INTRODUCTION

Internet: A boon

The internet has transformed the world of computer and communication with its unique power to connect with people from anywhere. Scholars believe that the earlier inventions like telegraph, telephone, radio, and computer had provided a platform for internet by integration of its capabilities. It has made world-wide broadcasting possible, eased up information dissemination and also function as a channel for collaboration and interaction between the people without any geographical barriers. It is considered as one of the successful invention in today's information and technological world. The impact of internet is not only restricted to technical field but also affected the whole world. We witness the frequent advancement in internet networks and also in it capabilities. The history of internet is complex and involves many aspects - technological, organizational, and community. The technological aspects include the performance and functionality of internet whereas the organizational aspects include the operation and management of internet. Community aspect is social aspect that builds a community of internet users who creates and expands the technology. Another aspect is commercialization of internet. (Leiner et al., 1997)

Internet has broadened the horizon of communication and provided advanced facilities to its users in comparison to other media. Devices like mobile phones, computers and laptops are required to access internet. The users should have one of these devices and also the internet connections to access it. The growing need of internet at every sphere of life and increasing number of internet users are pressurizing the service providers viz. telecom companies and mobile phone as well as the computer manufacturing companies to provide internet access in budget friendly prices.

It has connected the whole world and eased up everybody's life. It has given new prospects to expand the knowledge of individuals and became a helping hand to internet users viz. students, professionals, businessmen etc. Students can learn new things through internet. E-learning has become an emerging trend in higher education all over the world. Apart from e learning, individuals can also consult the experts like doctors, scientists, psychologist, agriculturist, astrologists and so on. Not only the learning and expertise, internet has also provided a platform for artists like writers, singers, actors to showcase their skills and art. Internet has wide scope for its users to use it. It should be accessed used securely and safely

to gain the quality experiences. It is definitely a boon for the society but only if accessed and used properly.

Use of Internet for different purposes

Internet has become the important part of our daily life. There are large numbers of tasks that can be accomplished using the internet. It is being used for different purposes depending upon the requirement of its users.

Communication

The most popular thing for which internet is used is to communicate with the people. It has allowed people to communicate not only through text but also through their voice and face to face via voice calling and video calling respectively. With internet has become very easy to contact the loved ones from any part of world. Therefore it can be said that communication is the most precious gift from internet to its users. People commonly uses it for emailing, connecting through social networking sites like Facebook, Twitter, Instagram etc.

Education and Research

Education is one of the best things that the internet can provide. There are numerous books, journals, blogs, presentations, other study materials available for students and teachers on internet. It makes the learning process easier and provide good learning experience as well. There are virtual classrooms from which one can learn specific topic. There is vast variety of tutorials available over the internet using which one can learn different topics easily anywhere-anytime. Reviewing is most important part of research. With the help of internet researchers can avail the facility of reviewing publications and research papers online. There are different search engines, gateways and e-libraries, which allow researchers to have access to research papers related to their concerned topic. Earlier it was really a difficult job for researchers to collect reviews from different libraries located in different geographical locations but now with blessing of internet it is just a click away. Through internet researcher can also publish their research work so that common mass can avail its benefits.

E-Commerce

Apart from communication, education and research, another important use of internet is for financial transaction. With the time and growth of internet based financial transactions like shopping, payment of utility bills viz. electricity, phone credit card etc., taxes, booking movie

tickets, making reservation in railways, roadways or airways for travelling, booking of hotels, money transfer, loan payments, insurance premium payments etc. has become easy and quick for all of us. This feature of internet enables people to purchase or sell items online easily. It has reduced the time and energy of human beings spent on shopping and other financial transactions.

Real Time Updates

Internet provides recent updates of everything happening around the world. With its feature to share information it allow its users to get real time update as well. Through this one can get news and other happenings that may be on-going in different parts of the world. There are numerous websites from where one can access real time updates in every field viz. business, sports, finance, politics, entertainment and others.

Getting Information about any topic

Internet has huge information about any topic we need. It is very commonly used among people for searching information about anything viz. any location, product, fashion, people, institute, hotel, animal or any unknown object or thing. It has information about almost everything we need. It can be used to check the reviews of any product or service before purchasing/using it. Reviews of hotels, places, food, movies are also available on interent. These reviews are the feedbacks of people who had used the product/service earlier. They are helpful to other people for making decision regarding the same.

Advertising and Publicity

Similarly like publishing anything on internet it is also easy to advertise any product on internet. One can use the internet to advertise their products. Internet have the facility of reaching different strata of audience accordingly, viz. one can advertize beauty products to women, body building products to men etc. The advertiser may use the multimedia capabilities of the internet to provide information regarding their products by using different formats viz. product specification sheets, audio files, images, and video clips of products. It is a very easy medium for distributing product catalogs and brochures. Internet publicity is most common these days, not only for the business purposes but also for the social cause. Internet provides a big platform to publicize any product, event, place etc

Carry out Online Surveys and Research

Traditional methods of performing surveys are often relatively slow and expensive compared to online surveys. It can be used for data collection, collecting reviews for research and data

analysis as well. Internet saves time by reaching out to large number of respondents and collect data from them with a click. Through internet it is possible for researcher to sit at a place and collect data from different areas. On other hand numerous journal and publications are available online which a researcher can access for review of literature. Not only this, he/she can also use it for analyzing the data which is collected for research. Different online tools are available which aid researcher in completing the research.

Get Technical Support

There are various things for which one need technical support, viz. for repairing to recycling etc. Internet has variety of information regarding technical support for anything. For example if a student need some help to complete his assignment he can use internet, if a mother needs to find specific recipe she can find it in internet, if someone need to repair any device or machine even he can find support on internet. There are different groups, forums platforms available on internet to help or support people.

Obtain Feedback from Mass

The interactive nature of the internet allows everyone to give their opinion for particular topic. There are discussion forums, social networking site and micro networking site through which people give their feedback may be for particular event, person or product. It has become a convenient method for obtaining customer feedback as well. On every website there is "feedback" option to identify the satisfaction level of customers regarding the services/products provided. (Top10contributors, 2013)

Internet Users in India

According to IAMAI and IMRB International (2014) internet usage in India has increased by thirty two percent from October 2013 to October 2014. Key findings of this study are as follows:

- There were 278 million claimed internet users
- The number of active internet users was 213 million
- The claimed internet users in urban cities has grown by 29%
- There were 152 million active internet users in urban India,
- Compared to previous year, claimed internet users had increased by 39% in rural India to reach 101 Mn in October 2014.

- There were 61 Mn Active Internet Users in Rural India

Though India has low internet penetration at 19% compared with other developed and developing economies that have up to 90% penetration, the country has the third-largest Internet user base in the world, with more than 300 million users, of which more than 50% are mobile-only internet users (Srivastava, 2015). This is the reason for India to stand third for the highest smart phone user's country among the top five smart phone user population country of the world.

The main reason for this growth could be the "Digital India initiative" of Government of India. It is a multi facet programme to provide internet access to the country through infrastructure facilities for internet, e-governance and digital literacy as well as through enhancing electronic manufacturing capabilities.

Internet and Women

Internet especially Social Media has changed the communication paradigm, making it no longer difficult to reach the people beyond the geographical boundaries. It has variety of usage for each section of society. Internet is a blessing to everyone if it is used in better manner. All the sections of society i.e. men, women, children, elderly have equal opportunities to learn, use or take advantage of internet. It has vast range of items that can also be helpful for women for maintaining their healthy lifestyle. Internet allows its users to create or join online communities to share or get information, ideas, gain knowledge about any topic. Youtube, Blogs, Facebook, Twitter, Pinterest, Instagram are most popular websites among internet users. According to the Women & Web Study Report June 2013 by Google India, there were total 150 Million internet users in India and among them 60 million were women. The report also highlighted the use of internet by the young affluent users (75%) aged between 15-34 years. Furthermore it elaborated that half of the internet users agreed that internet surfing influenced their decision before purchasing product. It also highlighted the fact that women buys baby products online. The interesting finding was that the eighty percent of them recommended their purchase to other women whereas one fourth of them shared their online purchasing experience online. These findings highlight the use of internet among Indian women.

