CHAPTER 4
RESULT AND DISCUSSION

The Internet has revolutionized the whole world. It has reached and touched each sphere of society. There is evidence available that people from all age groups, gender, and income groups are using it for numerous reasons. They are using it for communication, shopping, banking, education, dating, consulting and so on. It has become the need of the hour to understand the use of the internet by its users. In light of this, the present research was undertaken to understand the household the use of the internet by married women of Vadodara city for performing their household responsibilities. This chapter deals with the findings of the findings of the present study. It is divided into following sections-

4.1.Profile of the Married Women

4.2.Internet usage patterns of the Married Women

    4.2.1 Internet usage patterns of the Married Women

    4.2.2 Differences in the internet usage patterns of the Married Women

4.3.Household responsibilities of Married Women

    4.3.1 Overall household responsibilities of Married Women

    4.3.2 Differences in household responsibilities of Married Women in relation to the selected variables

    4.3.3 Item wise findings for household responsibilities of Married Women

4.4.Usage of the internet for performing household responsibilities by Married Women

    4.4.1. Overall and aspect wise intensity indices for usage of internet for performing various household responsibilities

    4.4.2 Differences in the usage of internet for household responsibilities of Married Women in relation to the selected variables

4.1 Profile of the Married Women

Table 22 Frequency and Percentage Distribution of Married Women According to their Background Information

Background Information	Categories	F	%
Age	Young Mother	117	36
	Middle Age mother	121	37.2
	Old Mothers	87	26.8
Education	Low level of Education	64	19.7
	Moderate level of Education	136	41.8
	High level of Education	125	38.5
Years of Marriage	Recently Married	76	23.4
	Married Since Short time	88	27.1
	Married Since a Long time	161	49.5
Type of Family	Nuclear Family	195	60
	Joint Family	111	34.2
	Extended Family	19	5.8
Income Group	Lower Middle Income	174	53.5
	Middle Income	119	36.6
	Higher Income	32	9.8
Number of Family Members	3-4 Members	200	61.53
	5-6 Members	95	29.23
	More than 6 Members	30	9.23
Number of Children	Single Child	157	48.3
	Two Children	146	44.9
	Three Children	22	6.8
Gender of Children (N= 512)	Male	285	56
	Female	227	44
Occupation	Homemaker	179	55
	Service	124	38.20
	Business/Self-employed	22	6.80

Table 22 reveals that little more than one-third of the married women were young mothers (36%) and middle age mothers (37.20%). It further provides a picture that the married women had the good educational background. The table 22 revealed that little more than forty percent of them had a moderate level of education followed by little less than forty percent, who had the higher level of education. Higher percentages of the married women were married since a long time (49.50%), had three to four family members (61.53%), belonged to nuclear family (60%) and lower-middle-income group (53.5%). Little less than fifty percent (48.30%) of them had a single child. The data regarding the gender of the children reflected the gender gap in the society, where most of the children were male (56%) and remaining (44%) were female. More than half of the married women were homemakers. Breaking the peculiar stereotypical role of women in Indian society little less than forty percent (38.20%) were working in the service sector and remaining very few (6.80%) of them had the business.

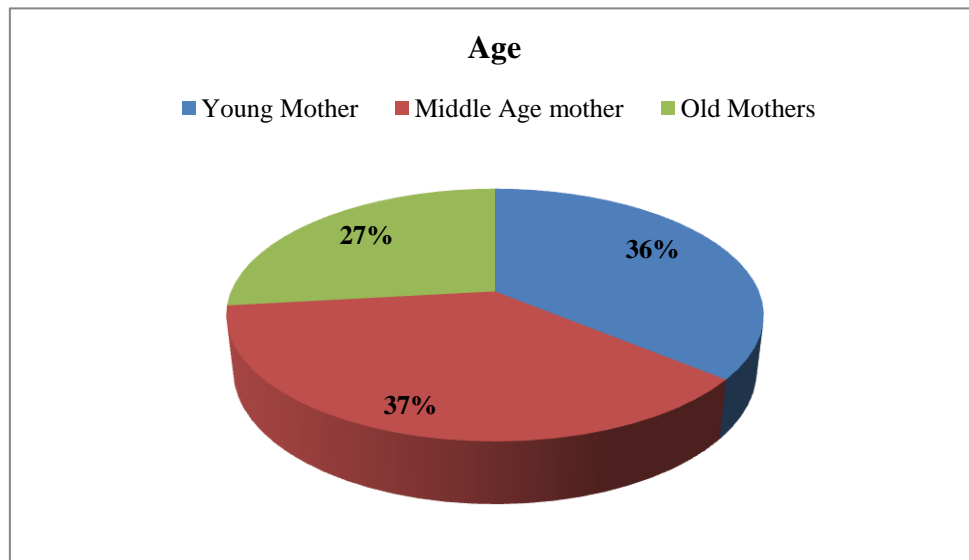**Figure 6 Percentage Distribution of Married Women according to their Age**

(N=325)

Age

■ Young Mother   ■ Middle Age mother   ■ Old Mothers

27% 36% 37%

Figure 7 Percentage Distribution of Married Women according to their Education
(N=325)

Education

- Low level of Education
- Moderate level of Education
- High level of Education

20%
42%
38%
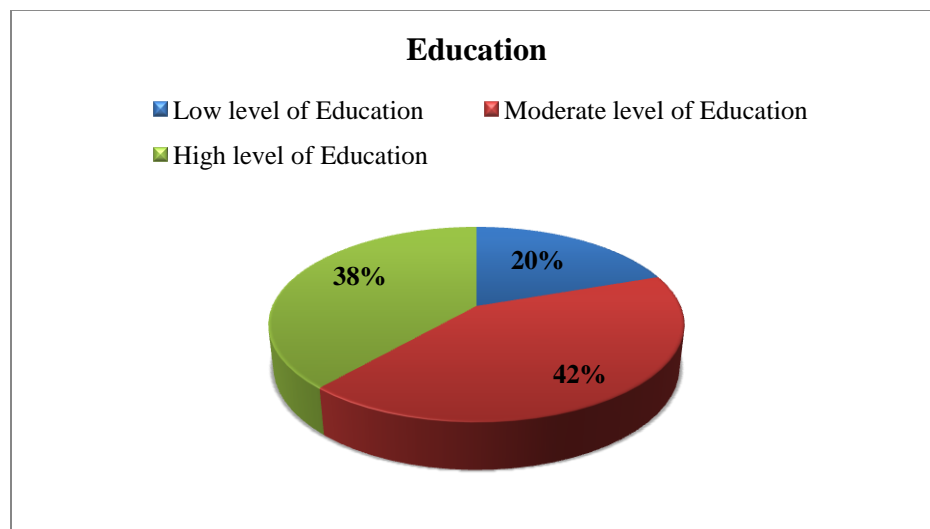
Figure 8 Percentage Distributions of Married Women According to their Years of Marriage

(N=325)

Years of Marriage

- Recently Married
- Married since Short time
- Married Since Long time

23%
27%
50%
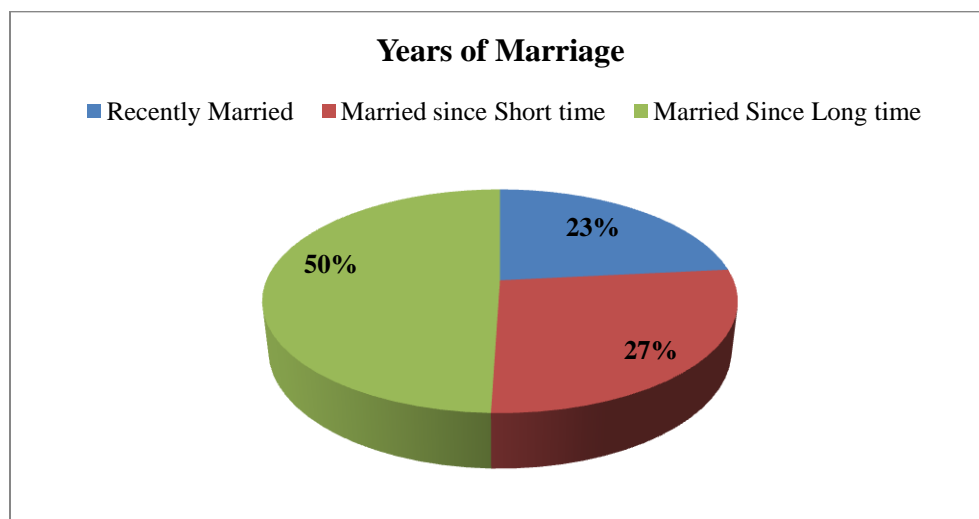
Figure 9 Percentage Distribution of Married Women According to their Type of Family

(N=325)

Type of Family

■ Nuclear Family ■ Joint Family ■ Extended Family

6%

34%

60%
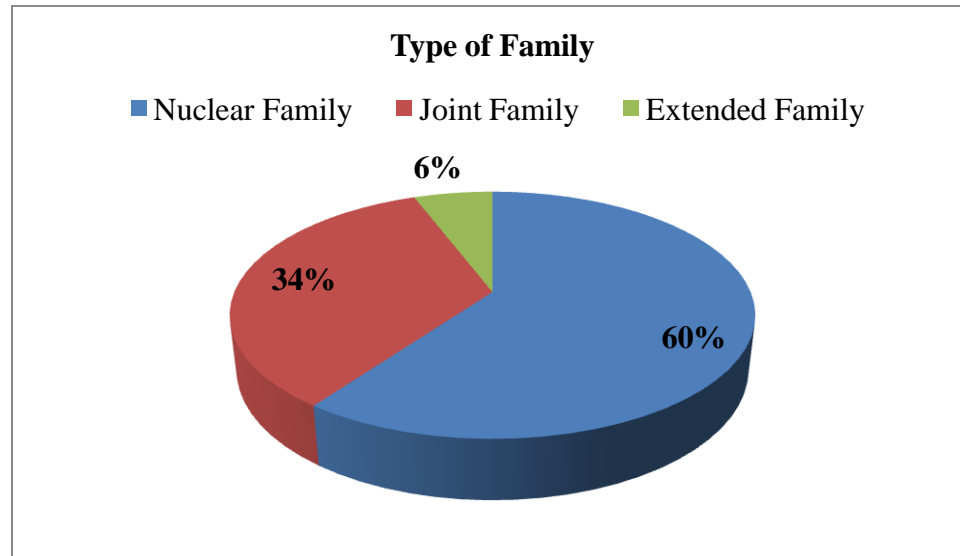
Figure 10 Percentage Distribution of Married Women According to their Income Group

(N=325)

Income Group

■ Lower Middle Income ■ Middle Income ■ Higher Income

10%

37%

53%
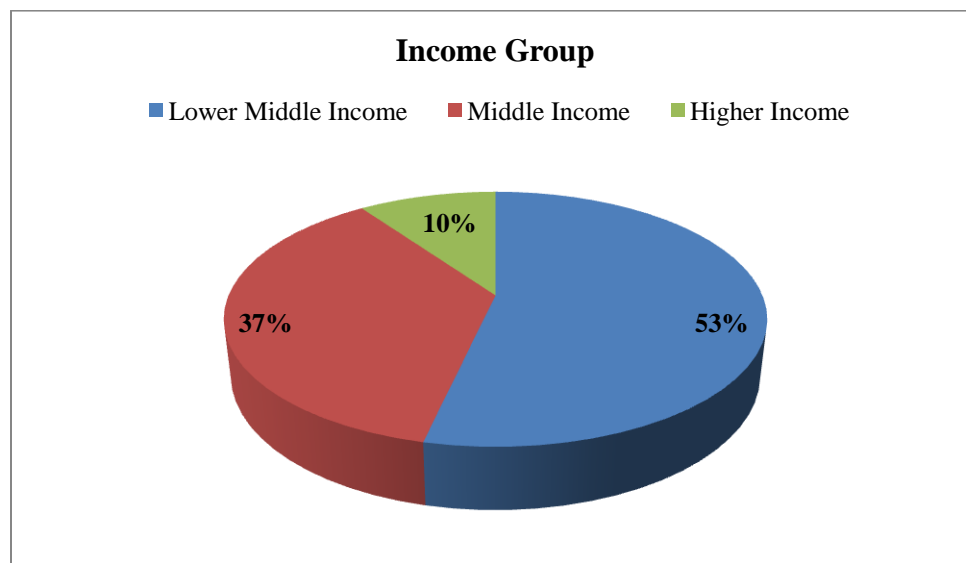
Figure 11 Percentage Distribution of Married Women According to their Number of Children

(N=325)

Number of Children

- Single Child
- Two Children
- Three Children

7%

45%

48%
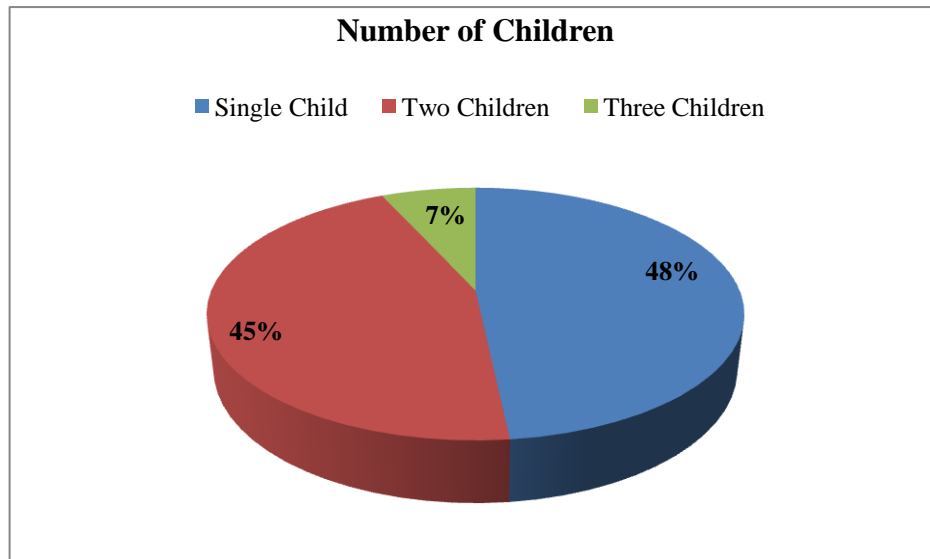
Figure 12 Percentage Distribution of Married Women's Children According to their Gender

(N=325)

Gender of Children

- Male
- Female

44%

56%
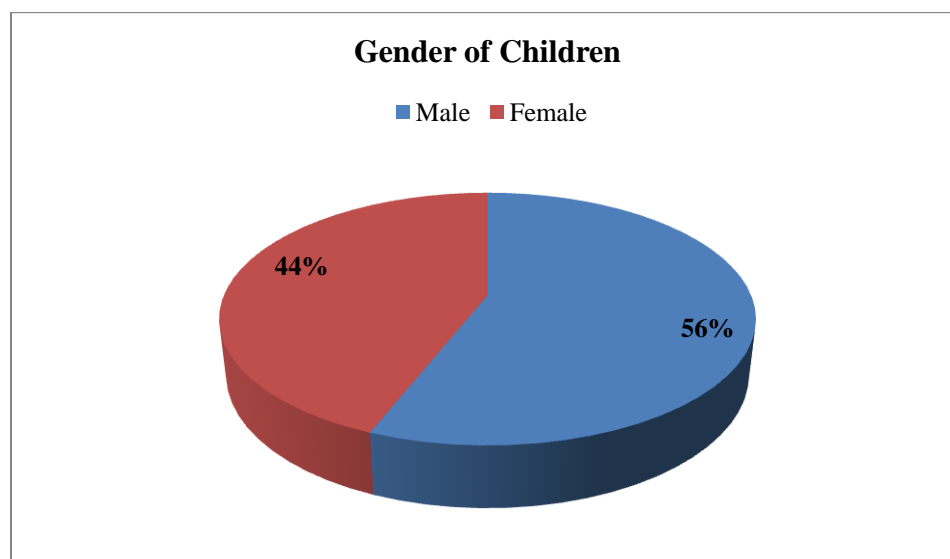
Figure 13 Percentage Distribution of Married Women According to their Occupation
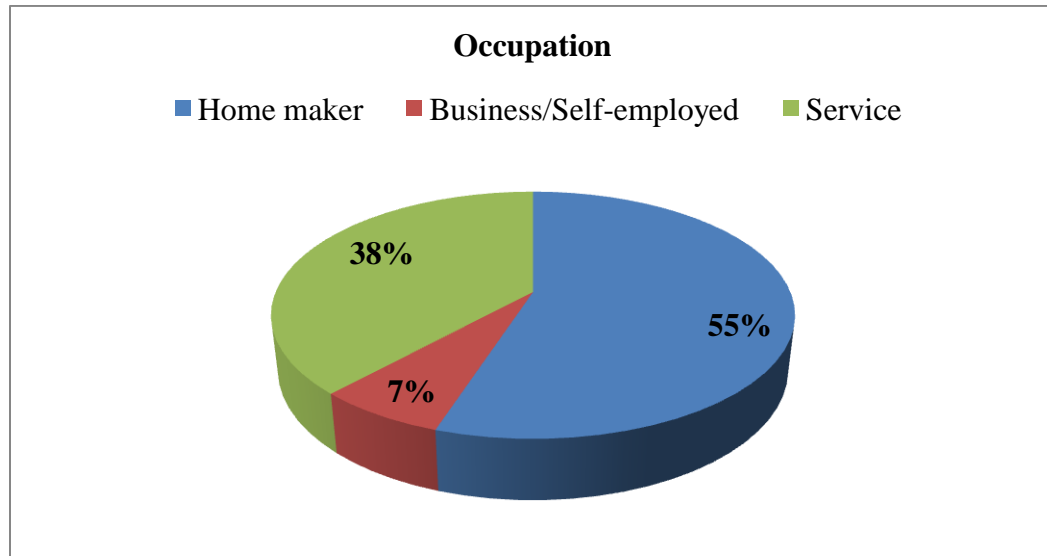
Table 23 Frequency and Percentage Distribution of Married Women According to their Sources of Learning Computer and Internet

Source of learning	F	%
Children	122	37.54
Friends	94	28.92
Spouse	86	26.46
Coaching class	56	17.23
Relatives	54	16.62
School	51	15.69
Self	36	11.08
College	28	8.62
Neighbour	14	4.31

Table 23 indicates the sources of learning computer and internet of married women. It revealed that more than one-third of the married women learnt it from their children (37.54%). A Little more than one-fourth of them learnt using computer and internet from their friends (28.92%) and spouse (26.46%). Less than twenty percent had undergone formal training at coaching class (17.23%), school (15.69%) and also at college (8.62%). Very few of them learnt it by self (11.08%).

The results revealed that one-third of the married women took formal training (33.54%) of computer and internet whereas the majority of them learnt it through informal learning sources (66.46%). (Refer figure 15)

Table 24 Percentage Distribution of Married Women according to their Comfort for Using Different Software   **(N=325)**

Softwares	F	%	Formally Trained		Informally Trained	
			F	%	F	%
M. S. Word	235	72.31	121	51.49	114	48.51
M S. Powerpoint	170	52.31	98	57.65	72	42.35
Picture Editing Software	146	44.92	87	59.59	59	40.41
M. S. Excel	83	25.54	45	54.22	38	45.78
Computer Programming Software	8	2.46	8	100	0	0
Tally	5	1.54	5	100	0	0
Coral Draw	4	1.23	4	100	0	0
Finacle	1	0.31	1	100	0	0

Table 24 indicates that overall, the majority of them were comfortable in using M.S.Word whereas little more than fifty percent of them were comfortable with M.S. power point. More than forty percent (44.92%) of them were comfortable with picture editing software and one-fourth of the Married Women were comfortable with M.S. Excel. Moreover, very few of them were familiar with other software viz. Computer Programming (2.46%), Tally (1.54%), Coral Draw (1.23%), and Finacle (0.31%). The findings reflect that the most used software among married women were M.S. Word, and M.S. PowerPoint, those were the office tools.

Furthermore, it highlighted that higher percentages of formally trained married women were comfortable in using different software than those who were informally trained. It also highlighted the fact that informally trained married women were not comfortable using specific technical software like tally, coral draw, computer programming etc. (Refer figure 17)

Figure 14 Percentage Distribution of Married Women According to their Source of Learning to Use Computer and Internet

(N=325)

Source of learning Computer and Internet
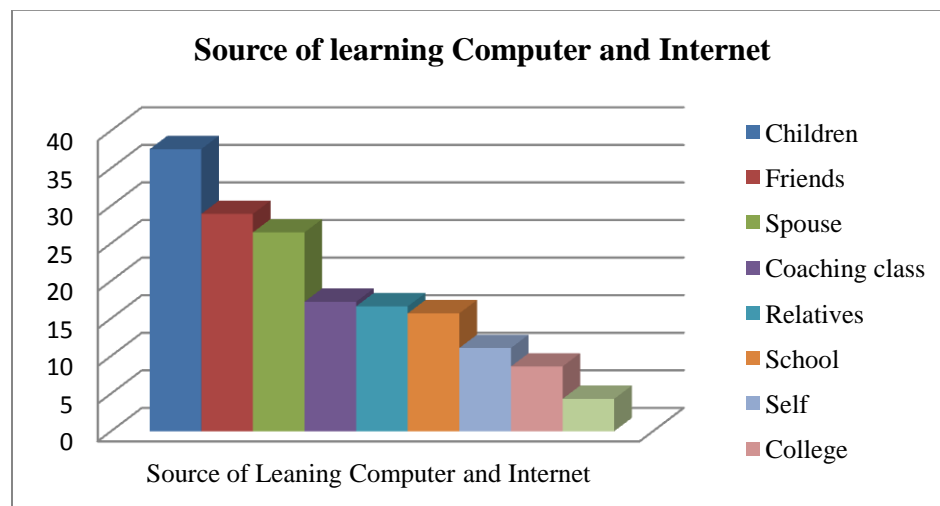
Figure 15 Percentage Distribution of Married Women According to their Type of Computer Training **(N=325)**

Type of Computer Training
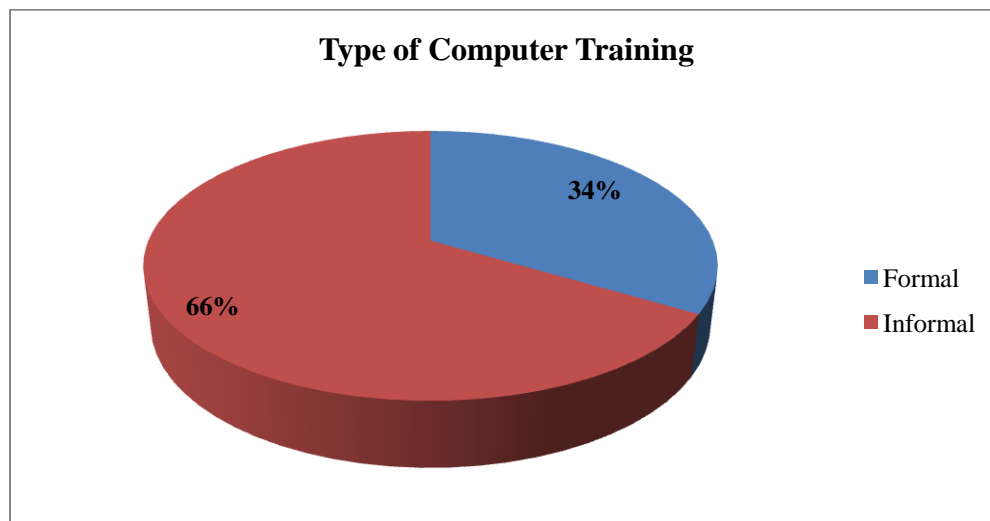
Figure 16 Percentage Distribution of Married Women According to their Comfort in Working on Computer Softwares

Computer Software

72.31
52.31
25.54
44.92
5.54

- M.S. Word
- M.S. Powerpoint
- M.S. Excel
- Picture Editing
- Others
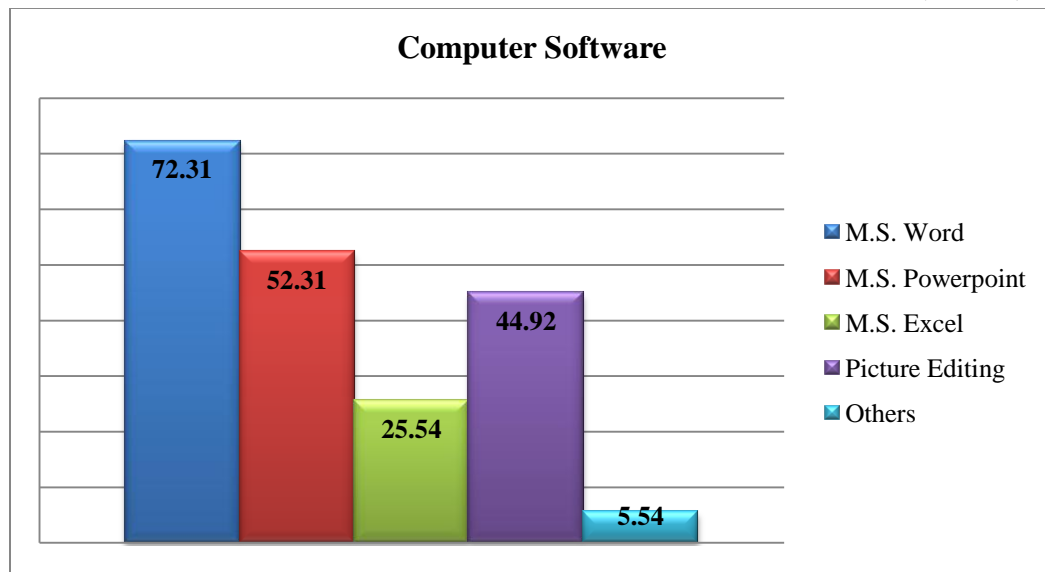
Figure 17 Percentage Distribution of Married Women according to their Comfort in Using Computer Softwares with their Type of Computer Training
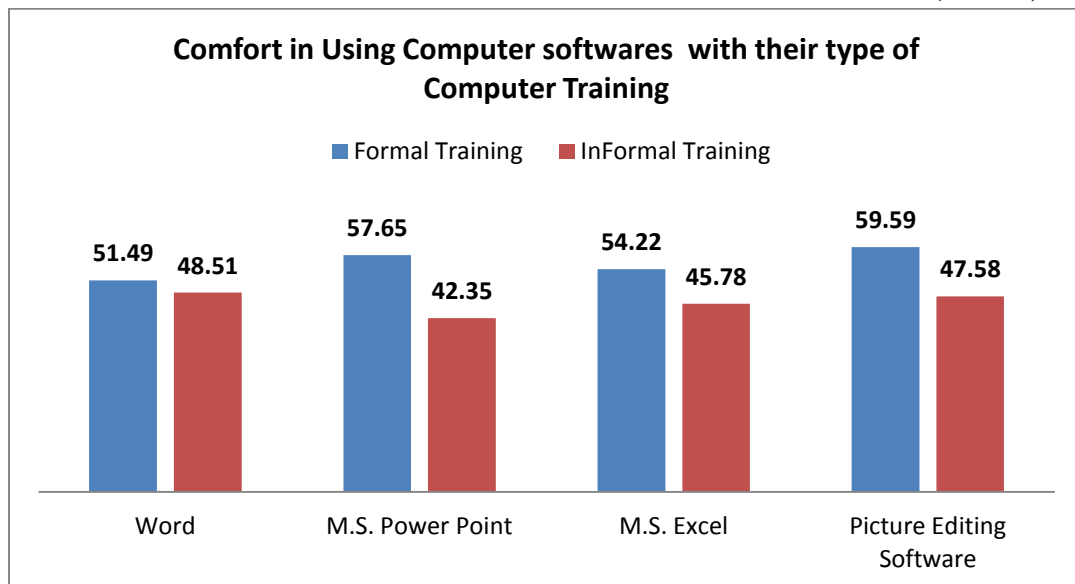
Comfort in Using Computer softwares with their type of Computer Training

- Formal Training
- InFormal Training

	Word	M.S. Power Point	M.S. Excel	Picture Editing Software
Formal Training	51.49	57.65	54.22	59.59
InFormal Training	48.51	42.35	45.78	47.58

4.2 Internet Usage Pattern of the Married Women

4.2.1 Internet Usage Pattern of the Married Women

Table 25 Frequency and Percentage Distribution of Married Women According to the Gadgets They Possess

(N=325)

Personal Gadgets	F	%
One	220	67.7
Two Gadgets	71	21.8
Three – Four Gadgets	21	6.4
None	13	4
Gadgets in the Family	F	%
1 – 3 Gadgets	104	32
4 Gadgets	63	19.4
5 – 6 Gadgets	98	30.2
>6 Gadgets	60	18.5

Table 25 revealed the data regarding gadgets used by married women and their family members. The results for the personal gadgets of the Married Women revealed that majority of the Married Women (67.7%) had at least one personal gadget whereas little less than one-fourth of them had two personal gadgets and very few of them (6.4%) owned three to four gadgets. Furthermore, very few of them (4%) did not have any personal gadget. They were using gadgets on the sharing basis with their family. Table 25 gives the broader picture of the total number of gadgets possessed by the family and highlights the sharing of gadgets among family members. The data for the same revealed that nearly one third (32%) of the Married Women had 1-3 gadgets in the family whereas little less than one-third of them (30.20%) had 5-6 Gadgets in their family. Little less than twenty percent of them had four gadgets (19.4%) and more than six gadgets (18.5%) in their family.

Table 26 Frequency and Percentage Distribution of Married Women According to the Gadgets They Share with Family Members

(N=325)

Gadgets	F	%
Laptop	150	46.2
Smart Phone	107	32.9
Personal Computer	80	24.6
Tablet	71	21.8

Table 26 indicates the findings regarding the gadgets that married women were sharing with their family members. It was revealed that forty-six percent of the selected women were sharing the laptop with their family members. However, nearly one third (32.9%) of them were sharing smartphones with their family members. Moreover, nearly one-fourth of them were using the personal computer (24.6%) on sharing basis with their family members.

The possibility for such finding could be that higher percentage of the married women belonged to lower middle income group (refer table 22). Owning more than one personal gadget requires more investment; therefore, it becomes difficult to spend money on different gadgets for women belonging to lower-middle income group. The demographic profile (refer table 22) of the married women showed that a higher percentage of the selected women belonged to the nuclear family and remaining belonged to the joint and extended family. A family is a structure where each family member shares love, emotions as well as resources with each other. Table 25 revealed that higher percentage of the married women had one to three gadgets (32%) and five to six gadgets (30.20%) in their family whereas the majority of them had single personal gadget. This clearly highlights that they were using these gadgets on a sharing basis with their family. The results shown in table 26 reflect that married women were using various gadgets on a sharing basis and higher percentages of them were sharing the laptop with their family members.

