

A STUDY ON THE EXTENT OF PROBLEMS FACED BY SHOP OWNERS IN THE BUSINESS WITH REGARD TO VAASTU SHASTRA

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ABSTRACT:

Vaastu Shastra is an ancient teaching from the Indian civilization. It deals with the science of architecture and tells how a building should be planned to channel the positive energy in everyone's lives. Every individual faces some or the other problems in life, for that one requires to find solutions through various means, resorting to many alternative options as well. Such problems-suffering souls would go to the temple or any other place of worship to find inner peace while some think that something is wrong in their homes or workplace that could be related to Vaastu. People nowadays are intrigued with Vaastu and heard a lot about the Vaastu application in workplaces, companies and residences also. The main purpose of the existing study was to find out the demographic characteristics of the Shop owners and to assess the extent of problems faced by shop owners in their business with regard to Vaastu Shastra. The research design was descriptive in nature. 320 Shop owners of Vadodara City were selected as a sample done through purposive random sampling for the present study. The major results of the study revealed that Finance-related problems were found to be major problems experienced by the Shop owners. The outcomes of the research would help business owners to solve different problems associated to their business operations by applying the knowledge gained in the areas of Vaastu Shastra through the present research.

KEYWORDS: Problems of Shop owners, Positivity, Vaastu Shastra.

Introduction

The "science of architecture" known as Vaastu Shastra is concerned with controlling the energy of space during construction. Vaastu is the methodical study of directions that tries to draw positive energy from the Pancha Bhoota, or the five basic elements of the universe: earth, water, air, sun, and sky. Individuals can become one with nature if people follow the Vaastu guidelines and place the five elements of earth, water, wind, fire, and ether (the air) in their right locations in our buildings. Vaastu has a good and positive impact on people's lives, bringing prosperity, health, and riches (Agrawal *et al.*, 2016).

Vaastu thought about how different natural forces connected the five elements and aimed to maintain symmetry as these forces controlled, directed, and changed how every living thing on earth lived. (Krishnarav, *et al.* 2008, Surnarayanan *et al.*, 2016). People are more interested in Vaastu Shastra for their space to be designed despite modernization and improvements in living styles because everyone has a different perspective and different economic levels. It is necessary to determine whether people adhere to the Vaastu principles when building their own space of work or people are having problems with the direction that could cause them to experience a variety of problems, including mental, emotional, psychological, and business-related and physical problems.

Numerous problems or afflictions in many areas of one's life are directly related to Vaastu flaws in homes or places of business and unfavorable planetary influences in horoscopes. One might have

chosen colours that, according to horoscopes or birth charts, are not favorable to us. One may have a puja sthana or place of meditation in the incorrect location, a toilet where a place of meditation should be, health issues as a consequence of improper kitchen arrangement, etc.

One might be in pain because of a flawed design in the office space or factory; one might be in pain because of stomach issues brought on by incorrect seated positions in the bathroom; etc. The various planets have varied effects on people's perceptions of brightness and colour during their respective planetary seasons. The benefits that the space receives from the air and sunlight entering naturally are to be maximized (Gupta, 2018).

Today many people apply Vaastu in commercial and residential areas. Businesses deploy different strategies to stay relevant and overcome their challenges. Most of the marketing strategies focus on people, product, price, place, and promotion in business, and less or no focus is given on the cosmic energy surrounding different resources deployed. It is very important to have a motivated workforce and optimal resource utilization to enable the growth of the company across different areas. The challenges of business like in shops, factories, retail outlets, office complexes, warehouses owners faced by the owners are due to the imbalance in the five elements like fire, water, earth, air and space of Vaastu Shastra. One can overcome the challenges in business by ensueing the Vaastu principles which will bring a positive transformation in business and enhance growth. Implementing Vaastu in one's office/Shop will balance the energy inside the structure and remove the defects ⁽¹⁾.

Patel and Talwelkar (2015) revealed that families had difficulties prior to applying Vaastu Shastra, but once the concepts were applied to house design, they were really delighted. In context of this, the researcher would like to investigate the scope of Vaastu Shastra-related issues that store owners encounter.

