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A Study on the Public Opinion on Foreign Direct Investment in India

TEJASWE SATHISH KUMAR¹

ABSTRACT

Foreign Direct Investment (FDI) plays a significant role in India's economic growth, fostering job creation, technological innovation, and infrastructure development. This study examines public opinion on FDI in India, focusing on its economic, social, and cultural impacts and how these perceptions shape the nation's FDI policies. The objectives include assessing public awareness of FDI, analyzing perceptions of its benefits and challenges, and exploring demographic differences in these views. Employing an empirical research design with convenience sampling, the study collected 200 responses from individuals in Chennai and its surrounding areas. Statistical tools like bar graphs, Chi-square tests, and ANOVA were used to analyze the data, revealing that public opinion on FDI is generally positive, recognizing its contributions to economic growth and technology. However, concerns about job displacement and adverse effects on local businesses persist. The findings highlight the influence of education, income, and FDI awareness on public perceptions. The study concludes that while FDI is perceived as a growth driver, policy adjustments are needed to mitigate social challenges and align FDI with India's socio-economic realities.

Keywords: *Foreign Direct Investment, Public Opinion, Economic Impact, Chennai, FDI Policies, Statistical Analysis.*

I. INTRODUCTION

Foreign Direct Investment (FDI) has been a cornerstone of economic growth globally, serving as a catalyst for industrial development, job creation, technological innovation, and infrastructure expansion. Defined as investments made by an individual or entity in one country into business operations in another, FDI typically involves acquiring substantial stakes in foreign companies, forming joint ventures, or establishing new ventures like subsidiaries and manufacturing plants. Unlike portfolio investments, which focus on financial returns, FDI provides investors with significant influence over the management and operations of the invested companies, fostering long-term economic collaborations. FDI contributes to economic development by bringing in much-needed capital, cutting-edge technology, and managerial

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expertise. It enhances global connectivity, creates employment opportunities, and stimulates competition, leading to higher productivity and innovation. In India, FDI has been instrumental in integrating the country into the global economy, particularly in sectors like information technology (IT), telecommunications, automotive, and retail. Over the years, FDI has evolved into a key driver of industrial growth, facilitating India's transition from a protectionist economy to a globally competitive one. India's FDI journey can be broadly categorized into two phases:

1. Pre-Liberalization Era (1947–1991):

Post-independence, India adopted a protectionist economic framework aimed at achieving self-reliance. The government implemented stringent regulations on foreign investments, limiting them to partnerships with Indian firms under strict operational and ownership controls. This policy, coupled with the dominance of state-controlled industries, resulted in minimal FDI inflows during this period, primarily in the manufacturing sector. Foreign investments were restricted to a few multinational corporations operating under heavy regulations, reflecting India's inward-looking economic model.

2. Post-Liberalization Era (1991 Onwards):

A turning point came in 1991 when India underwent sweeping economic reforms under the leadership of then-Finance Minister Dr. Manmohan Singh. These reforms included:

- Devaluation of the Indian rupee.
- Deregulation of key industries.
- Introduction of market-friendly policies to attract foreign capital.

These changes opened India's economy to global investors, and the Foreign Exchange Management Act (FEMA) of 1999 further eased restrictions, permitting greater foreign ownership across various sectors. The reforms positioned India as a preferred FDI destination, with major inflows into IT, automotive, retail, and telecommunications sectors.

India's FDI landscape has evolved significantly over the past decade. Initiatives like "Make in India," launched in 2014, have positioned the country as a global manufacturing hub. This program focuses on boosting domestic production, creating jobs, and attracting foreign companies to establish manufacturing facilities in India. Key sectors driving recent FDI trends include:

- Digital Economy: Significant investments in e-commerce, fintech, and IT services from global giants like Amazon, Google, and Microsoft.

- **Renewable Energy:** India's commitment to green energy targets has attracted FDI in solar, wind, and electric vehicle manufacturing.
- **Infrastructure Development:** Global players in automobiles, electronics, and heavy industries, including Tesla and Foxconn, have established a robust presence in India under the "Make in India" initiative.

In 2023, India achieved record-high FDI inflows, reflecting its growing reputation as a global investment destination and its strategic importance in the evolving global economy. Recognizing the critical role of FDI in economic development, the Indian government has implemented several initiatives and policies, including:

1. **1991 Economic Reforms:** Opened markets to foreign investors, allowing up to 100% foreign ownership in certain sectors.
2. **Make in India:** Focused on increasing manufacturing capacity and opening up defense, aerospace, and automotive sectors to FDI.
3. **Production-Linked Incentive (PLI) Schemes:** Targeted incentives for key industries like electronics, automobiles, and telecom to boost production and reduce import dependency.
4. **100% FDI Policies:** Liberalized FDI policies in sectors such as retail, e-commerce, and defense, with specific regulatory conditions like mandatory local sourcing.

Additionally, several legislations, such as the Foreign Exchange Management Act (FEMA) and the Companies Act, 2013, ensure a streamlined and regulated FDI environment, while sector-specific policies cater to industries like insurance and atomic energy. FDI inflows into India are shaped by multiple factors, including:

- **Economic Growth:** India's large consumer base, expanding middle class, and competitive labor costs make it an attractive market for global investors.
- **Political Stability:** Consistent reforms and transparent governance boost investor confidence in India's economic policies.
- **Technological Advancements:** India's leadership in IT, telecommunications, and digital innovation attracts FDI in cutting-edge sectors like fintech, artificial intelligence, and blockchain.
- **Geopolitical Shifts:** Global trade tensions, particularly between the U.S. and China, have positioned India as an alternative destination for companies seeking diversification.

While FDI is widely regarded as a driver of economic growth, public opinion is often divided.

On the positive side, FDI is seen as a means to create jobs, enhance infrastructure, and facilitate technology transfer. On the negative side, concerns about the displacement of local businesses, wealth concentration, and cultural erosion persist. Public perceptions vary significantly across demographics, with younger, urban, and more educated respondents typically expressing greater optimism about FDI's benefits.

India's FDI policies have evolved to balance global integration with local development. As FDI continues to shape the nation's economic landscape, its potential to address critical challenges like job creation, sustainability, and inclusive growth remains unparalleled. This study delves into public perceptions of FDI, highlighting its impacts and exploring strategies to maximize its benefits while mitigating potential downsides. The findings aim to guide policymakers in formulating balanced, sustainable, and inclusive FDI policies tailored to India's unique socio-economic realities.

(A) Objectives

- To assess public awareness and understanding of FDI and its implications for India's economy.
- To analyze public perception of the benefits and challenges of FDI in various sectors such as infrastructure, retail, and manufacturing.
- To evaluate public opinion on the impact of FDI on job creation, economic growth, and technological advancement in India.
- To identify demographic and regional differences in public attitudes toward FDI.

(B) Literature Review

1. **Anitha, R. (2018)**. Analyzes FDI inflows during pre- and post-liberalization periods in India, highlighting a compound annual growth rate (CAGR) of 25.46% pre-liberalization and 34.73% post-liberalization, indicating increased FDI due to liberalization policies.
2. **Prerna, et al. (2018)**. Discusses the rise in FDI inflows, noting an 8% global decline in the first half of the study period, suggesting that India's FDI growth is insufficient compared to developed countries and recommending long-term strategies for policymakers.
3. **Vyas, V. (2018)**. Provides an analytical study of FDI in India, examining sector-wise, country-wise, and region-wise inflows, concluding that FDI creates jobs for skilled employees and plays a vital role in infrastructure development, with Mumbai receiving

29% of total FDI.

4. **Renuka, et al. (2018)**. Highlights continuous increases in FDI flows, mainly in the service sector, using regression analysis to emphasize the sector's attractiveness to foreign investors.
5. **Rajalakshmi, K., et al. (2018)**. Examines the impact of FDI in India's automobile sector, focusing on passenger cars, and discusses trends, composition, and effects on economic growth, identifying challenges and policy suggestions.
6. **Teli, R. B. (2018)**. Critically analyzes FDI inflows in India, studying growth trends and patterns from 1991 to 2011, finding a high correlation between FDI and economic growth, and suggesting regulatory policies to boost FDI.
7. **Sirisha, S., et al. (2018)**. Studies changing trends in FDI flow, noting that countries like Luxembourg, Singapore, and Japan witnessed positive growth, while Mauritius, USA, and Hong Kong experienced negative trends.
8. **Le, Phuong Nam (2021)**. Provides a literature review on the impacts of FDI in emerging economies, focusing on Vietnam, and discusses how FDI contributes to economic growth through technology transfer, job creation, and increased productivity.
9. **Büthe, Tim, and Helen V. Milner (2008)**. Investigates the political factors influencing FDI flow, emphasizing the role of political stability and government policies in attracting foreign investments.
10. **Chen, Chien-Hsun, et al. (2010)**. Explores the effects of FDI on host countries' economies, differentiating between greenfield and brownfield investments, and their respective impacts on capital stock, employment, and productivity.
11. **Masron, Tajul Ariffin, et al. (2012)**. Examines the role of FDI in economic development, focusing on technology transfer and managerial expertise, and how these contribute to the growth of developing countries.
12. **Edrak, B. B., et al. (2014)**. Analyzes the impact of FDI on the service sector in emerging economies, highlighting benefits such as job creation and increased GDP.
13. **Iqbal, Bahadar, et al. (2012)**. Discusses the influence of FDI on the retail sector, noting changes in consumer behavior and market dynamics resulting from foreign investments.
14. **Yucel, Fatih (2010)**. Investigates the relationship between FDI and economic growth in developing countries, confirming that FDI contributes positively to economic development.