Hussain and Moin 2014 explored the main reasons for usage of internet among urban educated women. The urban educated women were using internet to gather information for-

- Employment /Job Prospects in India and Abroad
- Research and Information
- Educational opportunities
- Career advancement facilities
- Beauty and Fashion, Hair care, Health & Lifestyle, Apparel and accessories
- Matrimonial ads
- Art and Entertainment
- Social Support system for working women

Furthermore they mentioned that the women from urban lower middle class families gather information from internet mainly on -

- Employment /Job Prospects in India /self locality
- Inexpensive childcare & Healthcare
- Educational facilities at their doorstep
- Dowry system, other legal rights like self help, violence etc.
- Information about NGO's
- Legal provisions against Sexual harassment, Domestic Violence and Social injustice

Now a day's Internet has broaden its reach among people by taking them away from just using it for emails and chat rooms to alternative media. It has given a power to mass for speaking about their rights, sharing their views on particular topic or event and showcase their abilities to outside world. Not only this, it also provided opportunities to learn different endless things online viz. languages, cuisines, art and craft and many more. Though it has expanded its reach in India but women are still to be reached fully. The possible reasons for less women internet users in India, may be lack of easy access to Internet, lack of knowledge on using internet and lack of awareness about its importance in their daily lives.

Internet has been recognized as an effective tool to catalyze the economic growth and also for developing human resource. There are numerous internet tools that can be used to inform and educate women. The access to information may act as an active agent for development of the society. It can also be helpful in solving problems that women face in their daily life. Internet

is considered to be effective agent of women's empowerment and development ranging from their health, lifestyle, and education and economic independence" (Hussain and Moin 2014)

Women's empowerment is focused on increasing their power to take control over decisions that shape their lives. For women who can access and use Internet, it offer potential, especially in terms of improving health, to educate them, reducing poverty, improving governance, overcoming isolation, and providing a voice to them. However, there is a growing demand of the use of Internet for women's empowerment, through increasing their access to health, nutrition, education and other human development opportunities, such as political participation. There is a need to make the women understand the importance and usage of internet and how this medium can become an effective tool towards personal and social growth. It is also necessary to know that how much women depends on internet and how it is helping them in their home management tasks. Therefore the following research questions need to be answered-

1. Why women are using internet?

2. What type of gadgets women are using to access internet?

3. What are those household responsibilities for which women depend on internet?

4. Does internet help them in performing their household responsibilities?

5. Are they using internet to an optimal level?

6. Is Internet a tool for their empowerment?

7. Does it help them to live a better life?

8. Do they face any difficulty while using internet?

9. What are those difficulties?

Keeping in the above mentioned research questions a study was designed and titled as

"Use of Internet for Performance of Household Responsibilities by Married Women of Vadodara city"

Justification of the Study

During post independence period, government and other development organization has focused on girl's education. In India, female's enrolment in higher education has been increased since independence. Earlier was the time when parents used to worry about girl's household responsibilities after their marriage. Therefore, girls were more engaged in household activities like cooking, cleaning, washing etc. before their marriage also. But today, the scenario has been changed. With the increased girl's enrollment in higher education, parents are more concerned for their professional training rather than household training. Now days when girls are more into taking professional training over household trainings, they find it difficult to fulfill their household responsibilities after marriage. Therefore their dependency on media like print, television, and internet is increasing to seek help for fulfilling their household responsibilities.

Women's technology usage is also increasing these days. According to a report published by Internet and Mobile Association of India and Kantar IMRB (2017) in India, thirty percent of the internet users were women. The data showed that there was more than forty percent increase in figures of female internet users. (as cited in Economic times, 2018) A report by Telecom Regulatory Authority of India (TRAI) also highlighted the considerable number of female internet users in India. TRAI 2015 report of West Zone, Gujarat mentioned that among the twenty three thousand respondents, twenty one percent were females and nearly equal numbers of respondents were using cellular data and broadband services to access internet. Furthermore it elaborated that the Business/Self-employed respondents (overall) were forty two percent and sixteen percent were housewives. Remaining were from the category service, retire and students. This report reflected that in Gujarat, women were using internet. The present research is an attempt to study the use of internet by married women. It would be interesting to know how and to what extent of internet usage affects them. If we look into the researches carried out on women and internet these queries remain still unanswered. Hence, such a study is very much necessary to get answers of these questions.

Another reason for such a study is that the women share most important place in the society. They are considered as the vulnerable section of society. It is important to carry out

researches related to women and their related fields. In the era where technology is expanding its wings, it becomes necessary to study its impact on women. Studies have been carried out with impact of internet on other sections of society but very less data is present on women and their internet usage specifically for their household responsibilities. This makes it important to study and explore about women and their internet usage. Government of India has initiated "Digital India Project" in 2014 to integrate the government and people of India. The main objective of it is to ensure that the government services are made available to citizens electronically by reducing paperwork. This initiative includes creation of digital infrastructure, delivering services digitally and digital literacy. Google India and Tata Trust also initiated a project named "Internet Saathi" to support GoI's Digital India Project in 2015. This collaborative programme is aimed to empower women in rural India by enabling them to use the internet and use it in daily lives. In addition to this Google India has also launched an initiative named "Helping Women to Get Online" in 2013. In this initiative a web portal was made available especially for women to empower them by enabling them to use internet. These initiatives are showing the inclination of government and other leading corporate firms towards internet literacy and awareness.

This research has been undertaken to study the usage of internet by women of selected city of Gujarat and to find out its influence on their routine household responsibilities. The present topic is selected because no such research has been carried out to study the influence of internet on performing household responsibilities of women of Gujarat. Therefore no relevant recent data is available to find out how much women depends on internet and what are those responsibilities which require internet access by women. In addition to this, there is also a need to study the purposes for which women are using internet and what problems they are facing while using internet. This gives a scope to carry out this research study. The internet has become one of the important socializing agents in our society. People are using it in every sphere of their life. Therefore it becomes necessary to study its usage and purpose of usage in our society especially by women.

Objectives of the Study

1. To prepare the profile of selected married women using internet of Vadodara city.

2. To study the internet usage pattern of selected married women of Vadodara city.

3. To study the difference in internet usage of selected married women of Vadodara city in terms of their internet usage pattern in relation with-

- Age
- Occupation
- Educational qualification
- Type of family
- Monthly family income
- Number of children
- Years of marriage

4. To study the purposes of using internet by selected married women of Vadodara city.

5. To study the differences in the purposes of using internet by selected married women of Vadodara city in relation with their -

- Age
- Occupation
- Educational qualification
- Type of family
- Monthly family income
- Number of children
- Years of marriage

6. To study the time spent on internet by selected married women of Vadodara city.

7. To study the difference in time spent on internet by selected married women of Vadodara city in relation with their-

- Age
- Occupation
- Educational qualification
- Type of family
- Monthly family income
- Number of children
- Years of marriage

8. To study the monthly monetary expenditure on internet recharge by selected married women of Vadodara city

9. To study the difference in monthly monetary expenditure on internet recharge by selected married women of Vadodara city in relation with their-

    – Age
    – Educational qualification
    – Occupation
    – Type of family
    – Monthly family income
    – Number of children
    – Years of marriage

10. To study the household responsibilities of selected married women of Vadodara city in relation with following aspects:
    – Kitchen management
    – Child care
    – Household management
    – Financial management
    – Socializing and entertainment
    – Miscellaneous

11. To study the differences in household responsibilities of selected married women of Vadodara city in relation with their-

    – Age
    – Education
    – Occupation
    – Type of family
    – Monthly family income
    – Number of children
    – Years of marriage

12. To study the usage of internet by selected married women of Vadodara city for performing their household responsibilities in relation with following aspects-

- – Kitchen management
- – Child care
- – Household management
- – Financial management
- – Socializing and Entertainment
- – Miscellaneous responsibilities

13. To study the differences in the usage of internet for performing Kitchen Management related household responsibilities by selected married women of Vadodara city in relation with their-

- – Age
- – Occupation
- – Educational qualification
- – Type of family
- – Monthly family income
- – Number of children
- – Years of marriage
- – Computer training
- – Internet Usage
- – Experience of using internet

14. To study the differences in the usage of internet for performing Child Care related household responsibilities by selected married women of Vadodara city in relation with their-

- – Age
- – Occupation
- – Educational qualification
- – Type of family
- – Monthly family income
- – Number of children
- – Years of marriage

- Computer training
- Internet Usage
- Experience of using internet

15. To study the differences in the usage of internet for performing Household Management related household responsibilities by selected married women of Vadodara city in relation with their -

- Age
- Occupation
- Educational qualification
- Type of family
- Monthly family income
- Number of children
- Years of marriage
- Computer training
- Internet Usage
- Experience of using internet

16. To study the differences in the usage of internet for performing Financial Management related household responsibilities by selected married women of Vadodara city in relation with their -

- Age
- Occupation
- Educational qualification
- Type of family
- Monthly family income
- Number of children
- Years of marriage
- Computer training
- Internet Usage
- Experience of using internet

17. To study the differences in the usage of internet for performing Socializing and entertainment related household responsibilities by selected married women of Vadodara city in relation with their -
    – Age
    – Occupation
    – Educational qualification
    – Type of family
    – Monthly family income
    – Number of children
    – Years of marriage
    – Computer training
    – Internet Usage
    – Experience of using internet

18. To study the experiences of using internet by selected married women of Vadodara city while using internet.

19. To study the problems faced by selected married women of Vadodara city while using internet in relation with following problems-

    – Technical Problems

    – Personal Problems.

