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IMPACT OF SOCIAL MEDIA ON INDIAN HOUSEWIVES

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ABSTRACT

For several factors such as social contact, information and entertainment component, social networking sites are used. Now every corner of the world is influenced by the Internet. It is quite evident that social media, such as Facebook, Twitter, WhatsApp, Skype, etc. is used extensively in the middle portion of the social media movement in connection with the world. The community of people will be in this kind of contact. Social networking benefits people by communicating with others without any geographical, economic or political obstacles. Social media is now a part of our everyday lives. Obviously, Indian housewives feel their lives on the social media. The law and private role of social media should be learned by homeowners. A comparative studying of home-building and working women's social media use behaviours was suggested.

Keywords: social media, housewives, impact, working women.

1. INTRODUCTION

There are different social media styles, such as magazines, photos, videos, internet forums, weblogs, microblogs, wikis, podcasts, rates and social bookmarks. Social and social media are also available for social media. Social media helps people communicate without geographical, economic or political hurdles to other people. Social network sites are a predominant forum for promoting these long distance social interactions and relations between people and friends, exchanging images, Messages, thoughts, perception of the world (Ellison, Steinfield and Lampe)[1]. Social networking as a superset over social contact is the intermediate for social interaction. There are benefits and disadvantages of using social media.

The online exchange of knowledge and information between various society groups is a major advantage. There is also a flipside of the habit of social media gears. Often people misuse such equipment, can contribute to privacy interference. In these cases, the ethical nature of the use of these media can be harmful [2]. The Business Insider study shows that social communication is common with

a wider audience. However, the popularity of the young woman user. Using social networking websites (SNS) indicates that women use more in gender-sensitive studies compared with men. Age-savvy findings show that younger women are more normal SNS than older women (Business Insider, 2010) [3]. It can be predicted that anyone will be able to visit a Facebook, Twitter, Goggle+, LinkedIn, MySpace, or other social network site, every day, or week.

These social housewives invest more on social media than clients. Many housewives between Facebook and Pinterest spend their time. Many housewives' blogs, some run coupon pages and some run small companies with social media. Housewives remaining at home are the primary social media consumers for ads. (Footnote 49) [3]. [12]. If anyone becomes a household builder, she or he never returns to full-time wages [4]. To construct life together, God made men and women. Indian population of 1210,19 million is recorded by the census of 2011, which includes 586,47 million (48,5%) females and 623,72 million (51,5%) males. The urban population of women accounts for 48.1% and the rural population for 48.6%[5].

1.1 An Overview of Social Networking:

Social Networks are web-based systems that allow users to create a public profile, to list other users with whom they are related (i.e., family, etc), to look at and cross the list of links and connections created by those on the system. They are often linked to other people on the Internet. Social networks not only encourage people to meet and speak with visitors, but also encourage users to organise their social networks and imagine them (Boyd & Ellison 2007). Podcasting, Volksonomies, Rating Resources, Vlogging, Geotaging, Aggregation, Discussions, Personalities, Blogs, Tagging, Instant Messaging, Social Voting, RSS Feeds, Notes, Wikis and more, according to Andy Carvin (2009) are part of social networking!

2. RELATED WORKS

A slightly unused definition of a collection of new Web 2.0 sites is the word "social media." Although "social media" interactivity should differentiate itself from more general forms of online user interaction, even if they are not always clear in literature. Many websites, for example, allow users to enter their own details, modify the layout and appearances of a page, prioritise certain content, or control their own online activities over time. In comparison, social media is defined by interactivity over multiple horizontal links that create a mutable user interface. Users even use the possibility of teamwork and social networking to different degrees within a single platform. For example, YouTube can simply be used as a broadcast channel for a movie trailer or advertising. The character of YouTube as a social media site only becomes completely apparent as other users connect, combine, reuse and discuss posted content.

Hesse (2009) claims that public health communicators are supported by social media with means to enhance consumer autonomy, healthcare skills and social communication. In turn, these improve the capacity of users to respond to health promotion and disease prevention recommendations.

