



ORIGINAL RESEARCH PAPER

Commerce

SITUATIONAL HANKERING

KEY WORDS: Hankering, yearnings, emotional imbalance, ego.

Meena S. Kumar

M.Com Finance Lekshmy Bhavan, Thrikkanamangal, Kottarakara P.o, Kollam, Kerala Pincode: 691506

ABSTRACT

Hankering is the excessive desire to pursue something. A person may wish to pursue what he loves, as human wants are never ending and dreams to achieve it doesn't stop. But the question is whether every hankering is taken seriously and worked for, and are dreams compromised in the wake of reality. Human nature often drives to higher modes and wishes to pursue unfulfilled dreams either for personal satisfaction or for financial benefits. Dreams and aspirations may shift depending upon situational factors. Here, a small attempt is made to analyze on whether people strongly stick on to their yearnings or not.

Objectives of the study

- To analyze whether hankering could be situational.
- To determine the effects of situational hankering.

Major Findings

- People with higher ego needs tend to develop situational hankering.
- Situation hankering at times could lead to emotional imbalance.

Introduction

Hankering is a quality which could be traced in every human being, even though in some persons, it may be hidden. To achieve what you need, you will have to work hard. But can hankering be situational? Hankering is the ultimate desire to achieve what you need. But needs do vary depending upon the preference given to those needs. An unemployed person may deeply wish to get a job, wherein a person having a job may wish to pursue a higher job. Thus needs do vary depending upon what you receive.

Based upon an analysis conducted on students, the following inferences could be drawn. A student with high potential may wish to pursue a promising career and a settled life. For that he may work hard. But if due to lack of proper guidance and situational factors, the student may opt a normal course of study which would require him to work even more hard to achieve what he requires. On the way of sincere hard work, he may find his less capable friends already succeeding, which emotionally drains him. Thus he may wish to pursue what his friends pursued by dropping earlier dreams of a safe career. He may want to secure a job in less time and live a life of happiness as portrayed through pictures and stories posted by his friends in social media. This ultimate hankering emotionally disturbs the person as he thinks that even though he is more capable, he couldn't achieve anything.

In a hurry to over ride your friends and to achieve emotional happiness, you may try to succeed by any means. On the way, you may find that some other people whom you know are settled abroad and leading a more independent life. Now he may drop the earlier dream and move to achieve the new dream. Once your peace of mind is destroyed by the success of people whom you think are below your potential, your emotional balance gets disturbed and you won't be able to stick on only one dream as you want to get over your ego in any manner.

Situational hankering could be dangerous at times as the person may feel restless and not satisfied with his normal life. This may lead to various health problems including sleeplessness. They may show external happiness in the success of others whereas internally, the volcano of ego would be about to shoot off. Thus they wish to pursue something which they themselves believe to be their life goal. They consider it their hankering but it may not remain fixed as

people facing situational hankering does not tend to get satisfied easily. They couldn't bear the success of people whom they think are not eligible for the success as compared to them. Situational hankering thus could be a burden which doesn't let you have peace, unless your self actualization dreams are achieved.

Conclusion

Situational hankering disturbs the inner peace of an individual and he may feel inferior which leads to psychological dissatisfaction. The person may feel useless until he achieves what he desires and show people that he is worthy. The success of others, especially of those whom he think is less capable would be unbearable. Proper meditation and counselling can prove helpful to some extent.