

Media Consumption among Rural Area Housewives in Ri Bhoi District of Meghalaya: A Survey

MARTINA MAWLONG*
JIARLIMON KHONGTIM**

The aim of this study is to ascertain the media consumption of housewives in the rural parts of Ribhoi district in Meghalaya. The study has been conducted to explore the type of media used, the time spent in using the media, tools used for accessing the electronic media, the reasons for using media, and the benefits obtained by the housewives. A structured interview schedule was used to collect data from 134 housewives from the three selected villages in Ribhoi district of Meghalaya. The study revealed that most housewives used media for entertainment, to run their small businesses, for communication, and to share messages with relatives and friends. Further, it was also found that the respondents use media to search for information relating to health issues, and very few use media like social networking sites for shopping and online payment.

Keywords: *Media Consumption, Rural Area Housewives, Media Consumption of Housewives, Housewives in Ribhoi District, Social Networking Sites and Housewives*

1 INTRODUCTION

“Media is a vehicle or means of communication that disseminates information from the source to the target public, and any media intended for the larger audience is called Mass Media. Being the prime source of information, entertainment, marketing, advertising and motivation for everyone and everywhere in the world” (leverageedu.com/blog/types-of-mass-media/, 2021), media has played a significant role in society and the life of every individual. Media is the medium through which one can update information and entertain

* Department of Library and Information Science, North-Eastern Hill University (NEHU), Shillong, Meghalaya, India

** Department of Library and Information Science, North-Eastern Hill University (NEHU), Shillong, Meghalaya, India

themselves. In the present age, media is available in different formats and can be used for various purposes such as communication and sharing of information, business like selling, promoting products, advertising and buying things, entertainment purposes, and many more.

11 DIFFERENT TYPES OF MEDIA

Since the time of its existence, mass media has evolved in different forms and different formats. There are six main types of mass media (leverageedu.com/blog/types-of-mass-media/, 2021) such as:

- a) Traditional Media - folk songs, dances, theatre, drama, folktales, painting, sculptures, paintings, storytelling, announcements made by beating drums, fairs and festivals, symbols, etc.
- b) Print Media: This refers to the distribution of print works like newspapers, magazines, newsletters, periodicals, Brochures, leaflets, pamphlets, journals, books, etc.
- c) Electronic Broadcasting Media: This refers to the electronic medium which requires the user to utilize an electronic connection to access such as television, radio, traditional telephone, film, video games, audio recording, and production.
- d) Outdoor Media: Billboards or bulletins, banner, posters, signs, placards, etc.
- e) Transit Media: Bus advertising, railway advertising, taxi advertising to advertise when the consumers are “on the go”.
- f) New Media or Digital Media: websites, e-mails, social networking sites (SNS), webcast and podcast, blogging, e-forums, e-books, e-commerce, etc. It is the new generation media which are now widely used through mobile phones, computers, laptops, and others. But, the internet plays a major role in this new age media, which requires an internet connection to utilize or access it, without which it is impossible.

12 MEDIA CONSUMPTION

Berg et al. (2007, as cited in Wikipedia, 2018) defined “Media consumption or media diet is the sum of information and entertainment media taken in by an individual or group. It includes activities such as interacting with new media, reading books and magazines, watching television and film, and listening to the radio”.

Thus, media consumption includes the activities of reading books, newspapers, magazines, watching television, listening to the radio, interacting with new media such as Whatsapp, Facebook, Twitter, YouTube, Instagram, online shopping websites, and using these media for communicating, advertising, selling, promoting of products, and searching for information.

13 HOUSEWIFE (PLURAL IS HOUSEWIVES)

Illustrated Oxford Dictionary (2011) defined a housewife as “a woman whose main occupation is caring for her family and running the household. “

According to Merriam Webster dictionary, a housewife is a married woman in charge of a household (<https://www.merriam-webster.com/dictionary/housewife>)

2 LITERATURE REVIEW

Habuchi et al (2005) conducted a study on “Ordinary Usage of New Media: Internet Usage via Mobile Phone in Japan. “ The research is based on Internet Usage via Mobile phone in Japan to analyze or clarify the information behavior in present-day Japanese society. The study revealed that Mobile Internet Usage is not very conspicuous; it gives a chance to understand how the mobile internet has been integrated into everyday lives.