Targeted and efficient social media access can be offered to people with difficulty in reaching through traditional media (because of geographical remoteness or other social factors). Seeman et al. (2008) observed that social media privacy and access would help to promote the involvement of young people and people suffering from stigmatising diseases (6). For example, men with depression were found to be more likely than face-to-face to take part in online support groups, and for a lot of men depression remains a stigmatic disease.

Researchers in the last few years have raised questions about sometimes low quality of information resulting from the front-page search results (the top ten search results). In the recent past however, the use of traffic management resources such as funded liaisons, blogging aggregates as well as advertisement options on YouTube, Facebook and Twitter has been more effective for public health

organisations in their quest for Google. Leading health departments have taken these tactics predominantly and, compared to five years ago, the federal agencies and credible health bloggers dominating the top 10 search lists have been searched for "flu shot" from Google Canada (on August 9th 2010).

Targeted and efficient social media access can be offered to people with difficulty in reaching through traditional media (because of geographical remoteness or other social factors). Seeman et al. (2008) observed that social media privacy and access would help to promote the involvement of young people and people suffering from stigmatising diseases (6). For instance, men who have a depression are more likely than face-to-face groups to engage in online support groups, since many men also experience depression as a stigmatic disease. Erik Augustson (2010) from the United States is close. In an interview with the Smoke Free Women initiative, the National Cancer Institute noted that mobile social media apps are built to target youth from the city that use mobile telephones and can be easily reached through other networks.

3. INDIA'S HOUSEWIFE-ENTREPRENEURS TURN A PROFIT FROM SOCIAL MEDIA

Chanda Shravanti, 31, is one of many female housewives who earns money when e-commerce and social networks cross over. Who left their IT jobs once they were married. A few months ago, Shravanti discovered Meesho Indian social trading platform and now sells \$150 a month for a markup she determines.

"I can organise and gain money from my phone with my network by registering as a reseller," she said. The resellers at Meesho include the majority of housewives. While new to India, social trade is increasing rapidly, as additional entrepreneurs attract investment in this sector. Some observers regard the following wave of e-commerce in India as social business sites like Meesho, GlowRoad, Shop101, Wooplr and EZMall.

These startups are designed to target large user databases Like WhatsApp, Instagram and Twitter. As the internet reaches small towns and rural areas, companies create e-commerce opportunities to support these new digital people.

Globally, revenues of \$50 billion were generated by social networks alone last year. Between 2017 and 2021, Technavio, a market analysis company, is expected to raise the global social market to an annual compound rate of 34 percent. The key categories are consumer health, baby products, food and drink, finance, fodder and personal care, according to an enquire by the Nassco Indian IT Trades Association.

Wooplr has a global network of 30 000 social salespeople speaking more than 20 languages to serve 10 million clients in 250 cities. A similar business model is used in many Indian social trading platforms. The start-up lists goods sold at the best cost by producers and wholesalers, says Kunal Sinha, a co-founder at GlowRoad. The resellers will then pick what they want to sell and what price, when the products appear on the website.

"Sellers can price at any amount they want, as long as they can buy it," said Sinha. "If an item is on the marketplace for \$7 and is sold for \$10, then you get [the difference] pocket because we've already added our costs for \$7." Sinha began in June 2017 on GlowRoad. [The difference]. [The difference]. His wife had to leave the workforce for almost four years after two children and several Indian women faced a similar situation. Accel Partners, an investor in significant e-commerce platforms like Flipkart and Myntra, Walmart's, have invested about 2,8 million dollars in the reseller network.

Resellers like the 45-year-old Bharti Joshi, who has worked with Meesho last year in southern Karnataka, have contributed to this idea.

Joshi gave up her work to look after her two daughters. She learned of a friend Meesho, signed up and received \$150 to \$200 per month as a reseller. Her gains during the public holidays hit \$250. By reaching friends and family, EZMall also has a wide web of female resellers, it is selling apparel, accessories, decors and other products on the app. Housing women are central users across all platforms, said Amit Bansal, the founder and CEO of the platform.

