

# A Study on Selected Social Media Applications Usage Practices of Homemakers

Divatia A. and Patel M.

**Abstract**—The Internet has touched now each and every corner of the country. With the world in the midst of a social media revolution, it is very obvious that social media like Facebook, Twitter, WhatsApp, Skype etc., are used extensively for the purpose of communication. This type of communication can be with the group of people. Social Media advantages people to connect with other people without any geographic, economics or political barriers. Social media has become part of our daily life. Today most of the individuals, especially the Homemakers, are hooked on to the different social media for keeping in contact. The time is gone when Indian housewives were just confined to daily household chores they had the least interest in using the internet. In present times, housewives are way ahead in using internet services as compared to college students and working women. Indian housewives are evidently making their existence felt on the social media. Homemakers should learn the Law and privacy function of Social Media. It was recommended that a comparative study of Social media usage practices of homemakers and Working women should be taken up.

**Index Terms**—Communication, Facebook, home makers, social media, WhatsApp.

## I. INTRODUCTION

The internet technology has certainly revolutionized the world of communication. It has not just become a means of looking for information but of social relationships and communications with other people, whether for business or commercial purpose, or for making new friends, or for reconnecting with old friends and long lost relatives [1]. The word Social Media refers to the use of web-based and mobile technologies to turn communication into a communicating interchange.

Social media has various forms including magazines, photographs or pictures, video, Internet forums, weblogs, social blogs, microblogging, wikis, podcasts, rating and social bookmarking. Social Media helps folks to connect with other folks without any geographic, economics or political hurdles. Social networking sites have fully-fledged into dominant platforms that facilitate these social interactions and connections among folks and friends across long distances and by which people share pictures, messages, ideas, experiences, and information of interest (Ellison, Steinfield, and Lampe, 2011) [1].

Social media is the intermediate for social interaction as a superset beyond social communication. There are advantages and disadvantages to the use of social media.

One most important advantage is the online sharing of knowledge and information among the different clusters of society. The habit of social media gears also has the flip side. Sometimes, such gears are misused by folks which lead to interfering into one's privacy. Such instances can lead to harmful keeping in view the ethical aspect of use of such media [2].

Social networking is becoming famous with a larger audience, as per the study by Business Insider. However, the popularity leans towards the young, female user. Usage of Social Networking Sites (SNS) reveals that women are using more in comparison to men in gender wise study. Age wise study depicts that younger female are additional habitual of SNS in comparison to older females (Business Insider, 2010) [3]. It can be estimated that everybody has a Facebook, twitter, goggle+, LinkedIn, MySpace or some social media account they access daily, if not weekly. Those with mobile phones or other devices access it more since it can be suitable and on the go. These social housewives spend more money than customers who are not active on social media. Many housewives are spending their time between Facebook and Pinterest. Most housewives blog, some run couponing sites, and some run small businesses using social media as their marketing tactic. Housewives who stay at home are the uppermost to users of social media for marketing. (Housewivesmag, 2013) [3].

When somebody becomes a homemaker, she or he may never return to full-time salaried employment [4]. God created men and women to build a life together lifelong. The population of India is 1210.19 million including 586.47 million (48.5 percent) females and 623.72 million (51.5 percent) males, according to the census, 2011 [5]. Females have a stake of 48.1 percent in the urban population and of 48.6 per cent in the rural population [5].

Recent data from the report on World's Women (United Nations, 2000) [5] pointed out that most women and men shared their time among paid and unpaid household work – either caring for their families or producing subsistence goods. However, on paid work womenfolk spend as much time as men, they spend twofold much or even more time than men on unpaid household work and care [5].

The home invariably reflects the character of the homemaker. However, the quality and amounts of the resources that each homemaker has at her disposal are very different from the other homemaker. Cognitive capabilities are desirable for the creation of a melodious, keen and combined working spirit within the family. Intelligent and ingenious homemakers seek new knowledge and ways to improve their decision-making abilities and ways to improve their capabilities or even a change of family attitudes when necessary. They are constantly seeking other ways of using resources, using those which are ample and of finding

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Divatia Ami is with Social Science Researcher and Academician from Gujarat, India (e-mail: amividatia@yahoo.co.in).

