A CASE STUDY OF UNDERGRADUATE STUDENTS

Prepared by

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For this study, G.B. Pant University of Agriculture and Technology at district Udham Singh Nagar, Pantnagar, Uttarakhand, India is purposively selected.

➤ **The research on work human values of undergraduate students is conducted for assessing the human value domain of personality of undergraduate students. Human values have a very important place in human life. When a student enters school, college and professional life, his/her behavior plays an important role in influencing teachers and friends and has a great impact on humanity and moral abilities.**

➤ **In this research, the total sample size is 200 undergraduate students. The search focused on aesthetic, hedonistic, economic values that are highest. Values democratic, power, knowledge and family prestige followed by average, high and very high scores. Social, religious and health values scored average, low and very low.**

Personal Value Questionnaire (Sherry and Verma,1998)

Personal value questionnaire is a tool to assess the human values of the respondent in several areas i.e. religious value, social value, democratic value, aesthetic value, economic value, knowledge value, hedonistic value, power value, family prestige value, health value.

Characteristics of Social Value

Useful

Sustainable

Affordable

Social Value

Observable
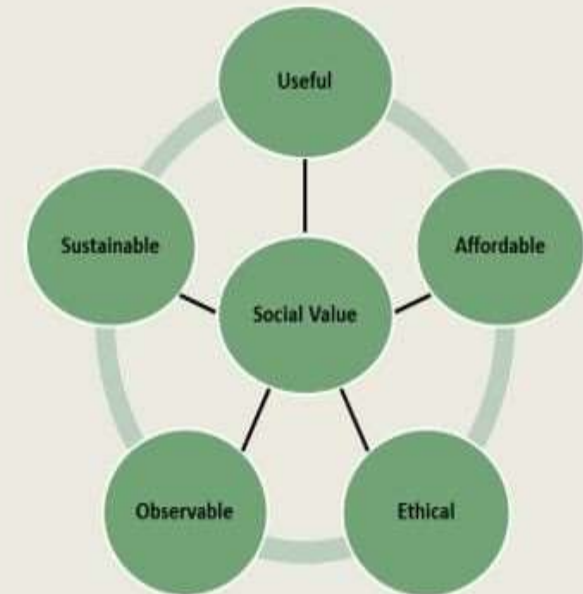
Ethical

Marketing should focus on the creation, communication and delivery of social value that is useful, sustainable, observable, and ethical. Profit is a by-product of a good social value for business organization.

Democratic value & Aesthetic value.

Core Democratic Values
Fundamental Beliefs-

- Life
- Liberty
- Pursuit of Happiness
- Common Good
- Justice
- Equality
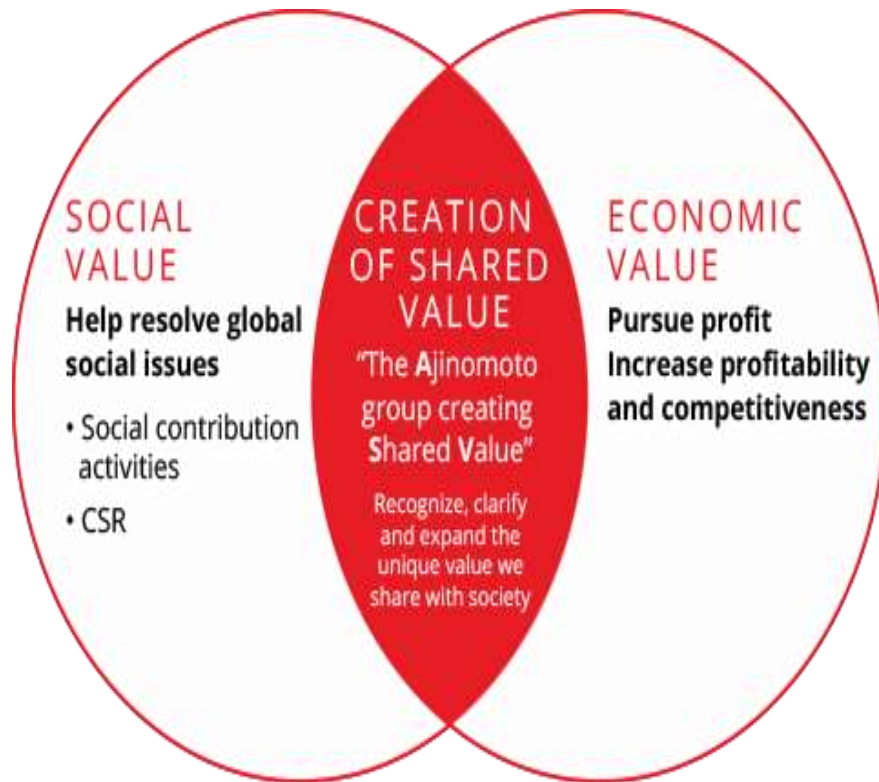- Diversity
- Truth
- Popular Sovereignty
- Patriotism
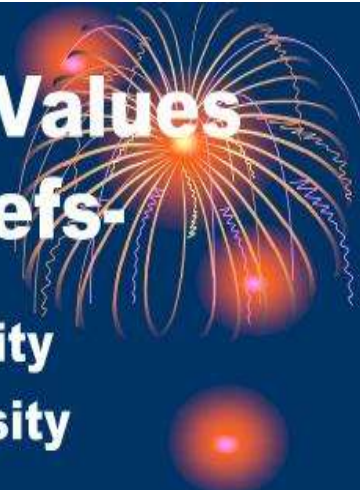
Types of Values