20. To study the difference in problems faced by selected married women of Vadodara city while using internet in relation with their -

    – Age
    – Occupation
    – Educational qualification
    – Type of family
    – Monthly family income
    – Number of children
    – Years of marriage
    – Computer training
    – Experience of using internet

21. To seek suggestions from selected women for optimizing the usage of internet for performing their household responsibilities.

Null Hypotheses

1. There will be no significant differences in the internet usage of selected married women of Vadodara city in terms of their internet usage patterns in relation with selected variables.

2. There will be no significant differences in the purposes of using internet by selected married women of Vadodara city in relation with selected variables.

3. There will be no significant differences in time spent on internet by selected married women of Vadodara city in relation with selected variables.

4. There will be no significant differences in monthly monetary expenditure on internet recharge by selected married women of Vadodara city in relation with selected variables.

5. There will be no significant differences in overall household responsibilities of selected married women of Vadodara city in relation with selected variables.

6. There will be no significant differences in kitchen management related household responsibilities of selected married women of Vadodara city in relation with selected variables.

7. There will be no significant differences in child care related household responsibilities of selected married women of Vadodara city in relation with selected variables.

8. There will be no significant differences in household management related household responsibilities of selected married women of Vadodara city in relation with selected variables.

9. There will be no significant differences in finance management related household responsibilities of selected married women of Vadodara city in relation with selected variables.

10. There will be no significant differences in socialization and entertainment related household responsibilities of selected married women of Vadodara city in relation with selected variables.

11. There will be no significant differences in usage of internet by selected married women of Vadodara city for performing their overall household responsibilities in relation with selected variables.

12. There will be no significant differences in usage of internet by selected married women of Vadodara city for performing their kitchen management related household responsibilities in relation with selected variables.

13. There will be no significant differences in usage of internet by selected married women of Vadodara city for performing their child care related household responsibilities in relation with selected variables.

14. There will be no significant differences in usage of internet by selected married women of Vadodara city for performing their household management related household responsibilities in relation with selected variables.

15. There will be no significant differences in usage of internet by selected married women of Vadodara city for performing their finance management related household responsibilities in relation with selected variables.

16. There will be no significant differences in usage of internet by selected married women of Vadodara city for performing their socializing and entertainment related household responsibilities in relation with selected variables.

17. There will be no significant differences in the overall problems faced by selected married women while using internet in relation with selected variables.

18. There will be no significant differences in the personal problems faced by selected married women while using internet in relation with selected variables.

19. There will be no significant differences in the technical problems faced by selected married women while using internet in relation with selected variables.

Assumptions

1. Married women of Vadodara city uses internet for various purposes.

2. Internet usage patterns of married women differ from one another.

3. Married women of Vadodara city have various household responsibilities to perform.

4. Married women of Vadodara city take help of internet to perform their household responsibilities.

5. Married women of Vadodara city do face problems while using internet.

Delimitations

1. The study was delimited to-

   – Married Women having children

   – 350 women residing in Vadodara city.

2. The study was delimited to women's usage of internet for following household responsibilities-

   – **Kitchen Management-** cooking, meal planning, grocery shopping, purchasing 'time and energy saving' equipments, kitchen cleaning, dish washing and so on.

   – **Child Care-** feeding children, managing their education and health related issues, supervising homework, fostering moral values among them, buying clothes, toys and other things for them and so on.

   – **Household Management-** cleaning, managing maids/servants, maintaining electric equipments and gadgets at home and so on.

   – **Financial Management-** managing the family budget, organizing insurance, payment of utility bills, purchasing electronic item/furniture or other required goods and so on.

   – **Socializing and Entertainment-** organizing birthday parties, family tours, organizing dinner or lunch, communicating with relatives and family friends, organizing festivals and so on.

   – **Miscellaneous-** taking care of elderly family members, purchasing clothes, medicines and other things for elderly family members, maintaining garden and kitchen garden at home, taking care of pets.

REVIEW OF LITERATURE

The review of related literature was conducted by referring different research studies on gender and technology, gender roles, household responsibilities, household chores, mothers and internet, women and internet and so on. The collected reviews were categorized according to the dependent variables of the study. They were categorized as follows-

Studies Related to Household Responsibilities	• Indian Research Studies (5) • International Research Studies (6)
Studies Related to Women and Internet	• Indian Research Studies (4) • International Research Studies (8)
Studies Related to Usage of Internet for Household Purposes	• Indian Research Studies (6) • International Research Studies (6)

The empirical studies referred and reviewed were related to household responsibilities of women, their internet usage pattern and use of internet for their household purposes. The timeline for reviewed studies ranged from 2009-2017. Thirty five studies were reviewed in aforementioned categories. It was observed that survey method was used for quantitative data collection whereas interview, observation and case study methods were use for qualitative data collection. The maximum sample size observed was 5500 and the minimum size was 80. The study having largest sample size was a survey of different countries carried out by a market research company. The sampling techniques observed in most of the reviewed researches were purposive and snowball sampling whereas in few of the researches cluster sampling technique was also used. The variables studied in most of the reviewed researches were gender, age, education, income, marital status, family type, occupation and experience of using internet.

All the researches related to household responsibilities reflected the gender roles in family. They were more focused on time spent on household chores by men and women. It was observed that husbands were helping their wives in performing their household responsibilities specifically for childcare and cooking. The perception for stereotypical role of women at home varied in relation with the income group. The males from low income group

belonging to developing countries still consider household chores as women's task whereas males from higher income group were more likely to share the household duties. Twelve researches were found related to women and internet. The studies conducted in India focused upon internet accessibility of women and their usage was limited to shopping and information seeking. However, the studies from other countries highlighted the internet accessibility and showcased its usage for shopping, social networking, information seeking. These studies also connected the internet usage with women empowerment, innovation adoption and also with health issues like depression and stress. Twelve studies were found related to use of internet for household purposes. These studies were not directly related to it but they have connected the internet usage with some aspects of household responsibilities. The findings of these studies showed that internet was commonly used for socializing or connecting with family and friends as well as for child care. The usage was also observed for shopping of grocery, appliances, and clothes for family. Time saving was the main reason to use the internet for the same. It was also noted that younger ones, male users and those having high level of education were more likely to use internet more effectively. Working women were using it more than housewives especially for childcare and shopping.

The research trends observed from the cited researches showed that women are performing most of the responsibilities at their home, irrespective of their age, occupation, income group and country of living. Though the use of internet was higher among men but it was common among men and women both. Women internet users are growing rapidly worldwide and also in India. The trend of using internet for various purposes was noted. The internet usage was also observed for household responsibilities in this chapter. Internet provides a wide variety of information, content and support related to each aspect of household responsibilities whether it is kitchen management, child care, household management, finance management or socializing. The review of literature highlighted the research gaps existed in reviewed studies. In India none of the study threw light on internet usage for all the aspects of household responsibilities in relation with different variables like age, type of family, type of internet user, number of children and years of marriage. The present study is an attempt to understand the usage of internet among married women of Vadodara city for performing their household responsibilities.