PayPal, an e-wallet firm, says about 80 percent of the merchants surveyed are selling via social media in China, India, Hong Kong, Singapore, Thailand, the Philippines and Indonesia. Indeed, in a study for the survey, 'Mainstream networking: Social Trading as an Engine of digital payments,' India has "a greater capacity to operate several social media channels to reach out to potential buyers for trade."

There is strong growth in many social trading firms. Since its establishment in 2015, Meesho received \$65.41 million in funding, Tracxn said. Wooplr earned \$13.78 million from its formation, and \$5 million from Shop101. Since only 1 million companies worldwide have 150 million online, Jyotbir Singh Khoman, KPMG analyst, sees tremendous growth potential. He said the figure would reach at least 10 million by 2021.

The welfare sector works well because consumers purchase people they trust and know their taste, said Rijul Jain, Wooplr analyst for investors Astar Ventures. A different approach is required for selling product across different demographics and regions, "and resellers fill this void," says Rijul. "Sellers should interact in the language in which they are comfortable, for instance with buyers."

There were several reasons for the increase in social media sales in the PayPal survey. Approximately 66 percent agree that the format benefits a larger group of people while 61 percent believe that creating a business through social media is more convenient. "We have a decentralised degree of personalization in social trade that saves the retailers investment in digital marketing tools, time and money," He said Rijul. Most social business sites have app interfaces in vernacular languages, a main feature of which Khuman considers to enhance the visibility of such companies. Local language speakers will make up almost 75% of the overall Internet users in India by 2021, over two and half times that of English, Deloitte said in a May study.

EZMall's Bansal says that most solutions on the Indian market are currently available in English. Its Platform aims at familiarising vernacular users with its products through videos and contents in Hindi. Contents will be introduced over the next quarter in five other major regional languages – Tamil, Telugu, Kannada, Punjabi and Gujarati.

4. DATA ANALYSIS

The homemakers of the city of Mumbai, who lived in urban areas, carried out a survey on . The sample size was 80, picked by random sampling. Collection of data questionnaire method. Collected samples from various areas in Mumbai, such as Maninagar, CTM, Ishwornagar, Newmangr, Vasna, Dharnidhar, Satellite, Anandnagar, Ambavadi and Bopal, and from Kankaria, Khokhra, Ghodasar. The following samples were collected. The process and its purpose were explained to each respondent. The questionnaires were asked for complete and accurate completion. All 80 questionnaires were collected, and the data were thoroughly analysed and submitted as follows. A thorough research has shown a 35-48 age range (48.75%) for the majority of social media users. Very few (17.5%) users in the 49-64 age group were social media.

- 1) Most social media users have received "Degree" education (57.5%) and "Postgraduate" education (25%), followed by "Undergraduate" education (17.5%).
- 2) (2) Around half of the respondents had two children. Over 50% had children under 15 years old, while few (14%) had children under 25 years old. The majority (64 percent) of the

housekeepers spent six or less hours with their children, and more than 6 hours with their children were spent by 36 percent.

- 3) 51.25% of respondents were found to live in a shared family. Approximately 76 percent had five or less relatives. Approximately half (51.25 percent) of the spouse's work was found to be service.

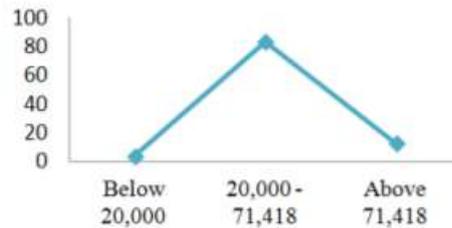


Figure 1

The figure above indicates that the family income of the majority of respondents dropped below Rs 20,000 to 71,418. Less than 20 000 Rs had just 3,75 percent intimate family income. [Fig. 1]

The study showed that 37.5% of respondents were provided with Wi-Fi Internet access and 33.75% were provided with mobile data. It was evident that almost 30 % of respondents (from the WiFi and mobile data packets) had access to the two services. More than 60 % of the respondents directly use the internet for 60-272 Rs. per month. Between 486 and 700 Rs., less than 10% spent personally on the Internet every month. Around 70% of the interviewee 's family spent 250 to 999 Rs on the internet every month. Less than 2% of the respondent's family members spent on the Internet between 1750 and 2500 Rs. per month.