Census report 2011 of Vadodara city reported that 12.37% of the urban population was having computer and laptop with internet connection whereas 12.40 % of them had the ame without the internet connection. It also highlighted that 62.27% of the urban

population of Vadodara city had mobile phones and 17.15% had both mobile and landline phone. It can be analyzed from census data that the majority of the urban population of Vadodara city had mobile phone seven years back. Further, it is very much likely that in these six years i.e. from 2011 to 2017 there was subsequent growth in the number of mobile phone users. (Directorate of Census Operation Gujarat, 2011) The findings of the present study also reflected the similar trend that the numbers of gadgets in the family of married women ranged from one to six and more number of married women were using these gadgets on sharing basis.

Figure 18 Percentage Distribution of Married Women according to the Total Number of Gadgets in their family

(N=325)

Gadgets in Family

- 1 – 3 Gadgets
- 4 Gadgets
- 5 – 6 Gadgets
- More than 6 Gadgets

32%
19%
30%
19%
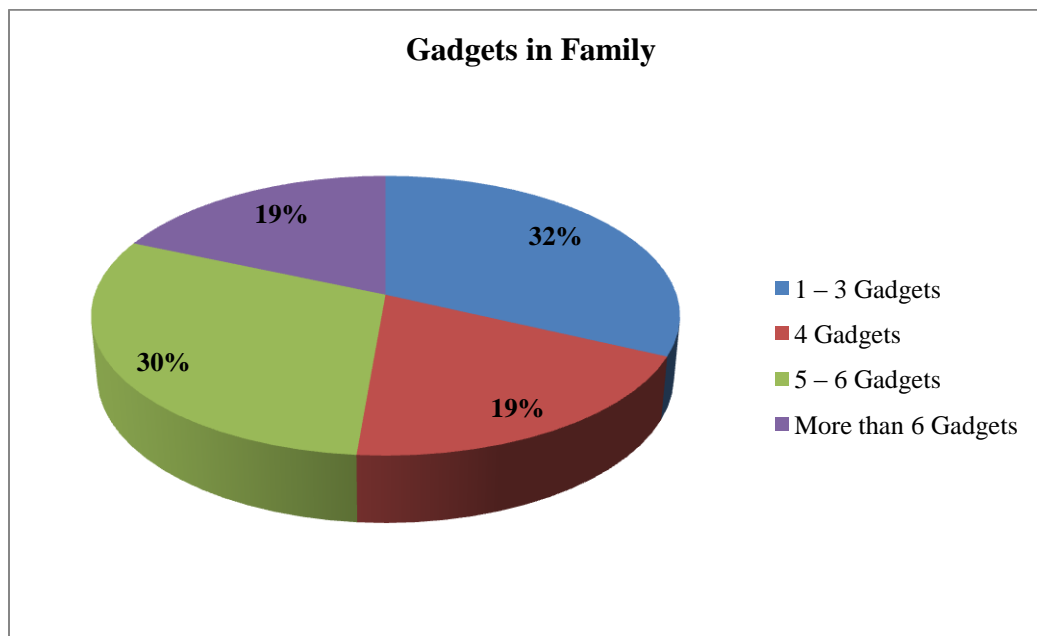
Figure 19 Percentage Distribution of Married Women according to their Personal Gadget

(N=325)

Personal Gadgets

- None
- One
- Two Gadgets
- Three – Four Gadgets

4%
6%
22%
68%
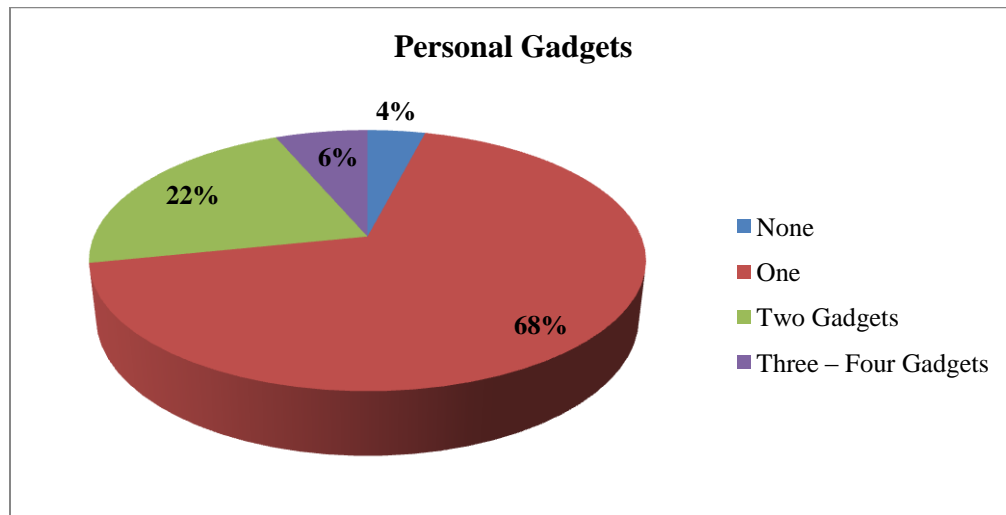
Figure 20 Percentage Distribution of Married Women according to their Shared Gadgets

(N=325)

Shared Gadgets

- Smart Phone
- Laptop
- Tablet
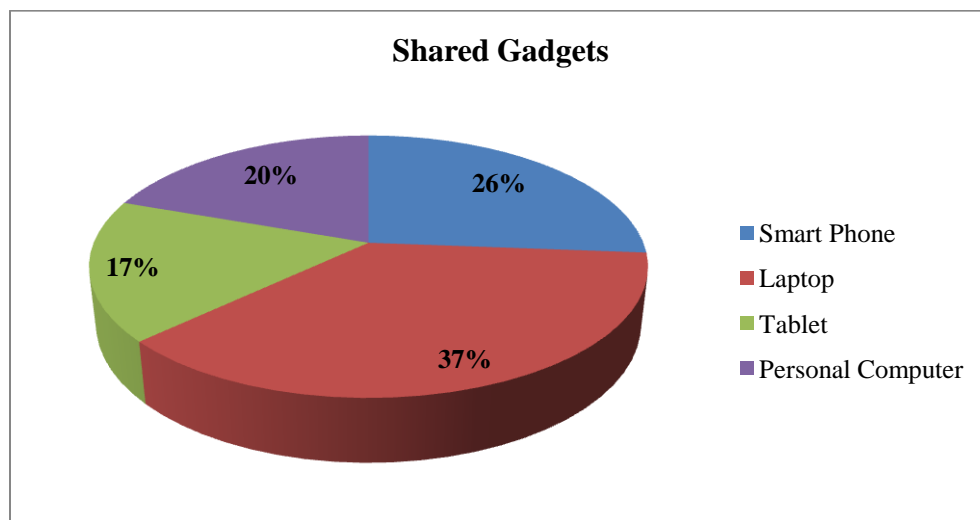- Personal Computer

20%
26%
17%
37%

Table 27 Frequency and Percentage Distribution of Married Women according to the gadgets used to access the internet

<div align="right">(N=325)</div>

Gadget	F	%
Smart Phone	288	88.6
Laptop	147	45.2
Personal Computer	62	19.1
Tablet Phone	44	13.5

Table 27 reveals that a very high majority of the married women (88.6%) were using smartphones to access the internet. Smartphones have the special feature that they can be carried easily anywhere and anytime. This allows its users to use it more frequently and for different purposes. Another reason for this finding could be that the smartphones are available at pocket-friendly prices whereas other gadgets like laptops and computer require more investment. This makes smartphone available for all the income groups. Similar trends were reported in a research study. Sinha (2014) concluded that mobile phones were helpful to women and provided quick connectivity to them. Mobile phones were considered to be less expensive gadget by women. The table 27 further revealed that less than half of the married women (45%) were accessing the internet through laptops. Moreover, less than twenty percent (19.1% and 13.5%) were using personal computer and tablet phones to access internet respectively. It is noticeable through the demographic profile of married women that higher percentages of them were homemakers (refer table 22) and therefore, they may not be using devices other than their personal phones. Devices like laptops, personal computer and tablets are more useful for working women for their work purposes. The report of IAMAI and IMRB 2017 also showcased the increase in the number of mobile internet users in recent years (as cited in Agarwal, 2017). This positively relates to the present finding that women were accessing the internet through their mobile phone or smartphones.

Figure 21 Percentage Distribution of the Married Women according to the Gadgets used by them to access the internet
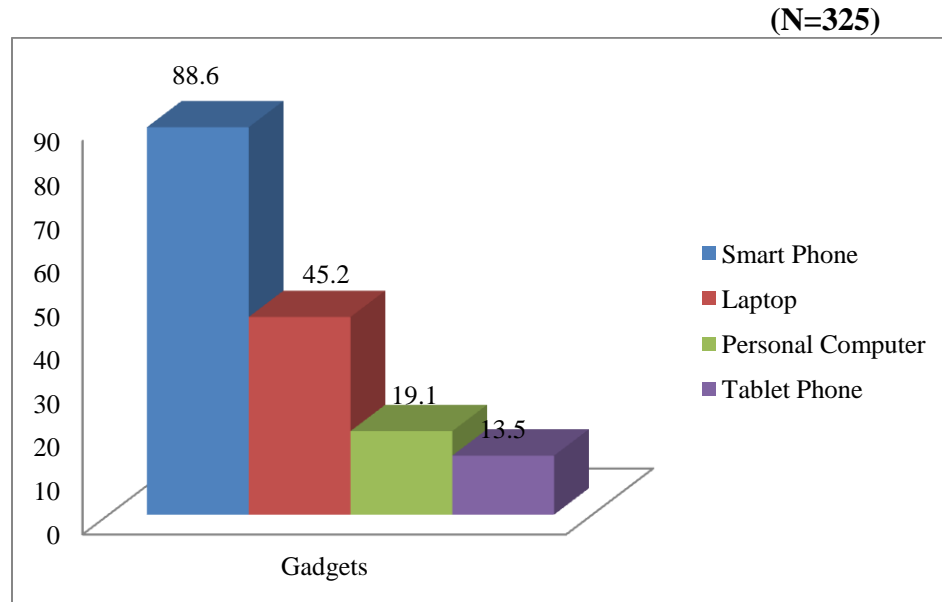
(N=325)

Table 28 Frequency and Percentage Distribution of Married Women according to their type and number of internet connection

(N=325)

Internet Connection	F	%
Type of Internet Connection		
Wi-Fi	221	68
3G Mobile Network	145	44.6
2G Mobile Network	83	25.5
Dongle with 3G speed	48	14.8
LAN	24	7.4
Dongle with 2G speed	24	7.4
Number of Internet Connection		
1	185	56.92
2	92	28.31
3 and More than 3	48	14.77

17

Table 28 depicts the number and type of internet connection used by married women. The data for the same revealed that majority (68%) of the married women were using internet through Wi-Fi connection whereas nearly forty-five percent of them were using 3G and one-fourth of them using 2G mobile networks to access the internet. Very few of them were using Dongle with 2G/3G speed and LAN to access the internet. It can be observed from the above data that higher percentages of married women preferred high-speed internet connections that were Wi-Fi and 3G mobile network. The reason for using high-speed internet connection could be; a.) Multiple internet users of the same network i.e. more than one person in the family were using the same internet connection. The high-speed internet allows multiple users to access the internet without any speed issues such as Wi-Fi network. b.) Faster page load time could be another reason for opting Wi-Fi or 3G mobile network for accessing the internet. Devices other than mobile phone take the longer time to open any webpage through slow internet speed like 2G. Therefore, those who were using laptops for accessing internet may be using Wi-Fi or 3G network for the same.

The findings related with the number of internet connection revealed that more than half of the married women were using single internet connection whereas more than one-fourth of them (28%) were using two different types of internet connection. Very few of them had three or more than three different type of internet connection. The more number of internet connections suggest the use of multiple gadgets to access the internet. A smartphone may be connected with the mobile network but one needs LAN/Wi-Fi/Dongle to connect the laptop or personal computer with internet. Hence, those who were having multiple gadgets in the family (refer table 25) may be using different types of internet connections.

Furthermore, it should also be noticed that the data for the present study was collected during August 2016-March 2017. During the same period (from September 2016) Reliance-Jio had launched their 4G internet connection at affordable prices all over India. Although among the selected married women of the present study, no one was using 4G services provided by any network. But, the launch of Reliance Jio had definitely affected the spending dynamics of its customers as the 4G network was available in the price of

2G network. Cost and pricing pressures, declining profitability, mounting debt and the need to be financially flexible to face competition with Reliance Jio have forced telecom companies to merge and harness operational and financial synergies (D'Monte, 2017). A drastic change was seen in the prices of internet recharge (3G/4G) among all the service providers. Therefore, it would not be wrong to assume that those women who were using 2G mobile network may have shifted to the 3G/4G mobile network by now.

Figure 22 Percentage Distribution of Married Women according to their Type of Internet connection
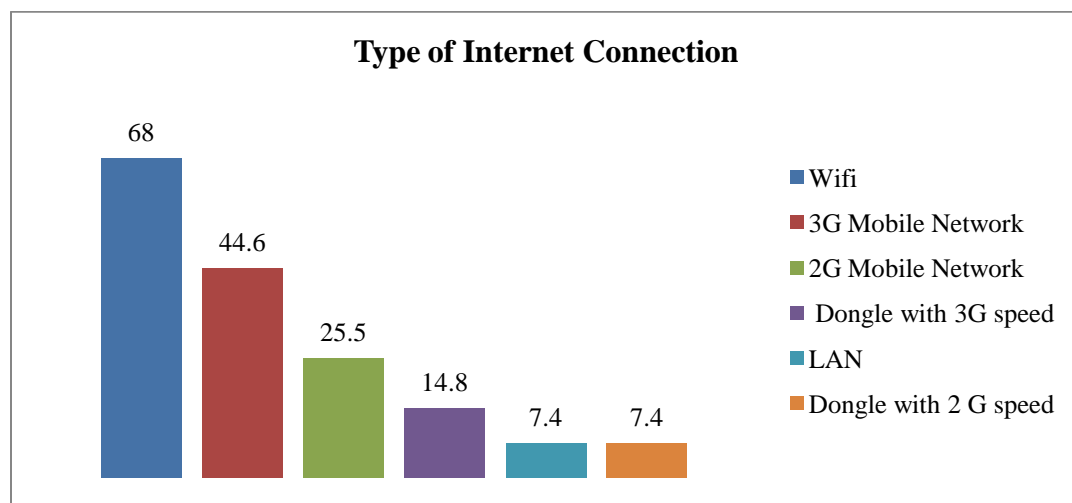
(N=325)

Figure 23 Percentage Distribution of Married Women according to their Number of Internet connection
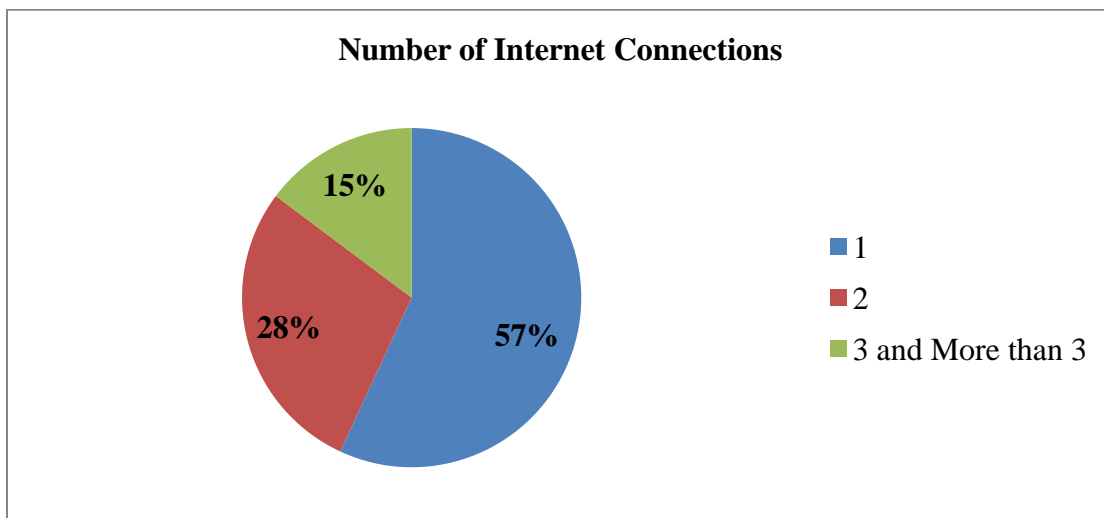
(N=325)

Table 29 Percentage Distribution of Married women according to their monthly expenditure on internet recharge

(N=325)

Monthly Expenditure	F	%
Less Expenditure	162	49.8
Moderate Expenditure	124	38.2
More Expenditure	39	12

The data presented in table 29 reflects that nearly half (49.80%) of the married women had less expenditure for monthly internet recharge whereas less than forty percent of them had moderate expenditure for the same. Very few of the married women (12%) had a high expenditure on monthly internet recharge that was more than one thousand rupees a month. Those who were using 3G or Wi-Fi internet connection might be spending more money on monthly internet recharge in comparison to those who were using 2G network. The profile of the married women highlighted that a higher percentage of them belonged to the lower middle-income group. Therefore, women belonging to this group might have less expenditure for internet recharge.

The IAMAI report of 2017 reported that the usage of mobile data as proportion of total monthly mobile bill has increased considerably (as cited in Agarwal, 2017). It also reported that in just over five years, data component (internet recharge) has risen from being 45% of the total bill to be 65% of the total bill. This supports the finding of the present study.

Figure 24 Percentage Distribution of Married women according to their Monthly Expenditure on Internet Recharge

Monthly Expenditure on Internet Recharge

- 12%
- 50%
- 38%

- Less Expenditure
- Moderate Expenditure
- More Expenditure

**Table 30 Frequency and Percentage Distribution of Married Women according to their experience of using the internet**

(N=325)

Experience of Using the Internet	F	%
Neo Experience	78	24
Less Experience	85	26.2
Moderate Experience	104	32
More Experience	58	17.8

Table 30 reveals the findings related to the experience of married women in using the internet. Here, the experience of using the internet depends on the number of years of using it. The data for the same showed that little less than one third (32%) of the married

women had moderate experience of using internet whereas more than one-fourth of them had less experience (26%) of the same. It also reflected that little less than one fourth had neo experience of using the internet. These neo experienced married women had started using the internet recently. However, eighteen percent of them had more experience of using internet which means they were using it since a very long time.

There may be a possibility that the more the experience of using the internet, higher would be the expertise in using the same. However, there is contradictory research evidence showing that experience is not correlated with the use of technology.

Goeke et.al. (2016) concluded in their research article on "how experience and expertise affect the use of a complex technology" that experience and expertise have a significant positive correlation but expertise has a significantly greater effect on ease-of-use perceptions and the use of a technology than experience. Intel Corporation (2012) conducted a survey on women and web in developing counties. The result of the study indicated that "women with longer experience (more than six years), online exhibit different usage patterns than more recent (one to two years) users. The findings of the survey suggested that uses of the Internet for their job, studies, and education and for seeking information were correlated with longer experience of using the Internet. In contrast, women who had begun using the Internet a year or less ago were more likely to play games, listen to music, and download movies and music than experienced users." Both the studies contradicted and gave different perspectives for use of internet and years of experience of using it. However, the survey "women and web" was similar to the present study. Hence, the findings of the present study regarding the usage of the internet may showcase the equivalent results.
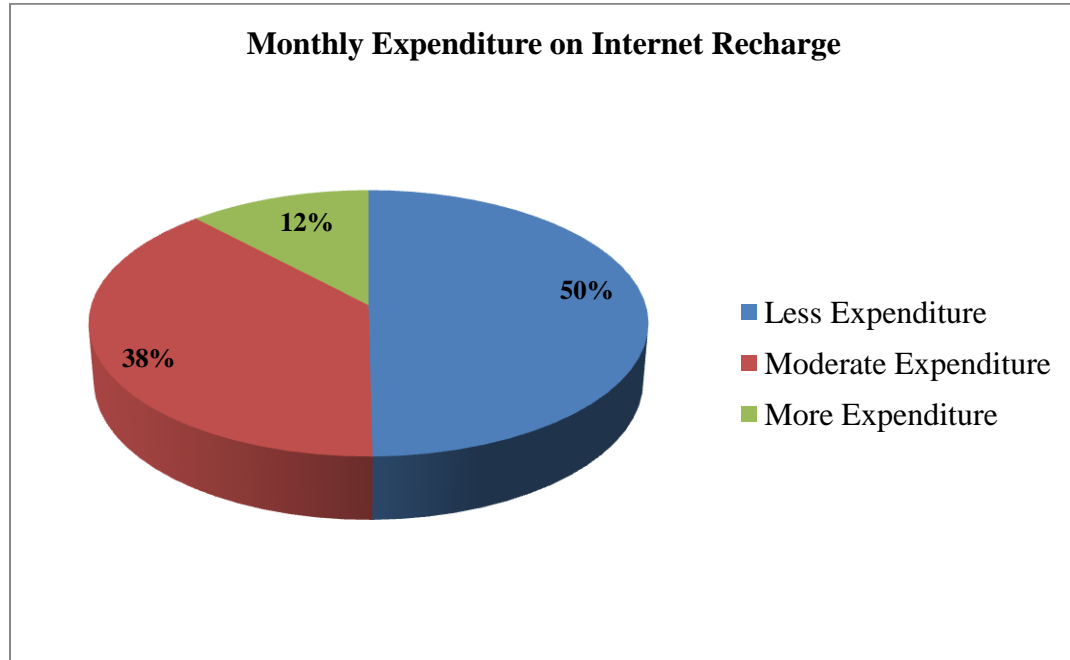
Figure 25 Percentage Distribution of Married Women according to their Experience of Using the Internet

(N=325)

Experience of Using Internet

- ■ ModerateExperience
- ■ Less Experience
- ■ Neo Experience
- ■ More Experience

32% | 26% | 24% | 18%
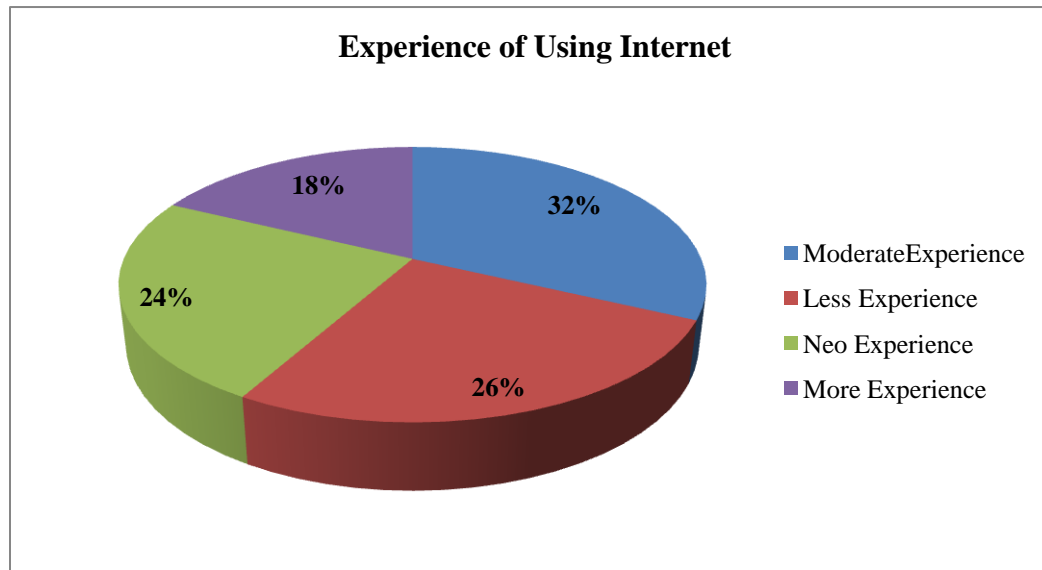
Table 31 Frequency and Percentage Distribution of selected women according to time spent on the internet per day

(N=325)

Time spent (in Hours)	F	%
Very less	117	36
Less	73	22.50
Few	78	24
More	57	17.50

Table 31 reveals that more than one-third of the married women were spending very less number of hours per day on the internet. However, nearly equal percentages of them were spending a few hours (24%) and a few hours (22%) on the internet. The data highlighted that very few of the married women i.e. less than one fifth (17.50%) were spending more number of hours per day on the internet. However, it was observed from table 30 that almost equal number of married women (17.8%) had more experience of using the internet. These women would be spending more hours on the internet per day. Married women have different responsibilities to perform in their home. Therefore, it becomes difficult for them to spare more time to spend on the internet. This could be the reason that more number of women were spending very less to less hours on the internet.

23

Furthermore, the higher percentage of the women belonged to the nuclear family (refer table 22). The amount of household responsibilities increases in this type of family structure, as the household work would be divided into less number of family members. Women perform the most of the household responsibilities irrespective of their age, occupation, and type of family. Therefore, they may have lesser time to spare for her recreation and other activities such as using the internet. Numerous studies had shown that males spend more time on the internet than women. Tata Communications (2014) highlighted in their "Connected World II" report that Indian men spend more time on the Internet than Indian women. It also reported that twenty-one percent of the women internet user in India feels anxious or lost when not connected to the Internet.

Maniar and Pandit (2016) in their research on homemakers and internet found that nearly 30% of the women from Vadodara city were spending 1-2 hours daily on the internet. Khuraniya and Maniar (2016) also showed the similar finding in their research with working women and internet in Vadodara city that 33% of the working women were spending 1-2 hours daily on the internet. The present study also showed the similar trend. Despite having many reasons available to be online, women tend to spend very less time on the internet.

Figure 26 Percentage Distribution of Married Women according to time spent on the Internet per day

(N=325)

Time Spent on Internet

■ Very less Hours ■ Few Hours ■ Less Hours ■ More Hours

36%
24%
22%
18%
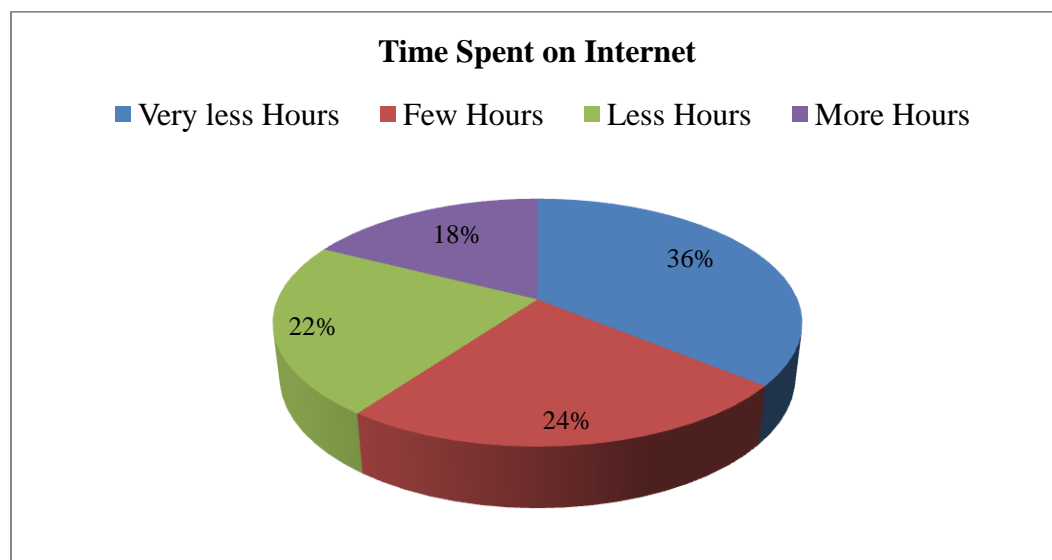
Table 32 Percentage Distribution of Married women according to their choice of browser on internet

Browser	PC / Laptop (n-325)		Office Computer (n= 146)		Smart Phone (n-325)		Tablet (n= 103)	
	F	%	F	%	F	%	F	%
Google Chrome	166	51.08	70	47.9	180	55.38	49	47.57
Internet Explorer	79	24.31	33	22.6	57	17.54	20	19.42
Firefox	20	6.15	12	8.2	8	2.46	4	3.88
Opera	6	1.85	6	4.1	9	2.77	3	2.91
UC browser	6	1.85	4	2.7	39	12	6	5.83
Safari	3	0.92	6	4.1	17	5.23	21	20.39
Do not know	13	4	15	10.3	15	4.62	20	19.42

Table 32 shows the results for married women's choices for various internet browsers while browsing the internet on different devices. The findings revealed that higher percentages of the married women were using Google Chrome on the personal computer or laptop (51.08%), office computer (47.90%), smartphones (55.38%) and on their Tablet (47.57%). The findings reflect that Google Chrome was happened to be the favourite browser among married women. The reasons for preferring Google Chrome over other web browsers could be the advantages of its special features. It provides add-on and extensions to its users that give flexibility of using different apps and features on the internet and it also provides a scope for private browsing to its users. Married women would prefer it as it has quick initiation of searches from the address bar, and provide searching ability with keyboard and voice both. The other advantages of it included its auto-fill feature to save passwords and personal details and its data saving ability by automatically compressing the images and other files available on the internet.

It also revealed that nearly one-fourth of them were using Internet Explorer to browse on the personal computer (24.31%) and office computer (22.60%). Little less than twenty percent (18% and 19%) of them were using internet explorer on their smartphones and Tablet. Very few of them were using other browsers like Firefox, Opera, UC browser and

Safari. Only twelve percent of them were using UC browser on their Smart Phones. However, twenty percent of them were using the Safari browser on their tablets. Firefox. Safari browser works only on Apple devices. These devices are expensive in comparison to devices from other brands available in the market. As the higher percentage of the married women belonged to lower middle-income group they must be having devices of other than Apple. Therefore, there were fewer users of Safari web browser among the married women. Very few of Married Women did not know about the browser they were using on their personal computer, office computer, smartphone.

Meeker (2017) reported mobile internet trend of India in the report that "UC Browser is a leading mobile browser which had 50% of market share whereas Google Chrome is catching up fast with 32% of market share. Opera mobile browser is now at a distant third position with its market share shrinking with each quarter." The results of the present study as shown in table 10 differ with the above-cited trend. The possible reason could be that the above-cited report has given a glimpse of the whole country including men and women both whereas the present study was focused only on married women residing in the Vadodara city.