Campbell and Park (2008) carried out a study on “Social Implication of mobile telephony: The rise of personal communication society”, the research is based on the media landscape that has changed dramatically in recent decades. It was found that mobile communication plays a central role in this transition, and the use of this iconic tool is a shift toward a new personal communication society. It speculates on future trends in the socio-technological elimination, which give rise to new symbolic meaning, a new form of networking and coordination, new use of public space, and new expression of a different culture.

Ojha (2011) studied on women’s issues in India: role and importance of media. The study was conducted to find out about the role of women in India. Women are considered the wealth of India. It was found that through media, the implicitly of women is ranked as an important public issue according to the press coverage devoted to it.

Halkoaho (2012) did a study on “Identified-Related Media Consumption: A focus on consumer Relationship with their Favorite TV programmed.” The research is based on identifying different media consumption from a symbolic perspective as an identified constructing activity. It was found that this study is a good example of consumer relationship with their favorite program.

Another study was carried out by Delimayanti (2014) on “The role of television advertisements toward housewives buying pattern in Manado city.” The main objective of the research is on television advertisements which are the leading media at the current time, but it is designed to have a deeper understanding of the role of advertisements in housewives’ buying patterns in Manado City. It was found that television plays a role as media information which is better than other media among the housewives in Manado city. Genner and Suss (2017) conducted a study on “Socialization as media effect” The research is based on how media affect socialization which has been identified

in developmental psychology, sociology, media and communication studies, and pedagogic. It was found that mass media exposure has become a potential for learning and a long-term implication on daily life. Therefore, media literacy can be considered a developmental task and a goal of media socialization.

Diviatia and Patel (2017) carried out a study on “selected media application usage practices of homemakers”. The research is based on the usage practices of media application by the homemakers. The study aimed to determine the extent of the use of social media by homemakers. It was found that most homemakers have average practices regarding their social media usage.

Wardana and Patel (2018) conducted a study on “The role of Facebook as a social media marketing on housewives start-up business.” The research is based on how influential is the role of Facebook to several housewives’ start-up businesses. It was found that the marketing strategy that these housewives opted for a start-up business is social media marketing which has an essential role in the success of their enterprise.

From a study on “Quality of life among married working women and housewives”, Ahmad and Khan (2018) found that married working women and housewives have their own set of issues that may cause a difference in their quality of life.

Yusup, Rusmana and Rejeki (2019) did a study on “Entrepreneurship experience based on online-reading among housewives.” The research is based on women entrepreneurs, which can be a good example for the family environment or social environment. It was found that the housewives who gathered to form a business group started having the same motivation and interest that is helping the family’s economy. Through online reading, housewives can strengthen entrepreneurial motivation, improve cooking, and can also obtain the skill to market their products.

Keerley (2020) surveyed “The impact on media consumption of India.” The study is carried out during the Covid-19 outbreak through online mode. It is based on how media has a tremendous significant impact on this pandemic. It was found that media consumption has increased more during this outbreak, both offline and online. Different forms of media like Television, Radio, Facebook, Instagram, TikTok, Video games, etc., were consumed more during the pandemic than in normal times.

3 OBJECTIVES

The main aim was to find out the media consumption among housewives in the three selected villages, i.e MAWSER, ERMAWRONG and UMSHORSHOR in Ri Bhoi District in Meghalaya. Following are the specific objectives of the present study:

- a) To gather basic information about housewives and their daily media consumption activities

- b) To find out the reasons for using media by the housewives
- c) To investigate how media is benefited for them

4 SCOPE

The study is limited to the housewives of three villages in Ri Bhoi District of Meghalaya. This study focuses on determining the utilization of media by the housewives.

5 RESEARCH METHODOLOGY

51 RESEARCH SITE

The present study is conducted in three selected villages in Ri Bhoi District of Meghalaya, i.e, **MAWSE**, **ER MAWRONG** and **UMSHORSHOR**.