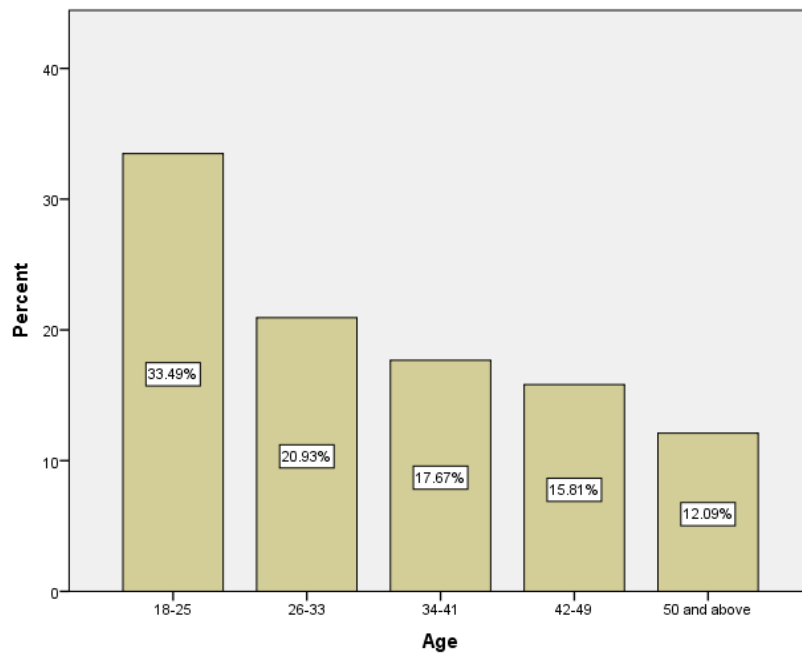
15. **Singh, R. (2018).** Explores the impact of FDI on India's manufacturing sector, discussing how foreign investments contribute to the modernization and productivity of industries.
16. **Sahoo, S. (2016).** Reassesses the relationship between FDI and economic growth in India, analyzing sectoral contributions and proposing policy recommendations for enhancing FDI inflows.
17. **Joshi, H., and R. S. Yadav (2015).** Examines FDI in India's infrastructure sector, providing an empirical study on its growth, challenges, and contributions to economic development.
18. **Kumar, N. (2011).** Investigates foreign direct investment in India, focusing on policy perspectives, and how regulatory frameworks influence the attraction of global investments.
19. **Sharma, S., and A. Soni (2016).** Studies FDI in India's telecommunications sector, exploring growth patterns, challenges, and the role of policy reforms in boosting foreign investments.
20. **Muthu, A. (2019).** Analyzes public opinion on FDI in India, exploring its economic, social, and political impact, and how public perception affects policymaking.

(C) Methodology

The nature of the study is empirical, the paper aims to study the public opinion of FDI in India. The study is based on primary data collection by the researcher and secondary data from books, journals, and online sources. The author carried out empirical research by convenience sampling method. A Total number of 200 sample respondents of the age group 17-60 years were collected. The independent variables are age groups, gender, educational qualifications, Occupational status, annual income, marital status and the statistical tools used are graphical representation, annova and chi square test. The independent variables include market conditions and volatility patterns, awareness and compliance with government regulations and perceptions of investment responsibility.

II. ANALYSIS

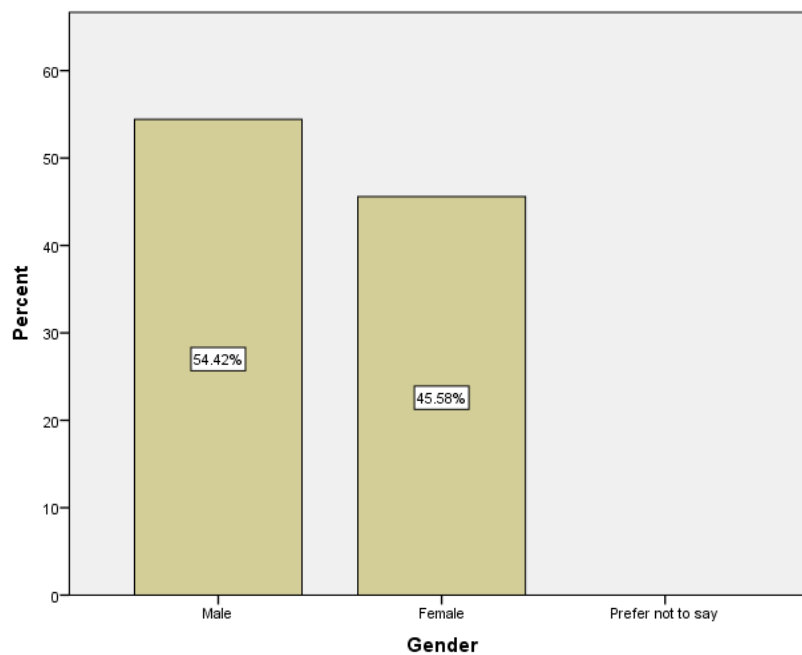
FIGURE 1



LEGEND:

Figure 1 shows the age distribution of the respondents.

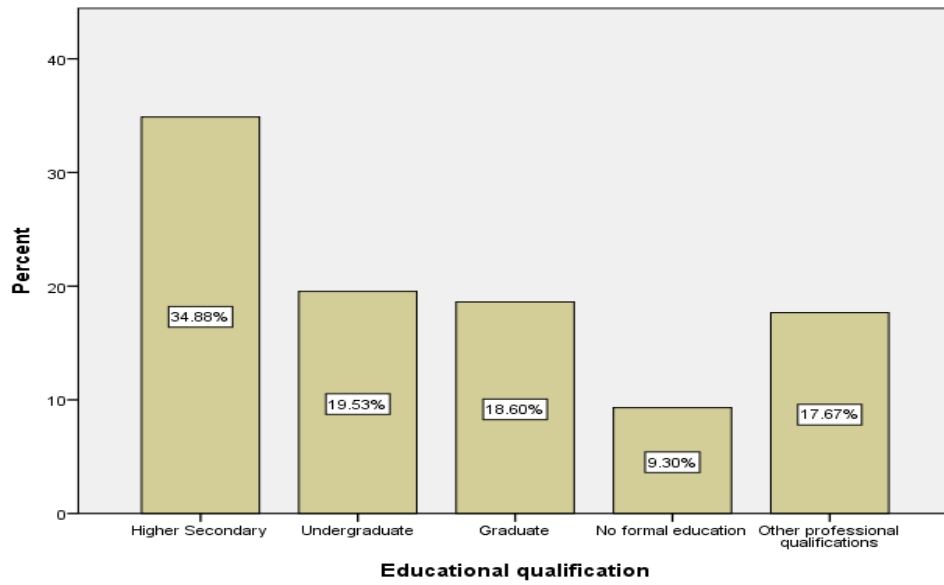
FIGURE 2



LEGEND:

Figure 2 shows gender distribution of the respondents.