METHODOLOGY

The present research was undertaken to study the use of internet for performance of household responsibilities by married women of Vadodara city. The purpose of the present research study was to understand the household responsibilities of married women in the present time and their usage of internet for performing those household responsibilities by them. This methodology chapter is divided into two parts-

    A. Methodology for Quantitative Data
    B. Methodology for Qualitative Data

A. Methodology for Quantitative Data

This section includes the following-

Feasibility Study

Population of the Study

Sample of the Study

Construction of the Research Tools

Validity of the Research Tools

Reliability of the Research Tools

Pre-testing of the Research Tools

Procedure of Data Collection

Scoring and Categorization

Plan of Statistical Analysis

Feasibility Study

In order to know the feasibility of studying, use of internet by married women for performing their responsibilities at home and at workplace, a feasibility study was carried out between March 2015- August 2015 at Vadodara city. It was carried out to study the reasons for using internet by married women of Vadodara city at their home and workplace. The frequency of

using internet by married women of Vadodara city for performing their responsibilities at home and workplace was also studied. The data was collected from one hundred and two married women of Vadodara city who were using internet. A structured questionnaire was used to collect the data. The findings of the feasibility study showed that married women of Vadodara city were using internet for performing their responsibilities at their home and workplace. Findings of the study revealed that the main reason for using internet were social and educational. A wide variety of usage of computer and internet was found among married women from being on social networking sites to learning new recipes; from emailing to purchasing; from watching videos and listening music to downloading them; from seeking online help for health related issues to reading product and movie reviews.

. The results of the feasibility study suggested that internet may act as an aid to perform their household tasks. Through the feasibility study it was understood that all the married women were using internet for their household responsibilities for some or the other reasons, regardless of being engaged in different occupation. Therefore it was decided to choose to study usage of internet for performing their household responsibilities.

The results of feasibility study showed that married women were using internet for different reasons. It was found that married women were using internet for their household purposes though being from different age groups, occupation, and educational background irrespective of their computer and internet training. These variables are feasible to undertake a research study on similar topic. In order to find out married women's dependency on internet for their role performance at home, an exploratory study needed to be carried out. Hence the study "usage of internet for performing household responsibilities by married women of Vadodara city" was undertaken.

Population of the Study

The population of this study comprised of married women of Vadodara city. The sample of the study comprised of three hundred and fifty married women of Vadodara city who had children and were using internet.

Marriage encircle women with different responsibilities, from kitchen to community and to society at larger. After becoming a mother, the responsibilities along with the requirement for getting help in performing those responsibilities increases. Thus, by taking married mothers

as a sample for this study covered nearly all the possible household responsibilities performed by women.

Sample of the Study

Non- probability sampling techniques namely purposive sampling technique and snow ball sampling technique were used to collect the data. The inclusive criteria for selecting women for the present study were -

- ✓ They should be married
- ✓ They should have children and
- ✓ They should be an internet user.

Both quantitative and qualitative data were collected for this study using survey and interview techniques respectively. Purposive and snow ball sampling methods were used to collect the data. The data was collected from all four zones (zones divided by Vadodara Municipal Corporation) of Vadodara city of Gujarat.

The sample size was decided as per the availability of respondents between the period of data collection that is from August 2016- March 2017. Three hundred and twenty five married women with children were selected from all zones by using purposive and snowball sampling to collect the data.

The quantitative data was collected from three hundred and twenty five married women where as twenty five married women were interviewed for acquiring qualitative data.

Construction of the Research Tools

Research tool is the back bone of any research. Construction of good research tool decides the quality of data and ultimately the quality of research. Different types of research tools were designed and used for the present study. A questionnaire, rating scales were designed to collect quantitative data whereas a structured interview schedule was designed to collect qualitative data. They were designed by thoroughly reviewing related literature and also by observing Indian families in our society. The results of the pilot study showed that women were performing most of the household responsibilities. These household responsibilities were listed out through keen observation of role of women in Indian families by the researcher.

The research tool was constructed in line with the objectives of the study by referring related review of literature. The researcher referred research studies, research journals and e-resource materials related to women and new media, gender and ICT, recent internet trends to prepare the desired research tool. The tool was prepared in English and then translated into Gujarati language for better understanding of respondents towards its content.

Research Tool Used For Quantitative Data Collection

In order to get the detailed and desired data a questionnaire was designed with six sections. These sections were divided according to the objectives of the study. They were related to profile of the respondents, their internet accessibility patterns, their household responsibilities, their usage of internet for performing their household responsibilities, their experience and problems while using Internet.

Table 1 Research Tool Used For Quantitative Data Collection

Sections	Content	Response system
I	Background Information (Age, Education, Occupation, Details about Family, Computer Training)	Check list
II	Information regarding Internet Accessibility Pattern (Types of Gadget in family, Money and Time Spent on Internet, Type of Internet Connection, Information about internet, Purposes of using Internet)	Checklist and Five Point Rating Scale
III	Household Responsibilities Performed by Married Women	Checklist
IV	Usage of Internet and Household Responsibilities	Five Point Rating Scale
V	Experience While Using Internet	Five Point Rating Scale
VI	Problems Faced While Using Internet	Five Point Rating Scale

Table 2 highlights the six sections of the research tool. The details of it are as follows-

Section I- Background Information

Section I of the research tool was designed to obtain data related to profile of the married women. It included questions related to their-

- o Age
- o Educational qualification,
- o Details of the Family including family type, number of family members, years of marriage, number and gender of children. Monthly family income
- o Occupational status
- o Contact details including their residential address, mobile and phone numbers and email address
- o Type of computer training
- o Familiarity with different Software

Section II Information regarding Internet Accessibility Pattern

This section dealt with obtaining information regarding internet accessibility of married women. It included questions related to

- o Gadgets in Family
- o Gadgets used to access internet
- o Type of Internet Connection
- o Monthly Expenditure on Internet Recharge
- o Time spent of Internet
- o Experience of using internet in years
- o Frequently used Browser, Search Engine and websites
- o Source of Information regarding different websites
- o Purpose of using internet: Five point scale was designed to avail the responses of the respondents. Total sixty three purposes were listed to obtain the data. The respondents had to tick mark against the purposes according to their frequency of using internet for the same.

Section III Household Responsibilities Performed by Married Women

Section III was designed to collect information regarding one of the dependent variable of the present study i.e. household responsibilities of married women. Household responsibilities were divided on the basis of six aspects namely Kitchen Management, Child care, household management, finance management, socializing and entertainment and miscellaneous. These categories were made by reviewing similar type of research articles and related literatures. A checklist was prepared wherein the respondents had to tick mark whether they were performing their household responsibilities solely or sharing them with others.

Another checklist was prepared under this section which required data to get information about the help available for married women to perform their household responsibilities. The options provided under the same were help from husband, in-laws, son, daughter, maid and others.

Section IV Usage of Internet and Household Responsibilities

Section IV was prepared to obtain data related to internet usage for performing selected household responsibilities. Six different questions were asked based on different household responsibilities under the same section. For each question a five point scale was prepared to collect their responses. Married women had to provide their responses in terms of frequency of using internet for performing various task listed under selected household responsibilities. The statements were prepared after reviewing related literature and with the help of results of feasibility study.

Section V Experience While Using Internet

This section was made to gather responses related to married women's' experience while using internet. Both positive and negative statements related to experiences were prepared by reviewing similar research studies. The response system used here was five point rating scale. They had to provide their responses in terms of their agreement level for the given statement. Total twenty two statements were prepared in which twelve statements were positive whereas ten were negative.

Section VI Problems Faced While Using Internet

Section VI contained a five point rating scale prepared to obtain data related to problem faced by respondents while using internet. The statements prepared were related to personal and technical problems. Thirteen problems were stated in order to collect the responses. The respondents were asked to provide their responses in terms of their agreement level for the given statement.

Guidelines To Fill The Questionnaire

A guideline was prepared in order to provide the help for filling up the questionnaire. It was attached along with the questionnaire to provide in hand help to the married women while filling up the questionnaire. The guideline contained instructions and examples to answer each and every question asked in the questionnaire. The questionnaire contained questions regarding detailed information of married mothers and their internet usage. Respondents preferred taking the questionnaire with them to fill it up at their home. The attached guidelines provided them instant help to fill the questionnaire as per the requirement of the research.