Fig 1: The map is showing the location of the study areas (Er Mawrong, Mawser and Umshorshor) (Source: Ri Bhoi District/ Facebook <https://www.facebook.com/groups/593240427428672/>)

52 CRITERIA FOR SELECTING THE VILLAGES

1. The village which falls under the Umsning Community & Rural Development Block in Ribhoi District
2. The village which has adequate number of housewives
3. The village which has internet connection
4. The village which is familiar and accessible to the researcher in terms of language, culture, beliefs, geographical accessibility etc

53 INSTRUMENT USED FOR DATA COLLECTION

The present study adopted the survey method, and a structured interview schedule, including open-ended questions, was used to collect data. A structured

interview schedule is considered an appropriate tool for collecting data because of the educational qualification status of the respondents.

5.4 POPULATION

The total number of housewives in **Mawser** village is 63, **Er Mawrong** is 15 and in **Umshorshor** Village is 56.

Sl.no	Village name	Total no. of housewives
1	Mawser	63
2	Er Mawrong	15
3	Umshorshor	56
Total No. of Housewives		134

The total number of housewives in all the three villages is 134, the whole population was taken for the present study.

6 DATA ANALYSIS

Table 1: Personal Demography

Personal Demography		Mawser (N=63)	Er Mawrong (N=15)	Umshorshor (N=56)	Total (N=134)
Age	18 - 20	3(4.76)	2(13.33)	5(8.92)	10 (7.46)
	20-25	11(17.46)	2(13.33)	9(16.07)	22(16.41)
	25- 30	27(42.86)	3(20)	14(25)	44(32.83)
	30 -35	12(19.04)	4(26.66)	13(23.21)	31(23.13)
	Above 35	10(15.87)	4(26.66)	15(26.78)	29(21.64)
Educational Qualifications	Illiterate	2(3.17)	0	0	2(1.49)
	Below SSLC	32(50.79)	10(66.66)	43(76.78)	85(63.43)
	SSLC	15(23.80)	3(20)	6(10.71)	24(17.91)
	HSSLC	12(19.04)	2(13.33)	7(12.5)	21(15.67)
	Graduate	2(3.17)	0	0	2(1.49)
	Post-Graduate	0	0	0	0
	Other	0	0	0	0

Note: Number given in parenthesis represents the percentage

Table 1 depicts the personal demography of the respondents. As it is seen that majority of the respondents from Mawser village are in the age of 25 to 30 years, from Er Mawrong majority of the respondents are 30 and above 35 years and from Umshorshor village majority of the respondents are above 35 years of age. The educational qualifications of most housewives from all three villages are below Secondary School Leaving Certificate (SSLC). The highest educational qualification is graduation of two housewives from Mawser village, and only two respondents from Mawser village who do not possess any educational qualifications.

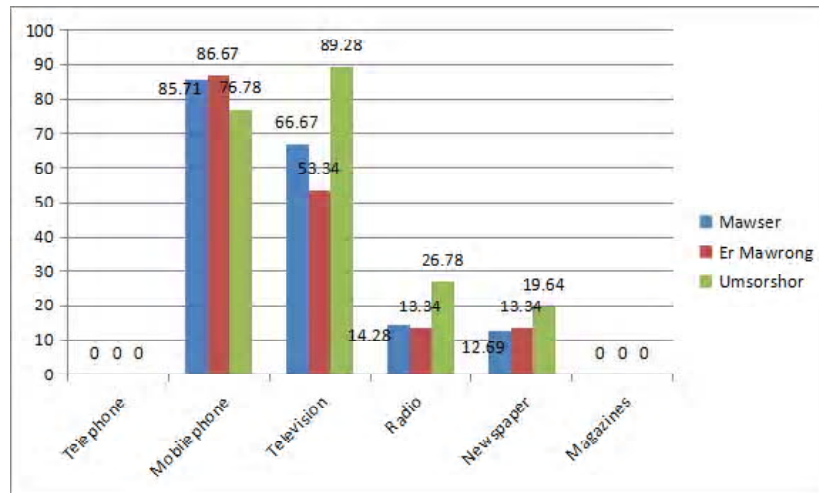
Chart 1: Types of media used by the housewives under study