Mansi Patel is with Development Communication from Gujarat University, India (e-mail: manzzi18@yahoo.com)

hidden supplies of resources (Seetharaman *et al.*, 2005). Thus, the resource aids made by the homemakers are essential inputs for the household production [5].

## II. JUSTIFICATION

In India, Homemakers are one of the audiences which use social media. Though Social media has started in 2005 in India, it is very interesting to quote that Homemakers using social media are continuously increasing.

Women are the core of civilization and have diverse roles to play in the ever-changing social set up. It is widely reported that multiple roles as citizens, housewives, mothers, contributors of family income and builders of a new society by women. However, in many societies family is the primary priority of women and homemaking includes household work such as washing vessels, cooking and serving food, cleaning, sweeping and decorating, looking after kids, sick, elderly and providing hospitality to the guests. The successes are reflected in the household work, family life and in the social life from the qualities of the homemaker [5].

Now Housewives were not just confined to daily household work. They are way ahead from college students and working women. [6] Indian housewives are evidently making their presence felt on the social media. Their favorite topics range from doing Daily soap and discussing shopping trends & housekeeping to sharing food recipes and candid photographs. And the Messenger services available with vivid social networks are making their social journey all the way easier.

## III. OBJECTIVES

- 1) To gather basic information about Homemakers, their social background, and their social media usage.
- 2) To find out the extent of use of social media.
- 3) To analyze their Social media usage practices.
- 4) To find out reasons for using Social media.

## IV. HYPOTHESES

- 1) There is a relationship between Social media usage practices of homemakers and age of the homemakers.
- 2) There is a relationship between Social media usage practices of homemakers and no. of children of the homemakers.
- 3) There is a relationship between Social media usage practices of homemakers and monthly family income of the homemakers.
- 4) There is an association between Social media usage practices of homemakers and time spent on the internet by the homemakers.
- 5) There is an association between Social media usage practices of homemakers and reasons for using social media by the homemakers.

## V. OPERATIONAL DEFINITION

**Homemaker:** Someone who manages a home and

family and not earning money from employment. A person, especially a woman, who manages a home.

**Social Media:** A term used to describe a variety of Web-based platforms, applications, and technologies that enable people to socially interact with one another online. Some examples of social media sites and applications include Facebook, WhatsApp, Instagram, Pinterest, Snapchat, Hike, Skype, YouTube, and Twitter.

**Social Networking Sites:** A website that allows subscribers to interact, typically by requesting that others add them to their visible list of contents, by forming or joining subgroups based on shared interest, or publishing content so that a specified group of the subscriber can access it.

## VI. DELIMITATION

- 1) This study was limited to Homemakers.
- 2) This study was limited to urban areas of Ahmedabad city.
- 3) This study was limited to Selected Social Media Applications.

## VII. REVIEW OF LITERATURE

The term “social media” signifies the wide range of Internet-based and mobile services that let users join in online exchanges, contribute user-created content, or join online communities. The forms of Internet services commonly associated with social media.

Maurice Odine, (2013) [7], “Despite obvious and cataloged cases of degradation, sanctioned ill-treatment and discrimination, women’s empowerment has seen remarkable increases thanks to social media. In fact, women’s empowerment has even engrossed global recognition. In particular, the volume of Arab women using social media rose sharply by November 2011. Tomlin (2012) is quick to assert that 36 million users were connected with Facebook and Twitter during this period. Tomlin designates there is a strong belief, among women in the region, that social media play a significant role in improving their participation in economic, social, and political life. This, Tomlin believes, permits women to get self-expression as a means to promote social change. Since media work in the context of convergence, and provide skills for multi-device utilization. Social media and the Internet can be customized to maximize females’ educational experiences.

Above all, women must be keenly engaged in acquiring technological skills to take advantage of social media, integrating the likes of Facebook, Twitter, and almighty Internet with devices such as smartphones, iPads, laptop and desktop computer [7].”