- Aesthetic
  - Values that reflect your feelings about what has beauty in nature and life.
  - They reveal appreciation for the way things look, sound, feel, taste and smell.

Economic Value & Knowledge Value

SOCIAL VALUE

Help resolve global social issues

• Social contribution activities

• CSR

CREATION OF SHARED VALUE

"The Ajinomoto group creating Shared Value"

Recognize, clarify and expand the unique value we share with society

ECONOMIC VALUE

Pursue profit
Increase profitability and competitiveness

Education   Information

Solution   Experience

Analysis   Learning

Knowledge

STATISTICAL ANALYSIS OF DATA

For the analysis of data the following steps is followed:

Statistical analysis: The data is statistically analyzed using frequency and percentage.

Frequency is used to find out the number of respondents in a particular cell.

The percentage is used for making simple comparisons for calculating the percentage of the frequency of a particular cell is multiplied by 100 and the total number of respondents in a particular category.

$$\textbf{Percentage (p)=(n / N) 100}$$

(n=Frequency of a particular cell)

(N= total number of respondent)

Assess the human values domains of the personality of undergraduate students .

Table 1:Percentage distribution of students on human values domain across all colleges (n=200)

Human value areas	Percentage category score				
	Very high	High	Average	Low	Very low
Religious Value	3.00%	20.50%	33.00%	29.00%	14.50%
Social value	0.00%	2.00%	18.50%	40.00%	39.50%
Democratic value	4.50%	23.50%	42.00%	23.50%	6.50%
Aesthetic Value:	14.50%	45.50%	27.00%	12.50%	0.50%
Economic value	41.00%	32.50%	21.00%	4.50%	1.00%
Knowledge value	2.00%	19.50%	42.50%	34.50%	1.50%
Hedonistic Value	18.00%	25.50%	44.00%	12.50%	0.00%
Power value	17.00%	32.50%	30.50%	19.00%	1.00%
Family Prestige Value	1.50%	21.00%	50.50%	24.00%	3.00%
Health value	0.00%	12.00%	42.50%	34.50%	11.00%

Hedonistic value: Value associated with senses, pleasures, feelings, and emotions.
Power Value: AIMS AT EMPOWERING YOUNGSTERS.

Power: A Major Force in Work Organizations

o Power is derived from a variety of sources of two main types.

- **Organizational power** is power derived from a person's position in an organization and from control over important resources afforded by that position.
- **Individual power** is power derived from personal characteristics that are of value to the organization, such as expertise or ability.