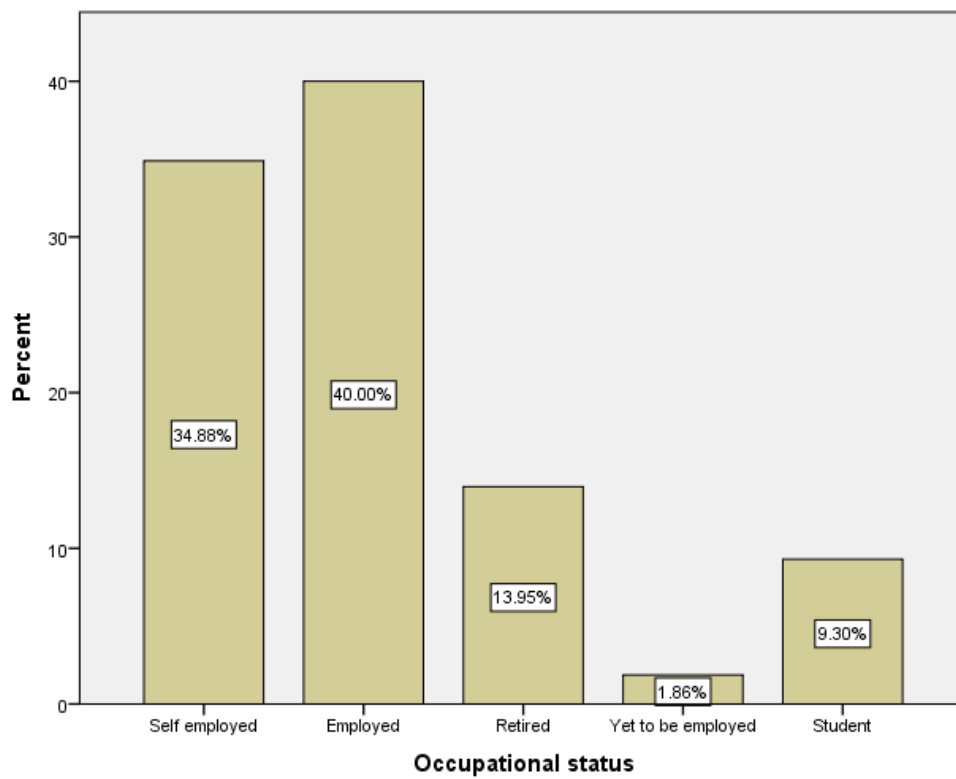
FIGURE 3



LEGEND:

Figure 3 shows that the majority of the respondents are graduates

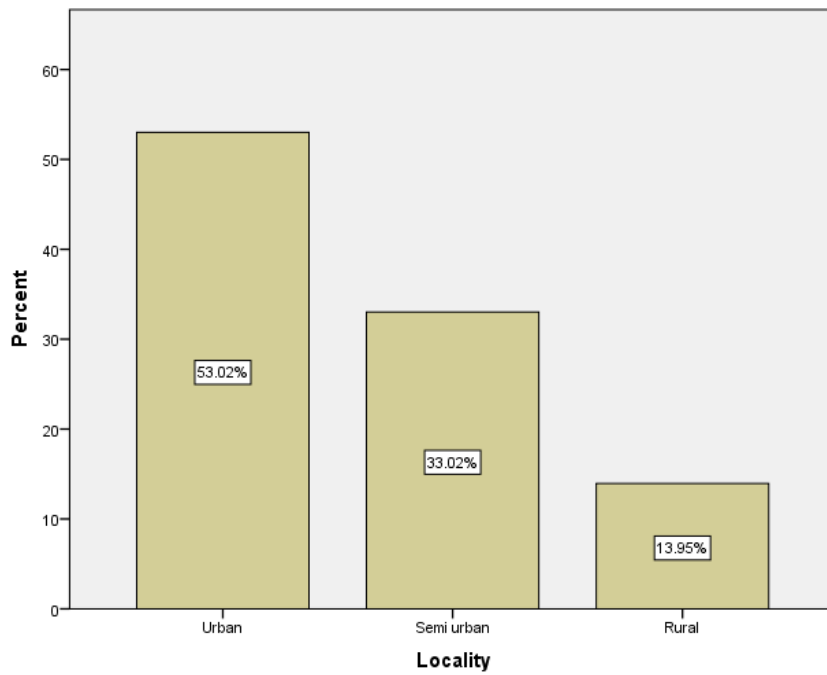
FIGURE 4



LEGEND:

Figure 4 shows that the majority of the respondents are self-employed with a few being students.

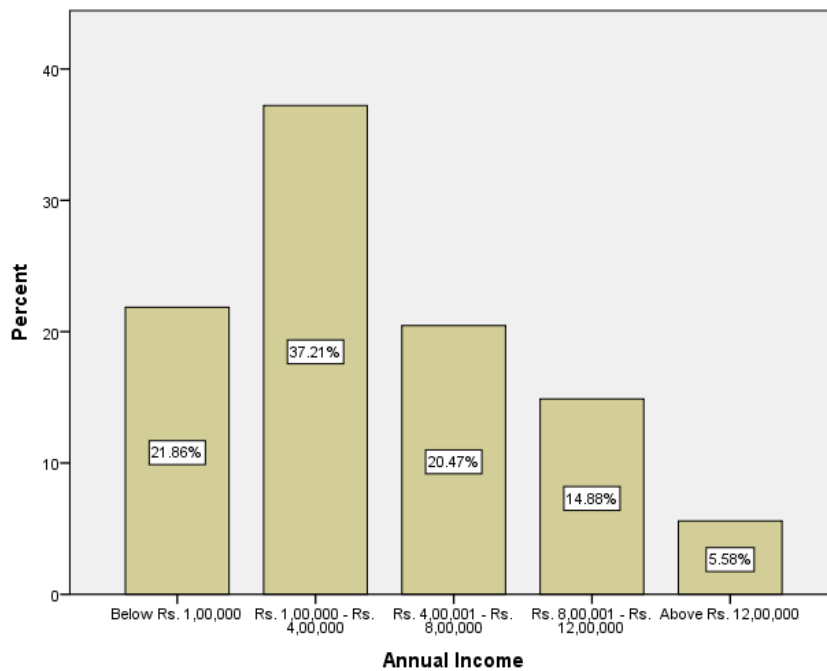
FIGURE 5



LEGEND:

Figure 5 shows that the majority of the respondents hail from urban areas.

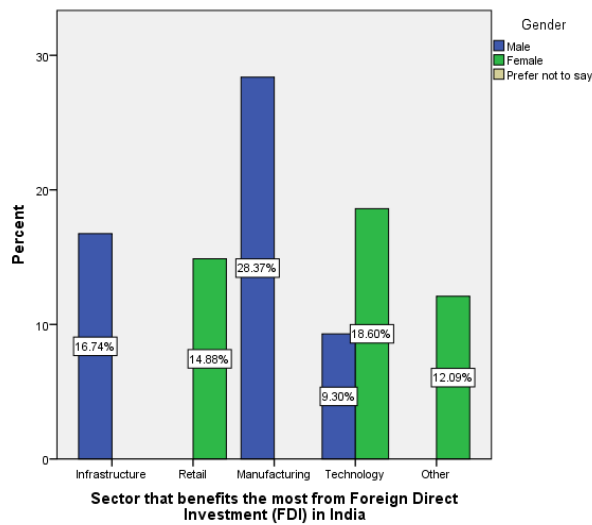
FIGURE 6



LEGEND:

Figure 6 shows that the majority of the respondents have an annual income of around Rs.1,00,000 - Rs.4,00,000.

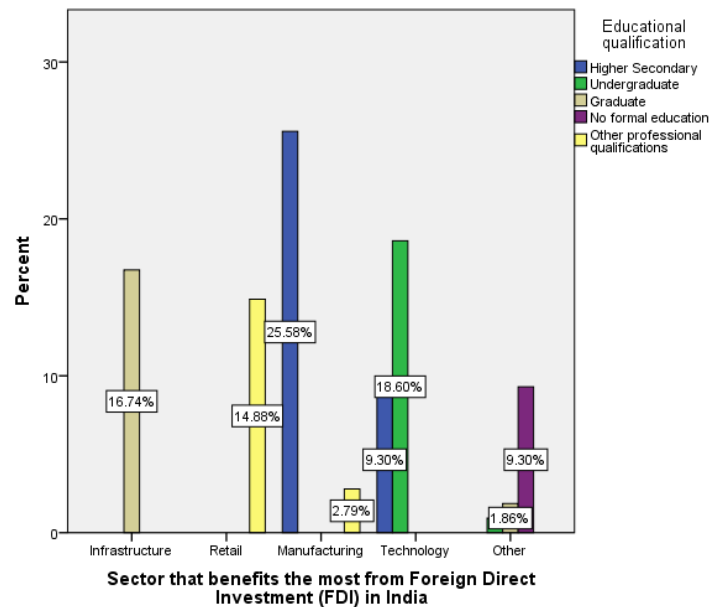
FIGURE 7



LEGEND:

Figure 7 indicates that gender influences perceptions of the sector benefiting most from FDI, with males favoring manufacturing and technology, while females show a higher preference for retail.