Lindsay Blackwell, Jean Hardy, Tawfiq Ammari, Tiffany Veinot, Cliff Lampe and Sarita Schoenebeck (2016) [8], “LGBT parents use social media sites to study their safety in relation to others and employ a number of complex tactics to manage their kids, spouses, former partners, and relatives’. Presented the concept of incidental advocacy to explain the ways in which LGBT parents’ everyday social media use is apparent by others to support work, a concept that might

extend to other forms of unintended advocacy among marginalized groups. Consider the complexities of LGBT parents' online disclosures in relation to the temporal context in which disclosures are instantiated, as well as the broader social context in which disclosures are viewed. As discuss the importance of site design in motivating and enabling social progress, and finally, we claim for the importance of supporting individual and collective privacy restrictions during times of social change. [8]"

Rianne C. Farrugia (Semester 2013) [9] Based on the information discovered in this research, it is fair to say that SNS such as Facebook are changing the way couples are developing their relationships. Stage of relationship did correlate with an increase in partner surveillance even though as the relationship matured Facebook use did not increase. However, when Facebook use increased there was an increased chance for jealousy within the relationship. Increased levels of jealousy within a relationship may delay the progression of the relationship through social penetration theory (Altman, Taylor; 1973). Using communication technologies, such as Facebook, provide the platform for individuals who may struggle in a face-to-face setting. Developing a relationship in a non-face to face environment allows people to still experience the progression of a relationship in a different way. By observing how social media affects levels of self-disclosure, it is specious that the more person shares, the more others will share, improving the relationship cycle. In summary, it is important to realize how Facebook has partly modernized the way people communicate and form relationships [9].

Ms. Niktaanand (2012) found in a study that, "It was found that these social networking sites are acting as a great medium for view mobilization. People are feeling free in sharing their ideas on any issue and even youth is raising their voice against social acts like violation of Human Rights, corruption etc. These social networking sites are proving themselves a boon at least in transporting thoughts of individuals on these social issues. It is also being generated from the information so obtained that people are receiving more awareness about the social issues mainly from Facebook. But instead of getting this knowledge the people usually don't discuss them and if they do, they just sign off the sites after discussion and the issue just leftovers focused on web only. It was found that women are spending less time on these sites mostly for 10-30 minutes yet they are more sensitive towards these social issues. Most of the people think that youth can play a positive role in changing our society which is representing in most of the responses to different queries."

Dr. Tripti Barthwal and Akanksha Srivastava noted in their research, "Use of Social Networking Sites is very popular in India & people use them very often but still their usage in India cannot be called as an obsession. The usage of SNS is higher in males than females. The usage of SNS is higher in respondents below 20 years & between 40-50 years than other age groups. The usage of SNS is quite low in respondents above 50 years. Single respondents use SNS more in comparison to married ones."

Social media platform also plays a big role in the lives of homemakers. A recent survey shows that 46% of Asian housewives visit their Facebook page frequently. The same

survey shows that 32% of them are regulars on parenting websites and another 22% use search engines often.

A survey by the Asianparent.com concluded recently indicate that more than 80% of women in Singapore, Thailand, Malaysia and Indonesia turn to the internet for companionship once they become full-time mothers. The survey shows that digital channels now trump traditional channels such as newspapers, TV, and magazines in gaining viewership among homemakers. TheAsianparent.com, which claims to have a reach of 1.2 million readers, making it Southeast Asia's largest online parenting magazine, says more than 10,000 people responded to the survey. The 2014 Asian Digital Mum survey also reveals that mothers gradually use their smartphones to check email, visit parenting sites and use social media. They are also the primary decision makers when it comes to household purchases [10].

Varsh Kumari (2014), "The core objective of the study was to understand the difficulties and problems faced by urban working women in India. The objectives also involved recognizing the key socio-economic attributes contributing to women's status, safety and security, and to study women's involvement in several activities/ organizations for improving family, community and society. The study was limited to the urban working women in white collared jobs in the city of Rourkela, India. For effective elicitation of data from the respondents, a mixed methods approach involving face to face interviews, focus group discussions and questionnaire technique including both close-ended and open-ended questions were chosen. Methods triangulation was modified for establishing validity and reliability of the study. The study was grounded on primary data collected from Rourkela city to find out the possible solutions for working women which could help them to overcome the problems that they face in the workplace. The outcomes of the study showed that different age groups of working women have different types of difficulties and tasks and different categories as married, single, divorced, single parent, separated, have different issues at stake in the workplace. Some difficulties are definitely common, like mental and physical stress, lack of proper balance between employment and family care, unfair treatment in the workplace, stressful life and work place discrimination etc. But some challenges are category specific, like prejudiced and stereotyped thinking, safety and security issues, ego hassles with colleagues, and the problem of glass ceiling etc. Some likely keys for problems troubling urban working women that could help them to overcome the problems that they face in the workplace are proper safety and security measures by the parent organizations, sensitive and supporting partners at home, effective child care policies and appropriate grievance redressal mechanisms for women in place at the workplace."

