

## INVESTIGATE THE FACTORS INFLUENCING THE USAGE OF SOCIAL MEDIA AMONG HOMEMAKERS

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### ABSTRACT

Social media platforms have provided an ease of doing work with encouragement. And it has made itself a vital place in life by empowering them. Many researchers have done work defining social media's role and impact on various communities. This paper has attempted to investigate the factors that are helping women to empower themselves with the help of social media. For data collection, 634 homemakers were taken from age 35-50 yrs. For the data analysis, the researcher used exploratory factor analysis. The analysis shows that factors like developing self-restraint, reducing emotional strain, self-reliance, and social networking were statistically significant factors that positively impacted empowering homemakers via social media.

**Keywords:** Social Media, Self-Restraint, Emotional Strain, Empowerment, Social Networking.

### I. INTRODUCTION

In contemporary society, the term "Homemaker" is often associated with an individual, typically a woman, who manages the household without receiving monetary compensation. Despite this traditional role, individuals seek a separate identity and social interaction to maintain a unique presence (Taylor et.al, 1986). Advertisements often portray homemakers through various avatars, merging feminist ideologies and traditional femininity within consumerism (Munshi, S, 1998).

Whether a woman is employed or a homemaker, her choice reflects a personal decision rather than a qualitative difference in life courses (Hakim, C, 1996). Homemakers across countries are increasingly exploring diverse platforms to empower themselves. In India and beyond, women pursue additional opportunities to discover a distinct identity. For instance, homemakers aged 25-45, who completed their education before marriage, are enrolling in universities to gain recognition, accomplish personal goals, and bring structure to their lives (Jang & Namhee, 2010).

Efforts have been made to empower homemakers, providing them with platforms to build social networks and achieve self-satisfaction. An example is the initiative taken by Japanese housewives residing temporarily in the United States, who created a social network to share resources and traditional household tips (Toyokawa, N, 2006).

In the contemporary era, social media has become a powerful tool for homemakers to empower themselves and foster connections within social communities. Platforms like YouTube and Facebook extend beyond leisure, pivotal in shaping homemakers' identities and providing a sense of accomplishment. Social media platforms, evolving with the times, help homemakers take control of their lives and alleviate the emotional strains associated with their roles at home. This study explores the factors on social media, particularly YouTube and Facebook, that empower homemakers, enabling them to regain control of their lives and reduce emotional strain.

### II. LITERATURE REVIEW

#### Women and their Identity

Cram's (1993) exploration of the experiences of elderly women delves into the intricate process of identifying self-identity. He suggests that women possess an internal repository of memories involving people, places, times, and creators, forming a vital aspect of their self-identity when external proof is limited.

Over time, women encounter challenges in balancing their various roles. Graham (2004) investigated how married women navigate this balance. The study revealed diverse strategies, including adherence to societal

norms, interweaving roles, achieving equilibrium, focusing on personal growth within designated roles, and struggling to establish a distinctive identity.

Beyond the role of being a partner to men, women have an independent identity. Simpson (2016) advocates for a shift in focus from defining women's identity based on their partnership status with men to exploring the experiences of never-married women. This perspective encourages a positive embrace of a single identity, reflecting a broader spectrum of individualism among women. Despite existing research, studies have predominantly concentrated on women's roles in shaping their self-identity, with hidden factors influencing the enjoyment of the pursued identity still to be fully explored.

### **Role of social media in women's lives**

The advent of social media has significantly impacted society, offering a refined avenue to cater to the evolving needs of the upcoming generation. It plays a pivotal role in supporting vulnerable groups, Sultan et al. (2020) highlighting its contribution to the growth of women entrepreneurs in online businesses. The unique features of social media, such as mobility and flexibility, address the challenge of balancing career and family responsibilities.

O'Higgins (2014) has observed the utilization of social media by pregnant women from vulnerable groups, emphasizing its role as an information source for pregnancy and baby care. Women's engagement with social media is diverse and influenced by their specific needs. Chen (2015) reveals that psychological needs for affiliation, information acquisition, and self-motivation drive women to use social media.

Gage-Bouchard (2017) explores how social media is a vital resource for cancer patients, facilitating the entire journey from documentation to fundraising, garnering support, expressing gratitude, and providing emotional support. Luc et al. (2018) investigate social media's role as a mentorship tool for women surgeons, creating networks for learning specialties from same-sex mentors and addressing the scarcity of such mentors in their institutions.

Beyond practical applications, women also turn to social media for emotional and psychological reasons. An et al. (2020) illustrate how marriage migrants use social media to adapt to and embrace the host country's culture, alleviating self and social stigma while staying connected with their home country's people.

### **Social media and Empowerment**

Women's empowerment is a transformative force, bringing about equality, justice, and prosperity on a global scale. Their active engagement in the workforce not only fosters personal growth but also drives economic development. Varghese (2011) gauges women's empowerment by assessing their decision-making authority in household and economic matters, focusing on homemakers in Oman.

Shirazi (2012) advocates the pivotal role of digital activities as a powerful means of communication for women in Iran. This digital empowerment goes beyond information consumption; it is a platform for women to articulate their voices and advocate for a more impartial society.