Family Values

Family Values

maidenpost.wordpress.com

LOVE	TRUST
VALUES	RESPECT
PRAYERS	FRIENDSHIP
SACRIFICE	COMMITMENTS
HELPFULNESS	RELATIONSHIPS
RESPONSIBILITY	LOVE FOR GOD
COMMUNICATIO	THANKS GIVING

"A family
is a family
not because
of gender
but because
of values,
like commitment,
trust and
love."

www.QuoteBoard.com

Results & Discussion

Table 1 reflects the percentage distribution of score categories under ten personality aspects i.e. religious value, social value, democratic value, aesthetic value, economic value, knowledge value, hedonistic value, power value, family prestige value and health value across students of all colleges.

Human value areas	Percentage category score				
	Very high	High	Average	Low	Very low
Religious Value	3.00%	20.50%	33.00%	29.00%	14.50%
Social value	0.00%	2.00%	18.50%	40.00%	39.50%
Democratic value	4.50%	23.50%	42.00%	23.50%	6.50%

(1) Majority (33.00%) of the respondents is found to be average in religious value, 20.5% in high and only 3.00% respondents have very high religious value. Only 14.50% of the respondents have very low and 29.00% are low on religious value. Overall religious value scores almost 50% half and half towards average with high and low and very low.

(2) In the case of the area of social value majority (40.00%) of the respondents are reported to be low, only 18.50% of respondents are observed to be average whereas, 39.50% have very low social value.

(3) Under the domain of democratic value majority (42.00%) of respondents are found to be at an average level and only 4.50% of respondents have very high democratic value. However, 23.50% and 6.50% of respondents are noticed to be low and very low, respectively. The trends towards average, high and very high thereby showed democratic value domain of students personality.

Human value areas	Percentage category score				
	Very high	High	Average	Low	Very low
Aesthetic Value:	14.50%	45.50%	27.00%	12.50%	0.50%
Economic value	41.00%	32.50%	21.00%	4.50%	1.00%
Knowledge value	2.00%	19.50%	42.50%	34.50%	1.50%

(4) In the case of the aesthetic value 45.50% of respondents are recognized to be high and 0.50 % of respondents are found to fall under the very low category. Moreover, 14.50% of respondents have very high aesthetic value. 27.00% of respondents are seen to be average and 12.50 percentages of respondents are found to be low in this component.

(5) Majority (41.00%) of the respondent of economic value found very high, 32.50% of the respondent reported high, 21.00% respondents have average economic value and 4.50%comes under low economic value.

(6) In the case of knowledge value majority (42.50%) of the respondents are found to be average whereas, just 2.00% have a very high knowledge value. Besides this, 34.50% of the respondents have low knowledge value. A meager percentage i.e.1.50% have very low knowledge value.

Human value areas	Percentage category score				
	Very high	**High**	**Average**	**Low**	**Very low**
Hedonistic Value	18.00%	25.50%	44.00%	12.50%	0.00%
Power value	17.00%	32.50%	30.50%	19.00%	1.00%
Family Prestige Value	1.50%	21.00%	50.50%	24.00%	3.00%
Health value	0.00%	12.00%	42.50%	34.50%	11.00%

(7) Majority (44.00%) of the respondents have average hedonistic Value while 18.50% fall under the very high category. 24.50% of the respondents are high on this area. A meager percentage i.e. 12.50% have low whereas, fallen under very low on this value.

(8) In the case of the power value, the maximum number of students (32.50%) is observed to be high followed by 30.50% as average. Whereas 17.00% of respondents have a very high power value. But at the same time, it is also noted that 1.00% even falls under the very low category of power value.

(9) Unlike power value, in the case of family prestige value it is noticed that more than half of the respondents (50.50%) are average in this area. 21.00% respondents are reported to be high and 24.00% respondents are seen below. Thereby till is toward power value by average and high score.