## VIII. METHODOLOGY

**Research Design:** The study was descriptive survey type of research.. A descriptive study can provide information about the naturally occurring behavior, attitude or other characteristics of any group. Thus, to know about homemaker's social media usage practices, descriptive

survey type of research was quite suitable for this study.

**Sample and Sampling Procedure:** Simple random sampling was chosen for this study. In a simple random sample, people are chosen at random and not more than once to avoid a bias. The research population was homemakers who were from urban Ahmedabad and using Social Media applications. A sample of 80 respondents was chosen.

**Tool for data collection:** The study was a descriptive survey where the questionnaire was used as the tool. A questionnaire was simply a 'tool' for collecting and recording information about a particular issue of interest. Questionnaires should always have a certain purpose that is related to the objectives of the research, and it needs to be clear from the outset how the findings will be used.

Structured questions (35) were there in the questionnaire in which there was a combination of close ended and open-ended questions. The questionnaire included three sections- Background information, Information regarding social media and practices regarding social media usage. Three scales had a three-point answer categories, in which two scales had 'Always', 'Sometimes' or 'never' and one scale had 'Agree', 'Uncertain' or 'disagree'. These answers were scored 3, 2, 1 respectively and reversed scoring was used for negative responses.

**Conceptual framework:** A conceptual framework designed for a better understanding of the study. The variables and their relationship with each other were also explained. The design was as under: [Fig.1].

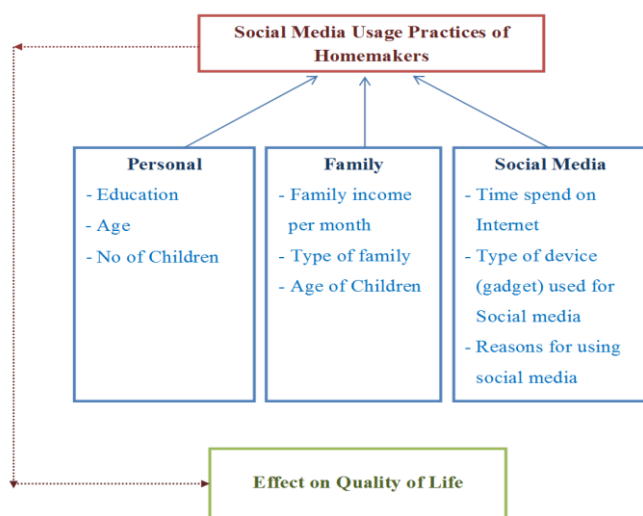


Fig. 1. Conceptual framework.

**Dependent Variable:** Social media usage practices of homemakers

**Independent Variables:**

**Personal:** This included Education, Age and No. of Children of the respondents.

**Family:** This independent variable included Family income per month, Type of family and Age of children.

**Social Media:** It was considered time spent on the internet, Type of device (gadget) used for social media and to reasons for using social media.

**Effect on Quality of Life:** The effect on quality of life.

It was assumed that the independent variables affect the Social media usage practices of homemakers. It was also

assumed that effect on quality of life and social media usage practices of Homemakers had a relation.

**Variables:** There were two types of variables in this study- Independent and Dependent. The Dependent variable was Social media usage practices of homemakers and Independent variables were, Education, Age, Family income per month (In Rs.), Time spent on Internet, type of Family, Type of device (gadget) used for social media, Reasons for using social media, No. of children and age of the children.

**Data Collection and Analysis:** The sample of 80 respondents was selected. Questionnaires were given to the respondents. Descriptive statistics such as Frequency, Percentage, Average, Standard deviation and Correlation analysis were carried to study every aspect of data collected in tandem with objectives set.

## IX. DATA ANALYSIS

A survey was conducted among the Homemakers of Ahmedabad city which lived in the urban areas. The total sample size was 80 which was chosen by simple random sampling. Questionnaire tool used to collect the data. Samples collected from the different areas of Ahmedabad like Maninagar, Kankaria, Khokhra, Ghodasar, Jashodanagar, CTM, Ishwernagar, New maninagr, Vasna, Dharnidhar, Satellite, Anandnagar, Ambavadi and Bopal. Every respondent was explained the process and its purpose and requested to fill the questionnaires completely and precisely. Researcher received all 80 questionnaires and the data was analyzed carefully and presented as following. Detailed analysis showed that most of the social media users were in the age group of 35-48(48.75%). A very few (17.5%) social media users were in the age group of 49-64.