Figure 27 Percentage Distribution of Married Women according to their choice of web browser while working on Internet

(N=325)
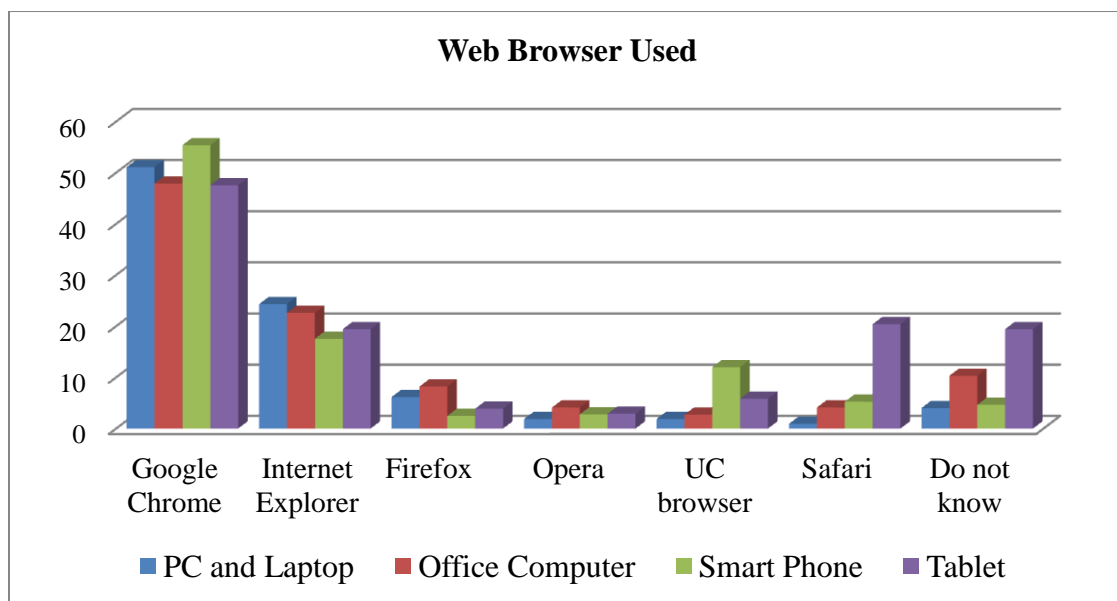
Table 33 Frequency and Percentage Distribution of Married Women According to the Frequently Visited Websites by Them

(N=325)

Name of Websites	F	%
Google.com	89	38.03
Facebook.com	55	23.50
Youtube.com	24	10.26
Yahoo.com	22	9.40
Snapdeal.com	13	5.56
Flipkart.com	8	3.42
Times of India.com	8	3.42
Amazon.com	7	2.99
Instagram.com	6	2.56
Flinnt.com	5	2.14
Firstcry.com	4	1.71
No Response	91	28

Table 33 showed that little less than forty percent (38.03%) of the married women were visiting google.com frequently. Google.com is a search engine where many web pages can be browsed. Therefore it becomes the common website to search for any other website or webpage. Nearly one fourth (23.50) of the married women visited facebook.com frequently. It is a popular social media platform which allows its users to connect with other people including their friends and relatives and share videos and pictures with them. Nowadays, it is also used to spread news, information and also for shopping. Ten percent of the married women daily visited youtube.com. It is a website where videos on any topic can be accessed. The possible reason to visit this website might be watching cookery videos. "Women in India spend twice more time than men, on their smartphones for watching YouTube or playing games. Women also spend 80 percent more time on Facebook than their male counterparts." (IAMAI and IMRB 2017 as cited in Agarwal, 2017)

Very few of the married women that are less than ten frequently visited yahoo.com, snapdeal.com, flipkart.com, timesofindia.com, amazon.com, instagram.com, flint.com, and firstcry.com. Snapdeal, Flipkart and Amazon are online shopping website. Timesofindia.com provides e-news to its viewers. Flinnt is an online forum used by school teachers and parents to stay connected with each other. Firstcry.com is a website which caters to mothers and children's needs. Below one percent of the selected women were using websites namely myntra.com, jeevansathi.com, sanjeevkapoorreciepes.com, gaana.com, irctc.co.in, dailynews.com, bhslionsclub.com, cbsc.com, cnbc.com, marcosindia.com, craftsvilla.com, bsf.com, nsf.com, askmebazaar.com, justdial.com, hotstar.com, freestoriesforkid.com respectively. Twenty-eight percent of the Married Women did not provide their response for the same. The reason could be that they must be using the internet on their mobile for different mobile applications like WhatsApp and not browsing any other websites.

Very few of the married women (14.5%) got confused between website and web application. They wrote the name of the web application namely Gmail, Ymail, Rediffmail, and WhatsApp as their response.

Figure 28 Percentage Distribution of selected women according to their most visited websites   (N=325)

38.03

40

30   23.5

20   10.26 9.4

10   5.56
                                3.42 3.42 2.99 2.56 2.14 1.71

0

■ Google.com   ■ Facebook.com   ■ Youtube.com
■ Yahoo.com   ■ Snapdeal.com   ■ Flipkart.com
■ Times of India.com ■ Amazon.com   ■ Instagram.com
■ Flinnt.com   ■ Firstcry.com

Table 34 Frequency and Percentage Distribution of Married Women According to Their Source of Information About Websites

(N=325)

Source of Information	F	%
Family Members	181	55.7
Friends	169	52
Ad on TV	150	46.2
through Search engine	128	39.4
Ad in Newspaper	110	33.8
Ad on Other websites	82	25.2
Magazine Article	39	12
Blogs	36	11.1
Relatives	9	2.8

Table no. 34 highlighted source of information of married women for using different websites. The result showed that more than half of the married women (56% and 52%) took information of different websites from their family members and friends respectively. Forty-six percent and forty percent of them receive information of different websites from advertisements in Television and through search engine respectively. One third (33.80%) of the married women receive information for the same from advertisements in Newspaper. One fourth (25.20%) of them were getting informed through online advertisements. Whereas, very few of them received website regarding information from magazine articles, blogs, and relatives.
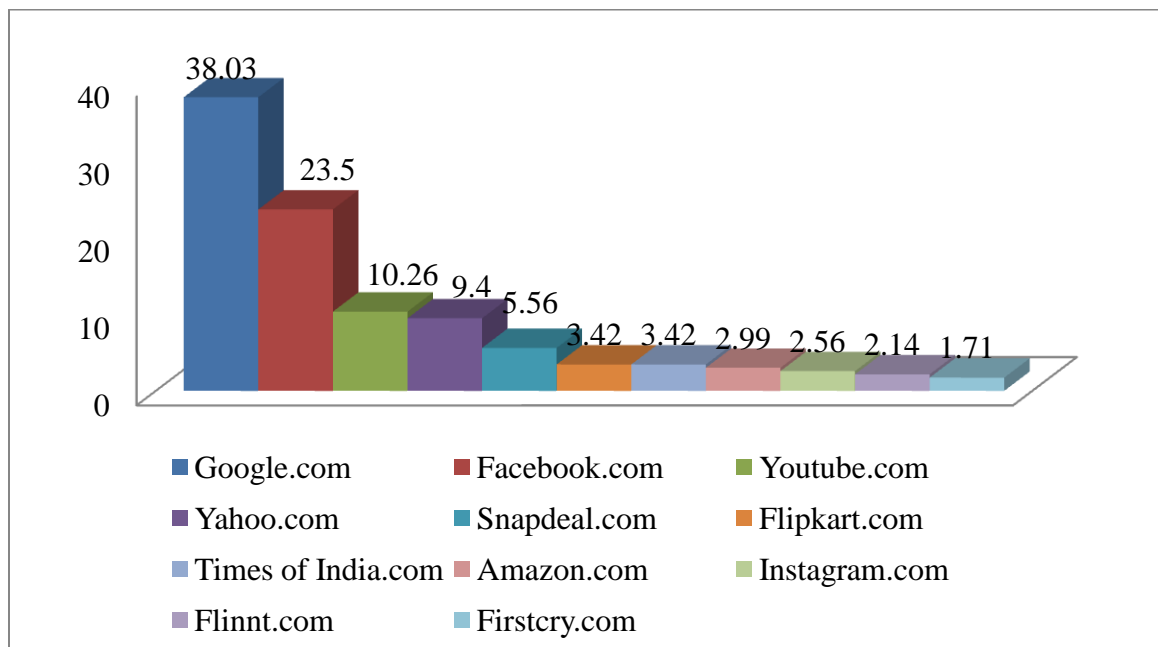
Figure 29 Percentage Distribution of Married Women according to their source of information for different websites

(N=325)

Source of Information for different Websites

- Family Members
- Friends
- Ad in TV
- through Search engine
- Ad in Newspaper
- Ad on Other website
- Magazine Article
- Blogs

55.7, 52, 46.2, 39.4, 33.8, 25.2, 12, 11.1, 2.8
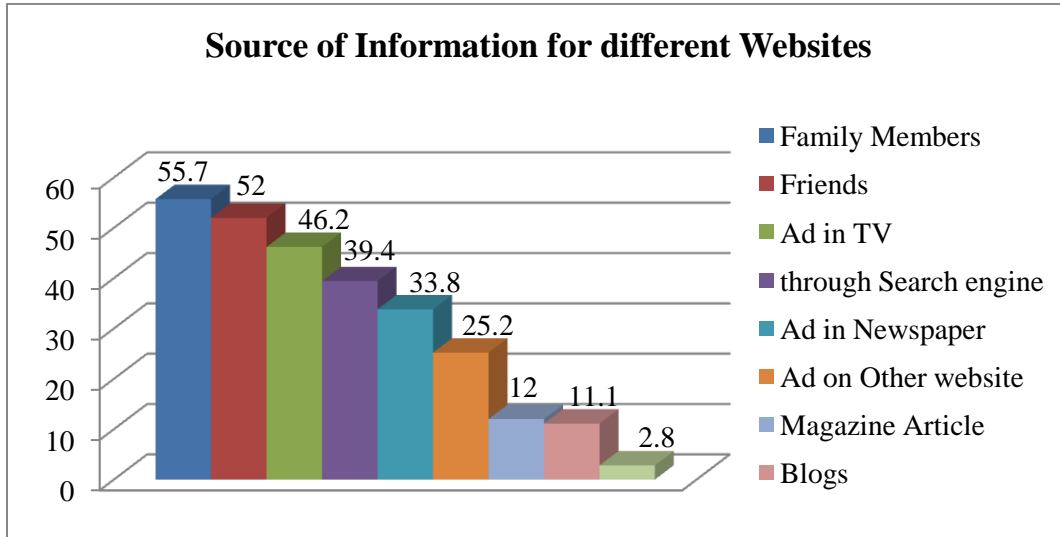
Table 35 Frequency and Percentage distribution of Married Women according to their Use of internet for various purposes

(N=325)

Frequency of using the internet	F	%
Most of the time	108	33.20
Sometime	113	34.80
Rarely	104	32

Table no.35 shows the distribution of married women according to their internet usage for different purposes. The findings for the same revealed that nearly one-third of them (33.20%) were using the internet most of the time for various reasons. Whereas, little more than one-third of them (34.80%) were using the internet sometimes for the same. The table 35 also portrayed that slightly less than one third (32%) of the married women were using the internet rarely. Overall, the above table showed similar percentage distribution with very little difference among all three categories for internet use.

Table 36 Intensity Indices Showing Use of the Internet for Most of the Time

<div align="right">(N=325)</div>

Sr No.	Activities	I.I.
1	WhatsApp	**4.59**
2	Facebook,	**3.85**
3	Forwarding received messages	**3.77**

The overall intensity index for use of the internet for various purposes by married women was **2.54**. This reflects that overall, married women were using the internet sometimes for various purposes. Table 36 shows the item wise intensity indices of married women related to their use of the internet. The table highlighted that married women were using the internet most of the time for WhatsApp (4.59), Facebook (3.85) and for forwarding messages (3.77). These findings suggest that married women were using the internet most of the time for communication purposes. Moreover, WhatsApp was the popular social media application among married women.

Vankatraman (2017) also found through a qualitative research that working women in South India were using WhatsApp to communicate between work and home to maintain work-life balance. Divatia and Patel (2017) found in their research on social media usage that majority of the homemakers in Ahmedabad liked WhatsApp and they were using it to stay connected with friends and relatives and also to get informed about social issues. The research also showed that nearly half of the homemakers considered Facebook as second best social media. The reason for such findings could be that WhatsApp and Facebook are popular social media platforms. They are mainly used for communicating with friends and family. India has the world's largest number of Facebook Users with over 195 million users. More than half of the Indian instant messaging users are on WhatsApp (Jain, 2016)

Table 37 Intensity Indices Showing Use of the Internet For Sometime

(N=325)

Sr. No.	Activities	I.I.	Sr. No.	Activities	I.I.
1.	Email	3.48	23.	Getting News	2.88
2.	Watching Videos	3.40	24.	Getting reviews regarding Movies	2.85
3.	Listening Music	3.38	25.	Learning Art and Craft	2.84
4.	Downloading Music	3.27	26.	Learning Fashion	2.82
5.	Learning Food Recipes	3.13	27.	Video calling	2.80
6.	Reading Informative articles	3.07	28.	Buying Clothes	2.78
7.	Referring content related to the educational project	3.06	29.	Paying Phone bill/ recharge	2.74
8.	Learning Educational courses	2.98	30.	Booking Travel tickets	2.73
9.	Getting Live updates	2.93	31.	Learning Hairstyles	2.70
10.	Downloading Software applications	2.91	32.	Downloading Games	2.67
11.	e-banking	2.89	33.	Booking Movie tickets	2.65
12.	Getting News	2.88	34.	Downloading Movies	2.65
13.	Getting reviews regarding Movies	2.85	35.	Getting reviews regarding Hotels,	2.64
14.	Learning Art and Craft	2.84	36.	Getting reviews regarding Any goods	2.63
15.	Learning Fashion	2.82	37.	Getting reviews regarding Tourist place	2.60
16.	Video calling	2.80	38.	Learning Makeup	2.57
17.	Buying Clothes	2.78	39.	Watching Internet TV	2.55
18.	Health Tips	2.99	40.	Playing Games	2.55
19.	Learning Educational courses	2.98	41.	Buying Accessories	2.54
20.	Getting Live updates	2.93	42.	Learning Fitness Lessons	2.53
21.	Downloading Software applications	2.91			
22.	e-banking	2.89			

Table 37 indicates that the moderate use of internet which is being categorized as sometimes ranged from 3.48 to 2.53. The data revealed that married women were using internet sometimes for emailing (3.48), watching videos(3.40), listening (3.38) and downloading music(3.27), learning cooking recipes(3.13), referring educational materials (3.06), art and craft(2.84), getting news(2.88), fashion, hairstyles (2.70) and makeup (2.57); getting reviews, playing games, booking tickets, buying clothes, e-banking and so on. The results indicated that married women were using the internet sometimes for different purposes related to their own learning, work simplification, ease of living and entertainment.

People tend to shop online for essential services like travel tickets reservation and banking. Females tend to buy more frequently than males. Female's occupational status has affected their online shopping behaviour. Status quo and imitating the peer group are other reasons for increasing online shopping trend among Indian women. Indians residing in urban areas have perceived online shopping in a positive manner. (Dahiya, 2012) According to the survey by Pew Research Center, 2014 Americans considered that internet helps them to be better informed for products and services, news, friends and community life. Women of Arab countries mostly visited websites related to their culture, social norms, women-oriented and scientific knowledge. (Aldhaheri, 2012)
Chatzoglu and Varaimaki (2010) found the women in Greece used the internet for searching information about travelling and accommodation; post educational and other educational content. And health-related information. The results as shown in table 37 portray the similar findings. The cited literature gives a view that women from different countries were using the internet for similar purposes.

Table 38 Intensity Indices Showing Rare Use of the Internet

Sr. No.	Activities	I.I.	Sr. No.	Activities	I.I.
1.	Reading Books	2.46	15.	Selling Any other goods.	2.06
2.	Selecting School for children	2.46	16.	Consulting Doctors	1.95
3.	Learning Dance	2.42	17.	Booking Tour Packages	1.92
4.	Paying Electricity bill	2.37	18.	Buying Furniture	1.85
5.	Buying Home décor items	2.34	19.	Selecting Job for Self	1.85
6.	Buying Grocery	2.29	20.	Consulting Technical Experts	1.84
7.	Paying D2H bill/recharge	2.26	21.	Searching matrimonial matches for children	1.79
8.	Booking Cabs or Taxi	2.22	22.	Twitter	1.72
9.	Selecting College for children	2.20	23.	Selling furniture	1.70
10.	Buying Books	2.19	24.	Blogs	1.59
11.	Buying Gadgets	2.15	25.	Consulting Psychologists	1.31
12.	Hotel Booking	2.14	26.	Consulting Astrologists	1.42
13.	Buying Equipment	2.12	27.	For solving problems	1.27
14.	Paying Children's Education Fee	2.12			

Table 38 revealed that internet was rarely used for reading books (2.46), selecting school for children (2.46), paying electricity(2.37) and D2H bill (2.26), purchasing grocery(2.29), books(2.19), gadgets(2.15), equipments(2.12), paying children's educational fees(2.12), furniture(1.85), consulting technical experts(1.84), doctors(1.95), psychologists(1.31), astrologist (1.42), social networking websites like twitter(1.72), blogs(1.59) and problem solving(1.27).

The finding from the table 36 -37 reflects that married women were using the internet for various purposes. They were using it more for communicating with their family, friends, and colleagues. It further reflected that married women were not using the internet so often for purchasing and selling of goods like grocery, furniture, gadgets,

equipment etc. However, they were using to get reviews before making any purchase and also for learning different things.

Table 39 Percentage Distribution of Married Women According to the Type of Internet Use in Terms of Their Internet Usage Patterns

(N=325)

Internet User	F	%
Heavy User	107	32.90
Moderate User	76	23.40
Light User	142	43.70

Table 39 reveals that the nearly one third (32.90%) of the married women were the heavy user of the internet in terms of their internet usage patterns. It also reveals that a higher percentage (43.70%) of the married women were the light user. A little less than one-fourth of them were the moderate user of the internet. The category heavy user indicates that these married women were spending more money on internet recharge per month, spending more time of internet, using high-speed internet connection, having more years of experience of using the internet and using it most of the time for various purposes. The possible reason for having moderate or low internet usage could be their self-regulation on its consumption. LaRose and Eastin (2003) argued that self-regulation leads to moderate media consumption and when it fails increased media consumption might be expected.

4.2.2 Differences in the internet usage patterns of the Married Women

This section provides an insight into internet usage patterns of Married Women. It gives a broader picture of the differences in internet usage patterns including use of the internet for various purposes, time and money spent on internet and type of internet user among married women.

Table 40 Analysis of Variance (ANOVA) Showing Difference in Use of Internet For Various Purposes by Married Women in Relation with Selected Variables

(N=325)

Variables	Source of Variance	Sum of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	5.214	2	2.607	4.060**	.01
	Within Groups	206.737	322	.642		
Education	Between Groups	3.243	2	1.622	2.502	.08
	Within Groups	208.707	322	.648		
Occupation	Between Groups	1.472	2	.736	1.126	.32
	Within Groups	210.479	322	.654		
Type of Family	Between Groups	.866	2	.433	.660	.51
	Within Groups	211.085	322	.656		
Income Group	Between Groups	3.746	2	1.873	2.897*	.05
	Within Groups	208.205	322	.647		
Number of Children	Between Groups	3.970	2	1.985	3.073*	.04
	Within Groups	207.981	322	.646		
Years of Marriage	Between Groups	3.27	2	1.63	2.801	.062
	Within Groups	188.45	322	.585		

**p < 0.01; *p<0.05

Table 40 indicates that there was the significant difference in usage of the internet for different purposes in relation with the age, income group and the number of children of married women. This shows that the use of the internet for different purposes differed by their age group, income group and the number of children. Thus, the null hypotheses stating that there will be no difference in the use of the internet for various purposes in relation with their age group, income group and the number of children were not accepted.

Table 41 Tukey's HSD comparison for in Purpose of using internet by Married Women in relation with selected variables

Variables	(I) Variable	(I) Mean	(J) Variable	(J) Mean	Mean Difference (I-J)	Std. Error	Sig.
Age	Young Mothers	2.14	Old Mothers	1.82	.321**	.113	.01
Income Group	Higher Income	2.30	Lower Middle Income	1.95	.358*	.155	.05
Number of Children	Single Child	2.10	Two Children	1.88	.218*	.092	.04

**p < 0.01, *p<0.05

The post hoc analysis for the ANOVA results for purposes of using the internet is presented in table 41. The results show that young mothers (2.14, p=.01) were using the internet more for various purposes than old mothers (1.82); similarly married women belonging to higher income group (2.30, p=.05) were using internet more in comparison to lower middle income group (1.95) and those who had single child (2.10, p=.04) were using internet more in comparison to married women with two children (mean=1.88). The mean difference of the aforementioned categories was higher than other categories. Hence, it confirms that there was a statistically significant difference existed between categories presented in table 41. A similar trend has been noticed in other researches. Individuals with less income and more time may be less likely to shop online but more likely to use the Internet for recreational surfing (Comor, 2000). Women from higher income groups are more likely to use the internet for health information (Bowen et.al. 2013). Contrary to the present findings Chatzoglu and Varaimaki (2010) found a significant correlation between education and use of the internet.

Table 42 Analysis of Variance (ANOVA) Showing Differences in Monthly Monetary Expenditure on Internet Recharge by Married Women in Relation with Selected Variables (N=325)

Variables	Source of Variance	Sum of Squares	DF	Mean Square	F	Sig.
Age	Between Groups	.380	2	.190	.398	.67
	Within Groups	154.069	322	.478		
Education	Between Groups	2.587	2	1.29	2.74	.06
	Within Groups	151.862	322	.472		
Occupation	Between Groups	.118	2	.059	.123	.88
	Within Groups	154.331	322	.479		
Type of Family	Between Groups	1.010	2	.505	1.059	.34
	Within Groups	153.440	322	.477		
Income Group	Between Groups	9.584	2	4.79	10.65 **	.01
	Within Groups	144.865	322	.45		
Number of Children	Between Groups	.263	2	.131	.274	.76
	Within Groups	154.187	322	.479		
Years of Marriage	Between Groups	.978	3	.326	.682	.56
	Within Groups	153.471	321	.478		

Table 42 indicates the results for the difference in monthly monetary expenditure on internet recharge. The analysis of variance revealed that there was a significant difference in the monthly monetary expenditure of married women in relation with their income group. This confirms the different expenditure patterns on monthly internet recharge among selected married women according to their family income.

The other variables showed no difference for the same. Hence, the null hypothesis stating that there will be no significant difference in the monthly monetary expenditure of married women in relation with their income group was not accepted. Other hypotheses stating that there will be no significant differences in the monthly monetary expenditure

of married women in relation with their age, education, occupation, type of family, number of children and years of marriage was accepted.

Table 43 Tukey's HSD Comparison For Monthly Monetary Expenditure on Internet Recharge By Married Women In Relation With Their Income Group

(I) Variable	(I) Mean	(J) Variable	(J) Mean	Mean Difference (I-J)	Std. Error	Sig.
Higher Income Group	2.39	Lower Middle Income Group	1.8	.568**	.129	.01
		Middle Income Group	2.01	.373**	.134	.01
Middle Income Group	2.01	Lower Middle Income Group	1.82	.195*	.080	.04

**p < 0.01, *p<0.05

Table 43 throws light upon the categories of income groups among which the monthly monetary expenditure varies. The post hoc analysis of the monthly monetary expenditure on Internet recharge by married women showed that the existed between the higher income group (2.39) and lower middle (1.80; p =.01) as well as middle-income group (2.01, p =.01). This indicates that higher income group was spending more on monthly internet recharge that lower middle-income group and middle-income group. It further showed the differences between the middle and lower-middle-income group; indicated that married women from the middle-income group were spending more on monthly internet recharge (p =.04). The reason behind this could the purchasing power of these income groups. As higher the income group more the purchasing power, which allows them to spend more on their needs and requirement. Another reason could be the consumption of the internet. Khan and Ahmad (2014) found in their empirical work that the income, education, family size of individual highly affect their consumption. Their result supported the view of the Keynesian theory of consumption as consumption is considered as a positive function of income and it increases when income increases. The

study highlighted that the potential for consumption was higher in the higher income group.

Table 44 Analysis of Variance (ANOVA) showing the difference in Time Spent on the Internet by Married Women in relation with selected variables

(N=325)

Variables	Source of Variance	Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	12.849	2	6.425	5.266**	.01
	Within Groups	392.843	322	1.220		
Education	Between Groups	2.916	2	1.458	1.165	.31
	Within Groups	402.777	322	1.251		
Occupation	Between Groups	4.086	2	2.043	1.638	.19
	Within Groups	401.606	322	1.247		
Type of Family	Between Groups	3.977	2	1.988	1.594	.20
	Within Groups	401.715	322	1.248		
Income Group	Between Groups	10.644	2	5.322	4.338**	.01
	Within Groups	395.049	322	1.227		
Number of Children	Between Groups	12.322	2	6.161	5.043**	.01
	Within Groups	393.370	322	1.222		
Years of Marriage	Between Groups	19.472	3	6.491	5.395**	.01
	Within Groups	386.220	321	1.203		

**p < 0.01; *p<0.05

Table 44 portrays the comparative picture of married women for their time spent on the internet in relation with selected variables. The findings for the same indicated that there were significant differences in time spent on the internet by the married women in relation with their age, income group, number of children and years of marriage. Therefore, the null hypotheses stating that there will be no significant difference in the time spent on the internet by married women in relation with their age, income group, number of children and years of marriage were not accepted.

Table 45 Tukey's HSD comparison for Time Spent on the Internet by Married Women in Relation With Selected Variables

Variables	(I) Variable	(I) Mean	(J) Variable	(J) Mean	Mean Difference (I-J)	Std. Error	Sig.
Age Group	Young Mothers	2.50	Middle Age Mothers	2.07	.421**	.143	.01
			Old Mothers	2.09	.404*	.156	.02
Income Group	Higher Income	2.78	Lower Middle Income	2.25	.526*	.213	.03
			Middle Income	2.13	.649**	.221	.01
Number of Children	Single Child	2.42	Two Children	2.09	.331*	.127	.02
			Three Children	1.82	.602*	.252	.04
Years of Marriage	Recently Married	2.58	Married since long time	1.14	1.44**	.265	.01

**p < 0.01, *p<0.05

Table 45 gives the broader view of comparison among married women by showing the difference in categories of selected variables. It reflects that there was the difference in time spent on the internet between young mothers (2.50) and middle age mothers (2.07, p=.01) as well as among young mothers and old mothers (2.09, p = .02). This can be interpreted as the young mothers were spending more time in comparison to others. Young mothers are less experienced in household management. Hence, they seek help from different sources. Internet could be one of the sources of information for acquiring information regarding their daily family needs. Furthermore, table 20 also showed the significant difference in time spent on the internet by married women among higher income group (2.78) and lower-middle-income group (2.25, p = .03) as well as with middle-income group (2.13, p = .01). The difference was also found between mother of

the single child (2.42) and mother of two (2.09, p = .02) as well as three children (1.82, p = .04).

Another variable that showed a significant difference in time spent on the internet among married women was their years of marriage. The difference existed between recently married women (2.58, p = .01) and those who were married since long (1.14). The findings revealed that married women belonging to higher income group, having a single child and those who were recently married were spending more time on the internet in comparison to other categories.

Table 46 Analysis of Variance (ANOVA) showing the difference in Internet Usage Patterns of Married Women in relation with selected variables

(N=325)

Variables	Source of Variance	Sum of Squares	DF	Mean Square	F	Sig.
Age	Between Groups	45.367	2	22.683	3.206*	.04
	Within Groups	2278.061	322	7.075		
Education	Between Groups	86.867	2	43.434	6.253**	.01
	Within Groups	2236.560	322	6.946		
Occupation	Between Groups	76.025	2	38.013	5.446**	.01
	Within Groups	2247.403	322	6.980		
Type of Family	Between Groups	27.962	2	13.981	1.961	.14
	Within Groups	2295.466	322	7.129		
Income Group	Between Groups	74.541	2	37.271	5.336**	.01
	Within Groups	2248.887	322	6.984		
Number of Children	Between Groups	48.418	2	24.209	3.426*	.03
	Within Groups	2275.010	322	7.065		
Years of Marriage	Between Groups	93.039	2	46.520	6.716**	.01
	Within Groups	2230.389	322	6.927		

$**p < 0.01$, $*p < 0.05$

Table 46 indicates the statistically significant difference in internet usage patterns of married women in relation with selected variables. The ANOVA results as presented in above table reflects that there were significant differences in internet usage patterns among married women in relation with their age, education, occupation, income group, number of children and years of marriage. Hence, the null hypothesis stating that there will be no significant differences in internet usage patterns of married women in relation with age, education, occupation, and income group, number of children and years of marriage was not accepted.

Table 47 Tukey's HSD comparison for Internet Usage Patterns of Married Women in relation with selected variables

Variables	(I) Variable	(I) Mean	(J) Variable	(J) Mean	Mean Difference (I-J)	Std. Error	Sig.
Age	Young Mothers	10.81	Old Mothers	9.93	.881*	.377	.05
Education	High Educated	10.98	Less Educated	9.81	1.164**	.405	.01
			Moderately Educated	9.97	1.005**	.327	.00
Occupation	Business/ Self-employed	11.36	Homemaker	9.91	1.453*	.597	.04
	Service	10.74			.831*	.309	.02
Number of Children	Single Child	10.68	Three Children	9.36	1.318*	.605	.05
Income Group	Higher Income Group	11.69	Lower Middle Income	10.03	1.653**	.508	.01
			Middle Income	10.39	1.301*	.526	.03
Years of Marriage	Recently Married	10.93	Married Since Long time	9.79	1.145**	.366	.01
	Married Since Short Time	10.78			.995**	.349	.01

**p < 0.01, *p<0.05

Table 47 indicates that significant differences among the categories of selected variables. It highlighted that young mothers (10.81), married women having high level of education (10.98), married women engaged in business or self employed (11.36, p = .04) and service (10.74, p =.02), mother of single child (10.69), those belonging to higher income group (11.69), recently married (10.93, p = .01) and married since short time (10.78, p = .01) had high internet usage than older mothers (9.93, p = .05), those who had low (9.8, p = .01) and moderate (9.97, p = .01) level of education, homemakers (9.91), mother of three children (9.36, p= .05), those belonging to lower middle (10.03, p = .01) and middle (10.39, p = .03) income groups and married since long time (9.79) respectively. The mean differences between these categories were higher than others. The usage among all the categories significantly differed where income groups were the exception.

