

ANALYSIS OF THE IMPACT OF HEALTH BELIEFS AND RESOURCE FACTORS ON PREVENTIVE BEHAVIOURS AGAINST THE COVID-19 PANDMIC

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Abstract

In the current context of the global pandemic of coronavirus disease-2019 (COVID-19), health professionals are working with social scientists to inform government policy on how to slow the spread of the virus. An increasing amount of social scientific research has looked at the role of public message framing, for instance, but few studies have thus far examined the role of individual differences in emotional and personality-based variables in predicting virus-mitigating behaviors. In this study, we recruited a large international

community sample (N = 324) to complete measures of self-perceived risk of contracting COVID-19, fear of the virus, moral foundations, political orientation, and behavior change in response to the pandemic. Consistently, the only predictor of positive behavior change (e.g., social distancing, improved hand hygiene) was fear of COVID-19, with no effect of politically relevant variables. We discuss these data in relation to the potentially functional nature of fear in global health crises.

Keywords COVID-19 . Pandemic response . Health anxiety . Social distancing . Hand hygiene . Public health.

Introduction

Originating in December 2019 in the Hubei province of China, the coronavirus disease-2019 (COVID-19) has spread to most countries in the world. At the time of writing (March 28, 2020), estimates of the fatality rate differ across countries and range from 0.3% in Singapore to 11% in Wuhan, China (Chen et al. 2020). However, a more recent analysis of the mortality rate in locations with early quarantine procedures (e.g., the Diamond Princess cruise ship) suggests that

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It reveals that there is a positive effect between investment behavior (0.967) and the Risk tolerance and Investment decision (0.039). When the behavior mediates through risk tolerance, it has a negative effect (-0.043) towards the investment decision and confirmed that even though decisions made by tolerating the risk in the investment lead to a wrong decision among the investors.

6. Conclusion

Today, a variety of investment opportunities is available in the market to investors. But most of the investors are willing to have a high return for their investment in a minimum period. Hence they have not preferred the bank and post office deposits and focused on the share market-based investment proceeds, and the total safety is in question due to the fluctuation of the market. Amongst, the safest mode lies with the mutual fund investment. Hence the researcher has attempted to study the behavior on investment decisions by considering risk tolerance as the mediator. Results from the study clarified how the investment behavior and the risk tolerance jointly influenced the investor's decision towards mutual fund investment with the other factors like personality traits, awareness, financial knowledge, and the investment objectives. The result informed that all the constructs considered have significantly and positively affected the investment behavior, and also the risk tolerance of the investors on the decision making has a negative effect against investment behavior. These study findings can give an idea to the investor of other schemes, professionals, financial advisors as well as the regulators of the fund to understand the misalignment between risk tolerance, perception, and the investment decision.

7. Limitations and Scope for future research

In this study, it is significant to discuss the limitations by providing directions for future research. The first and foremost limitation is the sample size and sampling technique. In this study, the total sample considered is meager (602) and followed two types of sampling methods like stratified and the simple random sampling technique. The respondents for this study are only the mutual fund investors residing in various regions of India. Also, only five constructs were taken into account to find the impact on the investment decision. Hence researchers in this domain may proceed with future research through other sampling techniques and with other scheme investors for getting valuable insights into the universal audience of this domain.