- 1) Majority of the social media user had education as "Graduates" (57.5%) followed by users who were "Postgraduates" (25%) and "Undergraduates" (17.5%).
- 2) About half of the respondents had two children. More than 50% of the respondent had children below 15 years and few respondents (14%) had children of above 25 years. Majority of the Homemakers (64%) spent six hours or less with their children and 36% of the respondents spent more than six hours with their children.
- 3) It was found that 51.25% of the respondents lived in joint family. About 76% of the respondents had five family members or less. It was found that about half of the respondent's spouse (51.25%) occupation was service.

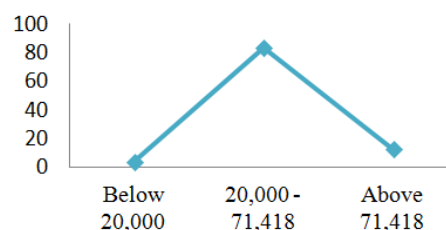


Fig. 2. Monthly Family Income (in Rs.).

The above chart showed that majority respondent's family income falls under 20,000-71,418 Rs. Only 3.75% respondent's family income had below 20,000Rs. [Fig. 2]

The study traced that 37.5% of the respondents had the accessibility of the internet from Wi-Fi and 33.75% from the Mobile data package. It was noticeable that nearly 30% of the respondents had the accessibility of both (From the Wi-Fi and Mobile data package). More than 60% of the respondent spent between 60 - 272 Rs. personally on the internet per month. Less than 10% of the respondents spent between 486 - 700 Rs. personally on the internet per month. More than 70% of the respondent's family members spent between 250 and 999 Rs. on the internet per month. Less than 2% of the respondent's family members spent between 1750 and 2500 Rs. on the internet per month.

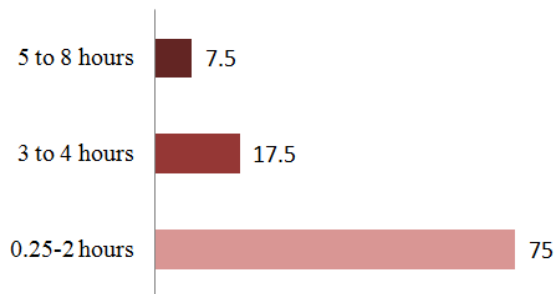


Fig. 3. Time spent on the Internet per day.

It was found that 75% of the respondents spent time between 0.25 - 2 hours per day on internet. Only 7.5% of the respondents spent time between 5 - 8 hours on internet per day (Fig. 3).

TABLE I: INFORMATION RELATED TO SOCIAL MEDIA

No	Particular	Frequency	Percentage
1	Time since using social media		
	Less than a year	12	15
	1 to 2 years	35	43.75
	3 to 5 years	22	27.5
	More than 5 years	11	13.75
	Total	80	
2	Device(gadget) for using social media		
	Smart phone	79	75.96
	Laptop	17	16.34
	Tablet	2	1.92
	Personal computer	6	5.76
	Total	104	
3	Time spent on Social media per day		
	One hour or less	44	55
	More than an hour	36	45
	Total	80	
4	Disadvantage of using social media		
	Less disadvantage (15 - 30)	20	25
	More disadvantage (31 - 45)	60	75
	Total	80	

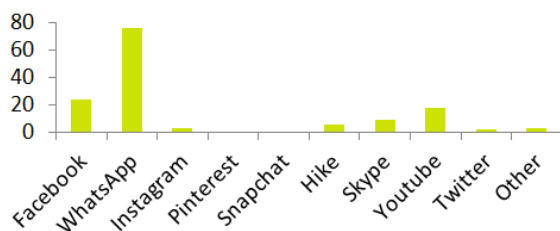


Fig. 4. Social networking sites used by the respondents.

The above Table I showed the information related to Social Media in which respondents time since using social

media, device (gadget) for using social media, time spent social media per day and disadvantage of using social media.