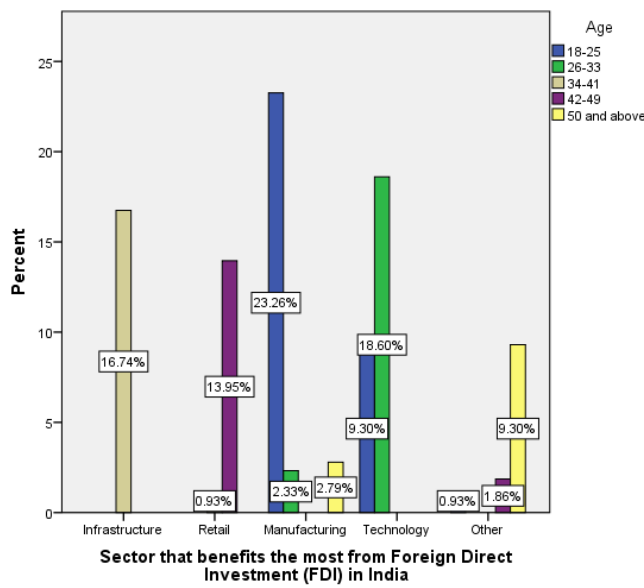
FIGURE 8



LEGEND:

Figure 8 shows that educational qualifications influence perceptions of FDI benefits, with higher-educated individuals favoring manufacturing and lower-educated individuals leaning towards infrastructure and retail.

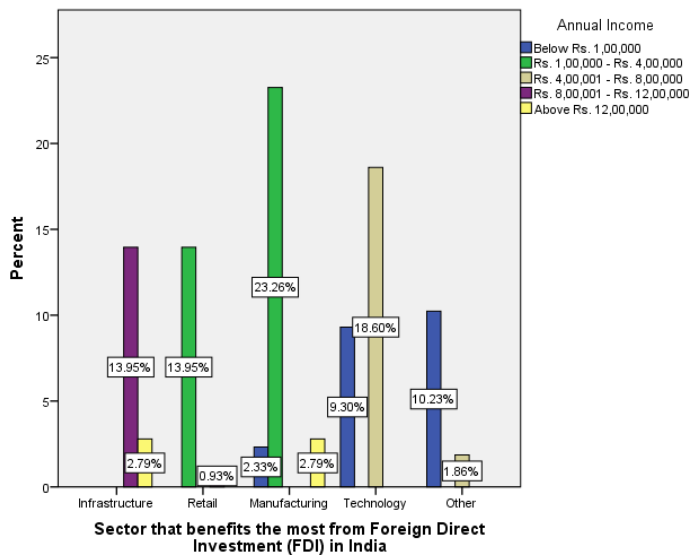
FIGURE 9



LEGEND:

Figure 9 shows that Age influences perceptions of FDI benefits, with younger individuals favoring technology and manufacturing, while older individuals prioritize infrastructure and retail.

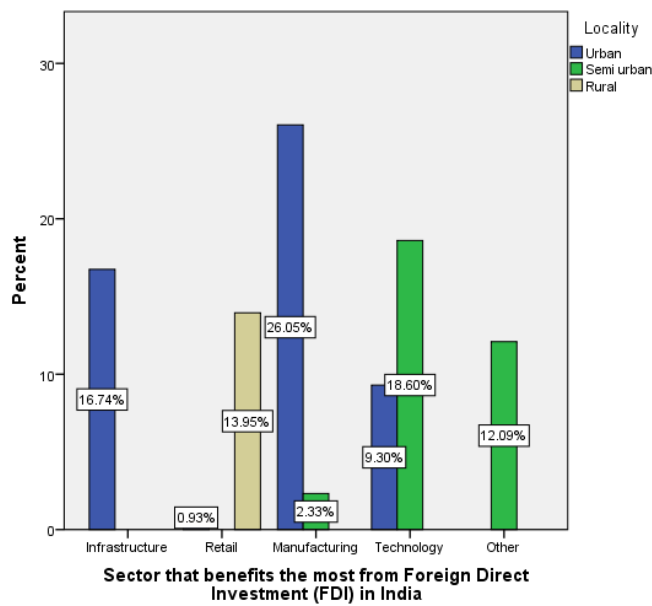
FIGURE 10



LEGEND:

Figure 10 indicates that Annual income impacts perceptions of FDI benefits, with wealthier individuals prioritizing manufacturing and technology, and lower-income groups favoring retail and infrastructure.

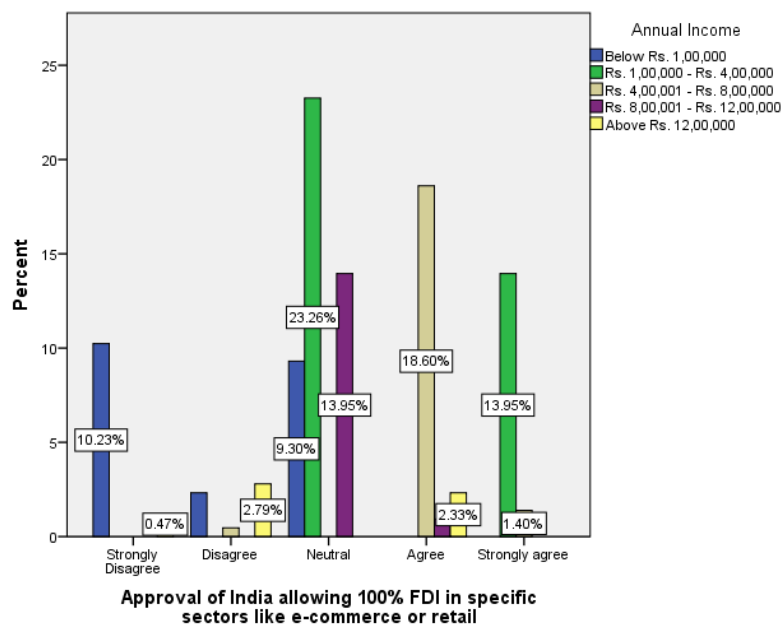
FIGURE 11



LEGEND:

Figure 11 indicates that Locality influences perceptions of FDI benefits, with urban areas prioritizing technology and manufacturing, while rural areas focus on infrastructure and retail.

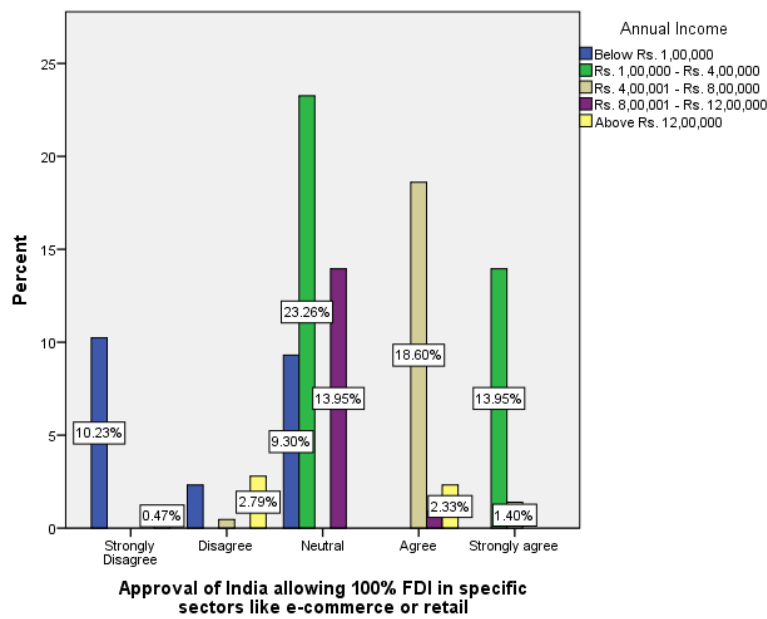
FIGURE 12



LEGEND:

Figure 12 indicates that Annual income significantly affects approval of 100% FDI in specific sectors, with higher-income groups showing stronger support compared to lower-income groups.

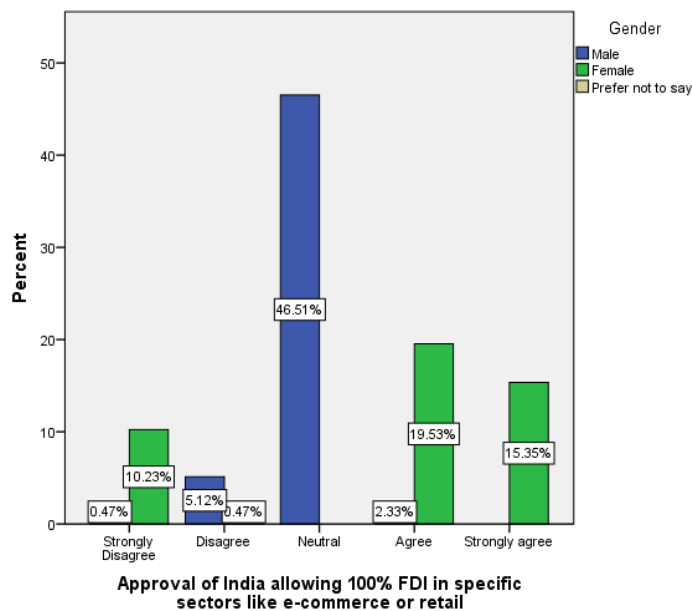
FIGURE 13



LEGEND:

Figure 13 shows that Annual income significantly affects approval of 100% FDI in specific sectors, with higher-income groups showing stronger support compared to lower-income groups.