Haque's (2014) research delves into using information and communication technology (ICT) by women bakers in Dhaka. Through social networking sites, these entrepreneurs effectively promote their products, expand their customer base, and achieve financial success.

## **III. METHODOLOGY**

In the Kolkata district, a comprehensive survey was conducted in a pen-paper format, primarily taking place at popular shopping locations, grocery stores, and near high schools frequented by the participants. The questionnaire, which was crafted in English and Bengali to enhance accessibility, was comprised of 20 questions spanning areas such as self-reliance, social networking, emotional strain, and self-restraint. The questionnaire's uniform structure was maintained for all participants, and data collection occurred between October and November 2023.

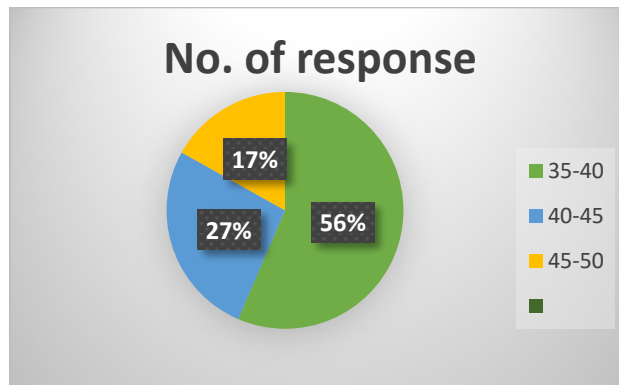
Respondents provided their feedback using a 5-point Likert scale across the 20 questions. The data collection employed a random sampling method, ensuring diverse perspectives were represented. Of the 700 samples, 634 were deemed accurate and utilized for subsequent analysis to enhance precision and accuracy.

Exploratory factor analysis using SPSS was employed to analyze the collected data. Additionally, a demographic profile of the respondents was presented using a pie chart, offering a visual representation of the data as a

percentage of the total sample. This approach aims to provide a more nuanced understanding of the survey findings and the demographic composition of the participants.

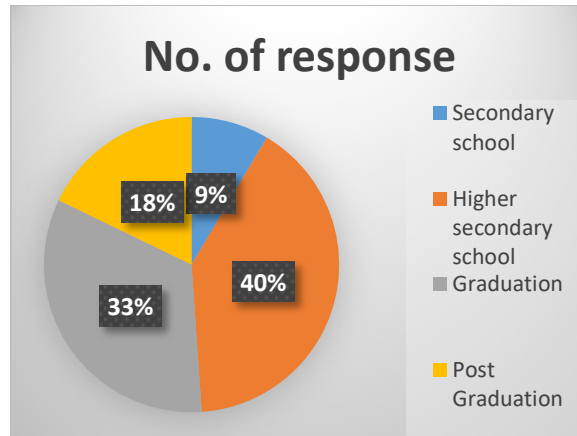
**IV. MEASUREMENT AND DESCRIPTIVE STATISTICS**

The pie chart (Age of Respondent) given below shows the age group of the respondents and it shows that the majority of the respondents belong to the age group of 35-40 that is 56%, after that 27% of respondents belong to the age group of 40-45 and only 17% of response falls under the age group of 45-50.



**Pie Chart Showing the Age of Respondents**

The pie chart (Educational Qualification of Respondents) given below shows the educational qualification of respondents which shows that 40% of respondents have passed higher secondary school, 33% of the respondents have graduated, 18% of the respondents have Qualified post- Graduation and 9% of respondent are those who have just passed the Secondary School.



**Pie Chart Showing Educational Qualification of Respondents**

To initiate Exploratory Factor Analysis (EFA), it is crucial to conduct a Kaiser-Meyer-Olkin (KMO) test to assess the suitability of applying factor analysis to the dataset. Table 1, presented below, reveals that the KMO value surpasses 0.6, and the significance level for Bartlett's test is < 0.01. This implies a substantial correlation within the dataset. A KMO value exceeding 0.6 suggests the validity of the factor analysis results. Additionally, Bartlett's test is performed to showcase the correlation matrix, indicating significant differences in the variance.

**Table 1: KMO and Bartlett's Test**

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy</b>	<b>.671</b>
<b>Bartlett's Test of Sphericity Approx. Chi-Square</b>	<b>6449.453</b>
<b>DF</b>	<b>190</b>
<b>Sig.</b>	<b>&lt;.001</b>