Above chart clearly showed that about 75% of the respondents used WhatsApp. 66% of the respondents used Facebook. 18% of the respondents used YouTube. There was no respondent who used Pinterest. There were only fewer respondents who used Instagram, Snapchat, Hike, skype and twitter (2.8%, 0.8%, 6%, 8.8%, and 2.4% respectively). Thus, it seemed that WhatsApp was much known to majority of the respondents. The respondents also used Viber, IMO and Google+ Social Networking Sites which belonged to other category of the Social Networking sites used by respondents (Fig. 4).

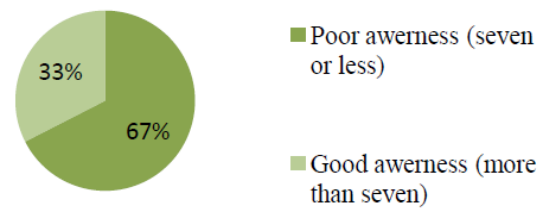


Fig. 5. Awareness of law and privacy functions.

It was found that 67.5% respondents had poor awareness of Law and Privacy functions. Nearly 30% of the respondents had good awareness of Law and Privacy functions (Fig. 5).

TABLE II: MOST LIKED SOCIAL NETWORKING SITES

No	Social networking sites	Liked the most	Percentage
1	Facebook	13	16.25
2	WhatsApp	62	77.5
3	Instagram	0	0
4	Pinterest	0	0
5	Snapchat	0	0
6	Hike	0	0
7	Skype	2	2.5
8	Youtube	3	3.75
9	Twitter	0	0
10	Other	0	0
	Total	80	

TABLE III: PRIVACY FUNCTIONS USED BY THE RESPONDENTS

No	Privacy functions	Frequency	Percentage
1	Block the Number	43	29.25
	Unfriend	26	17.68
	Unfollow the people	19	12.92
	Hide your post from your timeline	18	12.24
	Hide your status and last seen	18	12.24
	Share the post in reference to public, fr	23	15.64
	Any other	0	0
	Total	147	

The above table showed that 62% of the respondents liked the most WhatsApp. About 15% of the respondents liked the most Facebook. There were only 3.75% of the respondents who like YouTube as liked the most social networking site. Nearly half of the respondents (53.75%) liked Facebook as a second best Social networking site. About 18% of the respondents liked WhatsApp as second best Social Networking Site. There were more respondents (13.75%)

who liked YouTube as second best liked SNS then the respondents (3.75%) who liked YouTube as liked the most SNS.

“Block the Number”- was the privacy function which used by 29.25% of the respondents. “Unfriend”- was the second most used privacy function by 17.68% of the respondents.

TABLE IV: OVERALL REASONS FOR USING SOCIAL MEDIA

No	Overall Reasons	Average
1	I use social media to stay in touch with my family and friends	2.7
2	I use social media to share photos and videos	2.36
3	I use social media to fill up spare time	2.11

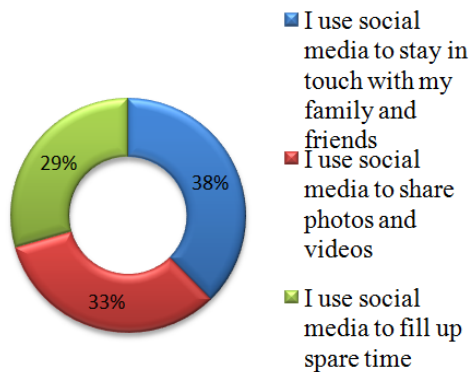


Fig. 6. Overall reasons for using Socialmedia.

Above chart and table showed overall reasons for using social media by homemakers, in which, “To stay in touch with my family and friends” was the most used reason. Second most used reason was, “To share photos and videos”. “To fill up spare time” was the third most used reasons by homemakers (Fig. 6).

TABLE V: OVERALL PRACTICES REGARDING SOCIAL MEDIA USAGE

No	Overall Practices	Frequency
1	Poor Practices (97-112)	17
	Average Practices (113-128)	50
	Good Practices (129-145)	13

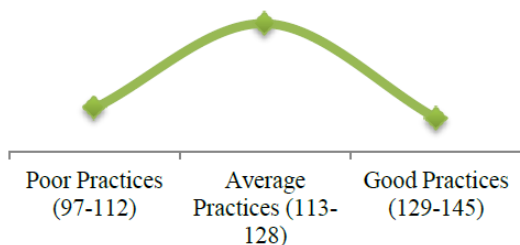


Fig. 7. Overall Practices regarding social media usage.