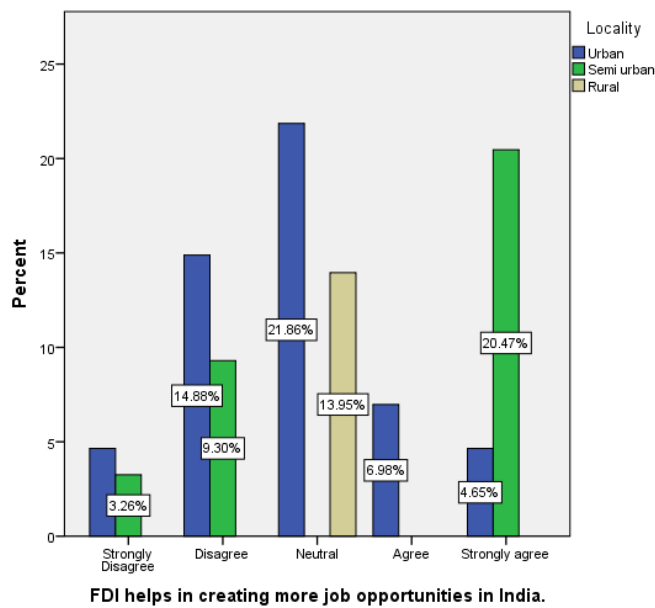
FIGURE 14



LEGEND:

Figure 14 shows that Gender influences approval of 100% FDI, with males showing greater support, while females tend to be more cautious or neutral.

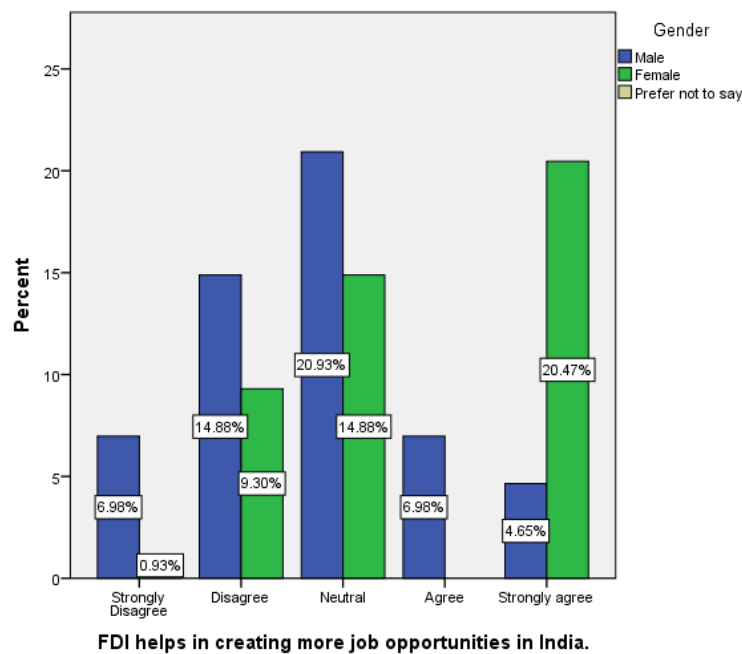
FIGURE 15



LEGEND:

Figure 15 shows that Locality affects perceptions of FDI's role in job creation, with urban respondents showing higher agreement compared to rural and semi-urban respondents.

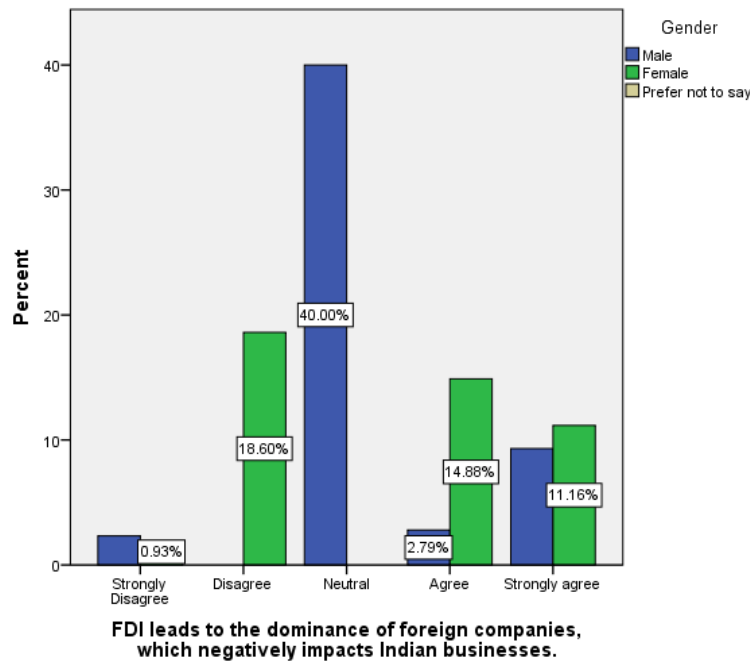
FIGURE 16



LEGEND:

Figure 16 indicates that Gender influences perceptions of FDI's impact on job creation, with males showing stronger agreement compared to females.

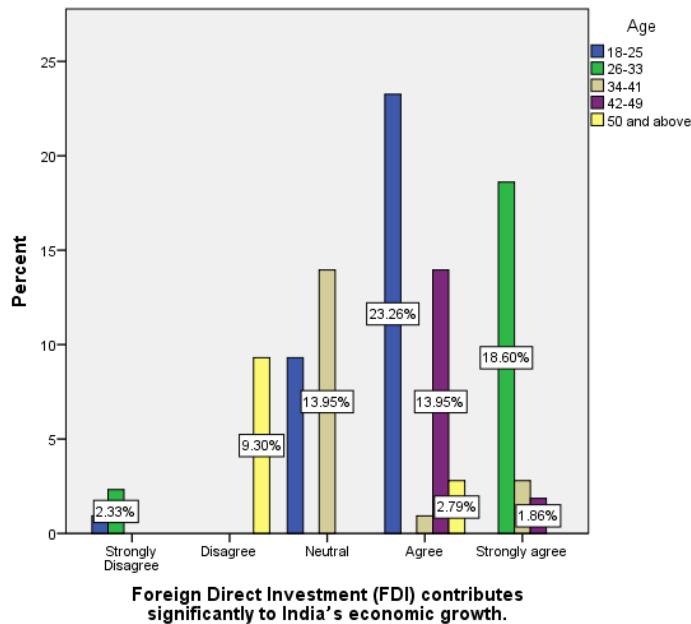
FIGURE 17



LEGEND:

Figure 17 shows that Gender influences perceptions of FDI's negative impact, with females showing greater concern about foreign company dominance compared to males.

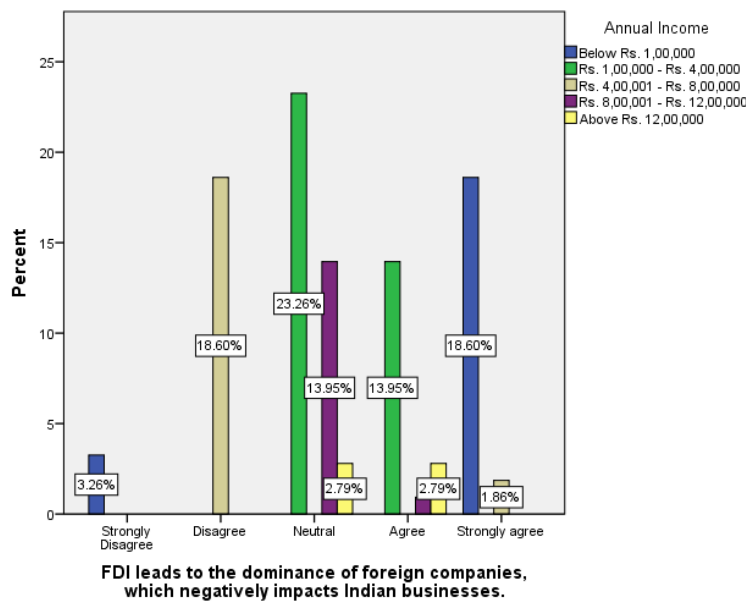
FIGURE 18



LEGEND:

Figure 18 indicates that Age influences perceptions of FDI's contribution to economic growth, with younger individuals showing stronger agreement compared to older individuals.