Vaastu Shastra principles have become more popular in residential areas recently, with less emphasis on businesses. The store owners deal with a variety of issues, such as financial loss, employee issues, erratic or unpredictable business operations, legal battles, a lack of raw materials, poor marketing, etc. Moreover, till date, very limited researches have been done in this field of Vaastu and Shops, since the interest in Vaastu Shastra has generated momentum in current years, the researcher thought of assessing the problems of shop owners with regard to Vaastu Shastra.

Hence the researcher envisaged the present study with the following specific objectives.

Objectives of the Study:-

To find out the demographic characteristics of the Shop owners.

To assess the extent of problems faced by shop owners in their business with regard to Vaastu Shastra.

Methodology

A research design was descriptive in nature. The sample of the study consisted of 320 Shop owners from Vadodara City who had businesses related to Medicines, Stationery, and Clothing who have initiated their business past 3 years or more from the time of data collection. The purposive sampling technique was used to select the sample. A questionnaire was used as an instrument to gather information from the Shop owners. The questionnaire was divided into two sections. Section 1 dealt with the background information of the Shop owners such as name, age(in years), gender, educational qualification, annual income, nature of business, number of years in business, existing shop located in which type of unit, location of the shop, shop located in which zone, marital status. The section also covered family variable like the type of the family and the number of family members. Section 2 dealt with the problems faced by the Shop owners in the business with regard to Vaastu Shastra. The attributed scores were 2 and 1, and the response structure was Faced and Not Faced. The data were evaluated using descriptive as well as relational statistics. Descriptive statistics such as percentage, frequency and weighted mean were applied.

Findings

The major findings relating to the personal variables of the Shop owners are given below.

Background Information

The section dealt with the background information of the Shop owners. The background information included personal variable viz. age, educational qualification, marital status, number of years in Business, Existing shop located in which type of unit, annual income and place of shop of the Shop owners, and family variables viz. type of family and number of Family members.