In Overall practices regarding social media usage, more than 60% of the respondents had Average practices. Nearly 20% of the homemakers had Poor practices and 15% of the homemakers had Good practices. Majority respondents had Average practices of Overall practices regarding social media usage (Fig. 7).

#### Descriptive Question:

**Question:** Why do you like rank-1 social networking site?

**Answer:** The respondents gave four social networking

sites name as a rank-1 from the nine SNSs. Which were as under:

#### Whats App:

- 1) Majority respondents said they like WhatsApp because to stay connected with friends and relative. They believed that to meet them every day was not possible. Thus, WhatsApp helped them to stay connected with them.
- 2) There were many respondents like WhatsApp because for chatting.
- 3) The respondents also like WhatsApp because they got Information and gave information to others, to get knowledge, to get good quotes and to get news.
- 4) The respondents also gave reasons that the software was very easy to understand, it was user-friendly and anytime usable, best message service, easy to communicate with people, very fast in context to communicate with people, cheapest way to communicate in India as well as foreign.
- 5) It takes very less time to upload any message, picture, and videos. It was also used because, fast updating, convenient, easily accessible in mobile phone and they can chat, call, and connect with the world.
- 6) Homemakers like it because, to get connected with more people, to stay in touch with new people and dear ones, to stay connected to all, to stay close with family members, to stay in touch with those only with whom they want to be and also can talk with everyone.
- 7) Respondents like WhatsApp also because nothing has to pay for it. They can send messages without using calling balance.
- 8) They also liked it because they can do time pass, it was refreshment for them, they can check their children's homework on it and also do business on it through making their entire circle connected.

#### Facebook:

- 1) Homemakers liked Facebook because, to see what people has posted, to learn recipes, to get new information, to get knowledge and information about the world.
- 2) They liked it because, by that, they can stay connected to all such as friends, family, and dear ones.
- 3) Homemakers also used Facebook because they can find friends without having their phone no. and also search old friend of school and college.

They used it because to share photos, to get information about health, found easy to use, got birthday notifications and also make new friends.

Respondents also liked Facebook because through it, respondents can share feelings, what's happening to their lives, and also they use the feature of sharing post in finds only.

#### YouTube:

- 1) Homemakers liked YouTube because: to get recipes, to watch prayers, to watch plays and songs, to search and to watch videos etc.
- 2) They also got any type of information within a minute.

#### Skype:



- 1) Only one respondent liked Skype as a first rank SNS as because by that she could talk to her Parents and felt like she talked as face to face.

Hypotheses Testing:

**H<sub>01</sub>:** There is no relationship between Social media usage practices of Homemakers and age of the Homemakers.

To test the above-mentioned hypotheses correlation analysis was performed and the, r value ( $r = 0.09$ ) suggested positive no relationship between Social media usage practices of homemakers and Age of the homemakers. Hence, the null hypothesis was accepted.

As social media came in India in 2005, it was very much new for each homemaker with different age to learn it and use it. Thus, the different age group of the homemakers and their social media usage practices had no relationship.

**H<sub>02</sub>:** There is no relationship between Social media usage practices of Homemakers and no. of the children of the Homemakers.

To test the above-mentioned hypotheses correlation analysis was performed, the r value ( $r = -0.16$ ) suggested negative, no relationship between Social media usage practices of homemakers and No. of the children of the homemakers. Hence, the null hypothesis was accepted.

Above hypothesis clearly suggested that no. of children of the homemakers and their social media usage practices has no relationship. No. of children of the respondents was not affected as their children mainly spent time in School, Tuition, Playing or Sleeping. Thus, if the homemaker had one child or two children it was not affected by their social media usage practices.

**H<sub>03</sub>:** There is no relationship between Social media usage practices of Homemakers and total family income of the Homemakers.

To test the above-mentioned hypotheses correlation analysis was performed, the r value ( $r = -0.04$ ) suggested negative, no relationship between Social media usage practices of homemakers and Total Family income of the homemakers. Hence, the null hypothesis was accepted.