Chart 1 reveals the following points:

i) 85.71% (54) of housewives from Mawser used mobile phones, followed by 66.67% (42) on Television, 14.28% (9) on Radio, and 12.69% (8) on Newspapers.

ii) 86.67% (13) of housewives from Er Mawrong used mobile phones, followed by 53.34% (8) on Television, 13.34% (2) on Radio, and 13.34% (2) on Newspapers.

iii) 89.28% (50) of housewives from Umsorshor used Television media tools, followed by 76.78% (43) on Mobile phones, 26.78% (15) on Radio, and 19.64% (11) on Newspapers.

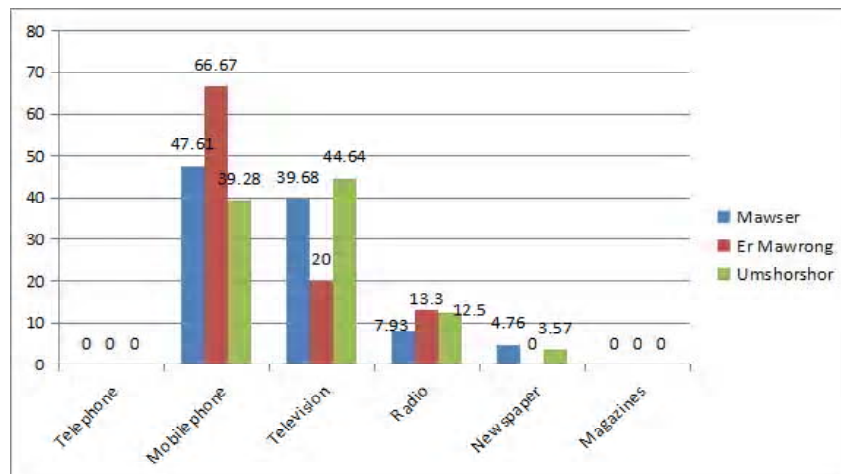
Chart 2: Types of media the housewives consume the most

Chart 2 reveals the following points:

i) 47.61% (30) of housewives from Mawser consume mobile phone media tools the most, followed by 39.68% (25) on Television, 7.93% (5) on Radio, and 4.76% (3) on Newspapers.

ii) 66.67% (10) of housewives from Er Mawrong consume mobile phone media tools, followed by 20% (3) on Television and 13.3% (2) on Radio.

iii) 44.64% (25) of housewives from Umshorshor consume Television the most, followed by 39.28% (22) on Mobile phones, 12.57% (7) on Radio, and 3.57% (2) on Newspapers.

Table 2: Sources of accessing media by housewives

Sources of accessing media by housewives	Mawser (N=63)	Er Mawrong (N=15)	Umshorshor (N=56)	Total (N=134)
Store	63 (100)	15 (100)	56 (100)	134 (100)
Online	12 (19.04)	0	2 (3.57)	14 (10.44)

Note: Number given in parenthesis represents the percentage

Table 2 above reveals that 100% of housewives from all the three villages under study access media whatever is in store; for example, when they buy television, they access the channels that are provided to them without using the internet or subscribing to other media. Only 19.04% (12) from Mawser and 3.57% (2) from Umshorshor access both in-store and online, and here online means they access the channels that are provided to them and also by subscribing to the other channels as well.