Certainly, there are studies that indicate similar findings. Housewives were less likely to spare time for internet that working women. Younger women were willing to use the internet in comparison to older women (Google India 2015, as cited in Nair, R. 2015). Moreover, the findings can also be looked through the lens of the Diffusion of Innovation Theory (Roger, 1962). It suggests that adoption of innovation such as technology like the internet does not function similarly and simultaneously in a social system. This indicates that there are some people more appropriate to adopt the innovation than others. Thus, the differences arise among their usage of that technology. In light of the present findings it may be worth to say that recently married young women with the high level of education and those who were working were early adopters of technology. Contrary to the present findings, Devatia and Patel (2017) found that there was no difference in social media practice among homemakers of Ahmedabad in relation with their age, number of children, monthly family income and time spent on the internet.

4.3 Household Responsibilities of Married Women

One of the objectives of the present research was to study the household responsibilities of married women. Numerous researches (Akanle, Adensina, and Ogbimi, 2016; Banerjee, 2014; Luke,Xu and Thampi,2014; OECD, 2014; Saraff and Srivastava, 2010)

have shown that women bear the maximum load of household responsibilities than men. Thus, the present study was an attempt to find out married women's household responsibilities and this section will throw light upon those responsibilities in detail. It will also showcase the help available to them for performing those household responsibilities.

4.3.1 Household Responsibilities of Married Women

Table 48 Frequency and Percentage Distribution of Married Women According to Their Overall Household Responsibilities

(N=325)

Household Responsibilities	F	%
More Household Responsibilities	254	78.15
Moderate Household Responsibilities	23	7.08
Less Household Responsibilities	48	14.77

Table 48 indicates the overall household responsibilities of respondents. It revealed that a high majority (78.15%) of the married women had more household responsibilities. Whereas very few of them had less (14.77%) and moderate (7.08%) household responsibilities.

Indian women stood third in the world by spending 298 minutes daily on household routine work (OECD, 2014). The women who were less than 30 years old, had the low level of education, in the expanding stage had the heavy workload at home irrespective of their occupation (Vijaypriya, 2013). The results of the present study showed that more than one-third of the married women were young mothers; little less than one fourth (23.4%) of them were recently married; had low (19.7%) and moderate (41.8%) level of education (Refer table 22). This may be considered as the indicator of having more household responsibilities. Here, the household responsibilities considered; were related to kitchen management, childcare management, household management, finance management, socializing and entertainment and miscellaneous. Miscellaneous responsibilities included the responsibilities related with elderly care, gardening, and pet care (refer Appendix 1). This is understood that all the married women did not have all

the responsibilities listed as miscellaneous. Hence, those women who did not have miscellaneous responsibilities might be having moderate (7.08%) and less (14.77%) household responsibilities.

Figure 30 Percentage Distribution of Married Women According to Their Overall Household Responsibilities
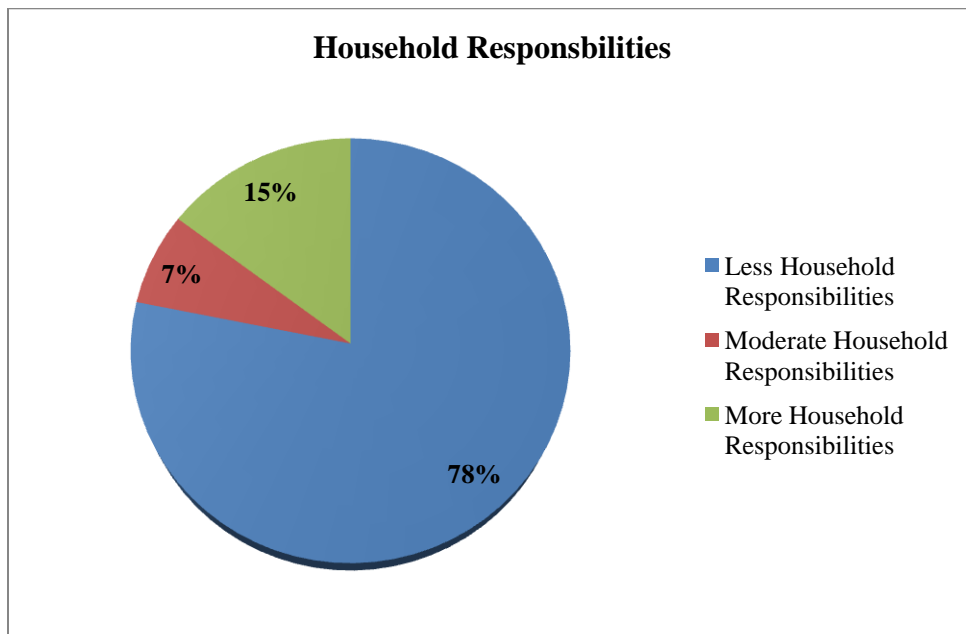
(N=325)

Table 49 Frequency and Distribution of Married Women according to their Household Responsibilities (N=325)

Household Resp.	KM		CC		HM		FM		S and E		Misc.	
	F	%	f	%	f	%	f	%	F	%	f	%
More	297	91.4	259	79.69	299	92	282	86.8	272	83.7	118	36.3
Moderate	0	0	0	0	0	0	0	0	0	0	137	42.2
Less	28	8.6	66	20.31	26	8	43	13.2	53	16.3	70	21.5

(KM: Kitchen Management, CC: Child Care Management, HM: Household Management, FM: Finance Management, S&E: Social and Entertainment Management, Misc: Miscellaneous)

Table 49 shows that very high majority of the married women had more responsibilities related to kitchen management (91.40%), child care (79.69%), household management (92%), finance management (86.8%), socializing and entertainment (83.70%). It also reveals that none of them had moderate household responsibilities related to any aspect except for the miscellaneous responsibilities (42%). The reason for having moderated miscellaneous household responsibilities could be that they might be performing some of the responsibilities related to elderly care, gardening and pet care as listed under that section (refer Appendix 1). The table 49 further highlighted that very few of them had less responsibilities related to each aspect. The reason for having less responsibilities could be the age group, occupation, and income group. The demographic profile of married women revealed that little more than one fourth (26.80%) of them were old mothers, working (45%) and very few of them (9.8%) belonged to higher income group (refer table 22). Old mothers do not have much responsibility related to child care like preparing/dressing them for school, supervising children's homework, packing school bags etc. Belonging to the higher income group allows them to spend on energy-saving devices and also for paid help. These factors play important role in reducing their household workload. Vijayapriya (2013) found that working women had better cognitive skills and managerial skills than the full-time homemakers. The skills to manage their responsibilities may reduce their load of household responsibilities. Banerjee (2014) housewives perform more housework than working women but their stereotypical role at home (cooking, cleaning, and washing) remained the same except for child care. This reflects that working women had less responsibilities related to child care. These studies support the findings of the present study.

Figure 31 Percentage Distribution of Respondents according to their Aspect wise Household Responsibilities
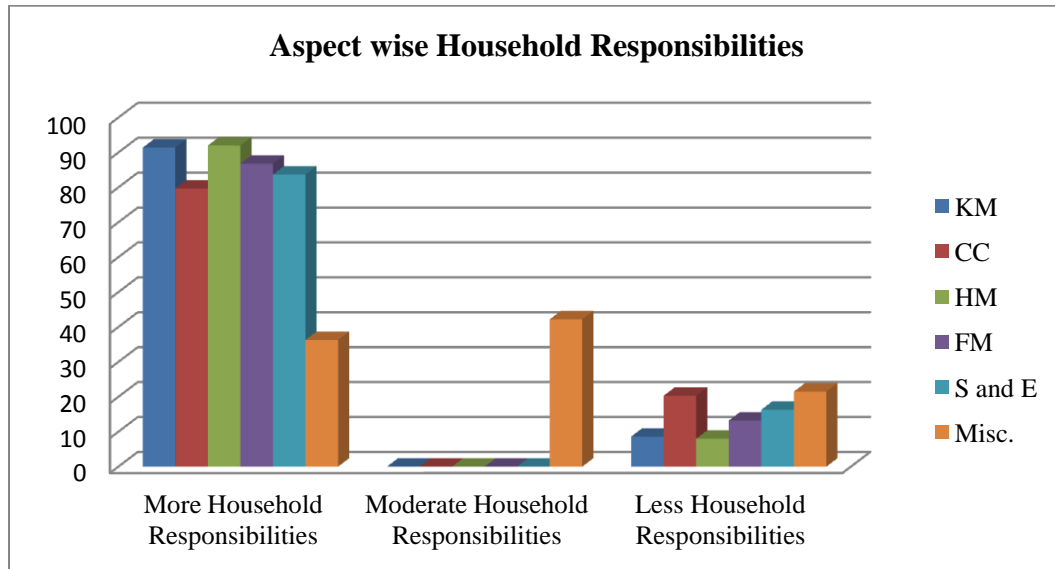
(N=325)

Aspect wise Household Responsibilities

(KM: Kitchen Management, CC: Child Care Management, HM: Household Management, FM: Finance Management, S&E: Social and Entertainment Management, Misc: Miscellaneous)

Table 50 Frequency and Percentage Distribution of Married Women according to their Kitchen Management related Household responsibilities

(N=325)

Responsibilities	Had Resp.		Sole Resp.		Shared Resp.		Did not had Resp.	
	F	%	F	%	F	%	F	%
Cooking the meal for the family members	325	100	125	38.5	200	61.5	0	0
Pre-preparation for cooking	325	100	154	47.4	171	52.6	0	0
Cleaning the kitchen	325	100	115	35.4	210	64.6	0	0
Buying grocery, vegetables, fruits.	324	99.69	184	56.79	140	43.21	1	0.3
Buying kitchen appliances	315	96.92	185	58.73	130	41.27	10	3.1
Preparing Tiffin	303	93.23	72	23.76	231	76.24	22	6.8

Table 50 reveals that all of the respondents (100%) had all the listed kitchen management related household responsibilities except buying kitchen appliances (96.92%) and preparing Tiffin (93.23%). Furthermore, it also revealed that the majority of the married women were sharing their responsibilities related to the cooking meal (61.5%), cleaning the kitchen (64.6%) and preparing tiffin (76.24%). Contrary to that, more than half of the respondents were purchasing grocery including vegetables and fruits (56.79%) and kitchen appliances (58.73%) on their own and without taking anyone's help. The profile of the married women reflected that little less than half of the married women were working (45%) and more than one-third of them (36.6%) belonged to the middle-income group. This may increase their purchasing power for paid help. The responsibilities which were most shared were cooking, cleaning and preparing tiffin.

Similar data was collected using the qualitative method. The result of the qualitative method reflected the same results. It revealed that all the married women were sharing their kitchen management related household responsibilities with their family members and servants. It revealed that nineteen married women out of twenty-five had maids for cleaning of the kitchen including cleaning of utensils, equipment and kitchen platform. However, almost equal number of them (18) had sole responsibility for cooking. One of the self-employed married women responded that "ghar chahe kitne bhi log kaam kare, mujhe mere bachho aur husband ki pasand ka khana bana ke unko khilana acchha lagta hai."(no matter how many servants are there at our home but I like to cook food of my children's and husband's choice.) (said happily).

Table 51 Frequency and Percentage Distribution of Married Women according to their Household responsibilities related to Child Care Management

(N=325)

Responsibilities	Had Resp.		Sole		Shared.		Did not had	
	F	%	F	%	F	%	F	%
Buying essential items for children	317	97.54	168	53	149	47	8	2.5
Inculcating healthy eating habits to the children	315	96.92	130	41.27	185	58.73	10	3.1
Taking care of children for their overall grooming and development	303	93.23	156	51.49	147	48.51	22	6.8
Selecting the schools/colleges for educating the kids	302	92.92	174	57.62	128	42.38	23	7.1
Communicate with school/college Teachers	302	92.92	128	42.38	174	57.62	23	7.1
Inculcating moral values to children	300	92.31	166	55.33	134	44.67	25	7.7
Spending time with children during leisure time	300	92.31	159	53	141	47	25	7.7
Helping children in extracurricular activities	286	88	154	53.85	132	46.15	39	12
Addressing the child's educational problems faced at school/college	285	87.69	173	60.70	112	39.30	40	12.3
Supervising homework	284	87.38	128	45.07	156	54.93	41	12.6
Packing school bags	275	84.62	97	35.27	178	64.73	50	15.4
Picking and dropping kids to tuition classes	269	82.77	127	47.21	142	52.79	56	17.2

(Resp. : Responsibility)

Table 51 present the findings of child care management related household responsibilities of married women. It can be read from table 51 that the high majority of them were having all the listed responsibilities related to child care management. Very few of them reported that they do not have these responsibilities. The reason behind this could be that their children might be grown-ups and able to take care of themselves. More than half of the respondents were sharing the following responsibilities-

- Inculcating healthy eating habits in the children (58.73%)
- Communicate with school/college Teachers (57.62%)
- Packing school bags (64.73%)
- Supervising homework (54.93%)
- Picking and dropping kids to tuition classes (52.79%)

One of the young mothers shared her experience for child care related responsibilities during qualitative data collection. "There is a benefit if you are living in a joint family. You share almost all the responsibility. Child care is a shared responsibility. My baby was born in August and my mother in law got retired from her job in September. So taking care of our baby became her second job. (said with a smile). I preferred to stay at home until my baby was six months old, later I joined the job. My mother in law takes care of her when I am at my office." She said. Another young mother said that "my in-laws and husband help in child rearing especially for getting her ready for school every morning and they also take her for outing sometimes." These qualitative findings suggest that married women were sharing their child care related responsibilities with their husband and in-laws. However, the table 51 also revealed that more than half of the respondents had sole responsibilities of–

- Selecting the schools/colleges for educating the kids (54%)
- Addressing the child's educational problems faced at school/college (53%)
- Buying essential items for children (52%)
- Inculcating moral values to children (51%)

These responsibilities not only require the attention of both the parents but also require the attention of the whole family. Performing these responsibilities solely reflects the strength within the women.

Table 52 Frequency and Percentage Distribution of Married Women according to their Household responsibilities Related to Household Management

(N=325)

Responsibilities	Had Resp.		Sole Resp.		Shared Resp.		Did not had Resp.	
	F	%	F	%	F	%	F	%
Cleaning of the House	325	100	169	52	156	48	0	0
Washing clothes	325	100	120	36.9	205	63.1	0	0
Washing bed Linens	325	100	104	32	221	68	0	0
Changing bed sheets	325	100	110	33.8	215	66.2	0	0
Ironing clothes	325	100	165	50.8	160	49.2	0	0
Organizing furniture at home	325	100	153	47.1	172	52.9	0	0
Cleaning washroom regularly	325	100	126	38.8	199	61.2	0	0
Buying home décor items	325	100	183	56.3	142	43.7	0	0
Buying home appliances	325	100	194	59.7	131	40.3	0	0
Buying home furnishing items	325	100	225	69.2	100	30.8	0	0
Decorating the house	325	100	148	45.5	177	54.5	0	0
Repairing of broken items	325	100	211	64.9	114	35.8	0	0
Cleaning home appliances regularly	225	69.23	117	52	108	48	100	30.76

Table 52 indicates the household responsibilities of married women related to their household management. The findings for the same revealed that all of the married women had all the listed household management related responsibilities except cleaning of home appliance regularly. The table 52 also revealed that the majority of the married women were sharing responsibilities related to washing clothes (63.1%), bed linens (68%), changing bed sheets (66.20%) and cleaning washrooms (61.2%). Whereas, it has also revealed that higher percentage of them had sole responsibilities for buying home

furnishing items (69.2%) and repairing broken item (64.9%), buying home appliances (59.7%), buying home décor items (56.3%), cleaning of the house and home appliances (52%), ironing clothes (50.8%) . The qualitative findings of the present study also revealed that five out of twenty-five married women were doing all the household management related tasks solely and do not have any housemaid for help.

Table 53 Frequency and Percentage Distribution of Married Women according to their Finance Management related Household responsibilities

(N=325)

Responsibilities	Had Resp.		Sole Resp.		Shared Resp.		Did not had Resp.	
	F	%	F	%	F	%	F	%
Preparing and managing the monthly budget	225	69.23	177	78.67	48	21.33	100	30.76
Purchasing of house, land or properties	312	96.00	40	12.82	272	87.18	13	4
Purchasing of valuables like gold, silver, and diamonds	269	82.77	244	90.71	25	9.29	17.2	7.7
Gathering information of bank accounts	303	93.23	233	76.90	70	23.10	22	6.8
Organizing payment of utility bills	325	100	244	75.08	81	24.92	0	0
Organizing Insurance	303	93.23	72	23.76	231	76.24	22	6.8

(Resp. : Responsibility)

Table 53 reveals that a very high majority of the married women had all the above-listed responsibilities related to finance management. Moreover, a high majority of them had sole responsibilities of preparing and managing a monthly budget (78.67%), purchasing of valuables like gold, silver, and diamonds (90.71%), gathering information of bank accounts (76.90%), organizing payment of utility bills (76.24%). Whereas, the higher percentage of them were sharing their responsibilities related with purchasing of house, land or properties (87.18%) and organizing Insurance (76.24%). The qualitative findings for the same reflected different results as the all the married women said that finance-

related decisions are taken jointly by all the family members. This indicates that finance management responsibility was shared by all the family members.

Table 54 Frequency and Percentage Distribution of Married Women according to their Socializing and Entertainment related Household responsibilities

(N=325)

Responsibilities	Had Resp.		Sole Resp.		Shared Resp.		Did not had	
	F	%	F	%	F	%	F	%
Attending social functions and meetings	325	100	247	76	78	24	0	0
Keeping watch on every event or birthdays of friends /relatives for wishes	325	100	249	76.62	76	23.38	0	0
Maintaining friendly relations with neighbours	325	100	206	63.38	119	36.62	0	0
Keeping in touch with friends/relatives	325	100	204	62.77	121	37.23	0	0
Buying gifts for family members/friends/ relatives	325	100	183	56.31	142	43.69	0	0
Organizing parties on birthdays, anniversary, festivals for friends/family/relatives	311	95.69	170	54.66	141	45.34	14	4.3
Planning a family picnic and tours	300	92.31	239	79.67	61	20.33	25	7.7
Helping friends/ relatives/ neighbours in their difficult time and support them whenever needed	297	91.38	237	79.80	60	20.20	28	8.6
Managing doctor's appointments according to family members requirements	296	91.08	186	62.84	110	37.16	29	8.9
Buying movie tickets for family	274	84.31	96	35.04	178	64.96	51	15.5
Booking tickets for tours	270	83.08	129	47.78	141	52.22	55	16.9
Preparing activities for the spouse to look after the children when I am not at home.	247	76	234	94.74	13	5.26	78	24

Table 54 indicates that all the married women (100%) had socializing and entertainment related responsibilities like attending social functions and meetings, keeping watch on every event or birthdays of friends/relatives for wishing them, maintaining friendly relations with neighbours, keeping in touch with friends/relatives, buying gifts for family members/friends/relatives. The table 54 further revealed that a higher percentage of them had sole responsibilities for-

- Helping friends/ relatives/ neighbours in their difficult time and support them whenever needed (79.80%),
- Planning family picnic and tours (79.67%),
- Keeping watch on every event or birthdays of friends /relatives for wishes (76.62%),
- Attending social functions and meetings (76%),
- Maintaining friendly relations with neighbours (63.38%),
- Managing doctor's appointments according to family members requirements (62.84%),
- Keeping in touch with friends/relatives (62.77%),
- Buying gifts for family members/friends/ relatives (56.31%),
- Organizing parties on birthdays, anniversary, festivals for friends/family/relatives (54.66%),

Whereas, the higher percentage of married women were sharing their responsibilities of buying movie tickets for family (64.96%), and booking tickets for tours (52.22%)

Table 55 Frequency and Percentage Distribution of Married Women according to their Miscellaneous Household responsibilities

(N=325)

Responsibilities	Had Resp.		Sole Resp.		Shared Resp.		Did not had resp.	
	F	%	F	%	F	%	F	%
Taking care of elderly members	138	42.46	50	36.23	88	63.77	187	57.54
Taking elderly members for an outing.	138	42.46	108	78.26	30	21.74	187	57.54
Giving Medicines on time to elderly members	138	42.46	79	57.25	59	42.75	187	57.54
Taking Elderly members to the doctor for check up.	138	42.46	92	66.67	46	33.33	187	57.54
Buying clothes/ medicine/ books for elderly members	138	42.46	80	57.97	58	42.03	187	57.54
Maintaining Garden	123	37.85	123	100	0	0	202	62.15
Watering plants of the garden	123	37.85	88	71.54	35	28.46	202	62.15
Feeding pets	60	18.46	50	83.33	10	16.67	265	81.54
Taking pets to the veterinary doctor	60	18.46	28	46.67	32	53.33	265	81.54

(Resp. : Responsibility)

Table 55 shows that more than forty percent (42.46%) of the married women had household responsibilities related with elderly care. It also reveals t9hat more than one-third of them had gardening related responsibilities at their home. Whereas less than one fifth (18.46%) of them had responsibilities related to pet care.

Furthermore, it portrays that the majority of them were sharing the responsibility of elderly care (63.77%). However, when provided with separate items related to elderly care, a higher percentage of married women reported having sole responsibilities for-

- Taking elderly members for an outing (78.26%)
- Taking Elderly members to the doctor for the checkup (66.67%)
- Buying clothes/ medicine/ books for elderly members (57.97%)
- Giving Medicines on time to elderly members (57.25%)

All the married women who had gardens at their home were maintaining it solely. Whereas, they were sharing the responsibility of watering plants (28.46%) with others.

4.3.2 Help available to Women for performing household responsibilities

Table 56 Frequency and Percentage Distribution of Married Women According To the Help Available To Them for Performing Their Household Responsibilities   (N=325)

Help Available From	Household Responsibilities											
	KM		CC		HM		FM		S and E		Misc.	
	F	%	F	%	F	%	F	%	F	%	F	%
Husband	91	28.0	201	61.8	148	45.5	292	89.8	211	64.9	195	60.0
Mother in law	75	23.1	85	26.2	70	21.5	14	4.3	51	15.7	37	11.4
Father in law	9	2.8	33	10.2	28	8.6	49	15.1	49	15.1	26	8.0
Sister in law	30	9.2	29	8.9	21	6.5	35	10.8	45	13.8	13	4.0
Son	37	11.4	20	6.2	53	16.3	15	4.6	74	22.8	62	19.1
Daughter	107	32.9	28	8.6	85	26.2	9	2.8	72	22.2	52	16.0
Maid	97	29.8	12	3.7	101	31.1	8	2.5	7	2.2	51	15.7
Parents	13	4.0	7	2.2	15	4.6	0	0	0	0	10	3.1

(KM: Kitchen Management, CC: Child Care Management, HM: Household Management, FM: Finance Management, S&E: Social and Entertainment Management, Misc: Miscellaneous)

Table 56 reveals that a very high majority (89.8%) of the married women were getting help from husband for performing finance management related household responsibility. Majority of them were getting help from their husband for child care (61.8%), socializing and entertainment (64.9%) and miscellaneous tasks (60%). Nearly one-fourth of them were getting help from their mother in laws for kitchen management (23.1%) and child care (26.2%). The table further revealed that married women were also getting help from their daughters for kitchen management (32.9%) and household management (26.2%). Almost equal number of them were getting help from their sons (22.8%) and daughters (22.2%) for socializing and entertainment related responsibilities. Little less than one-third of them had housemaid for kitchen management (29.8%) and household management (31.1%) Very few of them were getting help from their father in law, sister in law and parents. The findings reflect the trend that shows although very few but husbands and fathers-in-law were helping, married women in performing household responsibilities, which is in contradiction to Indian traditional beliefs that man should be away from household responsibilities.

There are empirical evidence available that shows the paternal involvement in child care and related activities. Husbands were helping their wives in performing household task specifically in child care. (Akanle, Adensina and Ogbimi 2016; Luke, Xu and Thampi 2014; Bianchi and Milkie, 2010; Saraff and Srivastava, 2010). This indicates the positive change in society and shows the progress towards gender equality under the Millennium Development Goals. Lee et.al. (2013) found in their study that very few of the men reported meal planning/preparing and food shopping as their main responsibilities whereas nearly 40% of women reported these tasks as their main responsibilities. But a majority of men and women reported sharing of these duties. The qualitative findings of the present study also highlighted different help available to them for performing household responsibilities. A working woman living in the extended family shared that "Me and My two *devrani* have divided our cooking duties. If I cook in the morning and one of my *devrani* will help me and in the evening the duties are reversed. We change our timings fortnightly." The qualitative findings also revealed that married women were getting help from their in-laws for purchasing grocery, vegetables, and fruits. One of the self-employed women shared about the help she is getting from her housemaid. "I have a housemaid for cleaning my house. She is very hard working and loyal. We finish daily household cleaning and dusting together. She also helps me in shopping of grocery, fruits, and vegetables" she said. Another

married woman added that "Though I have a housemaid for all the cleaning and washing duties but rest of the thing like lining and folding of the washed clothes, weekly dusting of each shelf, cleaning of refrigerator etc. becomes my responsibilities. *Ghar par bahut saare kaam hote hai, list khatam hi nahi hoti* (there are so many tasks at home, the list never ends)" (said wittily). The findings from qualitative data suggest that though married women were taking help from husband, in-laws and housemaids yet they have to fulfill many household responsibilities on their own. A large amount of tasks at home keeps them busy all day.

4.3.3 Difference in Household Responsibilities Performed By Women In Relation To The Selected Variables

Table 57 Analysis Of Variance (ANOVA) Showing Difference in Overall Household Responsibilities Performed By Married Women in Relation Different Variables

(N=325)

Variables	Source of Variance	Sum of Squares	Df	Mean Square	F	Sig
Age	Between Groups	6.25	2	3.12	.462	.63
	Within Groups	2180.03	322	6.77		
Education	Between Groups	18.242	2	9.12	1.355	.25
	Within Groups	2168.04	322	6.73		
Occupation	Between Groups	6.88	2	3.44	.508	.60
	Within Groups	2179.40	322	6.76		
Type of Family	Between Groups	34.45	2	17.22	2.578	.07
	Within Groups	2151.83	322	6.68		
Income Group	Between Groups	55.81	2	27.90	**4.218****	**.01**
	Within Groups	2130.47	322	6.61		
Number of Children	Between Groups	26.38	2	13.19	1.967	.14
	Within Groups	2159.90	322	6.70		
Years of Marriage	Between Groups	15.14	3	5.04	.746	.52
	Within Groups	2171.14	321	6.76		

**$p < 0.01$

Table 57 shows the differences in overall household responsibilities of married women. The analysis of variance showed that there was a difference in overall household responsibilities of married women in relation with their income group. The differences were not found in relation with other variables such as age, education, occupation, type of family, number of children, and years of marriage. Hence, the null hypothesis stating that there will be no significant difference

in overall household responsibilities of married women in relation with income group was not accepted and other null hypotheses stating that there will be no significant differences in overall household responsibilities of married women in relation with other selected variables were accepted.

Table 58 Tukey's HSD Comparison For Overall Household Responsibilities Performed By Married Women In Relation Income Group

(I) Variable	(J) Variable	Mean Difference (I-J)	Std. Error	Sig.
Middle Income $\bar{x} = 17.00$	Lower Middle Income $\bar{x} = 15.81$	1.487^*	.512	.011
	Higher Income $\bar{x} = 15.51$	1.190^*	.495	.044

**p < 0.01

The post hoc analysis of overall household responsibilities in relation with income group of married women reflects that those who belonged to a middle-income group (17.00) had more overall household responsibilities in comparison to those from lower middle-income group (15.81, p =0.11) and higher income group (15.51, p =0.44). The findings portray that married women from the middle-income group were performing more household responsibilities. The parents belonging to a middle-class family have at least some minimum educational attainment that helps their children to have the opportunity for better education and social networks for further enhancement. They have a strong desire for their upliftment and thus they save and invest more in comparison to the other classes (Ahalya and Paul, 2017). Such desires may lead them to have more household responsibilities related to child care, finance management and socialization for further upward mobility. These responsibilities could be related to their children's education, financial investments and increasing social networks.

Table 59 Analysis Of Variance (ANOVA) Showing Differences in Kitchen Management Related Household Responsibilities of Married Women in Relation with Selected Variables

(N=325)

Variables	Source of Variance	Sum of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	.805	2	.402	.57	.56
	Within Groups	226.59	322	113.29		
Education	Between Groups	5.91	2	2.95	.71	.48
	Within Groups	1328.28	322	4.12		
Occupation	Between Groups	.97	2	.48	.69	.50
	Within Groups	226.42	322	.70		
Type of Family	Between Groups	15.44	2	7.72	**11.72 ****	**.01**
	Within Groups	211.95	322	.658		
Income Group	Between Groups	.19	2	.098	0.13	.87
	Within Groups	227.20	322	.70		
Number of Children	Between Groups	4.01	2	2.00	**2.89***	**.05**
	Within Groups	223.38	322	.694		
Years of Marriage	Between Groups	1.77	3	.59	0.84	.47
	Within Groups	225.62	321	.70		

**p < 0.01; *p<0.05

Table 59 indicates that there were significant differences in household responsibilities related to kitchen management of married women in relation with their type of family and number of children. Hence, the null hypotheses stating that there will be no significant difference in household responsibilities related to kitchen management of married women in relation with their type of family and number of children were not accepted. There were no significant differences were found for the same in relation with the age, education, occupation income group, and years of marriage. Thus, the null hypotheses stating that there will be no significant differences in household responsibilities related to kitchen management of married women in relation with the age, education, occupation income group, and years of marriage were not accepted.

Table 60 Tukey's HSD comparison for Kitchen Management Related Household Responsibilities of Married Women in Relation with Selected Variables

Variables	(I) Variable	(J) Variable	Mean Difference (I-J)	Std. Error	Sig.
Type of Family	Nuclear Family $\bar{x}$ =2.13	Joint Family $\bar{x}$ =1.74	.389**	.096	.010
		Extended Family $\bar{x}$ =1.47	.655**	.195	.013
Number of Children	Single Child $\bar{x}$ =1.99	Three Children $\bar{x}$ = 1.55	.448*	.190	.049

**p < 0.01

Table 60 indicates that there were significant differences existed between the married women for their kitchen management related household responsibilities in relation with their type of family and number of children. Those married women who belonged to the nuclear family (2.13) had more responsibilities related to kitchen management than those who belonged to joint family (1.74, p=.01) and extended family (1.47, p=.01). The married women who had a single child had more responsibilities than those who had three children (1.55, p=.04). These findings showcase that the married women who belonged to the nuclear family and had a single child had higher mean scores than others. Hence they were performing more household responsibilities. Similar results have been seen from past researches. Lee et.al.(2013) larger households are more likely to share the household duties related with meal planning/preparation and food shopping. Hofferth & Sandberg, (2001) children from larger families or with older siblings tend to do more household tasks than children from smaller families or with younger siblings (as cited in Dunn et.al 2009). This indicates that the division of household work related to kitchen management among the larger families and those with more number of children was higher than small size families and less number of children. These evidence support the present findings by portraying the similar results.