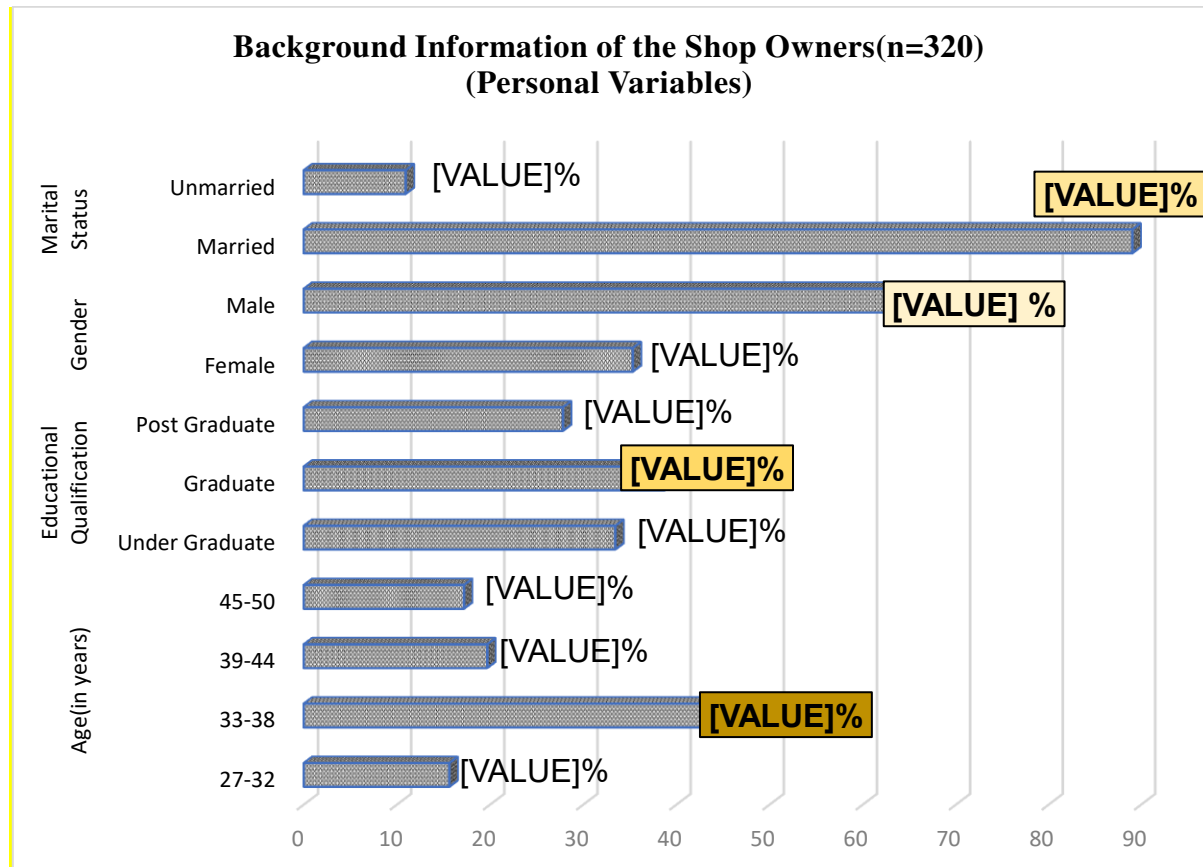


Fig. - 1 Distribution of the information related to Demographic characteristics of Shop owners according to personal variables.

From the graph, the findings reflected that nearly one-half i.e. 47.5 percent of the respondent belong to the age group between 33-38 years. It was also shown that almost an equal distribution of the Shop owners were graduates i.e. 38.75 percent and 33.44 percent were below graduates. More than one-half of the Shop owners i.e. 64.69 percent were males and it was also found that the majority 89.06 percent of the respondents were married.