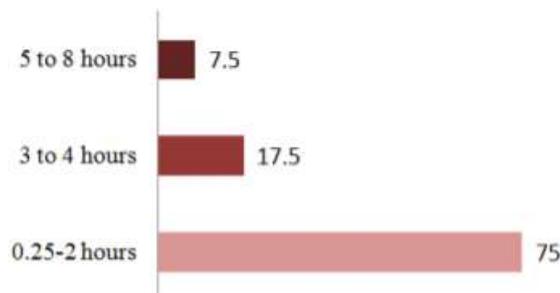


Fig. 2. Time spent on the Internet per day.

Between 0.25 and 2 hours a day, 75% of people on the internet spent time. Just 7.5% of respondents spent 5 to 8 hours a day online (Fig . 2).

TABLE I: MOST LIKED SOCIAL NETWORKING SITES

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

The above table reveals that 62 % of respondents liked the WhatsApp the most. Approximately 15 percent liked Facebook most. Just 3.75% of those who liked YouTube as a social networking website

liked it. Facebook was the 2nd best social networking site for almost half of respondents (53.75%). Around 18% is the favourite social networking website for the WhatsApp.

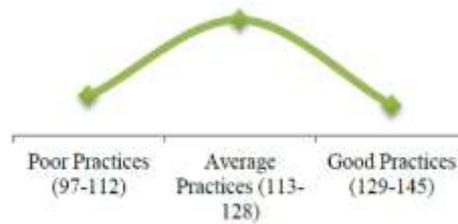


Fig. 3. Overall Practices regarding social media usage.

More respondents (13.75%) liked YouTube the second most favourite of SNS compared to those who liked YouTube (3.75%) the most.

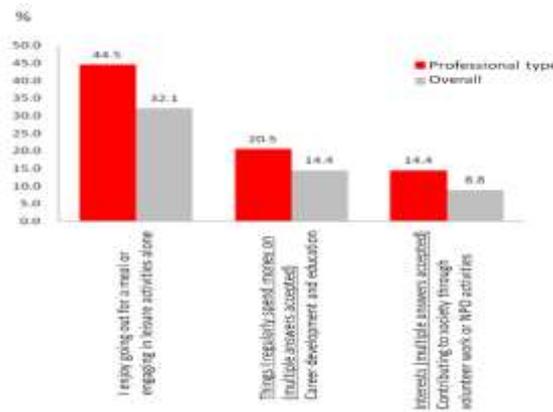


Fig 4: Graph of working women types

More than 60 percent of respondents had typical activities in overall practise surrounding social media use. Around 20% of homemakers practised badly and 15% of homemakers practised well. Full social media behaviours use were used by the majority of respondents (Fig . 3).

The graph above defines one function of professional groups that is less involved in marrying than other women (see the above column) and that can perform multiple activities alone (Graph, Item 1). They also prefer to train hard to advance their careers or to learn skills (Figure 2). But they are not strictly focused upon their own careers; their contribution to contributing to society is also over-average (graph, point 3).