Table 61 Analysis Of Variance (ANOVA) Showing Difference in Child Care Management Related Household Responsibilities of Married Women in Relation Selected Variables

(N=325)

Variables	Source of Variance	Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	.867	2	.433	0.71	.48
	Within Groups	194.21	322	97.10		
Education	Between Groups	103.52	2	51.76	1.705	.18
	Within Groups	9773.88	322	30.35		
Occupation	Between Groups	5.50	2	2.75	**4.672****	**.01**
	Within Groups	189.57	322	.58		
Type of Family	Between Groups	3.14	2	1.57	2.635	.07
	Within Groups	191.93	322	.59		
Income Group	Between Groups	.64	2	.32	0.534	.58
	Within Groups	194.43	322	.60		
Number of Children	Between Groups	.026	2	.01	0.021	.97
	Within Groups	195.05	322	.60		
Years of Marriage	Between Groups	2.56	3	.85	1.42	.24
	Within Groups	192.51	321	.60		

**p < 0.01

Table 61 shows that there no significant difference in child care management related household responsibilities of married women in relation with all the selected variables except their occupation. Thus, the null hypotheses stating that there will be no significant differences in child care management related household responsibilities of married women in relation with their age, education, type of family, income group, number of children and years of marriage was accepted and another null hypothesis stating that there will be no significant difference in child care management related household responsibilities of married women in relation with their occupation was not accepted.

Table 62 Tukey's HSD Comparison for Child Care Management Related Household Responsibilities of Married Women In Relation With Their Occupation

(I) Variable	(J) Variable	Mean Difference (I-J)	Std. Error	Sig.
Homemaker $\bar{x}$ =1.99	Service $\bar{x}$ =1.73	.261[**]	.090	.011

**p < 0.01

Table 62 presents the post hoc analysis for child care related household responsibilities of married women. This indicates that the mean score of the homemaker (1.99) was higher than those who were in service (1.73, p=.011). The higher mean scores suggest more household responsibilities related to child care. The reason for this finding could be that married women who were working may get paid help for child care than homemakers. Vijaypriya (2013) found in her exploratory research that more number of employed women were taking paid help for household activities in comparison to full-time homemakers. Homemakers had more number of household tasks related to child care than employed women. Sarraf and Shrivastava (2009) found husband's participation in childcare in case of unemployed women. They argued that women who were not working get more paternal involvement in childcare than those who are working. The reason posed by them was the paid help acquired by working women. Banrjee (2014) found that working women had more responsibilities than housewives.

These researches showcase the results similar to the present findings. These empirical evidence highlight the fact that homemakers had more household responsibilities related to the child care management than working women. The reviewed researches also showed that the working women were getting paid help for their household responsibilities and moreover for their child care management related responsibilities.

Table 63 Analysis Of Variance (ANOVA) Showing Difference in Household Management Related Household Responsibilities of Married Women in Relation with Selected Variables

(N=325)

Variables	Source of Variance	Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	3.83	2	1.21	2.99	.06
	Within Groups	203.96	322	.60		
Education	Between Groups	3.69	2	1.89	2.77	.06
	Within Groups	205.50	322	.84		
Occupation	Between Groups	3.55	2	1.77	2.80	.06
	Within Groups	204.24	322	.63		
Type of Family	Between Groups	3.39	2	1.69	2.67	.07
	Within Groups	204.40	322	.63		
Income Group	Between Groups	.48	2	.24	0.38	.68
	Within Groups	207.31	322	.64		
Number of Children	Between Groups	1.66	2	.83	1.30^{*}	.27
	Within Groups	206.13	322	.64		
Years of Marriage	Between Groups	3.93	3	1.31	2.07	.10
	Within Groups	203.86	321	.63		

Table 63 shows that there was no significant difference in household management related household responsibilities of married women in relation with their age, education, occupation, type of family, income group, number of children and years of marriage. Hence, the null hypotheses stating that there will be no significant difference in household management related household responsibilities of married women in relation with their age, education, occupation, type of family, income group, number of children and years of marriage were accepted. Household management included the responsibilities related to cleaning and maintenance of house (refer Appendix 1). All the married women have to perform these responsibilities

irrespective of their age, occupation, education, type of family and so on. The qualitative findings also support this. All the married women who were interviewed for qualitative data collection have shared that despite having housemaids for cleaning they were fully or partially involved in household management related activities like dusting, cleaning, washing of clothes, organizing furniture, lining, and folding of clothes etc.

Table 64 Analysis of Variance (ANOVA) showing difference in Finance Management related household responsibilities performed by Married Women in relation different variables

(N=325)

Variables	Source of Variance	Sum of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	.374	2	.187	0.3	0.73
	Within Groups	195.238	322	97.619		
Education	Between Groups	6.229	2	3.115	**5.296****	**0.01**
	Within Groups	189.383	322	.588		
Occupation	Between Groups	3.813	2	1.907	3.201	0.06
	Within Groups	191.799	322	.596		
Type of Family	Between Groups	2.357	2	1.179	1.964	0.14
	Within Groups	193.255	322	.600		
Income Group	Between Groups	4.503	2	2.252	**3.794***	**0.02**
	Within Groups	191.109	322	.594		
Number of Children	Between Groups	.305	2	.152	0.251	0.77
	Within Groups	195.308	322	.607		
Years of Marriage	Between Groups	1.116	3	.372	0.61	0.61
	Within Groups	194.497	321	.606		

$**p < 0.01; *p<0.05$

Table 64 shows the differences in finance management related household responsibilities of married women in relation with selected variables. It showed that there were significant differences in the same in relation with the education and income group of the married women. Therefore, the null hypotheses stating that there will be no significant difference in finance management related household responsibilities of married women in relation with their

education, and income group was not accepted. The table further revealed that there were no significant differences found for the same in relation with the other selected variables. Hence, the null hypotheses stating that there will be no significant difference in finance management related household responsibilities of married women in relation with their age, occupation, type of family, number of children and years of marriage were accepted.

Table 65 Tukey's HSD comparison for Finance Management related Responsibilities of Married Women in relation with Selected Variables

Variable	(I) Variable	(J) Variable	Mean Difference (I-J)	Std. Error	Sig.
Education	Low level $\bar{x}$ =1.97	Moderate level $\bar{x}$ = 1.62	.351**	.116	.008
Income Group	Higher Income $\bar{x}$ =1.94	Middle Income $\bar{x}$ =1.55	.383*	.153	.035

**p < 0.01, *p < 0.05

Table 65 presents the post hoc analysis of ANOVA results for Finance Management related Responsibilities of Married Women. It reflected that married women who had the low level of education (1.97) had more responsibilities related to finance management than those who had the moderate level of education (1.62, p = .01). The table further shows that married women who belonged to the higher income group (1.94) had high mean scores than those who belonged to the middle-income group (1.55, p=.03). It can be interpreted as married women from higher income group had more responsibilities related to finance management than those who belonged to the middle-income group.

Surprisingly, the table showcased different findings against the traditional beliefs. Hilgert, Hogarth, and Beverly (2003) studied the connection between knowledge and behavior of adults for household finance management. The research showed the different findings to the present study's findings. It was found that those households with low credit management, investment and saving index had low knowledge scores for the same sections than those belonging to higher credit management, investment and saving index. The author also reported other variables that affect the household finance management behaviours. It included family experiences, economic socialization, knowledge, and experience of public policies that increase incomes, tax incentives,

positive childhood experiences, social norms, and attitudes toward spending. Thus, for the present findings, it can be understood that married women who had the low level of education may have good family experiences and reverse attitude towards spending that lead them to have more responsibilities for finance management. Those women who were from higher income group might be managing their investments, payments of bills on their own. That could be the reason for having more household responsibilities related to finance management.

Table 66 Analysis Of Variance (ANOVA) Showing Difference in Social and Entertainment Management Related Household Responsibilities of Married Women in Relation with Selected Variables

(N=325)

Variables	Source of Variance	Sum of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	1.097	2	.548	0.79	.40
	Within Groups	222.300	322	111.15		
Education	Between Groups	98.478	2	49.23	3.408*	.03
	Within Groups	4652.211	322	14.44		
Occupation	Between Groups	6.422	2	3.21	4.765**	.01
	Within Groups	216.975	322	.674		
Type of Family	Between Groups	1.192	2	.596	0.864	.42
	Within Groups	222.204	322	.690		
Income Group	Between Groups	5.109	2	2.55	3.768**	.02
	Within Groups	218.288	322	.678		
Number of Children	Between Groups	.450	2	.225	0.325	0.72
	Within Groups	222.947	322	.692		
Years of Marriage	Between Groups	1.686	3	.562	0.81	0.49
	Within Groups	221.711	321	.691		

$**p < 0.01; *p<0.05$

Table 66 presents the findings for differences in social and entertainment management related household responsibilities of married women. It revealed that there was a significant difference in social and entertainment management related to household responsibilities in relation with education, occupation and income group. Thus, the null hypotheses stating that there will be no

significant difference in social and entertainment management related household responsibilities of married women in relation with their education, occupation, and income group were not accepted.

Table 66 also showed that there were no significant differences in the same in relation with their age, type of family, number of children and years of marriage. Therefore, the null hypotheses stating that there will be no significant differences in social and entertainment management related household responsibilities of married women in relation with their age, type of family, number of children and years of marriage were accepted.

Table 67 Tukey's HSD comparison for Social and Entertainment Management related Responsibilities of Married Women in relation with Selected Variables (N= 325)

Variable	(I) Variable	(J) Variable	Mean Difference (I-J)	Std. Error	Sig.
Education	Low level $\bar{x}$ =2.25	Moderate level $\bar{x}$ =1.87	1.457*	.576	.03
Occupation	Homemaker $\bar{x}$ =2.08	Service $\bar{x}$ =1.80	.285**	.096	.01
Income Group	Higher Income $\bar{x}$ =2.25	Middle Income $\bar{x}$ =1.82	.426*	.164	.02

**p < 0.01, *p<0.05

Table 67 portrayed that there was significant difference existed between those married women who had the low level of education and the moderate level of education; those who were homemakers and working in the service sector; those belonged to higher income group and middle-income group. The mean scores were higher in the case of those who had a low level of education (2.25); were homemakers (2.08) and belonged to higher income group (2.25) than those who had moderate level of education (1.87, p=.03); were working in service sector (1.80, p=.01) and belonged to middle income group (1.82, p=.02) respectively.

4.4 Usage of Internet For Household Responsibilities

The previous sections of this chapter had showcased the profile of the married women, their internet usage patterns and their household responsibilities. This section deals with the usage of the internet by married women for their household responsibilities. The internet emerges as a distinctive medium of social interaction but purposes of the social interaction are yet to search for. (LaRose and Eastin, 2010). Previous sections of this chapter highlighted that married women had different internet usage patterns and they were using the internet for various purposes. The review of the literature (chapter 2) reflects that there was very less empirical literature available that shows the use of the internet for household responsibilities in an Indian setting. The present section will provide an empirical base for the same.

4.4.1. Overall and Aspect Wise Intensity Indices For Usage of Internet For Household Responsibilities

Table 68 Intensity Indices And Percent Distribution of Married Women According To Their Usage Of Internet For Their Household Responsibilities.

(N=325)

Household Resp.	High Usage		Medium Usage		Low Usage		I.I.
	f	%	f	%	f	%	
Overall	126	38.77	114	35.08	85	26.15	2.59
KM	116	35.69	110	33.85	99	30.46	2.78
CC	111	34.15	113	34.77	101	31.08	2.72
HM	124	38.15	93	28.62	108	33.23	2.23
FM	109	33.54	118	36.31	98	30.15	2.41
S&E	110	33.85	116	35.69	99	30.46	3.64
Misc.	129	39.69	96	29.54	100	30.77	1.92

(KM: Kitchen Management, CC: Child Care Management, HM: Household Management, FM: Finance Management, S&E: Social and Entertainment Management, Misc: Miscellaneous)

Table 68 presents the frequency, percentage and intensity indices for usage of internet for household responsibilities of married women. It shows that little less than forty percent (38.77%)

of the married women had high usage of internet for overall household responsibilities. The intensity index for the same was 2.59. This reflects married women had medium usage of internet for performing their overall household responsibilities. The table 68 further revealed that little more than one-third of them had high usage of internet for kitchen management (35.69%), child care (34.15%), household management (38.15%), finance management (33.54%) and socializing and entertainment (33.85%) related household responsibilities. Nearly forty percent (39.69%) had high usage of internet for performing miscellaneous household responsibilities. Overall high usage of the internet was found for socialization and entertainment (3.64) related household responsibility. The intensity indices for kitchen management (2.78) and child care (2.72) related household responsibilities showed medium internet usage. The intensity indices for household management (2.23), financial management (2.41) and miscellaneous (1.92) related household responsibilities of married women showed their low usage of internet for the same.

Table 69 Item Wise Intensity Indices For Usage of Internet For Kitchen Management
(N=325)

Household Responsibilities	I.I.
Getting ideas for storing food and food products properly.	2.92
Getting reviews before buying any products	2.82
Getting ideas related to cleaning of kitchen/ appliances.	2.76
Purchasing kitchen equipment	2.72
Buying grocery including vegetables and fruits	2.70
Getting ideas to control pests and insects attack in the kitchen.	2.55
Getting ideas for using kitchen waste for productive purposes.	2.42

The overall intensity index for usage of internet by married women for their kitchen management related responsibilities was medium (refer table 68). The item wise intensity indices for the same ranged between 2.92 – 2.42. Table 69 indicates medium usage of internet for all the listed items related to kitchen management except one item that showed low usage of internet i.e. getting

ideas for using kitchen waste for productive purposes (2.42). Their usage of the internet was medium for following-

- Getting ideas for storing food and food products properly.
- Getting reviews before buying any products
- Getting ideas related to cleaning of kitchen/ appliances.
- Purchasing kitchen equipments
- Buying grocery including vegetables and fruits
- Getting ideas to control pests and insects attack in the kitchen.

The table 69 highlights that married women were using the internet for various responsibilities related to kitchen management. These responsibilities were related to food storage, purchasing of grocery and equipments, cleaning of kitchen and appliances and waste management. The findings reflected that married women were using the internet for getting ideas, reviews and for purchasing related to above-mentioned responsibilities.

Previous researches have shown the trend of online grocery shopping among working women. Darji (2014) found that married women considered online shopping as time saving and convenient. They posit home delivery is the main factor that influences them to purchase grocery online. The research also highlighted the fact that homemakers take help from social media for getting customers reviews before buying any product. A report on the online female consumer in Asia quoted that 80% of the Asian women who are online consumers buy some of the groceries online. Further, it added that 90% of the women have influence over purchases of electronics by the household (The Economist Intelligence Unit, 2014). These data reflect the role of women in purchasing related decision making in the household. The advancement and newness in the market lead consumers to compare products of different brands. The Internet provides a broad platform to get reviews of any product. Almost all the big brands have made their online appearances through their own websites and also by selling their products from different online shopping websites. In this technological era, it becomes obvious to use the internet for making purchasing related decisions and buying products online. The present finding also showed that married women had medium usage for the same.

Table 70 Item Wise Intensity Indices for Usage of Internet For Child Care Management

(N=325)

Household Responsibilities	I.I.
Getting ideas for children's school assignments and homework.	3.02
Providing value education to children by downloading various videos on value education/ reading moral stories from the internet.	2.91
Meeting the nutritional and emotional needs of children by reading related information online.	2.78
Communicating with children's school teachers.	2.75
Buying clothes and accessories (including toys and books) online for children.	2.66
Taking care of children by reading online articles on childcare.	2.61
Selecting schools and colleges for children.	2.31

Table 70 reveals that the usage of the internet by married women for their child care management related household responsibilities ranged between 3.02- 2.31. The overall internet usage was medium for the same (refer table 44). The items listed under table 70 that showed medium usage of the internet were-

- Getting ideas for children's school assignments and homework.
- Providing value education to children by downloading various videos on value education/ reading moral stories from the internet.
- Meeting the nutritional and emotional needs of children by reading related information online.
- Communicating with children's school teachers.
- Buying clothes and accessories (including toys and books) online for children.
- Taking care of children by reading online articles on childcare.

The findings further revealed that married women had low usage of internet for selecting schools and colleges for my children (2.31). Among all the listed items, the usage was higher for getting ideas for children's school assignment and homework (3.02).

The profile of the married women indicated that the majority of them were either young mothers (36%) or middle-aged mothers (37.20%) (Refer table 22). The findings also revealed that very high majority of them had responsibilities for supervising homework of their children (87.38%) and helping their children in extracurricular activities (88%) (Refer table 51). The purpose of using internet highlighted that the married women used internet sometimes for referring content related to educational projects (Refer table 37). These data support the findings presented in table 70. These can be considered as substantiation for the usage of the internet for children's school assignments and homework by married women.

Jain (2014) found that working women were using the internet to purchase toys for their kids. Researches from outside India showed that women were using internet for searching information regarding parenting (Duggan et. al., 2015) and infant care including their diet, breastfeeding, health, teething and peaks of growth (Slomian et. al., 2017) and they also use internet for making purchasing for their children (The Economist Intelligence Unit, 2014) and children activity organization (Ahrens, 2013).

These researches support the present finding related to use of the internet by married women for their child care related household responsibilities

Table 71 Item Wise Intensity Indices for Usage of the Internet for Household Management

(N=325)

Household Responsibilities	I.I.
Getting ideas related to home décor	2.79
Buying home décor items, draperies and upholstery online.	2.51
Getting information related to advance home appliances	2.43
Getting ideas related to repairing and maintenance of home furniture.	2.22
Getting information related to cleaning of furniture or delicate draperies and upholstery.	2.16
Buying furniture.	2.04
Getting ideas to reuse old furniture and make best out of waste.	1.98
Selling old furniture	1.72

The item wise intensity indices for usage of the internet by married women for household management varied between 2.79 – 1.72. The usage was medium for getting ideas related to home décor (2.79) and buying home décor items, draperies, and upholstery (2.51). Although the intensity index for this item lied on the margin and showed comparative less use for the same. However, low usage was found in respect of other items listed under table 71. The findings presented for purposes of using the internet (refer table 38) in the present chapter indicated the similar trend that married women rarely used internet for purchasing home décor items and furniture. In a qualitative research, Varma and Agarwal (2014) found that homemakers read online reviews and blog post for products and services especially while buying electronics.

Moreover, the qualitative findings for the present study showed that married women were also using the internet for repairing broken items. One of the working women shared that "once my microwave was giving me lot of trouble. Something was wrong with the wire connection and I was not able to trace it. Though we called the technician, he came, repaired and I paid him Rs. 1500/- but despite the fact, my problem was not solved. So eventually I found it out on the internet and tried to locate the different possible reasons and chalked out them and asked my husband to look for them. Eventually, we were able to trace the loose connection at the bottom and fixed it." Another homemaker shared that "One day my mixer stopped working so I searched it on the internet regarding the possible solutions for it. I found one good video and followed the instruction. Interestingly it worked (said amusingly)."

Thus, the finding indicated the use of the internet for household management by married women. Though the usage for the same was less but substantial.

Table 72 Item Wise Intensity Indices for Usage of the Internet for Finance Management

(N=325)

Household Responsibilities	I.I.
Paying utility bills (electricity, D2H, mobile bills).	2.62
Money transferring.	2.55
Getting reviews before buying any household item, valuables like gold/silver or property	2.51

Preparing a budget for my family by checking the cost of the product online and checking other feasible options.	2.29
Managing share by checking share prices online.	2.27
Paying Insurances Premium.	2.26
Filing income tax return.	2.24

Table 72 indicates that married women had medium to low usage (2.62- 2.24) of the internet for finance management related household responsibilities. The items that indicated medium usage were-

- Paying utility bills
- Money transferring
- Getting reviews before buying any household item, valuables like gold/silver or property

The other listed items under the same, reflected the low usage of the internet. The item which indicated least intensity index was filing income tax return.

The findings presented in table 37 showed that married women were using the internet sometimes for paying their mobile bills. There are other research evidence that showcases the similar findings. Married women of Vadodara city were using the internet for managing their finances at home by paying utility bills and e-banking (Khuraniya and Maniar, 2016; Maniar and Pandit 2016). Working women considered online shopping sites safe for money transactions. (Jain, 2014). Homemakers are not comfortable in making online payments. (Agarwal and Varma, 2014). Arhens (2013) found in a qualitative research that Australian and German women were using internet for banking services.

The findings presented here portrays that married women were using the internet for managing their finances. A recent trend had been noticed by many researchers regarding the growth of e-banking in India. The government and private banks in India are promoting online transactions in the country (in both rural and urban areas). Internet banking provides ease of use to its customers and also offers an opportunity to develop internet awareness among them. Roy and Sahoo (2016) examined the payment systems in India and concluded that the Government initiatives for financial inclusion, benefits transfers through bank accounts and promotion of digital payments have brought a revolution in our country and considered these initiatives as world's largest

Digital Governance initiative. Sudeep (2007) found that the main enabler of internet banking was convenience and 24x7 accessibility and issues related to security concerns was the main disabler for internet banking. Females find investment websites difficult and confusing (Rock, Hira, and Loibl, 2010). These cited studies have highlighted the fact that women are using internet for finance management but they are also facing challenges for the same. The qualitative findings of the present study also showed that married women started using the internet banking due its convenience and 24x7 availability. It revealed that all the married women who were interviewed for the present study were using the internet for making payments either for online shopping, ticket reservation or for utility bills. One of the homemakers shared that "the biggest change I have seen in me is that now I am the one who does the reservation of travel tickets and hotels. Earlier it used to be so tedious that one need to stand in queue for ticket reservation. It was time taking and tiring. But now with a click, I can book our tickets and hotels according to my needs and feasibility." Another married woman shared that "money transfer and banking is the thing which earlier I was not doing but now I am doing with the use of the internet." With the present findings, it can be inferred that married women have started using internet for making payments and e-banking.

Table 73 Item Wise Intensity Indices for Usage of the Internet for Social and Entertainment Management

(N=325)

Household Responsibilities	I.I.
Sending wishes on birthdays, anniversary, festivals to friends and relatives.	4.17
Sharing family pictures with relatives.	3.88
Keeping family and relatives happy by being in touch with them.	3.81
Keeping an account of relative's life events	3.63
Discussing problems with closed one who lives far away	3.42
Making holiday plans for family and friends.	3.21
Finding out local events	2.91

Table 73 showed that the item wise intensity indices for usage of internet for social and entertainment management related household responsibilities of married women ranged between 4.17-2.91. This data reflects the high usage of the internet for the same. The overall usage of

77

internet for the same also showed high usage (3.64). The item that indicated highest intensity index was sending wishes on birthdays, anniversary, festivals to my friends and relatives (4.17). The data presented in table 74 revealed that married women were using internet for sending wishes to friends and relatives, sharing pictures, staying connected with them, sharing their problems, making holiday plans and also to find out local events around the city.

The present findings showed that married women were using the internet most of the time for WhatsApp and Facebook (Refer table 36). These are common social networking applications that are used by most of the internet users and there are studies that show its usage among women of all age group. Married women have been using WhatsApp and Facebook for managing their domestic life (Venkatraman, 2017) and for communicating with their social groups (Khuraniya, 2016; Pandit, 2016). A survey in the U.S. showed that mothers were more likely to use social media platforms like Facebook, Pinterest, and Instagram and get support from friends on social media (Duggan et. al., 2015). German and Australian women were using the internet to keep in touch with friends and relatives (Ahren, 2013). These studies suggest that women are using the internet for socializing with their friends, family, and relatives.

The qualitative data of the present study also support this finding. All the married women reported during qualitative data collection that they were using internet for WhatsApp in order to stay connected with their old friends, family members and colleagues. One of the homemakers said that "I not only use to for travel ticket reservation but also use it to check the Weather forecast before planning family tours". Another use of the internet was found through a qualitative approach that women have been using the internet for organizing parties. One of the married women working as a lecturer shared that "socialization is easier with the internet. We have a housewarming function in the coming week, so we have sent invites using WhatsApp and Facebook. It has made this process easy and simple. In a way, we are saving our environment by being a paperless generation." Another Working woman who was employed in Baroda Stock Exchange shared her experience of organizing function at home with the use of the internet. She shared that *"recently humne ghar par bête ki janeu sanskar ka function rakha tha. Yeh bahut bada function hota, shadi jaisa. Log toh decoration walo ko bulwate hai lekin humne khud hi sab kiya tha. Internet se maine party decoration ke ideas liye aur khud se hi saara decoration kar liya. Aisa karke mujhe garv hua apne aap par."* (Recently we had a *Janeu* Ceremony of my child at our place. That is considered as a big ceremony equivalent to marriage in our

community. For this function, I didn't hire any event organizer or any person for decoration. I found so many ideas on the internet regarding party decoration. I did it on my own and I am proud of myself for the same.). These experiences of women indicate the varied use of the internet for their social and entertainment management related responsibilities at home. Moreover, the present findings highlighted the use of social media platforms by married women of Vadodara city for their household responsibilities.

Table 74 Item Wise Intensity Indices for Usage of the Internet for Miscellaneous Household Responsibilities

(N=325)

Household Responsibilities	I.I.
Getting information related to the health of elderly family members.	2.34
Buying clothes, accessories, medicines for elderly family members.	2.15
Checking therapeutic recipes for elderly family members.	2.19
Planning pilgrimage tours for elderly family members.	2.00
Getting ideas for maintaining the garden in different seasons.	1.91
Buying plants and manure for my garden.	1.74
Buying essential items like food, toys, soap, accessories for pets.	1.73
Reading online articles on pet care.	1.50
Playing audio for pets when it is alone at home.	1.51

Table 74 portrays the intensity indices for use of the internet by married women for their miscellaneous household responsibilities. It indicated low usage for all the listed household responsibilities related to elderly care, gardening, and pet care. The items that scored higher intensity in table 74 were related to elderly care (2.34-2.00). Whereas, the item that showed the lowest intensity was related to pets care (1.73-1.51). The findings of the present chapter indicated that more than forty percent (42.46%) of the married women had responsibilities related to elderly care; little more than one third (37.85%) of them had responsibilities related to gardening and very few (18.46%) of them had household responsibilities related to pet care (Refer table 55). The lesser responsibilities indicate the lesser use of the internet for the same. However, the table 37 in this chapter highlighted that the married women were using the internet sometimes for getting health tips. The qualitative findings of the present study also showcased that few of the married women were using the internet for getting information related to elderly

care and also for gardening. One of the married women working in an advertisement company shared that "I read articles on diet and care in diabetes as my father in law is diabetic. It helps in controlling his sugar level." Another married woman who was an old mother shared about her use of the internet for gardening. "I use it to know about my plants. *koi naya plant lana ho toh pehle check karti hu ki yeh plant iss season me chalega ya nahi, kya khaad usmein daalu, soil kaisi use kru.*" (If I want to buy any plant, I first read all the details of it on the internet regarding its care and properties) she said. The results highlight the low usage of internet for miscellaneous responsibilities.

4.4.2 Difference in the usage of internet for different household responsibilities performed by women in relation to the selected variables

Table 75 Analysis of Variance (ANOVA) Showing Difference in Usage of the Internet for Overall Household Responsibilities

(N=325)

Variables	Source of Variance	Sum of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	4.873	2	2.437	3.90*	.02
	Within Groups	200.95	322	.624		
Occupation	Between Groups	1.062	2	.531	.835	.43
	Within Groups	204.76	322	.636		
Education	Between Groups	2.837	2	1.418	2.25	.10
	Within Groups	202.99	322	.630		
Type of Family	Between Groups	.140	2	.070	.110	.89
	Within Groups	205.68	322	.639		
Income Group	Between Groups	1.433	2	.717	1.12	.32
	Within Groups	204.39	322	.635		
Years of Marriage	Between Groups	4.92	2	2.460	3.94*	.02
	Within Groups	200.90	322	.624		
Number of Children	Between Groups	5.66	2	2.830	4.55 **	.01
	Within Groups	200.16	322	.622		
Type of Internet User	Between Groups	3089.95	2	1539.12	30.93 **	.01
	Within Groups	16079.39	322	45.96		
Experience of Using the Internet	Between Groups	27.486	2	13.743	24.81**	.01
	Within Groups	178.342	322	.554		

**p<0.01, *p < 0.05

Table 75 portrayed the data for significant differences in usage of internet for overall household responsibilities by married women in relation with selected variables. It showed that there were significant differences in usage of internet for the same by married women in relation with their age, years of marriage, type of internet user, and experience of using the internet. Therefore, the null hypotheses stating that there will be no significant differences in usage of internet for overall household responsibilities by married women in relation with their age, years of marriage, type of internet user, and experience of using internet were not accepted. Furthermore, table 75 showed no significant differences in the same in relation with other selected variables. Hence the null hypotheses stating that there will no significant differences in usage of internet for overall household responsibilities by married women in relation with their education, occupation, type of family and income group were not accepted.

Table 76 Tukey's HSD Comparison for Usage of the Internet for Overall Household Responsibilities (N=325)

Variables	Variable (I)	Variable (J)	Mean Diff (I-J)	Std. Error	Sig.
Age	Younger Mothers $\bar{x} = 2.10$	Older Mothers $\bar{x} = 1.79$	.305*	.112	.01
Number of Children	Single Child $\bar{x} = 2.48$	Two Children $\bar{x} = 2.20$	.273*	.091	.01
Years of Marriage	Recently Married $\bar{x} = 2.03$	Married Since long time $\bar{x} = 1.75$	.275*	.110	.03
Type of Internet User	Heavy User $\bar{x} = 2.41$	Light User $\bar{x} = 1.49$	.918*	.089	.01
		Moderate $\bar{x} = 1.83$	.582*	.104	.01
Experience of Using Internet	Good Experience $\bar{x} = 2.32$	Bad Experience $\bar{x} = 1.69$	.628*	.102	.01

Table 76 indicated that younger mothers (2.10); mother of single child (2.48); recently married women (2.48); heavy internet users and those who had good experiences of using internet had high internet usage for overall household responsibilities in comparison to those who were older mothers (1.79, p =.01); had two children (2.20, p = .01), married since long time (1.75, p= .03); were light internet user (1.49, p =..01) and moderate internet users (1.83, p =.01); and had bad experience (1.69, p =.01) of using internet respectively.