Validity of the Research Tool

The content validity was checked for the developed research tool. The developed questionnaire was given to the experts from different fields. The experts were asked to provide their valuable suggestions in terms of its content, appropriateness of response system and language clarity.

The experts approached were from following institutions-

- o Professor and Head, Department of Extension and Communication, Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara.
- o Professor, Department of Extension and Communication, Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara.
- o Assistant Professor, Department of Statistics, Faculty of Sciences The Maharaja Sayajirao University of Baroda, Vadodara.
- o Professor and Head, Department of Education Administration, Faculty of Education and Psychology, The Maharaja Sayajirao University of Baroda, Vadodara.

- Professor, Department of Education Administration, Faculty of Education and Psychology, The Maharaja Sayajirao University of Baroda, Vadodara.
- Associate Professor, Department of Education (CASE), Faculty of Education and Psychology, The Maharaja Sayajirao University of Baroda, Vadodara.
- Professor, Communication and Digital Platforms & Strategies, Mudra Institute of Communications, Ahmedabad (MICA), Gujarat
- Research Associate, Mudra Institute of Communications, Ahmedabad (MICA), Gujarat.
- English Language Expert from Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara.

The suggestions given by the experts were incorporated into the research tools. These suggestions were related with the terminology used in the research tool. Difficult terminology was simplified as suggested by the experts.

Reliability of Research Tool

In order to check the reliability of research tool the test- retest method was used. The tool was administered on ten respondents. The respondents filled the questionnaire twice in the gap of fifteen days. The coefficient of correlation between the two sets of scores was calculated to find out the reliability. The tool reliability was found 0.92 which showed that it was highly reliable.

Pretesting of Research Tool

The prepared questionnaires were pre-tested on five married women of Vadodara city. It was administered to know whether the respondents face any difficulty while filling up the questionnaire. After pretesting, the researcher simplified some terminology and few more examples were added in questionnaire wherever required. It took twenty five to thirty minutes to fill up the questionnaire.

Procedure for Data Collection

The data was collected from three hundred and twenty five married women of Vadodara city who had children and were using internet. It was collected during August 2016 to March

2017. Key persons and institutions were identified covering all zones of Vadodara city to collect the data. Researcher identified residential areas, schools, colleges, organizations, public and private offices, corporate offices, social groups, pediatrics, children hobby centers where married women can be approached. These women were residents, employers, employees, relatives or friends of employees.

Researcher had contacted schools wherein mothers were easily approachable. An official permission was taken from school authorities to collect the data from their schools. Large numbers of married women were identified through schools; they were either teachers or mothers of students studying in that particular schools. Some respondents were contacted through personal contacts of researcher and other respondents. Names and addresses of potential sample were acquired from other respondents, friends, colleagues and neighbours by using snowball sampling technique. The questionnaires were distributed to the married women. Researcher gave them information regarding filling up the questionnaire. They were asked to read the guidelines attached with questionnaire before filling it. They took seven to ten days in filling them.

The data was also collected through online method. The questionnaire was uploaded on "Google forms" and a web link was created to fill it up. The web link was shared via email and WhatsApp. The response rate through online mode was very low. Only fourteen forms were filled online. Married women preferred filling up the form offline since the online mode was time taking due to the length of the questionnaire

Nearly eight hundred forms were distributed to the eligible sample for data collection. Out of which three hundred and thirty four questionnaires were received back. The reasons for receiving fewer questionnaires, despite of distributing more than eight hundred questionnaires were-

- – Unwillingness of respondents to fill the questionnaire.
- – Length of questionnaire
- – Some of the respondents lost it.

Later three twenty five questionnaires were selected as data generating questionnaires.

Scoring and Categorization

The collected data on usage of internet for performing household responsibilities was scored and categorized as follows-

Table 2 Categorization of independent variables of the study

Independent Variables	Basis	Categories
Age	25 – 35 Years	Young Mothers
	36 – 45 Years	Middle Aged Mothers
	46 – 55 Years	Old Mothers
Educational Qualification	Below Graduation Degree	Low level of Education
	Graduate	Moderate level of Education
	Above Graduation Degree	High level of Education
Occupation	Homemaker	Homemaker
	Business/ Self Employed	Business/ Self Employed
	Service	Service
Years of Marriage	1 – 8 Years	Recently Married
	9 – 17 Years	Married since short time
	Above 17 Years	Married since long time
Number of Children	1 Child	Single Child
	2 Children	Two Children
	3 Children	Three Children
Type of Family	Living with Spouse and children	Nuclear Family
	Living with Spouse and children and In-laws	Joint Family
	2 or more families (kin) living under the same roof	Extended Family
Income Group	Rs. 25000- Rs. 70000	Lower Middle Income
	Rs. 70000- Rs. 150000	Middle Income
	Above Rs. 150000	Higher Income
Experience of Using Internet	3.50 - 5.00	Good Experience
	2.51-3.49	Fair Experience
	1.00-2.50	Bad Experience
Computer Training	Trained in school/ college/ institute	Formally Trained
	Trained by self/family/ relatives/friends	Informally trained

Table 3 Categorization of dependent variables of the study

Dependent Variables	Basis	Categories
Household Responsibilities	1.00-1.59	Less Household Responsibilities
	1.60 – 2.59	Moderate Household Responsibilities
	2.60- 3.00	More Household Responsibilities
Internet Usage for performing household responsibilities	3.50 - 5.00	High Usage
	2.51-3.49	Medium Usage
	1.00-2.50	Low Usage

Scoring of Household Responsibilities

A checklist was used to get the responses for household responsibilities of women.

Table 4 Score provided for different responses of Household Responsibilities of Women

Response	Score
Did not had Responsibility	1
Shared Responsibility	2
Sole Responsibility	3

In this section total fifty eight items were there and they were categorized into different household responsibilities viz. kitchen management, child care, household management, finance management, socializing and entertainment and miscellaneous responsibilities.

Table 5 Scoring of data for Overall Household Responsibilities and Aspect wise Household Responsibilities

Aspect	No. of Items	Maximum obtainable Score	Minimum obtainable Score
Overall	58	174	58
Kitchen Management	6	18	6
Child Care	12	36	12
Household Management	13	39	13
Finance Management	6	18	6
Socializing and Entertainment	12	36	12
Miscellaneous	9	9	9

Scoring of Usage of Internet for performing Household Responsibilities

Five point rating scale was used to study the usage of internet for performing household responsibilities. The responses were categorized according to the range of intensity indices. The scoring and categorization for the same are as follows-

Table 6 Scoring and Categorization of data for Internet Usage for performing household responsibilities

Response	Score	Range of Intensity Indices	Categories
Always	5	3.5 - 5.00	High Usage
Often	4		
Sometimes	3	2.51-3.49	Medium Usage
Rarely	2	1.00-2.50	Low Usage
Never	1		

Table 7 Minimum and Maximum obtainable scores for Overall and Aspect wise Internet Usage for Household Responsibilities

Aspects	No. of Items	Maximum obtainable Score	Minimum obtainable Score
Overall	49	245	49
Kitchen Management	8	40	8
Child Care	7	35	7
Household Management	8	40	8
Finance Management	8	40	8
Socializing and Entertainment	8	40	8
Miscellaneous	10	50	10

Categorization and Scoring of Internet Usage Pattern of Respondents

In order to know the internet usage patterns of respondents, different parameters were studied. These parameters were their personal gadgets, expense on internet recharge, experience of using internet, time spent on internet and purposes for using internet. The categories for the same are as follows-

Table 8 Categorization of Internet Usage Patterns of Respondents

Internet Usage Patterns	Basis	Categories
Internet connection used	Dongle with 2G and 3G network	Dongle
	Mobile Network with 2G and 3G network	Mobile Network
	Wifi and LAN	Wifi and LAN
Monthly Monetary Expenditure on Internet recharge	100 - 500 Rupees	Less Expenditure
	501 - 1000 Rupees	Moderate Expenditure
	More than 1000 Rupees	More Expenditure
Experience (Years) of using Internet	0-2 Years	Neo Experienced
	3-4 Years	Less Experienced
	5-10 years	Moderate Experienced
	More than 10 years	More Experienced
Time Spent on Internet	0-1 Hour a day	Very less no. of Hours
	2 Hours a day	Less no. of Hours
	3-4 Hours a day	Few no. of Hours
	More than 4 Hours a day	More no. of Hours
Frequency of using internet for various Purposes	3.50 - 5.00	Most of time
	2.51-3.49	Some time
	1.00-2.50	Rarely