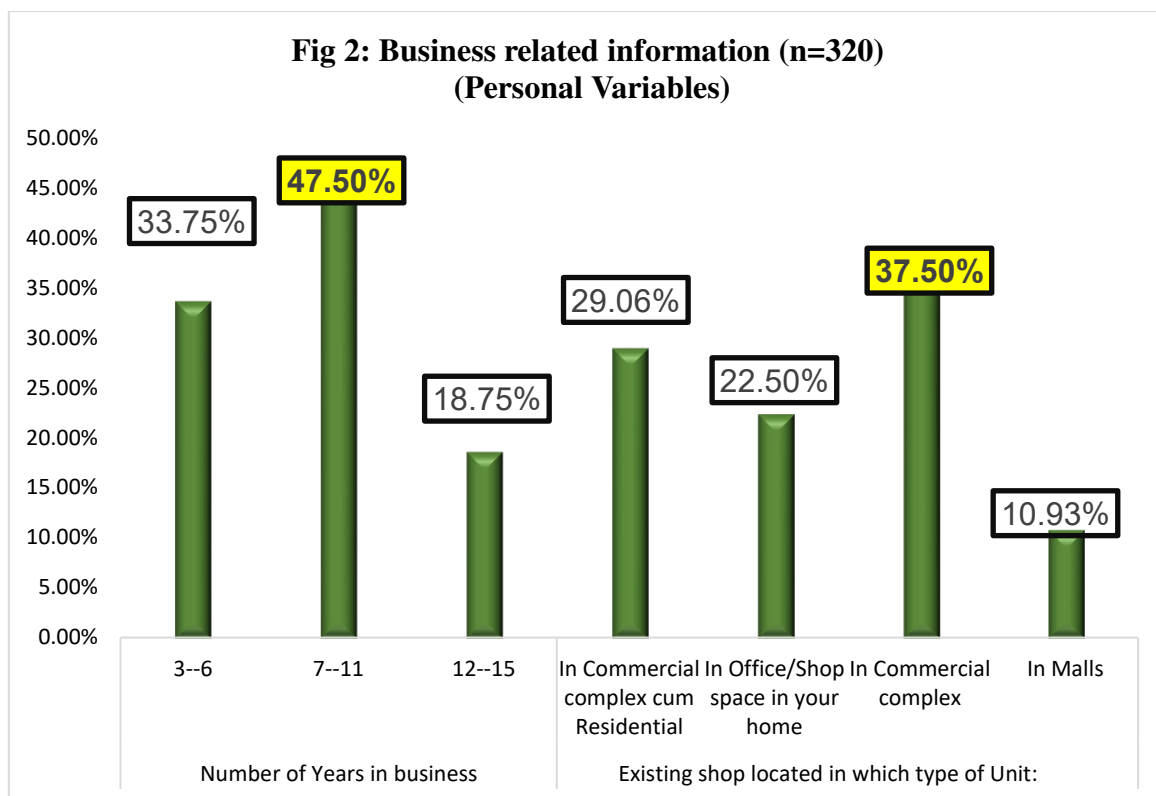


Fig. – 2 Distribution of the Shop owners according to personal variables of the Shop owners

Nearly one-half 47.50 percent of the Shop owners had business experience between 7-11 years. It was also shown that more than one-third 37.50 percent of the respondent's existing shops were located in the Commercial Complex.

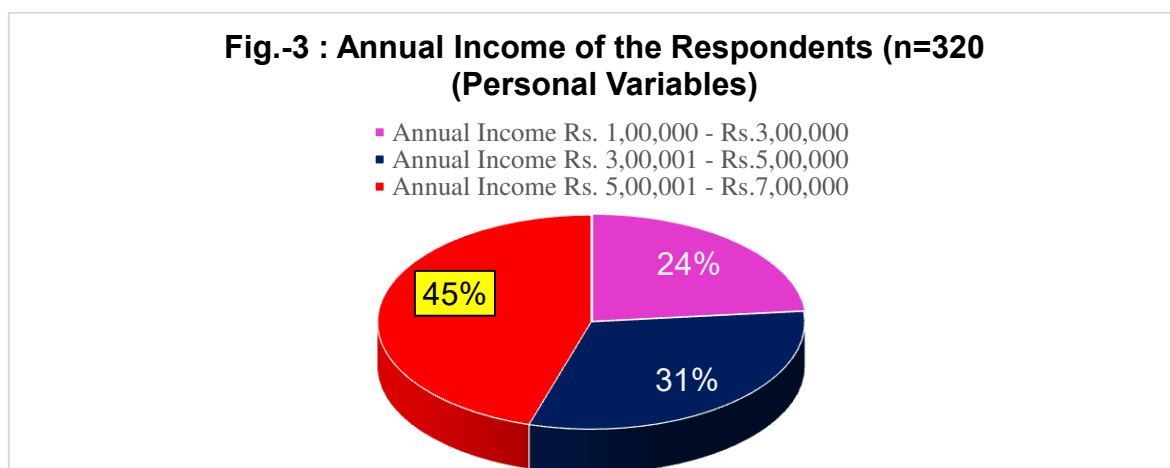


Fig. – 3 Distribution of the Shop owners according to personal variables of the Shop owners
From Figure 3, it was found that less than one-half 45 percent of the Shop owners had their annual income between Rs. 500,001 to 700,000/-.

Fig.- 4: Location of Shop (n=320)

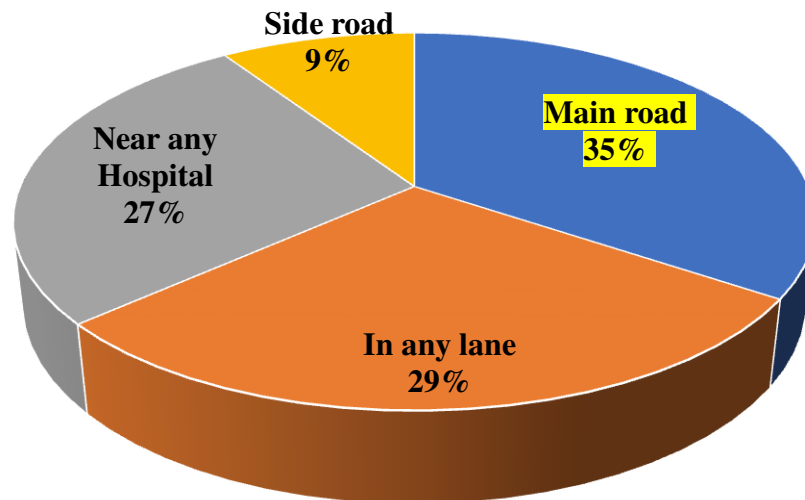


Fig. - 4: Distribution of the Shop owners according to the location of the shop of the Shop owners

It was found that less than one half (35 percent) of the Shop owners had shop located on Main Road.