The table 76 reflects that younger mothers and mothers of a single child were using internet more for their overall household responsibilities. The present findings also highlighted that the younger mothers and mothers of a single child had high internet usage in terms of their internet usage patterns. (refer table 47). Their high usage indicates the variety of internet usage by them. Young mothers have less knowledge and experiences for managing their household responsibilities. Therefore, they would be using the internet for performing their household responsibilities. Good experience while using internet motivates the user to use it again for different reasons. The table 76 revealed that married women who had good experience of using internet were using it more than those who had bad experiences. Bad experiences may impede the users to opt for another medium.

Table 77 Analysis of Variance (ANOVA) Showing Difference in Usage of the Internet for Kitchen Management

(N=325)

Variables	Source of Variance	Sum of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	6.72	2	3.36	5.21**	.01
	Within Groups	207.39	322	.64		
Occupation	Between Groups	.75	2	.38	.57	.56
	Within Groups	213.35	322	.66		
Education	Between Groups	.886	2	.443	.669	.51
	Within Groups	213.225	322	.662		
Type of Family	Between Groups	.07	2	.03	.05	.94
	Within Groups	214.03	322	.66		
Income Group	Between Groups	.22	2	.11	.16	.84
	Within Groups	213.89	322	.66		
Years of Marriage	Between Groups	7.020	2	3.510	5.45**	.01
	Within Groups	207.091	322	.643		
Number of Children	Between Groups	345.70	2	172.855	2.550	.08
	Within Groups	21830.46	322	67.796		
Type of Internet User	Between Groups	11.244	2	5.622	8.92**	.01
	Within Groups	202.867	322	.630		
Experience of Using the Internet	Between Groups	14.447	2	7.223	11.64**	.01
	Within Groups	199.664	322	.620		

**p<0.01, *p < 0.05

Table 77 shows the ANOVA results for usage of the internet by married women for their kitchen management related responsibilities. It indicated that there were significant differences in the usage of internet by married women for their kitchen management related household responsibilities in relation with their age, years of marriage, type of internet user and experience of using the internet. Hence, the null hypotheses stating that there will be a significant difference in the usage of internet by married women for their kitchen management related household responsibilities in relation with their age, years of marriage, type of internet user and experience of using internet were not accepted. The table 77 further showed no significant difference in relation with other variables therefore the null hypotheses stating that there will be no significant difference in the usage of internet by married women for their kitchen management related household responsibilities in relation with their education, occupation, type of family, income group, and number of children were accepted.

Table 78 Tukey's HSD Comparison for Usage of the Internet for Kitchen Management in Relation with Selected Variables
(N=325)

Variables	Variable (I)	Variable (J)	Mean Diff (I-J)	Std. Error	Sig.
Age	Young Mothers $\bar{x}$ =2.10	Old Mothers $\bar{x}$ =1.74	.367*	.114	.01
Years of Marriage	Recently Married $\bar{x} = 2.16$	Married since long time $\bar{x} = 1.81$	.350*	.112	.01
Type of Internet User	Heavy $\bar{x} = 2.21$	Light $\bar{x} = 1.78$	.424*	.102	.01
		Moderate $\bar{x} = 1.89$	.311*	.119	.02
Experience of Using Internet	Good Experiences $\bar{x} = 2.26$	Fair Experiences $\bar{x} = 1.74$	.374*	.108	.01
		Bad Experiences $\bar{x} = 1.88$	.517*	.110	.01

Table 78 shows the significant differences in internet usage for kitchen management by married women that existed between the variables by comparing their means. it showed that those married women who were young mothers (2.10, p = .01); recently married (2.16, p = .01); heavy internet users (2.21); and had good experiences (2.26, p = .01) of using internet had high usage of internet for their kitchen management related household responsibilities in comparison to those who were old mothers (1.74); married since long time (1.81); light (1.78, p = .01) and moderate (1.89, p =.02) internet users and had fair (1.74, p =.01) as well as bad (1.88, p=.01) of using internet respectively.

The present findings suggest that young mothers were using the internet more in for various purposes in comparison to older mothers (refer table 41). Table 78 also highlighted higher usage of internet by them for performing their overall responsibilities. Recently married women were using the internet more for their kitchen management as they might not be having sufficient skills to manage it. Growing demand for higher education and involvement of women in the work sector prevent them to learn about managing the house. Therefore, they might take more help from the internet in their initial years of marriage. It can be inferred from the present findings that younger mothers and recently married women might be using the internet for their kitchen management related responsibilities like cooking, purchasing grocery and energy saving equipment. The other researchers have also shown that occupation affects their purpose of using the internet. Darji (2014) argued that handling household work and office work at the same time leads women to purchase grocery online. However, Varma and Agarwal (2014) found that homemakers preferred buying grocery and vegetables from local vendors than buying them online. They considered shopping as a leisure activity. These researches indicate that working women use the internet more for purchasing grocery online in order to save their time whereas homemakers preferred buying them from the market and considered shopping as an outing.

Table 79 Analysis of Variance (ANOVA) showing the difference in Usage of Internet Child Care Management

(N-325)

Variables	Source of Variance	Sum of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	4.281	2	2.14	3.32*	.03
	Within Groups	207.41	322	.644		
Occupation	Between Groups	.103	2	.052	.079	.92
	Within Groups	211.58	322	.657		
Education	Between Groups	603.84	2	301.92	5.23**	.01
	Within Groups	18569.55	322	57.66		
Type of Family	Between Groups	.099	2	.049	.075	.92
	Within Groups	211.59	322	.657		
Income Group	Between Groups	1.10	2	.554	.847	.42
	Within Groups	210.58	322	.654		
Years of Marriage	Between Groups	5.818	2	2.909	4.55**	.01
	Within Groups	205.874	322	.639		
Number of Children	Between Groups	327.92	2	163.96	2.80	.06
	Within Groups	18845.47	322	58.52		
Type of Internet User	Between Groups	29.029	2	14.514	25.58**	.01
	Within Groups	182.663	322	.567		
Experience of Using the Internet	Between Groups	22.345	2	11.172	19.00**	.01
	Within Groups	189.348	322	.588		

$**p<0.01, *p < 0.05$

Table 79 indicated that there were no significant differences in usage of internet for child care management related household responsibilities of married women in relation with their age, education, years of marriage, type of internet user, the experience of using the internet. Thus, the null hypotheses stating that there will be no significant difference in usage of internet for child care management related household responsibilities by married women in relation with their age, education, years of marriage, type of internet user, experience of using internet were not accepted. Whereas, there were no significant differences were found for the same in relation with their occupation, type of family, number of children and income group, therefore the null hypotheses stating that there will no significant differences in usage of internet for child care

management related household responsibilities of married women in relation with their occupation, type of family, number of children and income group were accepted.

Table 80 Tukey's HSD comparison for Usage of Internet for Child Care Management (N=325)

Variables	Variable (I)	Variable (J)	Mean Diff (I-J)	Std. Error	Sig.
Age	Younger Mothers $\bar{x}$ =2.10	Older Mothers $\bar{x}$ =1.82	.276[*]	.113	.03
Education	High Level $\bar{x}$ =2.10	Moderate Level $\bar{x}$ =2.00	.258[*]	.099	.02
Years of Marriage	Recently Married $\bar{x}$ = 2.18	Married since long time $\bar{x}$ = 1.83	.350[*]	.112	.01
Type of Internet User	Heavy User $\bar{x}$ = 2.31	Light User $\bar{x}$ = 1.64	.668[*]	.096	.01
	Moderate User $\bar{x}$ = 2.11		.464[*]	.107	.01
Experience of Using Internet	Good Experiences $\bar{x}$ = 2.37	Bad Experiences $\bar{x}$ = 1.79	.579[*]	.105	.01
		Fair Experiences $\bar{x}$ = 1.81	.566[*]	.107	.01

Table 80 indicates that the married women who were younger mothers (2.10); had high level of education (2.10); were recently married (2.18), heavy (2.31) and moderate (2.11) internet user and had good experiences (2.37) of using internet had high usage of internet for child care related household responsibilities in comparison to those who were older mothers (1.82, p = .03),had moderate level of education (2.00, p = .02); were married since long time (1.83, p = .01); light internet user (1.64, p = .01); had bad (1.79, p = .01) and fair (1.81, p = .01) experiences of using internet respectively. Similar to the other kitchen management and overall household responsibilities younger mother were using the internet more for their childcare related household responsibilities. The qualitative findings of the present research also showcased that younger mothers were using the internet more for their child's development. They were using it to read articles on child psychology, learn kid's friendly recipes and also to learn moral stories or bedtime stories for their children. Empirical evidence suggests that young women in India use the internet for their child care related responsibilities (Venkatraman, 2017; Maniar and Khuraniya, 2016; Maniar Pandit, 2016). Women who are older age, have less

education and belonged to the low socio-economic group have less internet usage compared to their counterparts (Slomian et. al., 2017). These studies are supporting the present findings.

Table 81 Analysis of Variance (ANOVA) showing the difference in Usage of the Internet for Household Management

(N=325)

Variables	Source of Variance	Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	11.291	2	5.64	8.26**	.01
	Within Groups	219.92	322	.68		
Occupation	Between Groups	3.45	2	1.72	2.44	.08
	Within Groups	227.76	322	.707		
Education	Between Groups	7.940	2	3.970	5.72**	.01
	Within Groups	223.272	322	.693		
Type of Family	Between Groups	1.189	2	.59	.83	.43
	Within Groups	230.02	322	.71		
Income Group	Between Groups	3.569	2	1.78	2.52	.08
	Within Groups	227.64	322	.70		
Years of Marriage	Between Groups	11.085	2	5.543	8.10**	.01
	Within Groups	220.127	322	.684		
Number of Children	Between Groups	1.493	2	.746	1.06	.34
	Within Groups	224.920	322	.699		
Type of Internet User	Between Groups	38.592	2	19.296	32.25**	.01
	Within Groups	192.621	322	.598		
Experience of Using the Internet	Between Groups	31.232	2	15.616	25.14**	.01
	Within Groups	199.980	322	.621		

**p<0.01, *p < 0.05

Table 81 indicates the differences in usage of internet by married women for performing their household management related household responsibilities. It indicated that there were significant differences in usage of internet by married women for the same in relation with their age, education, years of marriage, type of internet user and experience of using the internet. Hence, the null hypotheses stating that there will be no significant differences in usage of internet by married women for performing their household management related household responsibilities in relation with their age, education, years of marriage, type of internet user and experience of using internet were not accepted. There were no significant differences were found for the same in relation with other variables. Therefore, the null hypotheses stating that

there will be no significant differences in usage of internet by married women for performing their household management related household responsibilities in relation with their occupation, type of family, income group and the number of children were accepted.

Table 82 Tukey's HSD comparison for Usage of the Internet for Household Management in relation with Selected Variables

(N=325)

Variables	Variable (I)	Variable (J)	Mean Diff	Std. Error	Sig.
Age	Younger mothers $\bar{x} = 2.55$	Older Mothers $\bar{x} = 2.07$	.476*	.117	.01
Education	High Level $\bar{x} = 2.13$	Moderate Level $\bar{x} = 1.77$	.349*	.103	.01
Years of Marriage	Recently Married $\bar{x} = 2.20$	Married since long time $\bar{x} = 1.77$	.427*	.115	.01
Type of Internet User	Heavy User $\bar{x} = 2.39$	Light User $\bar{x} = 1.60$	.794*	.099	.01
		Moderate User $\bar{x} = 1.99$	.406*	.116	.01
Experience of Using the Internet	Good Experiences $\bar{x} = 2.42$	Bad Experiences $\bar{x} = 1.71$	.714*	.108	.01
		Fair Experiences $\bar{x} = 1.80$	.626*	.110	.01

Table 82 showcases the mean differences among the categories of variables for usage of the internet by married women for their household management. It indicated that the those married women who were younger mothers (2.55); had high level of education (2.13); were recently married (2.20); heavy internet user (2.39); and had good experiences (2.42) while using internet had high usage of internet for their household management related responsibilities in comparison to those who were older mothers (2.07, p= .01); had moderate level of education (1.77, p=.01); were married since long time (1.77, p=.01); light internet user (1.60, p=.01); moderate (1.99, p=.01); had bad (1.71, p=.01) and fair (1.80, p=.01) experiences of using internet respectively. The present findings have shown that married women who were younger, recently married, heavy internet users and had good experience of using internet were using internet more for their overall household responsibilities, kitchen management, child care management and also for their household management related household responsibilities in comparison to other

categories. Earlier researches have also highlighted that women were using the internet for purchasing home décor items (Jain, 2014) and household goods (Khuraniya and Maniar, 2016; Maniar and Pandit, 2016). The present qualitative findings also reflected that younger women were using the internet for getting ideas related to interior decoration and buying household goods.

The present findings are indicating that married women who had heavy internet users and had good experiences of using internet were using it more for their household management related responsibilities. Their good experiences could be the reason for their heavy internet usage that leads them to use it more for their household responsibilities.

Table 83 Analysis of Variance (ANOVA) showing the difference in Usage of the Internet for Finance Management

(N=325)

Variables	Source of Variance	Sum of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	1.62	2	.81	1.27	.28
	Within Groups	204.99	322	.637		
Occupation	Between Groups	7.16	2	3.58	**5.78****	.01
	Within Groups	199.46	322	.61		
Education	Between Groups	8.015	2	4.00	**6.49****	.01
	Within Groups	198.61	322	.617		
Type of Family	Between Groups	3.367	2	1.68	2.66	.07
	Within Groups	203.26	322	.631		
Income Group	Between Groups	8.42	2	4.21	**6.84****	.01
	Within Groups	198.20	322	.61		
Years of Marriage	Between Groups	4.262	2	2.13	**3.39***	.03
	Within Groups	202.36	322	.628		
Number of Children	Between Groups	13.45	2	6.72	**10.17****	.01
	Within Groups	212.96	322	.661		
Type of Internet User	Between Groups	56.33	2	28.16	**60.34****	.01
	Within Groups	150.29	322	.467		
Experience of Using Internet	Between Groups	27.99	2	13.99	**25.23****	.01
	Within Groups	178.62	322	.555		

**p<0.01, *p < 0.05

Table 83 indicates the differences in usage of internet by married women for performing their finance management. It indicated that there were significant differences in usage of internet by married women for their finance management related household responsibilities in relation with

their occupation, education, income group, years of marriage, number of children, type of internet user and experience of using the internet. Hence, the null hypotheses stating that there will be no significant differences in usage of internet by married women for performing their household management related household responsibilities in relation with their occupation, education, income group, years of marriage, number of children, type of internet user and experience of using internet were not accepted. However, there were no significant differences were found for the same in relation with their age and type of family. Therefore, the null hypotheses stating that there will be no significant differences in usage of internet by married women for performing their household management related household responsibilities in relation with their age and type of family were accepted.

Table 84 Tukey's HSD comparison for Usage of the Internet for Financial Management in relation with Selected Variables

(N=325)

Variables	Variable (I)	Variable (J)	Mean Diff (I-J)	Std. Error	Sig.
Occupation	Service $\bar{x}$ =2.50	Homemaker $\bar{x}$ =2.19	305*	.092	.01
Education	High level $\bar{x}$ =2.16	Low level $\bar{x}$ =1.78	.379*	.121	. 01
		Moderate level $\bar{x}$ =1.98	.285*	.097	.01
Income Group	Higher Income $\bar{x}$ =2.57	Lower Middle Income $\bar{x}$ =2.01	.558*	.151	.01
		Middle Income $\bar{x}$ =2.09	.471*	.156	.01
Years of Marriage	Married Since Short Time $\bar{x}$ = 2.09	Married since long time $\bar{x}$ = 1.85	.240	.105	.05
Number of Children	Single Child $\bar{x}$ = 2.09	Two Children $\bar{x}$ 1.69	.459*	.104	.01
Type of Internet User	Heavy User $\bar{x}$ =2.52	Light User $\bar{x}$ =1.56	.960*	.087	.01
		Moderate User $\bar{x}$ =1.93	.589*	.102	.01
Experience of Using Internet	Good Experiences $\bar{x}$ =2.41	Bad Experiences $\bar{x}$ =1.73	.679*	.102	.01
		Fair Experiences $\bar{x}$ =1.82	.588*	.104	.01

Table 84 reveals that the married women who were working in service sector (2.50); had high level of education (2.16); belonged to higher income group (2.57); married since short time (2.09); had single child (2.09); heavy internet user (2.52) and had good experiences using of internet(2.41), were using internet more for their financial management related household responsibilities in comparison to those who were homemaker (2.19, p=.01); had low (1.78, p=. 01) and moderate (1.98, p=.01) level of education; belonged to lower middle (2.01, p=.01) and middle (2.09, p=.01) income group, married since long time (1.85, p=.05); had two children (1.69, p=.01); were light (1.56, p=.01) as well as moderate (1.93, p=.01) internet user; had bad (1.73, p=.01) and fair (1.82, p=.01) experiences of using internet respectively.

The present findings revealed that married women who belonged to the higher income group had more responsibilities related to finance management. (refer table 65). They might be having more responsibilities for managing their bank accounts and investment. Therefore, they would be using the internet more for managing their finances. Education plays an important role in understanding the finances. The present findings revealed that high majority of the married women were sharing their finance management related household responsibilities like property investments and organizing insurances but they were solely responsible for managing their bank account and preparing monthly budgets (refer table 53). It can be inferred from the present finding that those married women who were working and had a high level of education might be managing their bank accounts and investments on their own. Therefore, they might be using the internet more for the same. Previous researches had also reflected that education, socio-economic background, and occupation affect the women's internet usage for financial purposes and e-commerce (Darji, 2014; Varma and Agarwal, 2014; Ahrens, 2013; Rock, Hira, Loibl, 2010).

Table 85 Analysis of Variance (ANOVA) showing the difference in Usage of the Internet for Social and Entertainment Management

(N=325)

Variables	Source of Variance	Sum of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	3.39	2	1.69	2.66	.07
	Within Groups	205.23	322	.63		
Occupation	Between Groups	3.47	2	1.73	2.72	.06
	Within Groups	205.15	322	.637		
Education	Between Groups	6.235	2	3.11	**4.96**∗∗	**.01**
	Within Groups	202.393	322	.629		
Type of Family	Between Groups	8.05	2	4.02	**6.46 ∗∗**	**.01**
	Within Groups	200.57	322	.623		
Income Group	Between Groups	1.31	2	.657	1.02	.36
	Within Groups	207.31	322	.64		
Years of Marriage	Between Groups	3.796	2	1.898	2.98	.06
	Within Groups	204.83	322	.636		
Number of Children	Between Groups	12.063	2	6.032	**9.06∗∗**	**.01**
	Within Groups	214.34	322	.666		
Type of Internet User	Between Groups	41.101	2	20.551	**39.50 ∗∗**	**.01**
	Within Groups	167.52	322	.520		
Experience of Using Internet	Between Groups	27.92	2	13.960	**24.87 ∗∗**	**.01**
	Within Groups	180.70	322	.561		

∗∗$p<0.01$, ∗$p < 0.05$

Table 85 indicated that there were no significant differences in usage of internet by married women for social and entertainment management related household responsibilities in relation with their education, type of family number of children, type of internet user and their experience of using the internet. Thus, the null hypotheses stating that there will be no significant difference in usage of internet by married women for their social and entertainment management related

household responsibilities relation with their education, type of family, number of children, type of internet user and their experience of using internet were not accepted. Whereas, there were no significant differences were found for the same in relation with the other selected variables, therefore the null hypotheses stating that there will be no significant difference in usage of internet by married women for their social and entertainment management related household responsibilities relation with their age, occupation, income group, years of marriage were accepted.

Table 86 Tukey's HSD comparison for Usage of the Internet for Social and Entertainment Management in Relation with Selected Variables

(N=325)

Variables	Variable (I)	Variable (J)	Mean Diff (I-J)	Std. Error	Sig.
Education	High level $\bar{x}$ =2.14	Low level $\bar{x}$ =1.89	.339*	.122	.01
		Moderate level $\bar{x}$ =1.88	.246*	.098	.03
Type of Family	Nuclear Family $\bar{x}$ =2.55	Joint Family $\bar{x}$ =2.22	.329*	.094	.01
Number of Children	Single Child $\bar{x}$ =2.11	Two Children $\bar{x}$ =1.64	.465*	.114	.01
Type of Internet User	Heavy User $\bar{x}$ =2.39	Light User $\bar{x}$ =1.58	.808*	.092	.01
		Moderate User $\bar{x}$ =2.08	.314*	.108	.01
Experience of Using Internet	Good Experiences $\bar{x}$ =2.37	Bad Experiences $\bar{x}$ =1.65	.721*	.102	.01
		Fair Experiences $\bar{x}$ =1.95	.417*	.105	.01

Table 86 highlighted that those married women who had high level of education (2.14); belonged to nuclear family (2.55); had single child (2.11); were heavy internet user (2.39); and had good experiences (2.37) of using internet were using internet more for social and entertainment management related household responsibilities in comparison to those who had low (1.89, p=.01) and moderate (1.88, p=.03) level of education; belonged to joint family (2.22, p=.01); had two children (1.64, p= .01); were light (1.58, p=.01) and moderate (2.08, p =.01) internet user and had bad (1.65, p =.01) as well as fair experiences of using internet (1.95, p =.01) respectively.

The present findings had highlighted that married women who had the higher level of education, living in a nuclear family and those who had two children were using the internet more for their social and entertainment management related household responsibilities. The possible reason for this finding could be that married women living in a nuclear family have managed more social relations with family and relatives as they do not live with other family members like joint or extended family. This compels them to use media like the internet to stay in touch with family and relatives. The qualitative findings of the present study also showed that young mothers who were living in the nuclear family were using the internet for making video calls to their relatives and family members. The present findings also revealed that married women were using the internet most of the time for sending messages through WhatsApp and Facebook (refer table 36). These social networking applications enable married women to be connected with their family, friends, and relatives.

Table 87 t- Ratio Showing Differences in Usage of Internet for Different Household Responsibilities in Relation to Their Type of Computer Training

(N=325)

HH Resp.	Computer Training	N	Mean	SD	Df	t	Sig. (2-tailed)
Overall	In Formal	188	1.86	.829	323	-1.24	0.25
	Formal	137	1.94	.835			
KM	In Formal	188	1.86	.845	323	-1.40	0.16
	Formal	137	1.99	.793			
CC	In Formal	188	1.82	.804	323	**-3.65**	**0.01 **
	Formal	137	**2.16**	.806			
HM	In Formal	188	1.89	.864	323	-1.07	0.28
	Formal	137	2.00	.826			
FM	In Formal	188	1.86	.816	323	**-2.67**	**0.01 **
	Formal	137	**2.11**	.771			
S &E	In Formal	188	1.94	.822	323	-1.43	0.15
	Formal	137	2.07	.761			
Misc.	In Formal	188	1.85	.829	323	-1.20	0.23

	Formal	133	1.96	.829			

**p<0.01

(KM: Kitchen Management, CC: Child Care Management, HM: Household Management, FM: Finance Management, S&E: Social and Entertainment Management, Misc: Miscellaneous)

Table 87 shows that there were significant differences in usage of internet by married women for performing their childcare (2.16, p=.01), and finance management (2.11, p= .01) related household responsibilities in relation with their type of computer training. The table 87 highlighted that the mean scores of formally trained married women were high in comparison to the informally trained married women. Thus, it can be inferred from the above finding that those married women who were formally trained in using computer and internet were using it more for their household responsibilities than those who were informally trained. Hence, the null hypotheses stating that there will be no significant differences in usage of internet by married women for performing their child care and finance management related household responsibilities in relation with their type of computer training were not accepted. However, the other similar hypotheses stating that there will be no significant differences in usage of internet by married women for performing their overall, kitchen management, household management socialization and entertainment related household responsibilities in relation with their type of computer training were accepted.

Rizkallah (n.d.) had found the positive impact of computer and internet training on the effective internet usage by the people. The present findings are also highlighting the fact that formal training of computer and internet had a direct impact on usage. Hence those married mothers who had undergone formal computer and internet training were using the internet more for their household responsibilities.

4.5 Experiences of Married Women While Using the Internet

The previous sections of this chapter portrayed women's household responsibilities and their internet usage. The present findings reflected the moderated use of the internet by married women of Vadodara city for their household responsibilities. The results also indicated that nearly one third (32.90%) of them were heavy users of the internet according to their internet accessibility patterns (refer table 39). The married women selected for data collection belonged to the different socio-economic background. They were from different age groups, income groups, occupation, and type of family (refer table 22). This indicates that they might have had different experiences while using the internet. This section will throw light upon the experience of married women while working on the internet.

Table 88 Percentage distribution of women according to their experiences while using the internet

(N=325)

Experiences while using Internet	F	%
Good experience	97	29.80
Fair Experience	108	33.20
Bad Experience	120	36.90

Table 88 revealed that little less than thirty percent of the married women had the good experience while using the internet. Furthermore, it showed that nearly one third (33.20%) of the married women had the fair experience of using internet whereas more than one-third of them had the bad experience of the same.

Table 89 Item Wise Intensity Indices for Experiences of Married Women While Using Internet

(N=325)

Statements	I.I.
It had all types of information which we need in day-to-day life.	3.99
Felt comfortable while using the Internet.	3.98
It helped to manage relations with others through social networking sites.	3.96
It was easy to use.	3.94
It provided fun and entertainment.	3.89
Felt satisfied with current skills for using the internet.	3.86
It increased confidence.	3.77
It helped to work quickly.	3.71
It saved time.	3.62
It was cost effective.	3.56
It helped in performing household tasks.	3.57
It helped in decision making.	3.48
It is an addiction.	3.30
It consumed quality leisure time.	3.13
It hampered the vision	3.07
It was not safe for buying products.	3.01
It reduced the creativity.	2.94
It was not a reliable source of information	2.83
Could not surf the internet more due to my family interference.	2.79
It was waste of time.	2.75
It was boring to connect people online in comparison to communicating with them face to face.	2.73
It did not have enough information for household help in the Indian context.	2.65

The overall intensity index for experiences of married women while using the internet was 3.39. This reflects that married women had overall fair experiences while using the internet. Table 89 shows that the item wise intensity indices for experiences of married women while using the internet varied from 3.99-2.65. It further indicated that married women had good experiences while using the internet as they agreed that-

- It had all types of information which we need in day-to-day life (3.99)
- Felt comfortable while using the Internet (3.98)
- It helped to manage relations with others through social networking sites (3.96)
- It was easy to use (3.94)
- It provided fun and entertainment (3.89)
- Felt satisfied with current skills for using the internet (3.86)
- It increased confidence (3.77)
- It helped to work quickly (3.71)
- It saved time (3.62)
- It was cost-effective (3.56)
- It helped in performing household tasks (3.57)

This portrayed married women had the good experience while using the internet as they consider it easy and comfortable to use; it had vast information for daily needs; helps in maintaining the relationship with friends, family, and relatives; cost-effective and saves time. There were very few (19.7%) married women who had the low level of education (refer table 22). Adults with higher levels of education and have more resource-rich background use the Web for more "capital enhancing" activities (Hargittai and Hinnant, 2008). Education builds the confidence in learning and accepting new technology. There is a possibility that married women with good educational background might be having good experiences while using the internet. Trivedi (2013) found that internet users agreed that it saves their time, easy to use and informative. Women consider the internet as time-saving and cost-effective (The Economist Intelligence Unit, 2014; Darji, 2014). In the present study, married women also had similar experiences while using the internet as reported in table 63. There is empirical evidence that proves that higher ICT skills enable women to have a higher confidence level (Laize, Armarego, & Sudweeks, 2010). Women who have been using the internet for more years were more likely to use it for tangible benefits. Internet usage increased women's sense of empowerment and women users consider it

as liberating and posit it provide freedom (Intel Corporation, 2012). These studies indicated that those women who use the internet more and for productive use are more likely to attain confidence and empowerment among them. The present findings reflected that younger mothers, women had the high level of education and working were heavy internet users (refer table 47). Their heavy internet use may provide them ease of using it; the sense of satisfaction with their internet usage skills and also boost their confidence.

However, their agreement for negative items listed under the table 89 showed neutral responses. These items were

- It is an addiction (3.30)
- It consumed quality leisure time (3.13)
- It hampered the vision (3.07)
- It was not safe for buying products. (3.01)
- It reduced the creativity (2.94)
- It was not a reliable source of information (2.83)
- Could not surf the internet more due to my family interference (2.79)
- It was waste of time (2.75)
- It was boring to connect people online in comparison to communicating with them face to face (2.73)
- It did not have enough information for household help in Indian context (2.65)

The neutral responses indicated fair experiences of married women while using the internet. It can be inferred from the present findings that married women did not have complete negative experiences of the internet like addiction of internet that consumes quality leisure time; hampers the vision and creativity; wastes time and decrease the face to face communication. Married women had fair experiences also in case of content on the internet. The intensity indices for the items "it was not a reliable source of information" and "it did not have enough information for household help in Indian context" was 2.83 and 2.65 respectively. This portrays that married women were somewhat able to find the reliable and meaningful content related to their household chores.

4.6 Problems faced by women while using the Internet

The other researchers have proven that women had less internet usage in comparison to men (Pew Research Center, 2014; Trivedi, 2011; Chatzoglou and Varaimaki, 2010; Rock, Hira, and Loibl, 2010; Roy, 2009). Hargittai and Hinnant (2008) argued adults who represented the socially and economically forward sections enjoyed the benefit of greater access to the Internet when compared to the backward adults. Swain (2011) argued that internet negatively affects the communication with family members, friends, and relatives. However it was also observed that using Internet helps extraverts to get socialized whereas introverts become self-centered (as cited in Padma and Ramasamy, 2016). Lu et. al. (2001) found a significant relationship between depression, anxiety and internet dependency among Japanese adults. Another quantitative research showed that risk-prone adults were more likely to use internet usage (Chatzoglou and Varaimaki, 2010). A recent research indicates that homemakers had poor awareness of the privacy features of social media application that may lead them to troublesome internet usage (Devatia and Patel, 2017). It can be inferred from the variety of literature available for problems of internet users related to their internet usage that adults have been facing problems while using the internet. This section will throw light on the problems faced by married women of Vadodara city while using the internet.