(10) Under the domain of health value most of the respondents are noticed to be average and low (42.50% and 34.50%, respectively). However, 11.00% of respondents are even observed to be very low in this area.
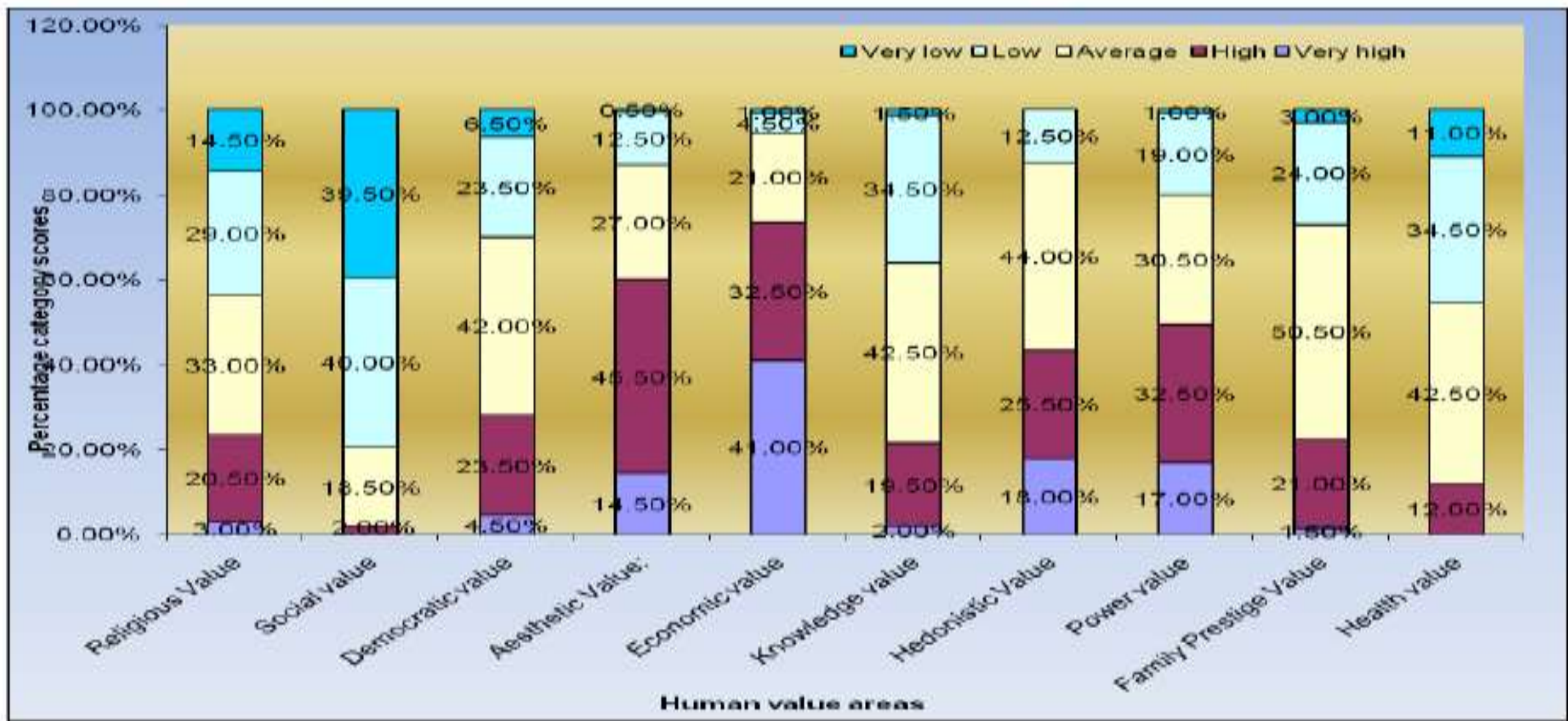
Fig. 1: Percentage distribution of students on human values domain across all colleges (n=200)

CONCLUSION

➢ After analyzing the above data, it is come to ascertain conclusion that Human value is something that helps us to develop our character, nature and it keeps our humanity alive.

➢ We see that in today's time, students may lack human values. This is the reason why the researcher felt that research should be done in this area to find out the activities due to which students forget human values or lack human values.

➢ In the end, it is concluded that the student should have good knowledge of human values, so that they can brighten their future and society.