Figure 5: Demographic characteristics of the Respondents (n=320) (Family Variables)

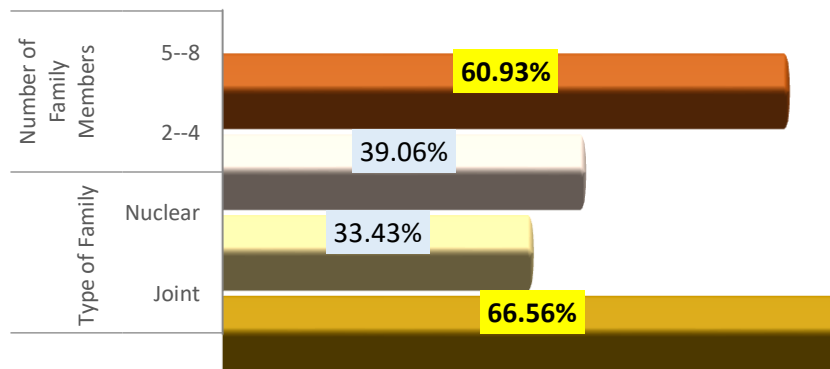


Fig.- 5: Distribution of the Shop owners according to personal variables of the Shop owners

From fig.-5 it was revealed that more than one-half 66.56 percent of the respondent belonged to a Joint family and had 5-8 family members i.e. 60.93percent.

Table- 1: Frequency and percentage distribution of the extent of problems faced by the Shop owners with regard to Vaastu Shastra

(n=320)					
Types of Problems faced with regard to Vaastu Shastra	Experienced		Not Experienced		Weighted mean Scores
	f	%	f	%	
Finance related Problems					

Instability in annual turnover of business	243	75.94	77	24.06	1.76
Unexpected increase in expenses	236	73.75	84	26.25	1.74
Loss of Funds in business operations	136	42.50	184	57.50	1.43
No proper utilization of capital	245	76.56	75	23.44	1.77
Lack of Funds for Business growth/expansion	273	85.31	47	14.69	1.85
Psychological related Problems					
Increase in mental tension while carrying out day-to-day business activities	265	82.81	55	17.19	1.83
Emotionally disturbed	164	51.25	156	48.75	1.51
Sleeplessness	115	35.94	205	64.06	1.36
Feared about uncertainty in business	207	64.69	113	35.31	1.65
A feeling of tiredness without any reason	148	46.25	172	53.75	1.46
Working efficiency being affected	147	45.94	173	54.06	1.46
Unhappy work Environment	245	76.56	75	23.44	1.77
Remaining outdated in Business technology	122	38.13	198	61.88	1.38
Fear to survive in a Competitive market	140	43.75	180	56.25	1.44
Business Related Problems					
Lack of time in meeting business goals	144	45.00	176	55.00	1.45
Frequent Labour Problems	165	51.56	155	48.44	1.52
Lack of Knowledge in delegating tasks	243	75.94	77	24.06	1.76
Lack of Management in Operating business	56	17.50	264	82.50	1.18
Shortage of Raw Materials leading to reduction in business growth	78	24.38	242	75.63	1.24
Lack of proper Marketing	177	55.31	143	44.69	1.55
Lack of business orders	221	69.06	99	30.94	1.69
Facing a lot of competition in the market	169	52.81	151	47.19	1.53
Unable to adopt the latest technology in business.	264	82.50	56	17.50	1.83
Lack of prosperity	143	44.69	177	55.31	1.45
Lack of stature and fame	156	48.75	164	51.25	1.49
Improper planning of business strategies to meet business goals.	223	69.69	97	30.31	1.70
Retaining clients in business	243	75.94	77	24.06	1.76
Lack of Knowledge in handling online business-related matters	151	47.19	169	52.81	1.47
No Skilled Manpower	145	45.31	175	54.69	1.45
Lack of good Business networking	59	18.44	261	81.56	1.18
Not having clarity of Business goals	165	51.56	155	48.44	1.52
Unable to attract good business	261	81.56	59	18.44	1.82
Physical Problems					
Suffering from kidney diseases.	96	30.00	224	70.00	1.30

