778	.000	High
Peer influence	PI	3.6425	3	6.933	.000	High
Age	AG	3.9940	3	20.106	.000	High
Effect of advertisement	ED	4.1075	3	13.275	.000	Very high
Product packaging	PP	3.8075	3	15.839	.000	High
Parents buying decision	PBD	3.7460	3	13.892	.000	High

Based on the above table the mean score of Product types is 3.7460. It is statistically significant from Q2 (3). Based on the developed scale, the value falls between Q2 and Q3 (3-4). The value denoted as high. There exists a high level involvement of product types among children pester power in regarding with parents buying decision. The mean score of Peer influence is 3.6425. It is statistically significant from Q2 (3). Based on the developed scale, the value falls between Q2 and Q3. It is denoted as high. It can be concluded that there exists high level of peer influence regarding pester power among children. The mean score of age is 3.9940. It is statistically significant from Q2 (3). Based on the developed scale, the value falls between Q2 and Q3, which is denoted as high. There exists high level of age influence in parents buying decision. The mean score of effect of advertisement is 4.1075. It is statistically significant from Q2 (3). Based on the developed scale, the value lies more than Q3. The value denoted as very high. This indicates that there is effect of advertisement. The mean score of product packaging is 3.8075. It is statistically significant from Q2 (3). Based on the developed scale, the value falls between Q2 and Q3 (3- 4). The value denoted as high. These states product packaging has a high impact on children. The mean score of parents buying decision is 3.7460. It is statistically significant from Q2 (3). Based on the developed scale, the value falls between Q2 and Q3. It is denoted as high, here exists high degree of pester power in parents buying decision.

**5.4 Correlation Analysis**

Correlation analysis is carried out before conducting regression analysis in order to quantify the strength of relationship between variables. It tests the linear relationship between the variables.

**Table 2. Correlation between independent and dependent variable**

Variable	PT	PI	AG	ED	PP	PBD
Product types	1					
Peer influence	.560**	1				
Age	.593**	.524**	1			
Effect of advertisement	.264**	.419**	.807**	1		
Product packaging	.414**	.454**	.206**	.229**	1	
Parents buying decision	.376**	.369**	.727**	.277**	.932**	1

\*\*Correlation is significant at the 0.01 level

The correlation coefficients between the independent variables like product types, peer influence, age, effect of advertisement, product packaging and dependent variable parents buying decision are reported in the table. A correlation is statistically significant if its P value <0.05 and P value <0.01. From the above table we can understand that there exists a high positive correlation between all variables.

**5.5 Regression Analysis**

Regression analysis was conducted to assess how the independent variables PT, PI, AG, PP, and ED influence the dependent variable PBD. The aim was to explain the variation in PBD based on these independent variables. A multiple regression model was used to account for the influence of several independent variables on the dependent variable. The linear regression output was then employed to evaluate the hypothesis

**Table 3. Model summary**

Model	R	R Square	Adjusted RSquare	SE of the estimate	Durbin- Watson
1	.936a	.877	.870	.19351	1.886

R square is the percentage of the variance in the dependent variable that is explained solely or jointly by the independent variables. When using a few independents, the R square and adjusted R square will be the same. The R square and corrected R square provided are nearly identical. Hence, the modified R square value is utilized to interpret the data. Table shows that 19.35 percent variation in PBD is explained by PT, PI, PP, AG, ED. For Durbin-Watson statistic test for autocorrelation as a rule of thumb, the value should be between 1.5 and 2.5 to indicate independence of observations (Garson 2010). The value of test is 1.886, which indicate the independence of observation.

**Table 4. Coefficient of Regression analysis**

Factors (constructs)	Standardised Beta coefficient (β)	Sig. (P value)
Product types	.025	0.031*
Peer influence	0.373	0.015*
Age	.008	0.004*
Effect of advertisement	.063	0.095*
Product packaging	.943	0.000*

\*Denotes significance at 5% level

Table 4 presents the standardized Beta coefficient values and the significant values of independent variables product types, peer influence, age, effect of advertisement and product packaging. The independent variable product type (PT), peer influence (PI), age (AG), effect of advertisement(ED), product packaging (PP) are statistically at 5 percent significance level. Therefore, it is clear that these five independent variables have significant effect on parents buying decision. Hence, HO1, HO2, HO3, HO4, HO5 are rejected. From the standard Beta coefficient values of the independent variables, we can understand that all independent variables have positive effect on parents buying decision. The independent variables product types, peer influence, age, effect of advertisement and product packaging has effect on parents buying decision. The beta coefficient indicates each variable's contribution to the model. The bigger the beta value, the stronger the independent variable's effect on the dependent variable. Among the independent variables product packaging (PP) has the greatest effect.