4.6.1 Personal and Technical Problems Faced by Married Women While Using the Internet

Table 90 Percentage Distribution of Married Women According to Their Overall Problems while using the internet

(N=325)

Problems	F	%
More Problems	104	32
Moderate Problems	99	30.5
Did not had any Problem	122	37.5

Table 90 indicates that little less than one third (32%) of the married women had faced overall more problems while using internet whereas nearly thirty percent (30.50%) had faced overall moderate problems. The findings further highlighted that overall, a higher percentage of them (37.50%) did not face any problem while using the internet. This finding is reflecting the acceptance of internet usage among married women and also suggesting their proficient internet usage.

Table 91 Percentage Distribution of Married Women According to Their Personal Problems While Using the Internet

(N=325)

Problems	F	%
More Problems	128	39.40
Moderate Problems	92	28.30
Did Not Had Any Problem	105	32.30

Table 91 highlights that higher percentage (39.40%) of married women had more personal problems whereas nearly one-third of them (32.30%) did not face any personal problems while using the internet. It also revealed that little less than thirty percent (28.30%) had faced personal problems moderately. The personal problems asked in the present research were related to their awareness regarding internet websites, training, their confinement towards time and money spent on internet and family support. (Refer Annexure 1)

Table 92 Percentage Distribution of Married Women According to Their Technical Problems While Using the Internet

(N=325)

Problems	F	%
More Problems	116	35.69

Moderate Problems	112	34.46
Did Not Had Any Problem	97	29.84

Table 92 highlighted almost equal percentage distribution of married women according to their technical problems in case of more problems (35.69) and moderate problems (34.46%). However, nearly thirty percent (29,84%) of them did not face any technical problems while using the internet. The findings of the present study revealed that more than one third (34%) of the married women had undergone formal training for using computer and internet (refer figure 12). Those married women who had not undertaken formal training for the same might be facing technical problems while using the internet. The technical problems asked were related to their device, popup advertisements, virus attacks and so on.

Table 93 Intensity Indices for problems faced by Married women while using the Internet

(N=325)

Problems	I.I.
Lack of time	3.36
Trustworthiness of websites for shopping	3.25
Virus attacks on the device.	3.22
Internet is expensive	3.22
Popup of many unwanted elements	3.15
Unaware about the relevant websites	2.98
Not trained formally for using the Internet	2.97
The small screen of mobile phones.	2.92
Content is in English	2.78
The mobile device does not support internet surfing.	2.46
In-laws do not like it.	2.38

The overall intensity indices for problems faced by married women while using the internet was 2.86. This reflects that married women had overall moderate problems while using the internet. Table 93 reveals that the itemwise intensity indices for problems that married women faced while using internet ranged between 3.36 – 2.38. This indicates that married women had faced moderate to less problems while using the internet. The item that showed the

highest intensity index was "lack of time" (3.36) whereas item related to family support showed the least intensity index (2.38).

Married women had faced moderate problems related to

- Lack of time (3.36)
- Trustworthiness of websites for shopping (3.25)
- Virus attacks on the device (3.22)
- The Internet is expensive (3.22)
- Popup of many unwanted elements (3.15)
- Unaware about the relevant websites (2.98)
- Not trained formally for using the Internet (2.97)
- The small screen of mobile phones (2.92)
- Content is in English (2.78)

The qualitative findings of the present study also highlighted that married women were facing problems while using the internet. Twelve out of twenty-five reported having problems related to internet speed and network. Whereas others had faced problems related to physical well being (6), online shopping (4), e-payments (2), husband's insecurity (2) and pop-up advertisements (1). The problems related to physical well being were headache, pain in eyes and backbone due to excessive internet usage. One of the married women working as the professor in the university shared that Twice, there were fraud money transaction made from my credit card through one of the e-payment mobile application. Immediately I called the customer care and they said they will return the amount which was deducted. Later the issue got resolved. Now after demonetization, these e-payment mobile applications have improved. This was the only bitter experience which I have faced while using the internet". Another working woman said that "Once I had faced problem as my net banking account got blocked due to some issues in the website. I had to apply for new passwords for the same and later the problem got resolved." These married women were able to resolve their issues. One of the homemakers shared that "*internet par* sab kuch English mein hota hai aur m*eri English acchi nahi hai, isliye usko samajhne mein takleef hoti hai. Aise mein mere bacche meri help karte hai.* (I am not good in English and on the internet most of the content is in English. Therefore it becomes difficult for me to understand that. My kids always

help me if I face such issues)". Another working woman reported her daughter's assistance if she faces any problem while using the internet. One of the older mothers reported a different issue. "I have my WhatsApp account but I don't have a Facebook account. I asked my daughter to make my account on Facebook but she always refuses to say that I may be caught in trouble if I post something bad on FB. I feel bad about it" (shared sadly), she said. This reflects that homemakers were facing more personal issues as they might not be formally trained in using the internet or lacking confidence in using it. Another homemaker said that "*Kabhi kabhi husband ko accha nai lagta hai jab main raat mein internet use karti hu* (sometimes, my husband doesn't like it if I use the internet during late hours) because it is the time when he gets free from his work life and expects my attention". (said with a laugh). A married woman working in a daycare center shared her concern that due to internet face-to-face conversation had reduced. Another working woman shared that "Internet is a thing which connects you to a person who is miles away but at the same time it disconnects you from your close ones present in front of you as everybody is busy in his or her gadgets and internet". The present findings indicate that internet usage had increased virtual socialization and reduced physical contact between people resulting in a strained relationship.

Some of the married women also highlighted their concern towards the impact of excessive use of internet on their children. One of the younger mothers said that "apart from these technical problems I feel that as a parent we have an issue with using the internet. See, we cannot deny about the bad or adult content available on the internet. As an adult and sensible person, we always avoid such links and pop-ups which occurs while surfing the internet but it is always my concern that how it would affect my children's brain if they see it. We cannot always keep a check on what our children are doing on the internet. Though we can control their usage if they are small but it would be difficult to make them understand in their teenage. I feel with the wide use of internet children are maturing before their age. I have seen my friends facing issues with intolerant behavior, back answering with their kids. There should be some measure to control this". Another married woman who was working as a lecturer shared that internet and multimedia usage are the main causes of intolerance among kids these days. These findings showcased the concerns of parents as their children's generation had become less tolerant to physical socialization and they were more immersed in the virtual world than reality. The qualitative findings of the present study for problems of married women regarding their internet

use portrayed different issues. It also supported the quantitative findings. The other researchers have also highlighted the problems of internet users related to their internet usage. In India internet users faces problems related to connectivity, slow network (Khuraniya and Maniar, 2016; Maniar and Pandit 2016; Trivedi, 2011), affordability, lack of time due to household chores, lack of knowledge of internet usage, fear of upsetting in-laws or lack of family support (Google India, 2015 as cited in Nair, R. 2015, and Intel Corporation, 2012). These studies also support present findings that women were facing problems while using the internet.

4.6.2 Difference in problems faced by women while using the Internet

Table 94 Analysis of Variance (ANOVA) showing Difference in Overall Problems Faced by Married Women While Using the Internet

(N=325)

Variables	Source of Variance	Sum of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	4.873	2	2.43	3.90*	.02
	Within Groups	200.954	322	.624		
Occupation	Between Groups	1.062	2	.531	.83	.43
	Within Groups	204.765	322	.636		
Education	Between Groups	2.837	2	1.41	2.25	.10
	Within Groups	202.991	322	.630		
Type of Family	Between Groups	.140	2	.070	.110	.89
	Within Groups	205.687	322	.639		
Income Group	Between Groups	1.433	2	.717	1.12	.32
	Within Groups	204.395	322	.635		
Years of Marriage	Between Groups	4.190	2	2.12	3.40	.03
	Within Groups	201.457	322	.628		
No. of Children	Between Groups	5.661	2	2.83	4.55**	.01
	Within Groups	200.167	322	.622		
Type of Internet User	Between Groups	13.452	2	6.726	10.17**	.01
	Within Groups	212.961	322	.661		
Experience of Using Internet	Between Group	27.486	2	13.74	24.81**	.01
	Within Groups	178.342	322	.554		

**p<0.01, *p < 0.05

Table 94 reveals that there were significant differences in overall problem faced by married women while using the internet in relation with their age, years of marriage, number of children, type of internet user and experience of using the internet. Therefore, the null hypotheses stating that there will be no significant difference in overall problem faced by married women while using the internet in relation with their age, years of marriage, number of children, type of

internet user and experience of using internet were not accepted. However, there were no significant differences were found for the same in relation to other selected variables. Hence, the hypotheses stating that there will be no significant difference in overall problem faced by married women while using the internet in relation with their education, occupation type of family and income group were accepted.

Table 95 Tukey's HSD comparison for Overall Problems while using the Internet by Women in relation with Selected Variables

(N=325)

Variables	Variable (I)	Variable (J)	Mean Diff. (I-J)	Std. Error	Sig.
Age Group	Younger Mothers $\bar{x} = 2.34$	Older Mothers $\bar{x} = 2.03$	.305*	.112	.01
Number of Children	Single child $\bar{x} = 2.15$	Two Children $\bar{x} = 1.87$	.273*	.091	.01
Years of Marriage	Married Since long time $\bar{x} = 2.07$	Recently married $\bar{x} = 1.85$	240*	.105	.05
Type of Internet User	Light User $\bar{x} = 2.19$	Heavy User $\bar{x} = 1.67$	.459*	.104	.01
Experience of Using Internet	Bad experience $\bar{x} = 2.00$	Fair experience $\bar{x} = 1.19$	.806*	1.00	.01
		Good experience $\bar{x} = 1.25$	.747*	1.03	.01

Table 95 shows the significant differences among the categories of the variable through Tukey's HSD mean comparison. It showed that younger mothers (2.34), mothers of single child (2.15), those who were married since long time (2.07), light internet users (2.19) and those with bad experiences while using internet (2.00) had faced more overall problems than older mothers (2.03, p = .01), mothers of two children (1.87, p = .01), those who were recently married (1.85, p = .05), heavy internet users (1.67, p = .01) and those with fair (1.19, p = .01) and good (1.25, p = .01) experiences while using internet respectively.

The findings of the present study revealed that younger mothers were using internet for more purposes in comparison to older mothers (refer table 41). Their higher usage of it may increase

the chances of having more problems while using the internet. Their problems could be personal like family interference, lack of time or money.

The qualitative findings of the present study also supported this as young mothers reported that they limit their internet usage during late evening to avoid the strenuous relationship with husband, children, and in-laws due to their internet usage. The present findings also reflected that those who were married since a long time had the low mean score of internet usage pattern (refer table 47) which indicates that they were light internet users.

The table 95 also shows that those who were married since a long time and light internet users had a low mean score in comparison to other categories. The profile of the married women showed that the majority of them was informally trained for using computer and internet (Refer figure 12). These cross findings indicate the low internet usage of older mothers who were married since a long time. They might not be undergone formal computer and internet training programmes. That may be the reason of having more problems in using the internet than others.

Table 96 Analysis of Variance (ANOVA) showing Difference in Personal Problems Faced by Married Women While Using the Internet

(N=325)

Variables	Source of Variance	Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	2.68	2	1.34	1.88	.15
	Within Groups	228.69	322	.710		
Occupation	Between Groups	7.46	2	3.73	5.36 **	.01
	Within Groups	223.90	322	.695		
Education	Between Groups	11.403	2	5.70	9.15 **	.01
	Within Groups	200.486	322	.623		
Type of Family	Between Groups	5.797	2	2.89	4.13 **	.01
	Within Groups	225.57	322	.701		
Income Group	Between Groups	.069	2	.034	.048	.95
	Within Groups	231.30	322	.718		
Years of Marriage	Between Groups	91.30	3	30.43	2.45	.06
	Within Groups	3983.78	321	12.41		
No. of Children	Between Groups	8.97	2	4.48	6.49 **	.01
	Within Groups	222.39	322	.691		
Type of Internet User	Between Groups	51.652	2	25.826	53.93 **	.01
	Within Groups	154.176	322	.479		

Experience of Using Internet	Between Groups	207.14	2	103.57	8.62**	.01
	Within Groups	3867.94	322	12.01		

**p<0.01, *p < 0.05

Table 96 highlights the significant differences in personal problems of married women while using the internet. It showed that there were significant differences in their personal problems while using the internet in relation with their education, occupation, type of family, number of children, type of internet user and experience of using the internet. Hence, the null hypotheses stating that there will be no significant differences in personal problems faced by married women while using the internet in relation with their education, occupation, type of family, number of children, type of internet user and experience of using internet were not accepted. Furthermore, the table 98 indicated that there were no significant differences in personal problems of married women while using internet in relation with their age, income group and years of marriage, therefore the null hypotheses stating that there will be no significant differences in personal problems of married women in relation with their age, income group and years of marriage was accepted.

Table 97 Tukey's HSD Comparison for Personal Problems While using the Internet by Women in Relation With Selected Variables

(N=325)

Variables	Variable (I)	Variable (J)	Mean Diff. (I-J)	Std. Error	Sig.
Occupation	Homemaker $\bar{x} = 2.02$	Business/ Self employed $\bar{x} = 1.41$	.608**	.188	.01
	Service $\bar{x} = 1.90$		.486**	.193	.01
Education	Low level $\bar{x} = 2.55$	High level $\bar{x} = 1.88$	.670**	.537	.01
		Moderate level $\bar{x} = 1.89$	.671*	.433	.03
Type of Family	Joint Family $\bar{x} = 2.01$	Nuclear Family $\bar{x} = 1.82$	.279**	.100	.01
Number of Children	Three Children $\bar{x} = 2.55$	Single Child $\bar{x} = 1.89$	.654**	.189	.01
		Two Children $\bar{x} = 1.88$	.669**	.190	.01
Type of Internet User	Light User $\bar{x} = 2.41$	Heavy User $\bar{x} = 1.49$	.918**	.089	.01
Experience of Using Internet	Bad Experience $\bar{x} = 2.37$	Good Experience $\bar{x} = 1.66$	.709**	.460	.01

		Fair Experience $\bar{x} = 1.78$	.587**	.473	.01

Table 97 shows the significant differences that existed between the categories of variables. It reflected that married women who were homemakers (2.02) and working in service sector (1.90); had low level of education (2.55); belonged to joint family (2.01); had three children (2.55); were light internet user (2.41); had bad experiences of using internet (2.37) had more personal problems in comparison to those who were in business or self employed (1.41, p =.01); had high level (1.88, p =.01) and moderate level (1.89, p = .03) of education; belonged to nuclear family (1.82, p = .01); had single child (1.89, p = .01) and two children (1.88, p = .01); were heavy internet users (1.49, p = .01); had good experience (1.66, p = .01), and fair experience (1.78, p = .01) of using internet respectively . The earlier researches had shown that women in India face problems in using internet due to illiteracy (Google India, 2015 as cited in Nair, 2015and Intel Corporation, 2012). The present finding also reflects that those who had a low level of education were facing more problems. Table 97 also portrayed that homemakers and mothers of three children were facing more personal problems in comparison to business or self-employed and mother of single or two children respectively. The reason for facing more problems by these could be the lack of time due to their excessive household responsibilities. Those women who were light internet users and had bad experiences of using internet might be facing more personal problems due to their insufficient knowledge of using the internet.

Table 98 Analysis of Variance (ANOVA) Showing Difference in Technical Problems Faced by Women While Using the Internet

(N=325)

Variables	Source of Variance	Sum of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	3.595	2	1.79	2.77	.06
	Within Groups	208.295	322	.647		
Occupation	Between Groups	4.433	2	2.21	3.44*	.03
	Within Groups	207.456	322	.64		
Education	Between Groups	7.46	2	3.73	5.36**	.01
	Within Groups	223.90	322	.695		
Type of Family	Between Groups	4.103	2	2.05	3.17*	.04
	Within Groups	207.786	322	.64		
Income Group	Between Groups	.001	2	.00	.01	.99
	Within Groups	211.889	322	.65		
Years of Marriage	Between Groups	25.368	3	8.45	.36	.77
	Within Groups	7415.321	321	23.10		
No. of Children	Between Groups	11.403	2	5.70	9.15**	.01

	Within Groups	200.486	322	.623		
Type of Internet User	Between Groups	38.592	2	19.296	32.25 **	.01
	Within Groups	192.621	322	.598		
Experience of Using Internet	Between Groups	12.063	2	6.032	9.06**	. .01
	Within Groups	214.349	322	.666		

**p<0.01, *p < 0.05

Table 98 shows that there were significant differences in technical problems of married women while using the internet in relation with their occupation, education, type of family, number of children, type of internet user and experience of using the internet. Thus, the null hypotheses stating that there will be no significant differences in technical problems of married women while using the internet in relation with their occupation, education, type of family, number of children, type of internet user and experience of using internet were not accepted. However, no significant differences were found for the same in relation with their age and income group. The null hypotheses stating that there will no significant differences in technical problems of married women while using the internet in relation with their age and income group were accepted.

Table 99 Tukey's HSD Comparison for Technical Problems of Married Women while using the Internet in relation with Selected Variables

(N=325)

Variables	Variable (I)	Variable (J)	Mean Diff. (I-J)	Std. Error	Sig.
Occupation	Homemaker $\bar{x} = 2.01$	Business/ Self employed $\bar{x} = 1.55$	.466*	.181	.02
Education	Low level $\bar{x} = 2.00$	High level $\bar{x} = 1.42$	.580*	.188	.01
Type of Family	Joint Family $\bar{x} = 2.09$	Nuclear Family $\bar{x} = 1.85$	.239*	.096	.03
Number of Children	Three Children $\bar{x} = 2.55$	Single Child $\bar{x} = 1.89$	.751*	.180	.01
		Two Children $\bar{x} = 1.88$	.739*	.180	.01
Type of Internet User	Light User $\bar{x} = 2.44$	Heavy User $\bar{x} = 1.60$	.844*	.099	.01
Experience of Using Internet	Bad Experience $\bar{x} = 2.11$	Good Experience $\bar{x} = 1.98$	.335*	.108	.01

Table 99 reveals that those married women who were homemakers (2.01); had low level of education (2.00); belonged joint family (2.09); had three children (2.55); were light internet users (2.44), had bad experience (2.11) of using internet had more technical problems in comparison to those who were in business/ self employed (1.55, p= .02); had high level of education (1.42, p= .01); belonged to nuclear family (1.85, p= .03); had single child (1.89, p= .01) and two children (1.88, p= .01); were heavy internet users (1.60, p= .01); had good experience (1.98, p= .01) of using internet respectively.

Similar to the earlier findings shown in table 95 and 97, homemakers, less educated, mother of three children, light internet users and those who had bad experiences of using internet had faced more technical problems in comparison to the other categories. It can be inferred from the present findings that married women were facing more technical problems due to their lack of awareness regarding the internet. Here, education and training play an important role in increasing the awareness. Lack of awareness leads them to bad experiences while using the internet and might influence their internet usage patterns. The qualitative data for the same also reflected the same trend. Two of the middle-aged mother reported that they face problems while using the internet as the content on the internet is in English. Another married woman shared her problem related to her internet use. She faces problem while searching or chatting on the internet due to her slow typing speed. Although, these mothers reported that their children helped them in overcoming these problems. These qualitative findings highlight the incompetency of married women due to their low level of education and lack of formal computer and internet training.

Table 100 t- ratio showing difference in Problems faced by women while using the internet in relation with their type of computer training

(N=325)

Problems	Computer Training	N	Mean	SD	T	df	Sig. (2-tailed)
Overall	Informal	188	**2.11**	.816	-2.67	323	**0.01****
	Formal	137	1.86	.771			
Personal Problems	Informal	188	1.99	.845	1.37	323	0.17
	Formal	137	1.86	.793			
Technical Problems	Informal	188	**2.07**	.804	**3.03**	**323**	**0.01****
	Formal	137	1.94	.806			

**p<0.01

111

Table 100 shows that there were significant differences in overall and technical problems of married women while using the internet in relation with their type of computer training. Hence, the null hypotheses stating that there will be no significant differences in overall and technical problems of married women while using the internet in relation with their type of computer training were not accepted. Table 100 further highlighted the higher mean scores of informally trained married women in comparison to formally trained. It can be interpreted from the present findings that informally trained married women had faced more problems while using the internet than those who were formally trained. Training of computer might give them awareness regarding trustworthy websites, antivirus, privacy settings of the social media application, blocking popup advertisements. These measures can help them in overcoming related issues.

4.7 Qualitative Findings

The qualitative data were collected using interview method from twenty-five married women of Vadodara city. The data was collected to support the quantitative data by enhancing the richness of it. Personal interview with respondent builds a rapport between research and respondents. Initial questions help in breaking the ice between the respondent and researcher during the interview. This method is effective to understand detailed expression of respondents related to any phenomena. The informal communication with the them helps the researcher to discover the findings based on respondent's experiences.

The present study aimed to find out the usage of internet by married women of Vadodara city specifically for their household responsibilities. The qualitative method was used in order to throw light upon their diverse use of internet for their household responsibilities, their problems related to internet usage and their suggestions related to the same. This section will showcase these qualitative findings of the present study.

4.7.1 Profile of the Married Women Selected for the Interview

Married women were approached directly with purposive and snowball sampling method. The profile of the married women who were interviewed for present study was as follows-

Table 101 Frequency Distribution of Married Women According to their Background Information

(N=25)

Background Information	Categories	F
Age	Younger Mother	12
	Middle Age mother	6
	Older Mothers	6
Type of Family	Nuclear Family	9
	Joint Family	13
	Extended Family	3
Number of Children	Single Child	15
	Two Children	9
	Three Children	1
Occupation	Homemaker	7
	Service	15
	Business/Self-employed	3

Table 101 showed that more number of married women were younger mothers (12) whereas the equal number of women were middle-aged mothers (6) and older mothers (6). Further, it reveals that more number of married women belonged to the joint family (13) whereas nine married women belonged to the nuclear family. However, very few of them (3) belonged to the extended family. Table 103 also highlighted that more number of married women had a single child whereas nine of them had two children and only one of them had three children. Furthermore, it

showed that fifteen out of twenty-five married women were working in the service sector whereas seven were homemakers and three were doing business or self-employed.

4.7.2 Interviews Conducted with Married Women

In interview, various questions related to the internet usage of married women, their problems while using the internet and their suggestions for promoting internet usage among the married women were asked. All the interviews were transcribed and presented as follows-

Q.1 **Efforts to improve yourself while performing your role as mother/ housewife/ employee**
Box 1 The responses of Married women for their efforts to improve themselves as a mother
or housewife.

- *"Ghar pr meri beti ki aadat thi ki story sun k sone ki, toh jitni mujhe aati thi woh sab sunna di maine ab rz nayi stories kaha se laau toh who sab main internet se search karti hu. Sometimes books ya newspaper mein jo aati hai who dekh leti hu." (*My daughter has a habit of listening to stories before sleeping. I told her all the stories which I knew. It is difficult to tell different stories every day so I search these stories on the internet. Sometimes I read them in books or newspaper.).

- *"As a mother main ek book le rakhi hai on child psychology jis mein yeh diya hua hai ki bacche ki learning kaisi honi chahiye toh who main padhti hu for my own learning. Iske alawa bacche ko dishes pasand hai unki recipes aur cooking mein variation lane ke liye thoda internet use kar leti hu." (*As a mother, I have kept a book on child psychology. It have information regarding the child's learning at each stage, therefore I read it for my own learning. Apart from this, I also use the internet to learn new recipes as per my child's taste.)

- "I try to do time management for all the responsibilities to perform them smoothly and completely. I read articles especially on child care in newspaper, magazine and even on the internet to update my knowledge and also for dealing with specific issues."

- **"**My son is eleven years old. If Some projects are given to him from school, I get the very good ideas for using the internet. It is a record that whatever project my son had

submitted, it was unique in its kind."

- **"I read books to improve my personality and also to improve my communication skills."

- **"I learn from my experience and practice. I do read the newspaper for the same."

- **"Practicing and planning helps me a lot in all the spheres of life. Being a teacher at playschool has helped me to acquire many positive traits like being patient, controlling anger, talking softly to children. I have learnt a lot from my students also. All these things have helped me to be a good mother as well."

- **"I Google the information to update myself whenever required. I also use it if I am getting confused somewhere."

- **"I make a timetable and set reminders on my phone so that I can maintain a balance between work and home. I also read a lot on the internet regarding family issues and personality development."

- **"On Youtube, I follow BK Shivani and Sandeep Maheshwari. BK Shivani is a spiritual guru and Sandeep Maheshwari is a motivational guru. I like to listen both them. They inspire me to be active and positive about life."

- **"At home, I can say, parenting is a totally new thing for me. Therefore, I read various articles on the internet to understand it. I have subscribed to different blogs and web pages to keep myself updated with any issue related to parenting and child care. I keep reading about her feeding, choices of toys according to her age, problems. I keep track of every month's growth of my baby with the use of the internet. I sometimes learn recipes through the internet."

- **"As a mother, I try to give a lot of time to my kid for her studies and also to play with her. I meditate for inner healing."

- **"I always try to improve myself as a homemaker and a mother. I learn from my others experiences. *Dusro se baatein karte hai toh naya jaan ne ko milta hai. Time management karna main seekhti hu bado se. Ab tak main apni Ma aur nani ma se seekhti aayi hu ki kaise ghar chalana hai aur kaise problems handle karni hai. TV, facebook aur youtube pr se recipes seekh leti hu*." (I always try to improve myself as a homemaker and a mother. I learn from my others experiences. We come to know about new things if we communicate with others. I learn time management from my elders. I have learnt home

> management and problem-solving from my mother and grandmother. I learn new recipes from television, Facebook and Youtube.)

After discussing the roles and responsibilities of married women the researcher had asked about their efforts to improve themselves for performing well at home. The aim of asking this question was to have an idea about the role of the internet in improving their skills to perform their household responsibilities. A variety of responses were received for the same. It can be inferred from the above-mentioned responses that married women were using internet towards their professional development of self as well as their family. Six women out of twenty-five reported that they were using internet for different responsibilities related to child care viz. reading articles related to child psychology, nutrition, recipes, stories and so on. Married women have taken up to the internet to identify best child care practices. It had allowed them to have liberty in reading and being a part of virtual groups on the internet for ensuring healthy child and family practices.

Apart from this, married women were also using the internet for effective homemaking activities. It reflected that they were using unconventional internet mediums for their overall personality, family and career development.

Q-2 Internet helped in acquiring knowledge/skills and problem-solving abilities?

Box-2 Responses Related to Use of the Internet for Acquiring Knowledge/Skills and Problem-Solving by Married Women

- *"Ek baar meri daughter ke school mein dance completion that toh online tutorials se hi maine dance seekh kar meri daughter ko sikhaya tha."* (Once there was a dance competition in my daughter's school. I taught her dance through online tutorials.)
- I have learnt dance, craft, and yoga from the internet. Recently I helped my child to prepare a father's day card by using internet only. I chose a simple design so that my child can easily prepare a card. I feel these kinds of activities are useful to build a bond between a child and parents. I used to use the internet a lot for learning different things but after having a baby the priority has changed.
- I have learnt post pregnancy exercises from the internet to reduce my weight. My cooking skills are also improved after using the internet. Recently we have renovated our

house. Internet had helped me a lot in taking ideas for interior decoration.

- I also learnt art and craft form the internet for my child's school project.

- I wanted to teach my child skating but didn't wanted to send her to any coaching class due to some personal reasons so I referred various articles, videos on the internet regarding skating for beginners and it helped.

- Once my microwave was giving me a lot of trouble. Something was wrong with the wire connection and I was not able to trace it. Though we called the technician, he came, repaired and I paid him Rs. 1500/- but despite the fact, my problem was not solved. So eventually I found it out on the internet and tried to locate the different possible reasons and chalked out them and asked my husband to look for them. Eventually, we were able to trace the loose connection at the bottom and fixed it.

- I have improved my communication skills using the internet. I have never used it to solve any problem at home.

- It has helped me in improving my daughter's health. When she was 5 months old she was very weak, I started giving top feed to her for her weight gain. I searched different nutritious recipes which can be given to her. I tried most of them. My daughter liked those recipes and eventually, we saw the improvement in her body weight and health. I am using it for the same till date. It really helps new mothers. It contains really good articles and blogs for child care. (said surprisingly)

- I have learnt professional picture editing software coral draw and photoshop from online tutorials.

- When my husband asked me about which refrigerator to purchase I quickly surfed the internet to find out different varieties which were available in the market.

- I have completed one online course related to my subject recently.

- I am pursuing M.Com degree through distance mode. It becomes difficult to understand few topics from books. So, I use the internet to learn those topics from online lectures.

- I always wanted to join cooking classes to learn desserts but I didn't have sufficient time and money for that. But now I am very good at making bakery products and ice creams. I have learnt it through YouTube videos. (Said proudly)

- I read about natural remedies for different problems. My son has a problem of bed

wetting. I have solved this problem to some extent by learning from other mothers experiences which were available on a parenting blog.

- I have learnt various DIY (Do It Yourself) things from the internet. The Internet is the best place to find the information regarding DIY activities

- One day my mixer stopped working so I searched it on the internet regarding the possible solutions for it. I found one good video and followed the instruction. Interestingly it worked (said amusingly).

- Internet always helps in providing directions if I am lost somewhere. Google maps help me in finding out locations and places. My son had taught me this. I like this feature of the internet.

- I had once cured my physical problem with the use of the internet. I had severe shoulder pain. One day I saw a video on different physiotherapy exercise. I followed the instruction given in that video. In a few days I got relief.

- *"Recently humne ghar par bête ki janeu sanskar ka function rakha tha. Yeh bahut bada function hota, shadi jaisa. Log toh decoration walo ko bulwate hai lekin humne khud hi sab kiya tha. Internet se maine party decoration ke ideas liye aur khud se hi saara decoration kar liya. Aisa karke mujhe garv hua apne aap par."* (Recently we had a "Janeu Ceremony" of my child at our place. That is considered as a big ceremony equivalent to marriage in our community. For this function, I didn't hire any event organizer or any person for decoration. I found so many ideas on the internet regarding party decoration. I did it on my own and I am proud of myself for the same.)

- I have learnt hairstyling with the use of it. I have an interest in stitching and knitting. I have learnt various designs and patterns of stitching and knitting through the internet.

- It is helpful in acquiring contact numbers and address of any service provider especially the doctor. I have used the internet so many times to search for a doctor (specialist).

- Once my baby had a skin problem called cradles cap. Initially, I didn't understand whether it is dandruff or something else. I searched it on the internet and found other mothers have posted similar problems on parenting blogs. Then I followed the instructions provided there to cure this problem and later it got solved. (said with relief)

- I read articles on diet and care in diabetes as my father in law is diabetic. It helps in

controlling his sugar level.

- It helps in increasing or upgrading my vocabulary. We have a Bengali student at our daycare center. He speaks and understands only Bengali. So, I use the internet to interact with him and understand whatever he is asking. It wouldn't have possible without the internet.