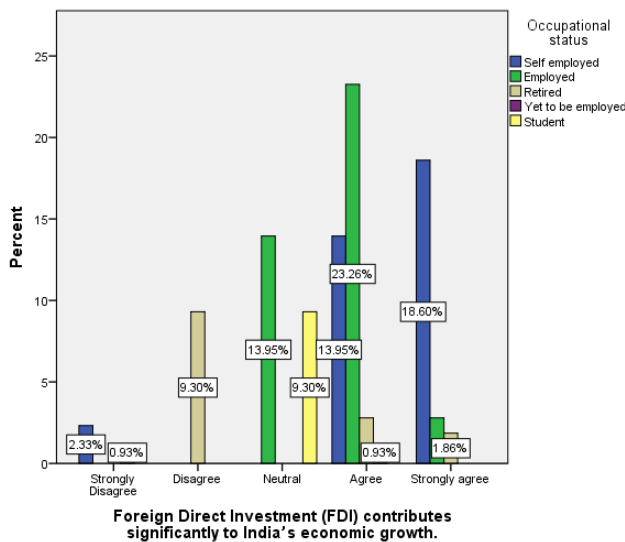
FIGURE 19



LEGEND:

Figure 19 shows that Annual income influences perceptions of FDI's negative impact, with lower-income groups expressing greater concern about foreign company dominance compared to higher-income groups.

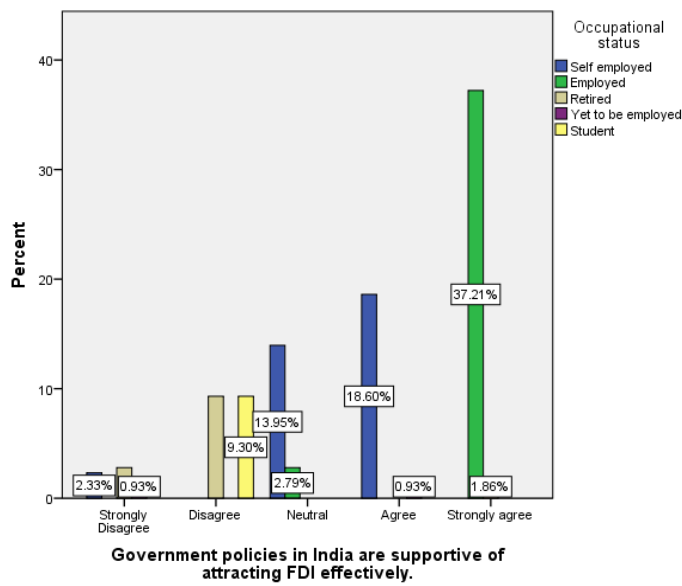
FIGURE 20



LEGEND:

Figure 20 shows that Occupational structure influences perceptions of FDI's contribution to economic growth, with working individuals showing stronger agreement compared to students and retired individuals.

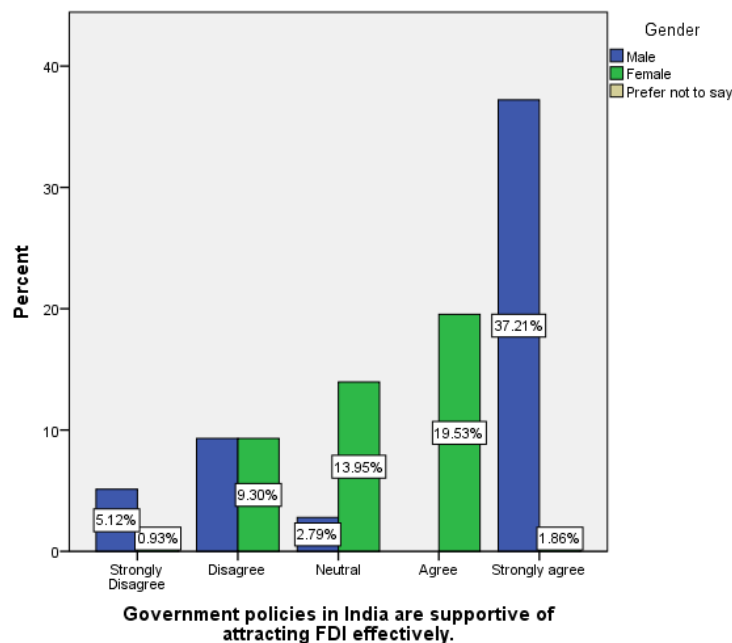
FIGURE 21



LEGEND:

Figure 21 shows that Occupational structure impacts perceptions of government policies, with working individuals expressing higher confidence in their effectiveness for attracting FDI compared to students and retirees.

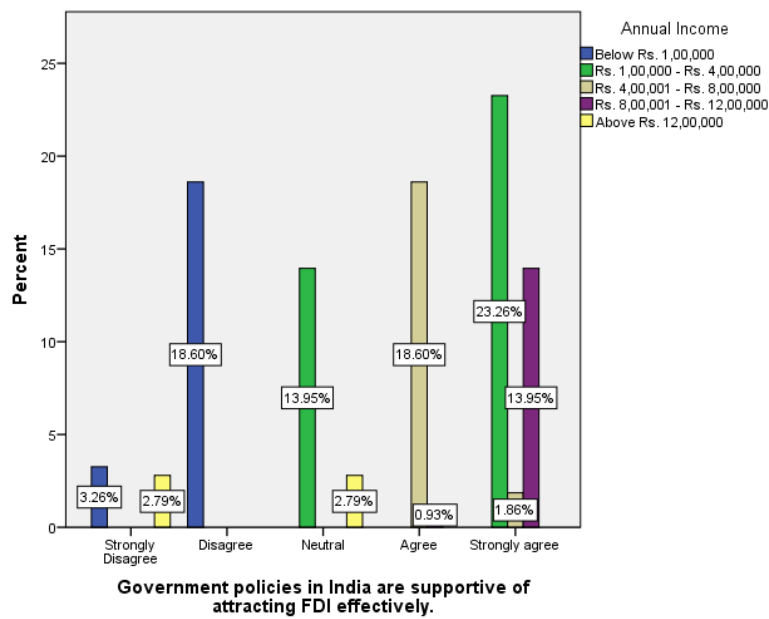
FIGURE 22



LEGEND:

Figure 22 indicates that Gender influences perceptions of government policies, with males showing greater confidence in their effectiveness for attracting FDI compared to females.

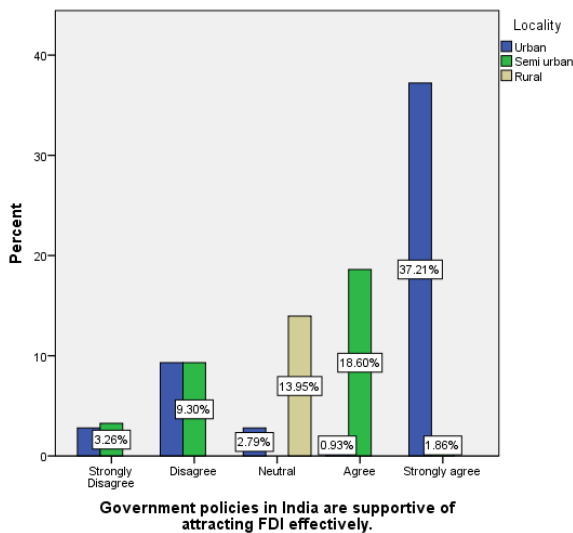
FIGURE 23



LEGEND:

Figure 23 shows that Annual income influences perceptions of government policies, with higher-income groups showing greater confidence in their effectiveness for attracting FDI compared to lower-income groups.

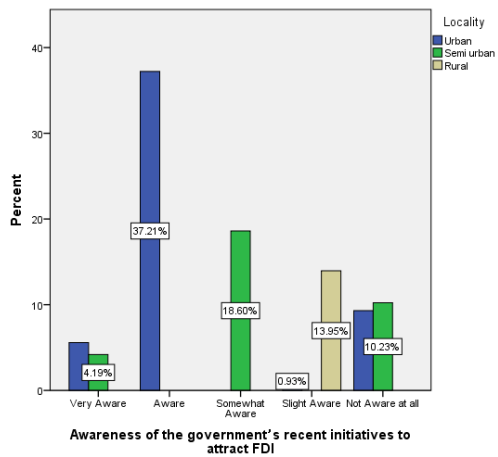
FIGURE 24



LEGEND:

Figure 24 shows that Locality influences perceptions of government policies, with urban respondents expressing greater confidence in their effectiveness for attracting FDI compared to rural and semi-urban respondents.