Frequency of using internet for various Purposes

Different purposes were listed in five point rating scale to know the frequency of internet usage for those purposes. The intensity indices was ranged from 5.00 to 1.00. The scoring and categories for the same are as follows-

Table 9 Scoring and Categorization of Frequency of using internet for various Purposes

Response	Score	Range of Intensity Indices	Categories
Always	5	3.50 - 5.00	Most of time
Often	4		
Sometimes	3	2.51-3.49	Some time
Rarely	2	1.00-2.50	Rarely
Never	1		

Table 10 Minimum and Maximum obtainable scores of purpose/reasons for using internet

Aspect	No. of Items	Maximum obtainable Score	Minimum obtainable Score
Purpose of using internet	62	310	62

Internet Usage in terms of their Internet Usage Pattern

Internet usage was found out in terms of respondent's internet accessibility pattern. It was calculated by summing up following scores-

Table 11 Scoring of Internet Usage

Internet Usage Pattern	Score
Type of Internet Connection	
Dongle	1
Mobile Network	2
Wifi and LAN	3
Monthly Monetary Expenditure on Internet Recharge	
Low Expenditure	1
Medium Expenditure	2
High Expenditure	3
Time Spent on Internet	
Very Less and Less Hours	1
Some Hours	2
More Hours	3
Experience (Years) of using Internet	
Neo and Less Experience	1
Moderate Experience	2
More Experience	3
Frequency for using internet for various Purposes	
Most of time	1
Some time	2
Rarely	3
Total Score	**30**
Minimum Obtainable Score= 5	
Maximum Obtainable Score= 30	

The mean score was calculated to find out the type of internet user on the basis of their internet usage pattern and they were categorized as under-

Table 12 Categories of Internet Users on the basis of their Internet Usage pattern

Basis	Type of Internet User
Above Mean	Heavy User
Mean	Moderate User
Below Mean	Light User

Experience of Using Internet

The experience of using internet is categorized into three categories viz. Good experience, moderate experience and bad experience depending upon the intensity indices. The scoring of experience of using internet is as follows-

Table 13 Scoring of data for Experience of Using Internet

Response	Scores for Positive Items	Scores for Negative Items	Range of Intensity Indices
Always	5	1	3.5 - 5.00
Often	4	2	
Sometimes	3	3	2.1-3.49
Rarely	2	4	1.00-2.00
Never	1	5	

Table 14 Maximum and Minimum obtainable scores for experience of using Internet

Aspect	No. of Items	Maximum obtainable Score	Minimum obtainable Score
Experience of Using Internet	22 (Positive=12 Negative= 10)	110	22

Problems while using internet

The problems were categorized into three categories on the basis of intensity indices.

Table 15 Scoring and Categorization of data for problems while using internet

Response	Scores	Range of Intensity Indices	Categories
Always	5	3.5 - 5.00	More Problems
Often	4		
Sometimes	3	2.51-3.49	Moderate Problems
Rarely	2	1.00-2.50	Did not had any Problem
Never	1		

Table 16 Maximum and Minimum obtainable scores of Problems while using Internet

Aspect	No. of Items	Maximum obtainable Score	Minimum obtainable Score
Overall Problems	12	60	12
Personal Problems	7	35	7
Technical Problems	5	25	5

Plan of Statistical Analysis

Table 17 Statistical Measures Used to analyze the data

Content	Statistical measures
Background Information of Women	Frequency and Percentage
Information regarding Internet Usage Patterns	Frequency and Percentage, Intensity indices, t-test, ANOVA and Posthoc test (Tukey's HSD comparison),
Household Responsibilities	Frequency and Percentage, t-test, ANOVA and Posthoc test,
Usage of Internet for Household Responsibilities	Frequency and Percentage, Intensity indices, t test, ANOVA and Posthoc test (Tukey's HSD comparison)
Experience While Using Internet	Frequency and Percentage, Intensity indices, t test, ANOVA and Posthoc test (Tukey's HSD comparison)
Problems Faced While Using Internet	Frequency and Percentage, Intensity indices, t test, ANOVA and Posthoc test (Tukey's HSD comparison)

B. Methodology for Qualitative Data

Qualitative method of data collection provides data which a researcher cannot obtain from quantitative methods. For the present research study in-depth interviews were conducted with married women. Twenty five married women who had children and were using internet were interviewed to collect the qualitative data. The respondents were selected through purposive and snowball techniques. An interview schedule was prepared by reviewing related researches and with the help of experts from the similar field. It included a series of ten questions related to their household responsibilities and their internet usage. Interview method was also used to seek suggestions of married women of Vadodara city to promote internet usage among other women. Qualitative data were collected during April 2017- May 2017.

Twenty five women were approached through personal contacts and by using snowball method. The researcher took appointments from respondents as per their convenience for conducting interviews. Respondents were informed about the topic of the present research study while taking the appointments. This helped them to understand the topic and prepared them for interview. The place of the interview were decided as per the convenience of respondents, it was either their home or workplace.

In- depth interviews were conducted personally by researcher. The duration of interview varied between 20 to 50 minutes. Respondents were taking more interest in providing the responses as the topic was related to them and of their interest. Interviews were recorded on voice recorder and hand written notes were also taken by the researcher.

Analysis of Qualitative Data

The notes and audio files of interviews were transcribed by the researcher. The data were analyzed using comparative tables and then interpreted according to the questions asked in the interview. The similar responses were clubbed together and then a list of those responses were prepared and interpreted accordingly.

Major Findings of the Study

Section 1 Profile of the respondents

- More than one third and almost equal number of married women that is 36% and 37.20% were younger mothers and middle aged mothers respectively.
- Higher percentages of married women (41.80%) had moderate level of education whereas 38.5% had high level of education.
- Nearly half of the married women (49.5%) were married since long time.
- Majority of the married women (60%) belonged to nuclear family.
- Majority of the married women (61.53%) had three to four members in their family.
- Nearly fifty percent of the married women (48.3%) had single child.
- More than half of the married women (55.5%) were homemakers.
- Half of the married women (53.5%) belonged to the lower middle income group category.
- Majority of the married women (66.46%) had not undergone formal computer training.
- More than one third (37%) of them have learnt using computer and internet from their children.
- Majority (72.31%) of them was comfortable working with M.S. Word and more than fifty percent (52%) of them were familiar with M.S. power point.
- Higher percentage of the married women who were comfortable in working with all the software were formally trained.

Section 2 Internet Usage Patterns

- Higher percentages of married women-
  - had at least one personal gadget (67.7%)
  - had 1-3 gadgets in their family (32%)
  - were using laptop on sharing basis with their family (42%)
  - were using smart phone to access internet (88.6%)
  - had Wifi as internet connection (68%)
  - had 3G mobile networks for internet connection (44.60%)

- o had Single internet connection (56.92%)
- o had low monthly monetary expenditure for internet recharge (50%)
- o had moderate experience of using internet (32%)
- o were spending very less hours daily on internet (365)
- o were using Google Chrome on personal computer or laptop (51%) and on smart phones (55%)
- o mostly visited google.com daily (48%)
- o took information of different websites from their family members (55.7%) and friends (52%)
- o Were using internet sometimes (34.80%) for various purposes.
- o Were using internet most of the time for WhatsApp (4.59), Facebook (3.85)

➤ Higher percentages of married women were light internet user in terms of their internet usage pattern (43.70%)

➤ There were significant differences in purposes for using internet by married women in relation with their age, income group, and number of children. Those married women who were younger mothers, belonged to higher income group and had single child were using internet more for various purposes in comparison to older mothers, those belonging to lower income group and had two children respectively.

➤ There were significant differences in monthly monetary expenditure on internet recharge by married women in relation with their income group. Married women from higher income group had high expenditure on monthly internet recharge in comparison to those who belonged to low middle income group and middle income group respectively.

➤ There were significant differences in time spent on internet by married women in relation with their age group, income group, number of children and years of marriage. Those who were young mothers and recently married, belonged to higher income group and had single child were spending more time on internet in comparison to those who were middle age and older mothers, married since long time, belonged to lower middle as well as middle income group and had two or three children respectively.