Yet, the negative sign of r value ( $r = -0.04$ ) suggest there might be inverse (negative) relation between social media usage practices of homemakers and total family income of the homemakers.

**H<sub>04</sub>:** There is no association between Social media usage practices of Homemakers and time spent on the internet by the Homemakers.

To test the above-mentioned hypotheses correlation analysis was performed, the r value ( $r = 0.05$ ) suggested positive, no relationship between Social media usage practices of homemakers and Time spent on the internet by the homemakers. Hence, the null hypothesis was accepted.

Homemakers preferred first to do all household work and then they gave time to the internet. Thus, they gave less time to internet and so that there was no relationship between the time spent on internet and social media usage practices by homemakers.

**H<sub>05</sub>:** There is no association between Social media usage practices of Homemakers and reasons for using social media by the Homemakers.

To test the above-mentioned hypotheses correlation analysis was performed the r value ( $r = 0.08$ ) suggested positive, no relationship between Socialization practices

regarding social media usage of homemakers and Social reasons for using social media by the homemakers. Hence, the null hypothesis was accepted.

To test the above-mentioned hypotheses correlation analysis was performed the r value ( $r = -0.44$ ) suggested negative, no relationship between Entertainment& Information practices regarding social media usage of homemakers and Entertainment& Information reasons for using social media by the homemakers. Hence, the null hypothesis was accepted.

To test the above-mentioned hypotheses correlation analysis was performed the r value ( $r = -0.55$ ) suggested negative, a significant relationship between Harmful practices regarding social media usage of homemakers and other reasons for using social media by the homemakers. Hence, the null hypothesis was rejected.

## X. CONCLUSION

This study aimed to find out the extent of using social media by homemakers. The finding suggested that homemakers had average practices regarding their social media usage as they were new joiner on it. A person, especially a woman, who manages a home called Homemaker. Social media came in India in 2005, it's been long 10 years till now still majority homemakers had just started to use social media in 1 to 2 years. The social media usage practices of homemakers and reasons for using social media had a relation. There was no relation between the age of the respondents, the total family income of the respondents, time spend on the internet and no. of children with the Social media usage practices of homemakers. Homemakers should be taught about the Laws and Privacy functions of social media.

*Recommendations for further studies:* The study showed how social media usage practices of homemakers related to different aspects. Thus, besides these there were many more studies can be carried out. The following are few recommendations.

- 1) A study on social media usage practices of homemakers and its effect on quality of the life of the homemakers
- 2) A comparative study on Social media usage practices of homemakers and working women.
- 3) A comparative study on Social media usage practices of homemakers and Man.
- 4) A study on Social media emoji and use of it by homemakers.

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**Divatia Ami** was born in Mumbai, India. She is a doctorate in family resource management from M. S. University of Baroda in the year 2002.

She has been faculty associate at M.S. University, Baroda for three academic years (1995-1998). She has worked as a faculty at ICFAI Business School for two years and H.L. Centre for Professional Education for two years. She is working as freelance faculty in the field of research methodology since 2000 at many reputed colleges of Ahmedabad. She has written as co-author a book in Gujarati (vernacular language) "Avas: Antarik ane Bahya Ayojan" (Housing: Interior and Exterior Planning) published by University Granth Nirman Board, Ahmedabad, 1999. She has authored books titled "Vyavsaik Swasthya (Gujarati), "Grahak Shikshan" (Gujarati) and "Consumer Education" (English) in the years 2000, 2001 and 2002 respectively. She has written a few articles in national journals of ICFAI University and other national journals. She has also uploaded a case study on ECCH during 2008 and 2009.

Dr. Divatia has qualified the U.G.C. Test for eligibility for lectureship held on 29th June 1997. Dr. Divatia is the member of Ethics Committee, Sterling Hospitals.

**Patel Mansi** was born in Ahmedabad, India. She is a post graduate in development communication from Gujarat University, Ahmedabad (2014-16).

Being a social media enthusiast she is currently working with Blow Horn Media as a social media executive to undertake work of channelizing different projects through various mediums of social media. She has interned with The Indian Express (Newspaper), Centre for Environment Education (NGO) and Videowala LLP (Audio-visual production house).

Ms. Patel has been to North Carolina, U.S.A. from her college during her under-grad, working and communicating with diverse communities and ethnic groups on cultural heritage and knowing various customs and know-how of different cultures and communities.