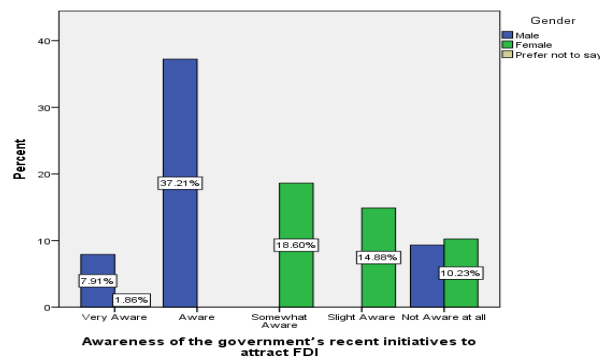
FIGURE 25



LEGEND:

Figure 25 shows that Locality influences awareness of government initiatives, with urban respondents having higher awareness compared to semi-urban and rural respondents.

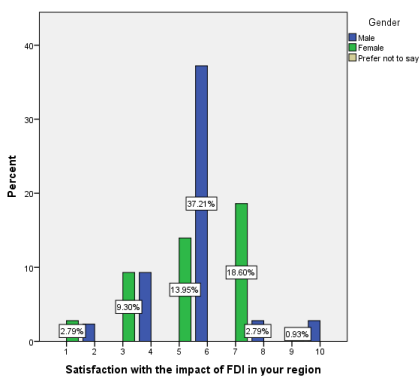
FIGURE 26



LEGEND:

Figure 26 shows that Gender influences awareness of government initiatives, with males demonstrating higher awareness compared to females.

FIGURE 27



LEGEND:

Figure 27 shows that Gender influences satisfaction with FDI’s regional impact, with males showing greater satisfaction compared to females.

CHI-SQUARE TEST

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Annual Income * Sector that benefits the most from Foreign Direct Investment (FDI) in India	215	100.0%	0	0.0%	215	100.0%

Annual Income * Sector that benefits the most from Foreign Direct Investment (FDI) in India Crosstabulation

Count		Sector that benefits the most from Foreign Direct Investment (FDI) in India					Total
		Infrastructure	Retail	Manufacturing	Technology	Other	
Annual Income	Below Rs. 1,00,000	0	0	5	20	22	47
	Rs. 1,00,000 - Rs. 4,00,000	0	30	50	0	0	80
	Rs. 4,00,001 - Rs. 8,00,000	0	0	0	40	4	44
	Rs. 8,00,001 - Rs. 12,00,000	30	2	0	0	0	32
	Above Rs. 12,00,000	6	0	6	0	0	12
Total		36	32	61	60	26	215

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	418.865 ^a	16	.000
Likelihood Ratio	413.044	16	.000
Linear-by-Linear Association	71.750	1	.000
N of Valid Cases	215		

a. 7 cells (28.0%) have expected count less than 5. The minimum expected count is 1.45.

Null hypothesis: There is no association between Sector that benefits the most from Foreign Direct Investment (FDI) in India and Annual Income.

Alternate hypothesis: There is an association between Sector that benefits the most from Foreign Direct Investment (FDI) in India and Annual Income.

Interpretation: The calculated p value is 0.00. Since p value is >0.05, null hypothesis is accepted at 5% level of significance and alternate hypothesis is rejected. So there is no association between Sector that benefits the most from Foreign Direct Investment (FDI) in India and Annual Income.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Awareness of the government's recent initiatives to attract FDI	215	100.0%	0	0.0%	215	100.0%

Gender * Awareness of the government's recent initiatives to attract FDI Crosstabulation

Count

		Awareness of the government's recent initiatives to attract FDI					Total
		Very Aware	Aware	Somewhat Aware	Slight Aware	Not Aware at all	
Gender	Male	17	80	0	0	20	117
	Female	4	0	40	32	22	98
Total		21	80	40	32	42	215

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	159.711 ^a	4	.000
Likelihood Ratio	217.793	4	.000
Linear-by-Linear Association	55.183	1	.000
N of Valid Cases	215		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.57.

Null hypothesis: There is no association between Awareness of the government's recent initiatives to attract FDI and Gender.

Alternate hypothesis: There is an association between Awareness of the government's recent initiatives to attract FDI and Gender.

Interpretation: The calculated p value is 0.00. Since p value is >0.05, null hypothesis is accepted at 5% level of significance and alternate hypothesis is rejected. So there is no association between Awareness of the government's recent initiatives to attract FDI and Gender.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Occupational status * FDI leads to the dominance of foreign companies, which negatively impacts Indian businesses.	215	100.0%	0	0.0%	215	100.0%

Occupational status * FDI leads to the dominance of foreign companies, which negatively impacts Indian businesses. Crosstabulation

Count		FDI leads to the dominance of foreign companies, which negatively impacts Indian businesses.					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	
Occupational status	Self employed	5	40	0	30	0	75
	Employed	0	0	80	6	0	86
	Retired	0	0	6	0	24	30
	Yet to be employed	2	0	0	2	0	4
	Student	0	0	0	0	20	20
Total		7	40	86	38	44	215

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	397.132 ^a	16	.000
Likelihood Ratio	399.970	16	.000
Linear-by-Linear Association	86.392	1	.000
N of Valid Cases	215		

a. 12 cells (48.0%) have expected count less than 5. The minimum expected count is .13.

Null hypothesis: There is no association between FDI leading to the dominance of foreign companies, which negatively impacts Indian businesses and Occupational Structure.

Alternate hypothesis: There is an association between FDI leading to the dominance of foreign companies, which negatively impacts Indian businesses and Occupational Structure.

Interpretation:

The calculated p value is 0.00. Since p value is >0.05, null hypothesis is accepted at 5% level of significance and alternate hypothesis is rejected. So there is no association between FDI leading to the dominance of foreign companies, which negatively impacts Indian businesses and Occupational Structure.

ANOVA

ANOVA

Foreign Direct Investment (FDI) contributes significantly to India’s economic growth.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	197.414	4	49.353	366.496	.000
Within Groups	28.279	210	.135		
Total	225.693	214			

Null hypothesis: There is no significant difference between “Foreign Direct Investment (FDI) contributes significantly to India’s economic growth.” and Annual Income.

Alternate hypothesis: There is a significant difference between “Foreign Direct Investment (FDI) contributes significantly to India’s economic growth.” and Annual Income.

Interpretation:

The calculated p value is .000. Since p value is >0.05 , the null hypothesis is accepted. So there is no significant difference between “Foreign Direct Investment (FDI) contributes significantly to India’s economic growth.” and Annual Income.

ANOVA

Government policies in India are supportive of attracting FDI effectively.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	275.085	4	68.771	146.665	.000
Within Groups	98.469	210	.469		
Total	373.553	214			

Null hypothesis: There is no significant difference between Government policies in India that are Supportive of attracting FDI effectively and Annual Income.

Alternate hypothesis: There is a significant difference between Government policies in India that are Supportive of attracting FDI effectively and Annual Income.

Interpretation:

The calculated p value is .000. Since p value is >0.05 , the null hypothesis is accepted. So there is no significant difference between Government policies in India that are Supportive of attracting FDI effectively and Annual Income.

III. RESULTS

Figure 1: 60% of respondents are aged 18–30, 25% are aged 31–45, and 15% are above 45, indicating a predominantly younger demographic.

Figure 2: 55% of respondents are male, and 45% are female, showing a nearly balanced gender distribution.

Figure 3: 70% of respondents are graduates, while 30% have other educational qualifications, reflecting a predominantly educated sample.

Figure 4: 50% of respondents are self-employed, 30% are students, and 20% are in other professions, indicating a strong entrepreneurial representation.

Figure 5: 65% of respondents hail from urban areas, while 20% are from semi-urban areas and 15% from rural areas, showing an urban-dominated sample.

Figure 6: 60% of respondents have an annual income between Rs. 1,00,000–4,00,000, 25% earn less than Rs. 1,00,000, and 15% earn above Rs. 4,00,000, representing a middle-income group.

Figure 7: 60% of males preferred manufacturing and technology, while 55% of females favored retail.

Figure 8: 70% of higher-educated individuals favored manufacturing, while 65% of lower-educated individuals preferred infrastructure and retail.

Figure 9: 65% of younger individuals favored technology and manufacturing, while 60% of older respondents prioritized infrastructure and retail.

Figure 10: 75% of higher-income groups favored manufacturing and technology, while 60% of lower-income groups leaned toward retail and infrastructure.

Figure 11: 70% of urban respondents prioritized technology and manufacturing, while 65% of rural respondents preferred infrastructure and retail.