Suffering due to various infectious diseases	177	55.31	143	44.69	1.55
Suffering from seasonal change illness	165	51.56	155	48.44	1.52
Suffering from paralytic attacks	178	55.63	142	44.38	1.56
Suffering from digestion issues and headache	52	16.25	268	83.75	1.16
Suffering from Headache and eyestrain	65	20.31	255	79.69	1.20
Suffering from Heart Problems	25	7.81	295	92.19	1.08
Suffering from joint-related pain/injuries.	35	10.94	285	89.06	1.11

From Table 1, it was found that the majority of the Shop owners experienced financial problems like lack of Funds for Business growth/expansion (85.31 percent), secondly psychological problems like an increase in mental tension while carrying out day-to-day business activities (82.81 percent), while in business related problems like unable to adopt the latest technology in business (82.50 percent) were faced by the Shop owners and more than one-half of the Shop owners had experienced physical problems like suffering due to various infectious diseases and seasonal change illnesses (55.31 percent), had paralytic attacks (51.56 percent), suffering from digestion issues and headache (55.63 percent).

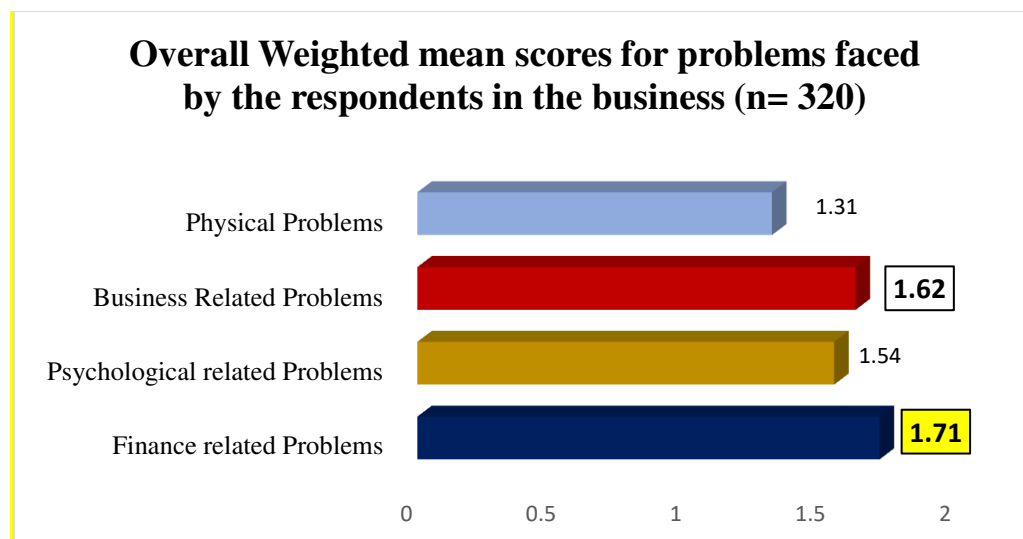


Fig.- 6: Distribution according to Overall weighted mean scores on problems faced by the Shop owners

With regards to overall weighted mean scores for problems faced by shop owners highlighted that Finance-related problems were found to be high, and secondly business related problems were major problems faced by the Shop owners in the business.

Conclusion

The results demonstrated that the Shop owners' businesses had a significant level of both business-related and financial difficulties. Based on the statistics, it can be concluded that approximately 47.5% of the respondents are between the ages of 33 and 38. The percentages of Shop owners who were graduates and had less education were considered roughly equal (38.75 percent and 33.44 percent). Over half 64.69 percent of the respondents were male store owners, and the majority of them 89.06 percent were married. Nearly half (45%) of the Shop owners made between Rs.5,00,000 and Rs.7,00,000 a year, and approximately half (47.50 percent) had seven to eleven years of experience in business. It was found that 37.50 percent of the Shop owners, or more than one-third, had established stores inside of shopping centres.

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