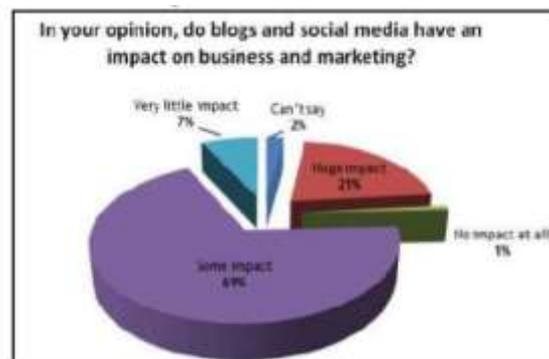


Fig 5: Graph of social media impact on business

According to research, 'exchange 4 media' and 'blog works' are listed in the above graph. 69% of respondents said there is an effect on business and marketing of social media.

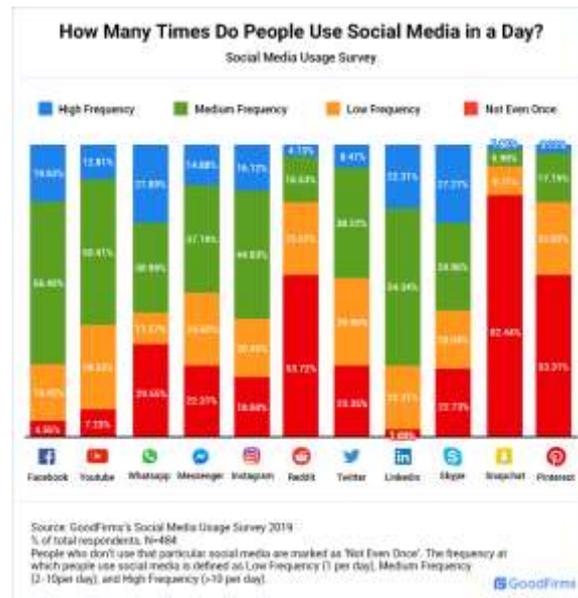


Fig 6: Graph of users of social media in a day.

The graph shows the most popular social media used at least once a day, LinkedIn (98.77%), Facebook (95.45%), YouTube (92.77%), and Messenger (77.69%).

The social networking platforms most widely used include: WhatsApp (27.89%), Skype (27.27%), and Facebook (19.63%); LinkedIn (22.31%).

On sites like Facebook (56.40%) and YouTube (50.40%) the highest number of moderate users can be found. And Instagram (44.83%) is still used by people on these social platforms for a long time.

Even some of the less popular sites not used every day are Snapchat (82.44 percent), Reddit (53.72 percent), and Pinterest (53.31 percent).

4.1 Hypothesis:

Hypothesis is a predictive declaration which can be tested using a science approach referring to a dependent variable. The hypothesis refers to any hypothesis made by an investigator during his research work. In simple words hypothesis means that "Hypothesis is a preliminary proportion developed for empirical research. It is a temporary reply to a query of science. It is provisional because its truthfulness can only be tested after it is confirmed." Hypotheses are essential in their ability to guide, define and concentrate on the study. It tells the researcher specifically what basic information to collect and thus gives more emphasis. An empirically testable should always be the hypothesis. Conceptually, it must be simple. The relationship between the two independent and dependent variables should be defined and clarified. It needs to be consistent logically. In preparing a hypothesis, the key point to be considered is analysis. Hypothesis building is not an easy task.

Tested hypotheses: H_{01} : There is no connection between home-made social media use and home-made era. In testing the above-mentioned hypotheses, the r-value ($r=0,09$) indicated that the social media use activities of homemade people and home-made era were not positively linked. We fail to reject null hypothesis. When social media was launched in India in 2005, understanding and using it was very novel for every housekeeper of different ages. Thus there was no relationship between the various age groups and their social media uses.

H_{02} : The social media activities of the home-builders and no of the homemakers' children have no connection. R value ($r=0,16$) shows that the social media operations of homemakers and children of homeowners are negative, not linked to each other. The correlation analysis has been performed for testing the stated hypotheses. Thus, we fail to reject the null hypothesis. It is explicitly mentioned, above

all, that there is no connection with children of homemakers and their social media activities. The children of the interviewees were not influenced as they spent more time in school, teaching, playing or sleeping. Therefore, it was not influenced by their social media practise when the home-builder had one child or two children.