➤ There were significant differences in internet usage pattern of married women in relation with their age, education, occupation, income group, number of children and years of marriage. Those married women who were younger mothers, had high level of education, working in service sector as well as business women, had single child, belonged to higher income group and were recently married had high internet usage in comparison to those who were older mothers, had low and moderate level of education, homemakers, had three children, belonged to lower middle and middle income group and married since long time respectively.

Section 3 Household Responsibilities of Women

➤ Overall Very high majority of the married women had more household responsibilities (78.15%).

➤ Very high majority of the married women had more household responsibilities related to kitchen management (91.4%), child care management (79.69%), home management (92%), finance management (86.8%), social and entertainment management (83.7%).

➤ Higher percentage of married women were having following household responsibilities-

Household Responsibilities	Sole responsibilities	Shared responsibilities

Kitchen Management	Buying -
	     Kitchen appliances (58.73%).
	     Grocery, vegetables, fruits (56.79%)
		Preparing tiffin (76.24%)
		 Cleaning kitchen (64.6%)
		 Cooking meal for the family (61.5%)

Child Care Management	Addressing child's educational problems faced at their school/college (60.70%) Selecting the school/colleges for educating their kids (57.62%), Buying essential items of their children (53%), Inculcating moral values to children (55.33%), Taking care of children for their overall grooming and development (51.49%), Helping children in extracurricular activities (53.85%), Spending time with children during leisure time	Packing school bags (64.73%) Inculcating healthy eating habits to the children (58.73%) Communicate with school/college teachers (57.62%) supervising homework (54.93%) Picking and dropping kids to tuition (52.79%)

Household Responsibilities	Sole responsibilities	Shared responsibilities
Household Management	Buying home appliances (59.7%) home furnishing items (69.2%) repairing broken items (64.9%).	Washing clothes (63.1%), Washing bed linens (68%), changing bed sheets (66.2%), cleaning washrooms (61.2%).
Financial Management	Purchasing of valuables like gold, silver and diamonds (90.71%), preparing and managing monthly budget (78.67) Gathering information of bank accounts (76.90%) Organizing payment of utility bills (75.08%)	Purchasing of house, land or properties (87.18%) Organizing insurance (76.24%)
Socialization and Entertainment	Preparing activities for spouse to look after the children when she is not home (94.97%) Keeping in touch with friends or relatives (62.8%), Planning family picnic and tours (79.67%), Helping friends/ relatives/ neighbours in their difficult time and support them whenever needed (79.80%), Attending social functions and meetings (76%), Keeping watch on every event or birthdays of friends /relatives for wishes (76.6%), Maintaining friendly relations with neighbours (63.4%).	Buying tickets for family for Movie (64.96%) Tours (54.22)
Miscellaneous	Taking elderly members for outing (78.26%), Taking them to the doctor for their medical checkup (66.67%). Maintaining Garden (37.8%) Pet care (18.46%)	Taking care of elderly members (63.77)

- There was significant difference in overall household responsibilities performed by married women in relation with their income group. Married women belonged to middle income group had more household responsibilities in comparison to those who belonged to lower middle income group and higher income group respectively.

- There were significant differences in kitchen management related household responsibilities performed by married women in relation with their type of family and number of children. Married women belonged to nuclear family and had single child, had more responsibilities in comparison to those belonged to joint family as well as extended family and had three children respectively.

- There was significant difference in child care management related household responsibilities performed by married women in relation with their occupation. homemakers had more responsibilities in comparison to those who were working in service sector.

- There were no significant differences in household management related household responsibilities performed by married women in relation with selected variables.

- There were significant differences in finance management related household responsibilities performed by married women in relation with their education and income group. Married mothers who had low level of education and belonged to higher income group had more responsibilities in comparison to those who had moderate level of education and belonged to middle income group respectively.

- There were significant differences in social and entertainment management related household responsibilities performed by married women in relation with their education, occupation and income group. Married mothers who were home makers, had high level of education and belonged to higher income group were performing more household responsibilities in comparison to those who had moderate level of education, working in service sector and belonged to middle income group.

Section 4 Usage of internet for performing household responsibilities by married women

- Overall Intensity Indices was 2.59 which means they had medium usage of internet for performing household responsibilities.

- Intensity indices for internet usage for household responsibilities was high for socializing and entertainment related household responsibilities whereas it was moderate for kitchen management and child care management.

- Intensity indices for usage of internet for kitchen management related household responsibilities ranged between 2.92– 2.42. It showed moderate usage of internet for 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 equipments (2.72), buying grocery including vegetables and fruits (2.70), and getting ideas to control pests and insects attack in kitchen (2.55).

- Intensity indices for usage of internet for child care management related household responsibilities ranged between 3.02 – 2.31. The internet usage was medium for 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 internet (2.91), meeting nutritional and emotional needs of children by reading related information online (2.78), and communicating with children's school teachers (2.75).

- Intensity indices for usage of internet for household management related household responsibilities ranged between 2.79 – 1.72. It showed medium usage of internet for getting ideas related to home décor (2.79) and buying home décor items, draperies and upholstery online (2.51).

- Intensity indices for usage of internet for finance management related household responsibilities ranged between 2.62 – 2.24. It showed medium usage of internet for paying utility bills (2.62), money transferring (2.55), getting reviews before buying any household item, valuables like gold/silver or property (2.51)

- Intensity indices for usage of internet for social and entertainment management related household responsibilities ranged between 4.17 – 2.91. It showed high usage of internet for sending wishes on birthdays, anniversary, festivals to friends and relatives (4.17), keeping in touch with relatives and loved ones (4.06), sharing family pictures with relatives (3.88), keeping family and relatives happy by being in touch with them (3.81), keeping an account of relatives' life events (3.63).

- Intensity indices for usage of internet for social and entertainment management related household responsibilities ranged between 2.19 – 1.50.

- There were significant differences in usage of internet for overall household responsibilities performed by married women in relation with their age, years of marriage, type of internet user, and experience of using internet. Married women who were younger mothers, had single child, were recently married, heavy internet user and had good experiences of using internet had high usage of internet for the same.

- There were significant differences in usage of internet for kitchen management related household responsibilities performed by married women in relation with their age group, years of marriage, type of internet user and experience while using internet. Married mothers who were young mothers, married since short time, heavy internet user and had good experience while using internet had high internet usage for their kitchen management related household responsibilities.

- There were significant differences in usage of internet for child care management related household responsibilities performed by married women in relation with their age group, education, years of marriage, computer training, type of internet user and experience while using internet. Married mothers who were old mothers, married since short time and had high level of education, formal computer training, were heavy internet user and good experience while using internet had high internet usage for their n child care management related household responsibilities

- There were significant differences in usage of internet for household management related household responsibilities of married women in relation with their age group, education years of marriage, number of children, type of internet user and experience while using internet. Married mothers who were young mothers, recently married and had moderate level of education, single child, were heavy internet user and good experience while using internet had high internet usage for their household management related household responsibilities.

- There were significant differences in usage of internet for finance management related household responsibilities performed by married women in relation with their education, occupation, income group, number of children, computer training, type of internet user and experience while using internet. Married mothers who

44

were home makers, had high level of education, single child, formal computer training, were heavy internet user and good experience while using internet had high internet usage for their finance management related household responsibilities

➢ There were significant difference in usage of internet for social and entertainment management related household responsibilities performed by married women in relation with their education, type of family, number of children, type of internet user and experience while using internet. Married mothers who belonged to nuclear family, had high level of education, single child, were heavy internet user and good experience while using internet had high internet usage for their social and entertainment management related household responsibilities.

Section 5 Experience while using internet

➢ Little less than thirty percent (29.80%) of the married women had good experience while using internet whereas more than one third (36.90%) of them had bad experience of the same.

➢ Overall intensity indices for experience while using internet was 3.39. It indicated that married women had overall fair experiences while using internet.

➢ Item wise intensity indices for experience while using internet ranged between 3.99 – 2.65. It showed that married women had good experiences while using internet as they agreed that it has all types of information which we need in day-to-day life. (3.99), they felt comfortable while using Internet (3.98), it helped managing relations with others through social networking sites (3.96), it was easy to use (3.94) and it saved their time (3.62)

Section 6 Problems faced by women while using Internet

➢ Overall higher percentage of the married women (37.50%) did not face any problem while using internet. A little less than forty percent (39.40%) of them faced more personal problems whereas little more than one third (35.69%) of them faced more technical problems.