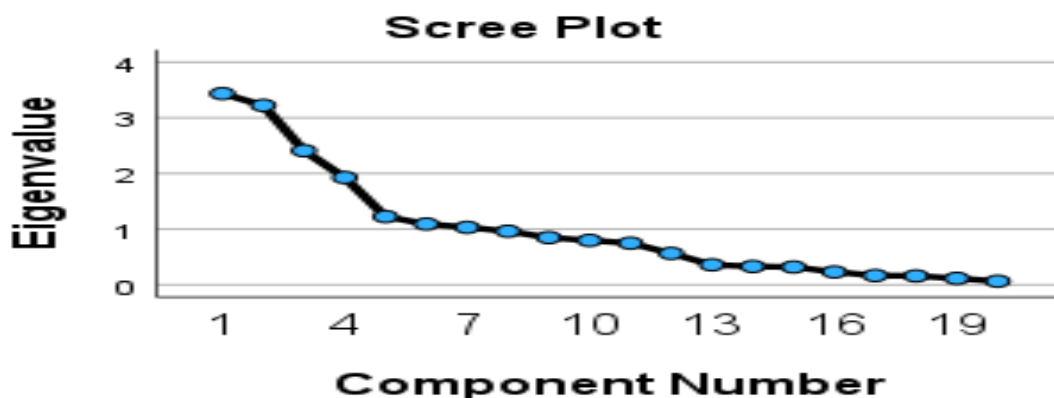
Conducting a KMO (Kaiser-Meyer-Olkin) test is crucial before proceeding with Exploratory Factor Analysis (EFA) to determine the suitability of the dataset. As depicted in Table 1 below, the KMO value exceeds 0.6, and the significance level for Bartlett's test is < 0.01, indicating a substantial correlation within the dataset. A KMO

value greater than 0.6 suggests the validity of factor analysis results. Additionally, Bartlett's test presents the correlation matrix, highlighting significant differences in variance.

**Table 2:** Communalities

<b>EMOT-S2</b>	1.000	.687
<b>SELF-RE2</b>	1.000	.837
<b>EMOT-S3</b>	1.000	.765
<b>SELF-RE4</b>	1.000	.485
<b>SELF-RE5</b>	1.000	.793
<b>SELF-RE7</b>	1.000	.578
<b>SEL- RELI2</b>	1.000	.861
<b>SEL-RELI 3</b>	1.000	.798
<b>SOC-NE2</b>	1.000	.724
<b>SOC-NE3</b>	1.000	.845
<b>SEL-RELI4</b>	1.000	.859
<b>SOC-NE4</b>	1.000	.842
<b>SOC-NE5</b>	1.000	.840
<b>EMOT-S4</b>	1.000	.443

Table 3 displays the scree plot of eigenvalues obtained from the factor analysis. The analysis involves identifying the elbow of the graph, where eigenvalues appear to level off. Components to the left of this point are considered significant and retained for further exploration. Based on this criterion, the results indicate that four factors are retained in the exploratory factor analysis, as they possess eigenvalues exceeding 1. These eigenvalues measure the common variance explained by each factor in relation to the observed variable.



**FIG 1:** Scree plot

**Rotated Component Matrix**

The rotation matrix helps to determine what component they represent. In this analysis, the Rotated Component Matrix shows the factor loading of the given variable. It shows the estimate of the correlation between each of the variables and the estimated components. There are 20 variables, among which 15 have good loading, so we have considered only that for the analysis. The variable factor showing a value >0.75 (SOC-NE 3, SOC-NE 4, SOC-NE 5, SOC-NE 2, SELF-RE 2, SELF-RE 5, SELF-RE 7, SE-RELI 2, SE-RELI 4, SE-RELI 3, EMOT-S 3, EMOT-S 2, EMOT-S 4) shows strong factor loading. And the variable factor having the value < 0.75 but <0.50 (SELF-RE4, SELF-RE3, EMOT-S4) is considered moderate factor loading. The results of the exploratory factor analysis show that the solution is based on 4 factors as expected, and items are loading on their own factor without any cross-loading. The analysis shows that our factors have a good level of validity.

**Table 3:** Rotated Component Matrix

<b>Social Networking (SOC-NE)</b>	<b>SOC-NE 3</b>	.916			
	<b>SOC-NE 4</b>	.911			
	<b>SOC-NE 5</b>	.910			
	<b>SOC-NE 2</b>	.848			
<b>Self- Restraint (SELF-RE)</b>	<b>SELF-RE 2</b>		.902		
	<b>SELF-RE 5</b>		.876		
	<b>SELF-RE 7</b>		.757		
	<b>SELF-RE 4</b>		.689		
<b>Self-Reliance (SEL-RELI)</b>	<b>SEL-RELI 2</b>			.924	
	<b>SEL-RELI 4</b>			.924	
	<b>SEL-RELI 3</b>			.891	
<b>Emotional Strain (EMOT-S)</b>	<b>EMOT-S 3</b>				.871
	<b>EMOT-S 2</b>				.829
	<b>EMOT-S 4</b>				.664

## V. CONCLUSION

Exploratory Factor Analysis (EFA) results affirmed the presence of four influential factors: reducing emotional strain, fostering self-restraint, promoting self-reliance, and facilitating social networking. Specifically, variables SOC-NE 3, SOC-NE 4, SOC-NE 5, and SOC-NE 2 collectively align with the factor of Social Networking. Variables SELF-RE 5, SELF-RE 7, SELF-RE I2, and SELF-RE I4 indicate the factor related to creating Self-Restraint. SE-RELI 3, SE-REL I4, and SE-REL I3 are associated with self-reliance, while EMOT-S 3, EMOT-S 2, and EMOT-S 4 pertain to reducing emotional strain. These findings underscore social media's potential to contribute to women's development and empowerment. The identified factors are key pillars supporting women's empowerment through their engagement with social media.

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