H₀₃: The social media activities of home-made artists are not related to their overall family income. H₀₃: The r value (r = -0.04) indicated that there is no connection between social media uses of homemakers and the total household income for families to teste the hypotheses described above. So we fail to reject null hypothesis. The negative sign of r value (r= -0,04) indicates that the relationship between home-made social media activities and the household 's overall family income may be inverse (negative).

Regression:

Regression equations can help you figure out if your data can be fit to an equation. This is extremely useful if you want to make predictions from your data—either future predictions or indications of past behavior. For example, you might want to know what your savings are going to be worth in the future. Or, you might want to predict how long it can take to recover from an illness. There are several types of regression equations. Some of the more common include exponential and simple linear Regression (to fit the data to an exponential equation or an linear equation). In elementary statistics, the regression equation you are most likely to come across is the linear form.

The linear regression equation is shown below.

$$Y = a + bX$$

$$b = \frac{N\sum XY - (\sum X)(\sum Y)}{N\sum X^2 - (\sum X)^2} \quad a = \frac{\sum Y - b\sum X}{N}$$

Where,

N = number of observations, or years

X = a year index (decade)

Y = population size for given census years

Table1. Hierarchical Regression Analysis for Women’s Social Network Structure

Predictor Variables	Model 2				Model 3	
	Size	Inner	Proximity	Contact	Friends	Age
	β	β	β	B	β	β
Covariates						
Married	0.15**	0.17**	-0.03	0.07	-0.19***	-0.02
Health status	0.02	0.04	0.02	-0.02	0.03	-0.04
Age						
65-74	-0.04	-0.07	-0.12*	-0.05	0.05	0.16
75-93	-0.16*	-0.08	-0.19**	-0.17**	-0.02	0.63***
Education						
< high school	-0.13*	0.04	0.24***	0.10	-0.09	-0.14
High school	-0.07	-0.02	0.13*	-0.01	-0.05	0.02
Occupation						
Laborer	-0.04	0.01	0.01	0.00	-0.02	-0.10
Sales	-0.04	0.10	0.06	0.01	-0.10	-0.10
Homemaker	0.02	0.08	0.12	0.04	-0.15*	-0.17*
Interactions						
High school × 75-93						-0.16*
Adjusted R ²	0.09	0.04	0.04	0.02	0.05	0.20
ΔR ²	0.04	0.01	0.06	0.02	0.03	0.02
F change	3.20**	0.90	4.16***	1.54	2.17*	1.29
F of model	6.19***	2.98**	3.34**	2.07*	3.95***	7.32***

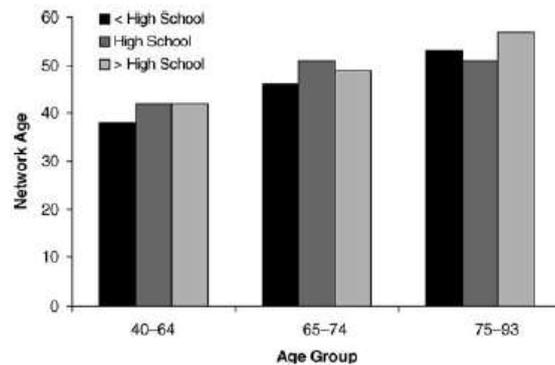


Figure7. The interaction between women's education and age group for network age.

Hierarchical regression models were used to test the effects of age, education, and occupation on social network structure characteristics. Separate models were conducted for each dimension, and all analyses were conducted separately for women

CONCLUSION

It has been 10 years, until now that a majority of homemakers have only begun using social media in one to two years that social media came to India in 2005. There was a relationship to the social media use of homemakers and reasons for the use of social media. The aim of this study was to learn how homemakers use social networks. The result revealed that homebuilders had average social media use habits as new carpenters. A person named Homemaker, particularly a woman, who manages a home. The rules and privacy roles of social media should be taught to homemakers.

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