➢ Overall intensity indices for problems faced by married women while using internet was 2.86. This reflects that married women had overall moderate problems while using internet. The item wise intensity indices for problems that married women faced

while using internet ranged between 3.36 – 2.38. This indicates that married women faced moderate to less problems while using internet. The item that showed highest intensity index was "lack of time" (3.36) whereas item related to family support showed least intensity index (2.38).

➤ There were significant differences in overall problems faced by married women while using internet in relation with their age, years of marriage, number of children, type of internet user and experience while using internet. Married mothers who were young mothers, had single child, were married since long time, light internet user and had bad experience while using internet overall faced more problems.

➤ There were significant differences in personal problems faced by married women while using internet in relation with their occupation, education, type of family, number of children, type of internet user and experience while using internet. Married mothers who were homemakers, belonged to joint family, had high level of education, single child, were light internet user and had bad experiences while using internet faced more personal problems.

➤ There were significant differences in technical problems faced by married women while using internet in relation with their occupation, education, type of family, number of children, computer training, type of internet user and experience while using internet. Married mothers, who were homemakers, belonged to joint family, had low level of education, three children, undergone informal computer training, were light internet user and had bad experience while using internet faced more technical problems.

Section 7 Qualitative Findings

Qualitative findings portrayed 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 be 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 internet can act as a major source of professional development. For women most of them suggested to use internet for their personal and professional development that can lead them to achieve sense of independence and may increase their confidence.

The responses regarding the suggestion for government, educational institutes and welfare agencies highlighted the need of training centers and programmes on 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 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 needs of the women. These training programmes may enable married women to use internet for more productive use. They can also be helpful to them to make the effective use of internet for performing their household responsibilities. 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 trainings and programmes may lead them to use internet effectively for their household purposes.

The suggestions also highlighted the constraints of women for using internet. Most of the married women suggested that internet should be provided on 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 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, society and nation at large.

Conclusion

Internet plays an important role in everybody's life. It is difficult to imagine a day without the use of internet. Everyone's life is directly or indirectly affected by internet. 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 in 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 decision or be a part of decision making process of family. They takes budgeting decisions for groceries, clothing, accessories, and children's products. They are also the co-decision makers for electronics and travel services related family decisions (Economist Intelligence Unit, 2014). The researches had shown that women have been using 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 internet as a household appliance (Ahren, 2013). The findings of the present study throw light upon 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 behavior 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 Estin 2010). 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 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. Education, computer as well as internet handling skills and exposure to technology play an important role in increasing the functional use of 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 of having access of it. The training for using internet and computer may enable women to make best use of 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 leads 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 Sudweeks2010; Intel Corporation and Dalberg Global Development Advisors, 2012, Aldhaheri, 2012)

This digital literacy and inclusion initiatives may leads women to gain empowerment and further help in upliftment of their status in family, society and nation.

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.

➢ A project can be taken up to provide training of internet usage amongst married women of Vadodara city.

References

50% of Indian women out of e-comm net: survey. (2015, May). Retrieved June 2015, from The Hindu Business Line: http://www.thehindubusinessline.com/features/smartbuy/tech-news/50-of-indian-women-out-of-ecomm-net-survey/article7224369.ece

A., R., Hanneman, A. J., & Kaposwa, M. D. (2012). Basic Statistics for Social Research. John Wiley and Sons.

Ahrens, J. (2013). Between 'me-time' and household duty: Male and female home internet use. Media International Australia Incorporating Culture and Policy: quarterly journal of media research and resources, 146 (2013), 60-68

Aldhaheri, A. K. (2012). Arab Women Using Internet: Case Study the U.A.E and Oman. Mass Communication & Journalism, 2(7), 4. https://doi.org/10.4172/2165-7912.1000121

Eastin, M. S. and Larose, R. , 2003-05-27 "A Social Cognitive Explanation of Internet Uses and Gratifications: Toward a New Theory of Media Attendance" Paper presented at the annual meeting of the International Communication Association, Marriott Hotel, San Diego,CA Online <.PDF>.2009-05-26 from
http://www.allacademic.com/meta/p111926_index.html

Economic Times. (2018). Only 30% of internet users in India are women: Report - The Economic Times. Retrieved April 24, 2018, from https://economictimes.indiatimes.com/small-biz/startups/newsbuzz/only-30-of-internet-users-in-india-are-women-report/articleshow/63008082.cms

Google India. (n.d.). Internet Saathi: Bridging the online gender divide in rural India | Google. Retrieved April 24, 2018, from https://www.google.com/about/values-in-action/internet-saathi/

Hussain, S., & Moin, A. (2014). Role of Social Media (Internet) in Women Empowerment. Excellence International Journal Of Education And Research , II (5).

IAMAI and IMRB International. (2014). Research Report: Internet in India 2014, Summary. Retrieved September 2015, from Internet & Mobile Association of India website: http://www.iamai.in/rsh_pay.aspx?rid=4hjkHu7GsUU=

Intel Corporation. (2012). Women and the Web: Bridging the Internet gap and creating new global oppertunities in low and middle-income countries, 1–104. Retrieved from https://www.intel.com/content/dam/www/public/us/en/documents/pdf/women-and-the-web.pdf

Internet Society. (2015). The Internet. Retrieved September 2015, from Internet Society.Org: http://www.internetsociety.org/internet/how-internet-evolving

Laize, Z., Armarego, J., & Sudweeks, F. (2010). The role of ICT in women's empowerment in rural Bangladesh. Proceedings Cultural Attitudes Towards Communication and Technology 2010, Murdoch University, Australia, (2006), 217–230.

Leiner, B. M., Cerf, V. G., Clark, D. D., Kahn, R. E., Kleinrock, L., Lynch, D. C.,Wolff, S. (1997). Brief History of the Internet | Internet Society. Retrieved April 24, 2018, from https://www.internetsociety.org/internet/history-internet/brief-history-internet/

Maniar, A. and Chauhan, L. (2016). Usage of Internet by Women of Vadodara City, ZENITH International Journal of Multidisciplinary Research, 6:2, 84-94, http://www.zenithresearch.org.in/images/stories/pdf/2016/FEB/ZIJMR/12_ZIJMR_VOL6_ISSUE2_FEB2016.pdf

Press Information Bureau, G. of I. (2014). Digital India – A programme to transform India into digital empowered society and knowledge economy. Retrieved April 24, 2018, from http://pib.nic.in/newsite/PrintRelease.aspx?relid=108926

Rediff.com. (n.d.). REVEALED: What Indian women do on the web! - Rediff Getahead. Retrieved April 24, 2018, from http://www.rediff.com/getahead/report/slide-show-1-specials-revealed-what-indian-women-do-on-the-web/20130626.htm#1

Robert LaRose & Matthew S. Eastin (2010) A Social Cognitive Theory of Internet Uses and Gratifications: Toward a New Model of Media Attendance, Journal of Broadcasting & Electronic Media, 48:3, 358-377, DOI: 10.1207/s15506878jobem4803_2

Srivastava, M. (2015). Mobile Internet users in India to double by 2017, says study - Livemint. Retrieved April 24, 2018, from https://www.livemint.com/Industry/VThUq5I4BivpTDZdQb5sNN/Mobile-Internet-users-in-India-to-double-by-2017-says-study.html

The Economist Intelligence Unit. (2014). On the rise and online Female consumers in Asia, An Economist Intelligence Unit report. Retrieved from http://perspectives.eiu.com/marketing/rise-and-online/white-paper/rise-and-online-female-consumers-asia

Top10contibutor. (2013). Top 10 Uses of Internet. Retrieved April 24, 2018, from http://top-10-list.org/2013/06/22/top-10-uses-of-internet/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+top-10-list%2FIAGi+(Top+10+List)

Yourstory. (2013). Google India's Women & Web study says internet influences hair, skincare and beauty product purchase decisions. Retrieved April 24, 2018, from https://yourstory.com/2013/06/google-indias-women-web-study-says-internet-influences-hair-skincare-and-beauty-product-purchase-decisions