In the empirically validated model, product packaging ( $\beta = .943$ ) has the highest beta coefficient followed by peer influence ( $\beta = .373$ ), product types ( $\beta = .25$ ), effect of advertisement ( $\beta = .063$ ) and age ( $\beta = .008$ ). The beta coefficient of all independent variables are statistically significant at 5 percent significance level ( $P < 0.05$ ). Based on the above model, it is understood that all 5 null hypotheses are rejected and their strong relation between variables is established. Based on the standardized beta coefficient given in the above table following interpretations can be made:

The results of a statistical analysis reveal significant relationships between various factors and parents' buying decisions. For HO1, the P value of 0.031 suggests statistical significance, and the positive beta coefficient of 0.025 indicates a positive relationship between product types and parents' buying decisions. Similarly, HO2 shows a significant relationship between peer influence and parents' buying decisions, with a P value of 0.015 and a positive beta coefficient of 0.373. HO3 indicates a significant positive relationship between age and parents' buying decisions, with a P value of 0.004 and a beta coefficient of 0.008. In the case of HO4, the relationship between the effect of advertisement and parents' buying decisions is not statistically significant, as indicated by a P value of 0.095. Finally, HO5 reveals a highly significant positive relationship between product packaging and parents' buying decisions, with a P value of 0.000 and a substantial beta coefficient of 0.943. These findings suggest that product types, peer influence, age, and product packaging play significant roles

in influencing parents' buying decisions, while the effect of advertisement may not be as influential in this context.

As explained above, the data underwent an analytical process encompassing three distinct stages. The first phase was dedicated to profiling analysis, where a succinct examination of the demographic characteristics of the respondents was conducted. Subsequently, in the second section, assessments were undertaken to ascertain the reliability of the employed measurement instruments, yielding satisfactory results. In the realm of descriptive analysis, the application of one-sample T tests served as the methodological tool to ascertain whether the responses of the respondents exhibited statistically significant deviations from the moderate or neutral states of responses. This analytical step sought to discern any noteworthy deviations in the collected data. The third and final section of the analysis encompassed linear regression analysis of the pertinent measures. In this phase, the hypotheses initially postulated were subjected to empirical scrutiny and hypothesis testing; all 5 null hypotheses are rejected and their strong relation between variables is established.

## **6. CONCLUSION**

This study delves into a comprehensive analysis of the multifarious determinants that exert influence over parents' purchasing decisions, while concurrently scrutinizing the impact of pester power within the framework of a validated theoretical model. It is imperative, however, to acknowledge certain limitations inherent to this investigation. Chief among these limitations is the constraint imposed by the sample size, whereby the limited number of respondents may restrict the generalizability of findings to the broader population. Additionally, it is imperative to recognize that the findings of this study derive exclusively from the responses provided by the surveyed individuals, a factor that inherently introduces potential limitations associated with self-reporting.

Despite a conscientious endeavor to maintain objectivity throughout this study, the inherent constraints of sample size and scope necessitate a degree of circumspection when interpreting the results. Furthermore, it is imperative to underscore that this study exclusively focuses on a select subset of factors that influence parental purchasing decisions. Future research endeavors may profitably explore an expanded repertoire of factors that potentially impact the same phenomenon, thus enriching our understanding of this intricate domain. Subsequent research initiatives should consider augmenting the current model with additional

measures and constructs to enhance its overall validity and comprehensiveness. The findings of this study, while serving as a valuable resource for students and academicians, also represent a promising foundation upon which future research endeavors within the academic sphere can be built.

To effectively mitigate the influence of pester power on parental purchasing decisions, the implementation of a multifaceted strategy is of paramount importance. This strategy includes the establishment of clear boundaries, the instillation of financial literacy in children, their active participation in family discussions related to consumption choices, and the cultivation of a culture that encourages deferred gratification. Leading by example, minimizing exposure to persuasive advertising, open discussions regarding financial constraints, and the implementation of a system that rewards responsible behavior collectively contribute to fostering judicious and conscientious consumer habits within the familial context. These strategies, in concert, serve as a robust bulwark against the deleterious effects of pester power, engendering a more mindful and responsible approach to familial purchasing decisions.

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