- *Meri betiya badi hai. Unko padhana bahut mushkil hota hai mere liye. Main humesha internet par unke topics related videos dhoondhti hu aur unko padhati hu. Iss say unke subjects ko samjhne mein mujhe asaani hoti hai.* (My daughters are grown up. For me it is difficult to teach them. I always search videos related to their subjects and try to teach them in the same manner. This helps me in understanding their subjects.)

- I use it increase my vocabulary. I use e dictionaries a lot.

- "I use it to know about my plants. *koi naya plant lana ho toh pehle check karti hu ki yeh plant iss season me chalega ya nahi, kya khaad usmein daalu, soil kaisi use kru.*" (If I want to buy any plant, I first read all the details of it on the internet regarding its care and properties)

- I have learnt Yoga from the internet. I follow Baba Ramdev and Shilpa Shetty for learning yoga. I watch videos on youtube.

- In one or two situations, when my son was very cranky and I was not able to trace it, I used the internet to find out the possible reasons for why a child could behave this way. Immediately I got the list of possible reasons and eventually, I was able to trace the root cause."

Varied responses were aroused from the married women for the question regarding the use of the internet for acquiring knowledge and skills as well as for problem-solving. It can be deciphered from their responses that married women had a variety of responsibilities to undertake at the household level. Thus, they often do not have time for themselves and their hobbies. Many married women had learnt various activities viz. yoga, post-pregnancy exercises, dance, art, and craft. With the advancement in education and technology, married women have to keep up with the educational demand of the children. Many women looked up effective teaching and learning methods online to help their children excel at schools while there were some women who used

the internet to decorate their home on a low-cost budget in a very effective manner as well. The data also revealed that married women have also become health conscious and were constantly using the internet to help fight the lifestyle diseases in the family. They used the internet to search healthy diet recipes that can help them to manage the family's nutritional needs as well. Some married women had looked up the internet to repair their household equipment at home.

Overall, it can be inferred that the internet has indeed been a great medium in terms of knowledge generation and also helped women to solve their everyday issues at the clicks of their finger.

Q- 3 What are those tasks which earlier you were unable to perform but now do it with the help of internet?

Box-3 Responses of Married Women For Tasks Which Earlier They Were Unable To Perform Earlier But Started Doing After the Use of Internet

- "The biggest change I have seen in me is that now I am the one who does the reservation of travel tickets and hotels. Earlier it used to be so tedious that one need to stand in queue for ticket reservation and rickshaw mein baith kar hotels dhoondhna. It was time taking and tiring. But now with a click I can book our tickets and hotels according to my needs and feasibility."

- "I am very fond of eating desserts but frequent visits to any restaurant for sweet tooth craving were not affordable. Therefore I learnt preparing them at home. The Internet has helped me a lot."

- "Earlier I was not much conscious about health but now after using internet for reading health-related articles I have become more vigilant to what we are eating and our health status."

- "Pehle shopping nahi karti thi itna ab online shopping ki aadat ho gayi hai."

- "Now I am able to communicate more confidently than earlier."

- "Earlier my father in law used to go for all the utility bill payments. Due to our jobs, me and my husband didn't have time for the same. But now most of the times me or my husband pay it online."

- "Earlier I was not much involved in art and craft but after using the internet I have learnt

so many things like quilling, making best out of waste." (said happily)

- "Earlier I was unable to make a cake but now I bake excellent cakes."
- "Income tax payment bhi online kar deti hu pehle agent ke through karti thi." (Now I pay my income tax online, earlier I used to take help of an agent)
- "When I was unmarried I was not using the internet a lot but after marriage as responsibilities increased my usage of the internet also increased. Now I need the internet for so many things. I need it to learn new recipes as my family especially my child wants variety in food. I need it to get ideas for decorating my house. I also need it to solve parenting and family health-related issues. Therefore these are some of the duties which earlier I wasn't doing. But now I am doing them with the help of internet."
- "Money transfer and banking is the thing which earlier I was not doing but now I am doing with the use of the internet."
- "I try to repair any broken item or electronic item by watching youtube tutorials."
- "I was not comfortable in going to stores for shopping. But from the internet, I shop a lot. I can buy anything from online and here nobody is judging me."
- "Ab main ghar baithe baithe company service walo ko bula kar ghar ki cheeje repair karwa leti hu." (Now I am able to contact help and services for household repair work from internet.)
- "I never used to cook fancy recipes like Pizza, burgers, cakes and desserts. But now I cook them all by watching the videos on Youtube."
- "Earlier my husband used to go to the cinema hall to check the availability of movie tickets . But now I am able to check that and book the tickets through a mobile application." (said with a satisfaction)

Many responses were recorded when asked about the tasks that made easy through the use of the internet. Most of the married women reported that internet had facilitated a lot in terms of reducing the burden of bill payments and carrying out household chores. This had resulted in increased awareness regarding e-commerce facilities amongst married women and made them independent. It was also found that married women took up to the internet to learn new things which had helped them to come out of the conventional ways of performing their household

121

responsibilities. The data also revealed that internet usage had increased the confidence among married women.

The major inference that can be drawn from the present findings is that compared to earlier times married women today have become more self-dependent and took an active interest in learning through the internet in order to be personally and professionally sound.

Q-4 How do you feel about this change in your life?
Box-4 Responses of Married Women about their feelings for the changes internet have brought in their life.

- "I can see a positive change in myself, what I used to be and what I am right now, there is a visible difference in terms of my body language and communication."

- *"Life easy ho gayi hai aisa lagta hai lekin logo ke beech mein direct communication kum ho gaya hai. Friends bhi agar saath baithe ho toh 4 dost to phone par hi lage honge."* (I feel life has become easy with internet but it has reduced direct communication between people. If four friends are sitting together they will be more focused on their mobile phones rather than having the direct conversation with friends present in front of them.)

- Of course, it has eased up many things. Previously those tasks which used to take a lot of time to accomplish; now I am able to do them in little time.

- "Without the internet, I feel handicapped. I cannot even imagine my day without my mobile and internet. I feel disconnected from society then."

- "I think the internet is the best thing in today's life. We need it everywhere for any task. Everything is available on the internet. It is helping us."

- "Internet has both positive and negative effects on our life. It has made our life easier but has also made us dependent. Earlier kids would like to play outside and with their toys and board games but now their childhood is gadget dependent. I am observing kids these days that because of the internet they have become less tolerant, less adjustable to the circumstances or environment. But also they have become more alert and smarter. Sadly I feel that it had reduced the emotional bonding between parents and children."

- "I feel more empowered as I can do the things which earlier I was unable to do."

- "I feel happy that my kids are also using it for learning new things. Now, I don't feel the need to send my children to hobby classes to learn art and craft because they are learning

122

it through the internet and making good craft items. In a way it is saving our money which we would have spent on their art and craft class." (said happily)

- "I remember when I was pregnant I used it for taking care of my emotional well being. I used to surf the internet to find out the ways for controlling my mood swings."

- "I consider it a positive change in my life. *Pehle apne sabhi relatives aur purane dosto se contact mein rehna mushkil tha lekin ab aisa nai. Main WhatsApp aur Facebook se sabhi dosto aur rishtedaaro se touch mein hu ab* (Earlier it was difficult to be in touch with old friends and cousins. Now I am in touch with my friends and relatives through WhatsApp and Facebook). It really feels good. It is because of WhatsApp connection, me and my cousins are still close to each other and from the time when our WhatsApp group was made, we go on tour every year. I feel thankful to social media that it has made socialization so easy."

- "I feel internet is important for everyone. Earlier we used to take help from experts or consultants. But now there is free access to a lot many blogs and content in every field. This helps the user to great extent. So, I consider it as a positive change." (said proudly)

- "I don't feel lonely if I am using it. It keeps me busy and doesn't make me feel lazy."

- "I feel good about it. But sometimes I feel that it is harmful for our kids. They use it a lot. My child is very young yet he uses YouTube and Facebook so confidently. He searches anything on the internet by it's "speak" feature."

- "I feel really good about this change. Jo cheez easily mil jati hai toh acchha lagta hai lekin thoda security issue rehta hai. Some shopping website saves our card details for next purchasing which seems harmful." (We can buy products easily but it certainly has some security issues. Some shopping website saves our card details for next purchasing which seems harmful.)

Box 4 highlights the responses of married women regarding the change that the internet had brought in their life. Both positive and negative responses evoked when the question regarding changes that the internet brought in their lives was asked. On the positive side, it had made socialization with friends and family really easy that helped married women to keeping and staying connected with them. They had responded that internet had brought positive change in

their personality. It had also increased knowledge of married women regarding many things which had changed their outlook and empowered them altogether. Married women considered the internet as a plethora of knowledge that has helped them to learn new things and enabled them to provide learning to their children at low cost. The data also suggest that married women had used it to overcome their problems like isolation, psychological distress during pregnancy and poor communication skills.

The negative aspects found were that internet had reduced the direct communication and emotional bonding between people. The data highlighted married women's concerns for their children that they had become too tech savvy. Mothers had argued that though the internet is boon to society but it had also affected children negatively. Children had totally become a passive recipient of what internet offers to them. This is one major reason behind today's generation not being emotionally incompatible with one another.

Q-5 Can you give some example from your life showing replacement of knowledge source with the internet?

Box-5 Responses of Married Women for Replacement of Knowledge Source With Internet.

- "Earlier I used to read books in libraries but now I read them online. *Aajkal sabhi books online available hai."* (These days we get all the books on the internet.)
- "Earlier I used to call my mom a lot for different recipes, health-related issues, but now I use the internet more. It hasn't replaced any of the knowledge sources but added one

more resource into the list."

- "Like earlier, I used to prepare recipes using recipe books, also used to read books on motivation and communication skills but now I watch YouTube videos for all of these."

- "I have noticed a replacement of source for sending wishes to friends and relatives. Earlier we used to either call them or send them cards by postal services but nowadays we wish them using WhatsApp and Facebook."

- "Earlier I used to maintain directories of important numbers but now I am using Google contacts to save them. Earlier we used to search numbers in yellow pages now we use JustDial for the same."

- "It has replaced dictionaries."

- Now, I don't feel the need to send my children to hobby classes to learn art and craft because they are learning it through the internet and making good craft items. In a way, it is saving our money which we would have spent on their art and craft class.

- Earlier I used to maintain a diary for writing recipes but not it is not required. Now when I search any recipe on the internet I get so many options.

- Earlier we used to consult policy agent for insurance but now we check it online.

- Earlier I used to read the magazine to keep me updated in interior designing by now the internet is everything for the same

- Earlier, we used to go to the repairing shops for every small and petty problem. But now I first check it's solution online. Many times I have repaired my gadgets or equipments like a sewing machine, washing machine, and air conditioner on my own.

Box 5 showcased the replacement of knowledge source by married women with the internet. it can be inferred from the above responses that internet had majorly replaced the traditional communication patterns. Married women had started relying more on the audio-visual content available on the internet rather than considering the traditional knowledge of books and experienced people.

The internet had replaced diaries and the books. This finding highlights that it is breeding the generation of individuals who are becoming forgetful by depending too much on the internet. At the same time, it was also found cost effective by married women. Internet had helped them in

learning many things like yoga, cooking, dance, art, and craft, repairing at no cost. The online sales on a variety of household products enabled them to save money and time both.

Q-6 Do you feel internet provides help to maintain 'work-life balance' among women?

Box 6 Responses of Married Women regarding the role of the internet in maintaining work-life balance.

- It really helps in maintaining a work-life balance, especially among nuclear family.
- It helps in maintaining work-life balance only if it is used properly. But if it used otherwise, then it may disturb your work-life balance.
- One can work from home if required and allowed by the employer.
- In my situation, it has a negative impact. Earlier I used to manage so many things together including family and work. But because of the internet, I face a lot many distractions at work and at home as well. Now due to its access, we have to be available 24x7 for students, teachers and even the family expect us to be available for them during work hours especially through WhatsApp. Therefore, I don't find it much useful or suitable for me. It is very difficult to work and manage the house at the same time.
- The Internet provides us with a bridge to connect both sphere (work and family) together. It helps us in keeping reminders of various events (like birthdays and anniversaries of friends, family, and relative) so that we never miss out any.
- Yes. It has made payments and shopping easy. Now I can do that from anywhere and at any time. So it has saved my time which I can use somewhere else.
- I watch various motivational videos on the internet. It makes me feel calm. If a person is calm he/she can solve any issue at home or workplace. This way I feel it is helping me to maintain a balance between my work and home.
- I try to separate my family and work. I get calls and messages from family members during my work hours. "*Whatsapp par message ya reply karne se family ko lagta hai ki yes I am there with them and I am not completely off the radar.*" (My family feels that I am with them if I message them or send replies to their messages on WhatsApp) (said with a laugh).
- It helps in managing my work life and personal life both. I can stay connected with my

126

family during my work and with my colleagues while I am at my home. That's the biggest benefit of the internet for me.

Various responses were received when asked about the role of internet in maintaining work-life balances. Married women had mixed responses both positive and negative for the same. On the positive side, married women had responded that the internet helped them as a bridge to connect with family members all the time. It ensures the availability of the members for each other. It was also reported that shopping for household requirements had become easier with the internet. It had provided them the convenience to shop on their pace, time and place. Those married women who were working reported that household shopping is no more a tedious task for them. They also reported that they were able to keep themselves calm and motivated with the availability of wide range of motivational videos on the internet. This helped them to manage their family and work life effectively.

On the negative side, married women had reported that ease of access to the internet had become more of a nuisance. It distracted them from their job they were involved in. Working women reported that internet does not allow them to keep personal life away from professional and vice versa. They reported being busy on smartphones and the internet during work hours that hampered their productivity at workplace and home as well.

The mixed responses reflected the dilemma of married women for using the internet during their work hours. It can be inferred from the qualitative findings that married women have been using the internet for acquiring knowledge, solving their problems and also for their household responsibilities. However, box-7 highlighted the negative responses of married women for their internet usage that had occurred due to their excessive internet usage.

Q-7 What are your suggestions to promote internet usage among women?

Box 7 Responses of Married Women Regarding their Suggestions to Promote Internet Usage Among Women.

Suggestions For Women
- "Women should use the internet to groom themselves, maintain their health, learn new things and also to achieve success."

- "I think promotion is not an issue. Women should be taught to make the best use of the internet. These women should be trained to use the internet for their vocation. The Internet is not just for entertainment and socialization but also for professional enhancement."

- "Now there is a need to empower women and make them aware that our household responsibilities can also be performed by the use of the internet. Awareness can be made regarding the websites and mobile applications which are helpful for women for performing their responsibilities."

- "It is a technology which is really good and at the same time very bad also. Excess of anything will lead to trouble. Therefore, women should make the best use of the internet to maintain their happy family status."

- "Women should realize the need to learn internet. If women will use the internet they may save their time. This saved time can be used for other activities."

- "Women should feel independent and not feel dependent on others for anything. The Internet provides a sense of independence."

- "Internet is already provided in subsidized rate so I think awareness should be created that internet can act as a support system to women."

- "Mothers should know the authentic website or web source on parenting."

Suggestions For Educational Institutes/ Government/ Welfare Agencies

- "By giving them simple practical knowledge of internet, we can teach them its usage and they are all ready to go ahead. Exposure and practical training are important. Women should be trained to make optimum use of the internet and use it in the correct way."

- "Some training of internet should be given to older women who are above fifty years. I think they want to use it but don't know how to use it."

- Women should be trained to use the internet for purchasing and payments. Training can increase the confidence among them to use internet for varied purposes.

- Earlier government had a programme called "prodh shiksha" (adult education) where a teacher used to teach basic literacy to adults. I feel a similar program should be conducted for e-literacy. Self Help Group may take such initiatives.

- The government should provide internet facility in subsidize rate to women.

- Some projects can be taken up to provide internet literacy in a rural area as well.

- Government and Telecom companies should resolve the network problems which arises very often. They should keep a check on the information which is provided on the Internet. It should be correct and sensible. Fake information leads to trouble. Safety and security should be provided to each user especially for e-banking services.

- Telecom companies should provide better network services and free internet for all. They should increase their coverage area.

- The government could have classes where women can learn about the use of the internet.

Box 7 portrays the suggestions of married women to promote internet usage among women. Married women had provided their suggestion for all the stakeholders to create awareness among women regarding internet usage for household responsibilities and also to improve their internet usage as well as access. The responses of the married women revealed that internet usage among married women should be promoted to enhance their personal and professional development. It can serve as a medium to create a sense of independence and empowerment among them. The qualitative data also highlighted the fact that internet helped married women in saving the time that can be utilized for other productive activities. Most of the married women suggested that the internet can act as a major source of professional development. For women, most of them suggested using the internet for their personal and professional development that can lead them to achieve a sense of independence and may increase their confidence.

The responses regarding the suggestion for the government, educational institutes and welfare agencies highlighted the need of training centers and programmes on the usage of internet by women for their personal and professional development and also for smartly managing household responsibilities. Most of the married women suggested the creation of the training facility on e-literacy by the government. It was suggested that women should be provided with basic computer and internet literacy in both urban and rural areas. The training programme should be practical and focused on the needs of the women. These training programmes may enable married women to use the internet for more productive use. They can also be helpful to them to make the effective use of the internet for performing their household responsibilities.

The Internet is an ocean of information. The user needs to use it smartly to make the best use of it. Awareness regarding the relevant content, trustworthy websites, privacy settings, online phishing, e-commerce can be created among women. Such training and programmes may lead them to use the internet effectively for their household purposes.

The suggestions also highlighted the constraints of women for using the internet. Most of the married women suggested that internet should be provided on the subsidized rate and the telecom companies should improve their network services in remote areas. This may increase the number of internet users and drive the women to start using the internet.

Keeping in mind the broad goal of digital India, e-literacy for women is essential as this can further help in overall development of family and society in large.

4.8 Conclusion

Internet plays an important role in everybody's life. It is difficult to imagine a day without the use of the internet. Everyone's life is directly or indirectly affected by the internet. The Indian government is also promoting e-governance by providing various platforms to Indian citizens to share their problems and experiences as well as to provide them better services. It has now entered into every household where everyone started using it. Women are the important section of society. It has been observed by many scholars that women face many challenges and issues at each stage of their life. They are also considered as the heart of the family who maintains the flow of care, love, and compassion in the family by managing all the household responsibilities. They are the ones who take a decision or be a part of the decision-making process of family. They take budgeting decisions for groceries, clothing, accessories, and children's products. They are also the co-decision makers for electronics and travel services related to family decisions (The Economist Intelligence Unit, 2014). The researches had shown that women have been using the internet for many purposes. While controlling an increasing amount of household purchasing decisions, women are also showing a passion for online shopping (The Economist Intelligence Unit, 2014). Mothers consider the internet as a household appliance (Ahren, 2013).

The findings of the present study throw light on the household responsibilities of married women and their internet usage for performing the same. It was found that high majority of the married women had more household responsibilities and overall they were moderately using internet for performing these household responsibilities. The internet usage was higher in for their kitchen management, child care and socialization and entertainment related household responsibilities. The present study had supported the use and gratification theory of mass communication. Married women were using internet for their household responsibilities in order to seek information regarding daily tasks, save their time and money, socializing and entertainment as well as to satisfy their cognitive needs. The findings can also be compared with the Social Cognitive Theory of communication considering that the expected outcomes of a behaviour as important determinants of its performance. LaRose et al. (2001) argued that expected outcomes (e.g. "when using the Internet it is likely that I will have fun") improve upon the explanatory power of both gratifications sought and gratifications obtained. (in LaRose and Eastin 2003). The findings of the present study also reflected that education, computer and internet training, internet usage patterns and experiences while using internet positively affected the internet usage of married women. Hence, it can be expected that if the married women were provided with the computer as well as internet training and better internet services they were more likely to have higher internet usage for their household needs.

Internet had become the major source of information and platform to bridge for communication among the Indian households. It is a medium of quick communication between the family members, friends, colleagues and also with the experts. It had also supported the economic development by providing the facilities for e-commerce and e-learning. It is understood that education, computer and internet handling skills and exposure to technology play an important role in increasing the functional use of the internet. The present findings highlighted the training needs related to computer and internet usage of married women. That was emerged out from their low to moderate internet usage despite having access of it. The training for using the internet and computer may enable women to make the best use of the internet to perform their household responsibilities.

The suggestions provided by the married women highlighted that government and welfare agencies should promote and initiate computer and internet training programmes and projects for

women. This step for digital inclusion may lead towards the women empowerment and may uplift their status in their family, society, and nation at large. The research evidences also shows that use of information communication technology provide the sense of empowerment to women (Laize. Armarego, and Sudweeks,2010; Intel Corporation, 2012; Aldhaheri, 2012) This digital literacy and inclusion initiatives may lead women to gain empowerment and further help in upliftment of their status in family, society, and nation. The educational institution, government as well as the non-government organization may take initiative to design and implement successful training programmes for women on functional use of internet. These training programmes will also support the digital India initiative of Government of India. Such programmes will help India to achieve greater heights by making women comfortable with technology that may enhance empowerment among them.

4.9 Recommendations For Further Studies

- ➤ A comparative research study can be carried out to study the internet usage for household responsibilities by married women living in different cities/ geographical areas.
- ➤ A similar study can be carried out with women living in rural areas.
- ➤ Other variables like husband's involvement in household responsibilities, ICT exposure, type of innovation adopters can be studied with similar research objectives.
- ➤ A project can be taken up to provide training to married women of Vadodara city for use of internet for household responsibilities. Various websites and mobile applications related to household responsibilities are available on internet. These websites may help them in- purchasing grocery, fruits and vegetables, household items, toys and books for children, clothes for all the family members; learning new cooking recipes, interior decoration, home remedies for health problems; online payments; consultation related to investments, health or psychological issue; party planning and decoration; tour planning and bookings and many more. The present study highlighted the need for training of women in making best use of internet. Following are the websites and mobile applications that can be useful to married women of Vadodara city for performing their household responsibilities.

Helpful Websites and Mobile Applications for Women of Vadodara City

➢ Kitchen Management

Name of the website	Web Address	Mobile Application
For Purchasing		
Paytm	www.paytm.com	Android and iOS
Amazon	www.amazon.in	Android and iOS
Bigbasket	www.bigbasket.com	Android and iOS
Grofers	www.grofers.com	Android and iOS
Grocery@Home	www.groceryathome.co.in	-
Baroda Basket	barodabasket.com	Android and iOS
Grocery Adda	www.groceryadda.store	Android
Nation Kart	nationkart.com	
Delivery at home	www.deliveryathome.co.in	-
Delfoo Fresh	fresh.delfoo.com	Andorid and iOS
SabjiApp	www.sabjiapp.com	Android
Name of the website	**Web Address**	**Mobile Application**
For Cooking		
YouTube	www.youtube.com	Andorid and iOS
Pinterest	www.pinterest.com	Android and iOS
Tarla Dalal	www.tarladalal.com	Android and iOS
Sanjeev Kapoor	www.sanjeevkapoor.com	-
Chef Kunal Kapur	www.chefkunalkapur.com	-
Good Times	www.mygoodtimes.in/food	-
Food Food	www.foodfood.com	-
Maunika Gowardhan	www.maunikagowardhan.co.uk	Android and iOS (Maunika's Indian Recipes)
Nisha Madhulika	www.nishamadhulika.com	-
Web Dunia	gujarati.webdunia.com/gujarati-recipes	-
Simple Indian Recipes	simpleindianrecipes.com	-
Helpful Blogs for Kitchen Tips		
Name of the Website	**Web Address**	
Bhavna's Kitchen	https://bhavnaskitchen.com/category/kitchen-tips/	
Simple Indian Recipes	https://simpleindianrecipes.com/OtherPosts/CookingTips.aspx	
Natural living Ideas	https://www.naturallivingideas.com/28-kitchen-cleaning-hacks/	
One Good Thing	www.onegoodthingbyjillee.com	
Cute DIY Projects	https://cutediyprojects.com/life-hacks/40-cheap-kitchen-cleaning-tips-that-will-make-your-kitchen-sparkle/	
That Clean Life	https://blog.thatcleanlife.com/all-natural-kitchen-cleaning-hacks/	
Buzz Feed	https://www.buzzfeed.com/emofly/smart-ways-to-clean-your-kitchen-	

	for-spring
Sfgate	https://homeguides.sfgate.com

➢ **Childcare Management**

Name of the Website	Web Address
Parenting related	
Simple Indian Mom	www.simpleindianmom.in
World of Moms	www.worldofmoms.com
My Little Moppet	www.mylittlemoppet.com
Baby Center	https://www.babycenter.in
The Mom's Views	http://themomviews.com
Kid Stop Press.Com	www.kidsstoppress.com
Shishu World	www.shishuworld.com/
Artsy Craftsy Mom	artsycraftsymom.com
Mom Junction	www.momjunction.com
Firstcry Parenting	http://parenting.firstcry.com
Flinto box	flintobox.com/blog
Tiny Steps	www.tinysteps.com

Name of the Website	Web Address	Mobile Application
For Purchasing		
My Little Moppet	www.mylittlemoppet.com	-
Firstcry	firstcry.com	Andorid and iOS

Hopscotch	https://www.hopscotch.in/	Andorid and iOS
Kraftly	kraftly.com	Andorid and iOS
Myntra	www.myntra.com	Andorid and iOS
Flipkart	www.flipkart.com	Andorid and iOS
Amazon	www.amazon.in	Andorid and iOS
Paytm	www.paytm.com	Andorid and iOS
Snapdeal	www.snapdeal.com	Andorid and iOS

➢ **Household Management**

Name of the Website	Web Address
House Cleaning and Housekeeping	
Cute DIY Projects	https://cutediyprojects.com/life-hacks/40-cheap-kitchen-cleaning-tips-that-will-make-your-kitchen-sparkle/
Housekeeper.com	https://housekeeper.com/blog
Better Housekeeper	http://betterhousekeeper.com/
Clean and Scentsible	www.cleanandscentsible.com
Clean Organized Family Home	www.clean-organized-family-home.com
Mr Right Ideas	www.mrright.in
Home Décor	
Prismma	www.prismma.in
Designer Pataki India	www.designpataki.com
Rajee Sood	www.rajeesood.com, rajeesood.blogspot.com
Sajavat	http://sajavat.blogspot.com
AA Living	https://aa-living.com/blog

Shalini Ganguli	www.shaliniganguli.com	
Pinterest	Pinterest.com	

Purchasing		
Name of the Website	**Web Address**	**Mobile Application**
Amazon	www.amazon.in	Android and iOS
Paytm	www.paytm.com	Android and iOS
Flipkart	www.flipkart.com	Android and iOS
Pepperfry	www.pepperfry.com	Android and iOS
Snapdeal	www.snapdeal.com	Android and iOS
Howe Town	*www.hometown.in*	Android and iOS
Urban Ladder	*www.urbanladder.com*	Android and iOS
The Label Life	www.thelabellife.com	-
AA Living	aa-living.com	-
Seasonsway.com	seasonsway.com	-
Big Brand Box	www.bigbrandbox.in	-
Name of the Website	**Web Address**	**Mobile Application**
For Service Provider		
Sulekha	www.sulekha.com	Android and iOS
Quikr	www.quiker.com	Android and iOS
Justdial	www.justdial.com	Android and iOS

> **Finance Management**

Name of the Website	**Web Address**	**Mobile Application**
For Financial Consultancy		
Safal Niveshak	www.safalniveshak.com	
Jaago Invester	www.jagoinvestor.com	
Apna Plan.Com	www.apnaplan.com	
Get Money Rich	www.getmoneyrich.com	
For E-Payment		

BHIM-UPI	www.bhimupi.org.in	Android and iOS
Paytm	www.paytm.com	Android and iOS
Mobikwik	www.mobikwik.com	Android and iOS
Freecharge	www.freecharge.in	Android and iOS
Amazon Pay	www.amazon.in/gp/sva/dashboard	Android and iOS
Google pay	www.pay.google.com	Android and iOS
Pay U Money	www.payumoney.com	Android and iOS

➢ **Socializing and Entertainment Management**

Name of Website	Web Address	Mobile Application
Social Networking		
Facebook	www.facebook.com	Android and iOS
Instagram	www.instagram.com	Android and iOS
WhatsApp	www.whatsapp.com	Android and iOS
Linkedin	www.linkedin.com	Android and iOS
Google+	www.plus.google.com	Android and iOS
Pinterest	www.pinterest.com	Android and iOS
For Party Decoration		
Cute DIY Projects	cutediyprojects.com	-
Pinterest	www.pinterest.com	Android and iOS

Youtube	www.youtube.com	Android and iOS
For Food Delivery		
Zomato	www.zomato.com	Android and iOS
Food Panda	www.foodpanda.in	Android and iOS
Delfoo	www.delfoo.com	Android and iOS
Swiggy	www.swiggy.com	Android and iOS
Uber Eats	www.ubereats.com	Android and iOS
Jugnoo (Jugnoo Fatafat)	www.jugnoo.com	Android and iOS
For Traveling related Enquiry		
Trip Advisor	www.tripadvisor.in	Android and iOS
Make My Trip	www.makemytrip.com	Android and iOS
Trivago	www.trivago.in	Android and iOS
Travel Triangle	traveltriangle.com	Android and iOS
Thrillophilia	www.thrillophilia.com/blog/	Android and iOS
Tripoto	www.tripoto.com	Android and iOS

➢ **Miscellaneous**

Name of Website	Web Address	Mobile Application
Elderly Care		
Senior Shelf	www.seniorshelf.com	-
India Home Health Care	www.indiahomehealthcare.com/blog/	-
Care Zone	Carezone.com	Android and iOS
Alzheimer's Caregiver Buddy	www.alzheimers-illinois.org/cbuddy/	Android and iOS
Medicine Delivery		
MedPlus Mart -	www.medplusmart.com/	Android and iOS

Online Medical & General Store		
Netmeds	www.netmeds.com	Android and iOS
Apollo Pharmacy	www.apollopharmacy.in	Android and iOS
Pet Care		
PawsIndia	pawsindia.com/blog/	-
Heads Up For Tails	headsupfortails.com/blog/	-
Time for Pet	178.79.173.35/	-
Collar Folk	collarfolk.com	-
Waggle	www.waggle.in	-
Doggie Dabbas	www.doggiedabbas.com/	-
Gardening		
Cute DIY Projects	cutediyprojects.com	-
Better Housekeeper	betterhousekeeper.com	-
Mr Right Ideas	www.mrright.in	-
Bud Scape	www.budscape.net	-
Garden Care Simplified	gardening-simplified.blogspot.com	-
Organic Terrace	organicterrace.in/	-