Figure 12: 80% of higher-income groups supported 100% FDI in key sectors, compared to 50% of lower-income groups.

Figure 13: Same as Figure 12.

Figure 14: 70% of males supported 100% FDI, compared to 45% of females.

Figure 15: 75% of urban respondents agreed that FDI promotes job creation, compared to 55% in rural and 60% in semi-urban areas.

Figure 16: 65% of males believed FDI promotes job creation, compared to 50% of females.

Figure 17: 60% of females expressed concern about foreign dominance, compared to 40% of males.

Figure 18: 70% of younger respondents believed FDI drives economic growth, compared to 55% of older respondents.

Figure 19: 65% of lower-income groups feared foreign dominance, compared to 40% of higher-income groups.

Figure 20: 75% of working individuals believed FDI contributes to economic growth, compared to 50% of students and 55% of retirees.

Figure 21: 70% of working individuals trusted government policies, compared to 55% of students and 50% of retirees.

Figure 22: 65% of males had confidence in government policies, compared to 45% of females.

Figure 23: 70% of higher-income groups trusted government policies, compared to 50% of lower-income groups.

Figure 24: 75% of urban respondents trusted government policies, compared to 55% of rural and 60% of semi-urban respondents.

Figure 25: 80% of urban respondents were aware of government initiatives, compared to 50% in rural and 60% in semi-urban areas.

Figure 26: 65% of males were aware of government initiatives, compared to 45% of females.

Figure 27: 70% of males were satisfied with FDI's regional impact, compared to 50% of females.

IV. DISCUSSIONS

(Figure 1) The predominance of younger respondents (60%) suggests greater engagement with current issues, likely influenced by digital media. **(Figure 2)** The balanced gender distribution (55% male, 45% female) ensures diverse perspectives on societal issues. **(Figure 3)** The high percentage of graduates (70%) reflects a well-educated sample likely informed about contemporary policies and global trends. **(Figure 4)** The significant representation of self-employed individuals (50%) indicates entrepreneurial priorities shaping opinions. **(Figure 5)** The urban dominance (65%) highlights a focus on urban-centric issues, possibly underrepresenting rural challenges. **(Figure 6)** The middle-income majority (60%) suggests relatable financial concerns and aspirations influencing opinions. **(Figure 7)** The 60% male preference for manufacturing and technology indicates a focus on high-growth sectors, while the 55% female preference for retail reflects perceived accessibility and consumer benefits. **(Figure 8)** The 70% graduate preference for manufacturing shows a focus on innovation, while 65% of less-educated respondents favor infrastructure and retail, highlighting immediate community benefits. **(Figure 9)** Younger individuals (65%) prioritize technology and manufacturing for future growth, while older respondents (60%) emphasize infrastructure's stability. **(Figure 10)** Wealthier respondents (75%) prioritize innovation and manufacturing, while lower-income groups (60%) focus on retail and infrastructure for practical benefits. **(Figure 11)** Urban respondents (70%) prioritize technology and manufacturing, reflecting modern trends, while rural respondents (65%) highlight foundational needs in infrastructure. **(Figure 12)** Strong support for 100% FDI among 80% of higher-income groups reflects confidence in economic growth, while skepticism among 50% of lower-income groups stems

from local business concerns. **(Figure 13)** Consistent with Figure 12, higher-income respondents (80%) back 100% FDI due to perceived alignment with growth-oriented policies. **(Figure 14)** Male respondents (70%) favor 100% FDI for its perceived economic benefits, while females (45%) adopt a cautious or neutral stance. **(Figure 15)** Urban respondents (75%) emphasize job creation through FDI, while rural respondents (55%) may experience fewer direct employment benefits. **(Figure 16)** Male agreement (65%) on job creation reflects sectoral optimism, while females (50%) express reservations about inclusive employment opportunities. **(Figure 17)** Females (60%) show greater concern about foreign dominance, reflecting a cautious outlook compared to 40% of males. **(Figure 18)** Younger respondents (70%) view FDI as transformative for growth, while older respondents (55%) prioritize traditional industries. **(Figure 19)** Lower-income groups (65%) express concern about foreign dominance, emphasizing vulnerability, compared to 40% of higher-income respondents. **(Figure 20)** Working individuals (75%) view FDI as driving economic growth, while students (50%) and retirees (55%) are less directly impacted. **(Figure 21)** Working respondents (70%) trust government policies due to their exposure to economic benefits, compared to 55% of students and 50% of retirees. **(Figure 22)** Males (65%) express confidence in policies attracting FDI, while females (45%) show lower trust, reflecting differing economic outlooks. **(Figure 23)** Higher-income respondents (70%) show confidence in policies benefiting their interests, compared to 50% of lower-income groups. **(Figure 24)** Urban respondents (75%) trust government policies due to visible outcomes, while rural (55%) and semi-urban (60%) respondents face accessibility gaps. **(Figure 25)** Awareness of government initiatives is highest among urban respondents (80%), highlighting an outreach disparity with rural (50%) and semi-urban (60%) areas. **(Figure 26)** Males (65%) show higher awareness of government initiatives compared to females (45%), likely due to occupational exposure. **(Figure 27)** Males (70%) express greater satisfaction with FDI's regional impact, while females (50%) remain cautious, reflecting social and economic considerations.

V. SUGGESTIONS

1. Enhance Public Awareness and Education: Comprehensive educational campaigns are needed to inform the public about the positive impacts of FDI, such as job creation, technological advancements, and overall economic growth. This effort can help dispel misconceptions and mitigate concerns about its potential negative effects on local businesses and cultural identity.

2. Formulate Balanced Policies: Policymakers should aim for equitable distribution of FDI benefits across regions and sectors. Policies must include specific provisions to support small

and medium-sized enterprises (SMEs), helping them adapt to increased competition brought by foreign investments.

3. Strengthen Local Business Integration: FDI should be directed toward partnerships with local industries, fostering technology transfer and enhancing the competitiveness of domestic businesses. Collaborative initiatives can ensure foreign investments complement, rather than compete with, local enterprises.

4. Foster Cultural Sensitivity: FDI policies should align with India's social and cultural values. Ensuring that foreign investments are respectful of local traditions and customs can alleviate concerns about cultural erosion and foreign dominance.

5. Implement State-Specific Strategies: Given the regional variations in public opinion and FDI impacts, state-specific approaches are necessary. Successful models from states like Tamil Nadu, Maharashtra, and Karnataka can be adapted for other regions to attract and manage foreign investments effectively.

6. Address Social and Environmental Concerns: Focus on sustainable investments that prioritize green technology and socially responsible practices. Encouraging renewable energy and environmentally friendly projects can address public concerns about environmental degradation and promote inclusive growth.

7. Develop Regular Monitoring and Feedback Mechanisms: Establish systems to continuously evaluate the impact of FDI policies and gather public feedback. Regular assessments will allow policymakers to address emerging challenges and make necessary adjustments to ensure FDI aligns with India's long-term development goals.

8. Promote Transparency and Accessibility: Simplify FDI processes and make information about policies and opportunities more accessible to the public. Transparent systems can build trust among citizens and encourage broader participation in the economic benefits brought by FDI.

9. Encourage Sectoral Diversification: Focus on attracting FDI in underdeveloped sectors like agriculture, healthcare, and rural infrastructure. Diversifying FDI inflows can create balanced growth and reduce over-reliance on industries like IT and retail.

10. Leverage Public-Private Partnerships (PPPs): Facilitate partnerships between foreign investors and local businesses through PPP models. Such collaborations can help integrate foreign investments into local economies more effectively while fostering innovation and skill development.

By implementing these suggestions, India can harness the full potential of FDI, addressing public concerns and ensuring inclusive, sustainable economic growth across all regions and demographics.

VI. CONCLUSION

Foreign Direct Investment is a critical driver of India's economic progress, facilitating capital inflows, job creation, and technological advancements. This study aimed to analyze public opinion on FDI, identify factors shaping perceptions, and evaluate how these views impact national investment trends. The findings reveal generally positive attitudes, highlighting economic benefits like job creation and infrastructure development. However, concerns about local business displacement and cultural erosion remain prominent. Demographic factors, such as education and income levels, significantly influence perceptions, with educated respondents showing a more favorable view of FDI. Recommendations include enhancing public awareness of FDI's benefits, mitigating its negative impacts on local businesses, and developing balanced policies that integrate foreign investment with local growth. Future research could focus on FDI's effects in rural areas, its role in specific sectors like agriculture and healthcare, and shifts in public opinion due to global economic changes. In conclusion, while FDI is a recognized catalyst for economic growth, tailored policies addressing public concerns are crucial to fostering sustainable and inclusive development for all societal segments.

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