Chart 3: Types of media that bring a tremendous impact among housewives

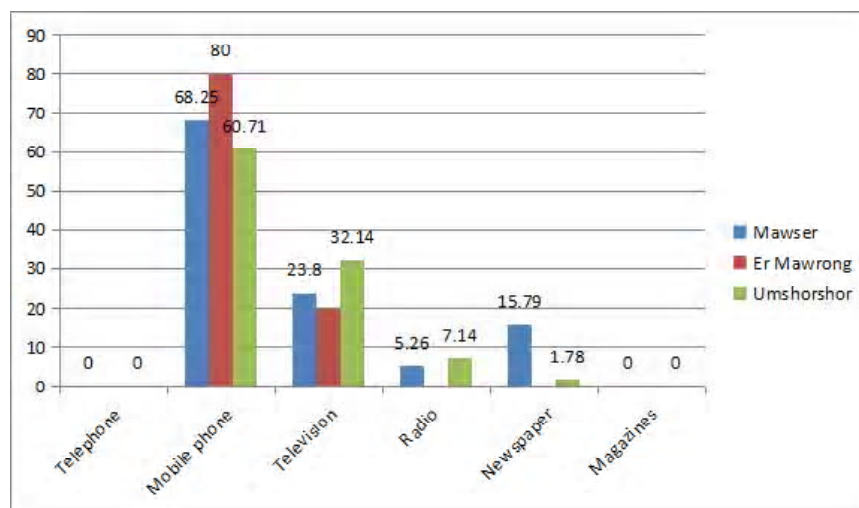


Chart 3 reveals the following points:

i) The media that bring a tremendous impact on housewives of Mawser is Mobile phone media tools of about 68.25% (43), followed by Television at

approximately 23.80% (15), and Newspapers at about 15.79% (3) and 5.26% (2) on Radio.

ii) The media that bring a tremendous impact on housewives of Er Mawrong is Mobile phone media tools at about 80% (12), followed by Television at about 20% (3).

iii) The media that bring a tremendous impact on housewives of Umshorshor is Mobile phone media tools at about 60.71% (34), followed by Television at about 32.14% (18), 7.14% (4) on Radio, and 1.78% (1) on Newspapers.

Table 3: Types of electronic medium used by housewives

Types of electronic medium	Mawser (N=63)	Er Mawrong (N=15)	Umshorshor (N=56)	Total (N=134)
Mobile phone	16 (25.39)	3 (20)	12 (21.42)	31 (23.13)
Television	56 (88.88)	12 (80)	44 (78.57)	112 (83.58)
Laptop	0	0	0	0
Smart phones	48 (76.19)	8 (53.33)	52 (92.85)	108 (80.59)

Note: Number given in parenthesis represents the percentage

Table 3 reveals the following points

i) 88.88% of housewives from Mawser consume Television the most, followed by 76.19% on smartphones and 25.39% on a mobile phones.

ii) 80% of housewives from Er Mawrong consume Television electronic medium the most, followed by 53.33% on smartphones and 20% on mobile phones.

iii) 92.85% of housewives from Umshorshor consume smartphone electronic medium the most, followed by 78.57% on Television, 21.42% on mobile phones.

[**Note: mobile phone is the one without any advanced features, but smartphones are the mobile phones with advanced features**]

Table 4: Types of electronic medium the housewives consume the most

Types of electronic medium the housewives consume the most	Mawser (N=63)	Er Mawrong (N=15)	Umshorshor (N=56)	Total (N=134)
Mobile phone	7 (11.11)	3 (20)	7 (12.5)	17 (12.68)
Television	35 (55.55)	7 (46.67)	36 (64.28)	78 (58.20)
Laptop	0	0	0	0
Smartphones	21 (33.33)	5 (33.33)	13 (23.21)	39 (29.10)

Note: Number given in parenthesis represents the percentage

Table 4 reveals the following points:

- i) 55.55% of housewives from Mawser used television the most, followed by 33.33% on smartphones and 11.11% on mobile phones.
- ii) 46.67% of housewives from Er Mawrong used Television electronic medium the most, followed by 33.33% on smartphones and 20% on Mobile phone
- iii) 64.28% of housewives from Umshorshor used Television electronic medium the most, followed by 23.21% on smartphones, 12.5% on Mobile phones.

Table 5: Amount of time per day spent on using media

Amount of time per day spent on using media	Mawser (N=63)	Er Mawrong (N=15)	Umshorshor (N=56)	Total (N=134)
1/2 hrs	52 (82.53)	10 (66.66)	49 (87.5)	111 (82.83)
1hrs	8 (12.69)	3 (20)	5 (8.92)	16 (11.94)
2hrs	3 (4.76)	2 (13.33)	2 (3.57)	7 (5.22)
More than that 2hrs	0	0	0	0

Note: Number given in parenthesis represents the percentage

Table 5 reveals the following points:

- i) 82.53% of housewives from Mawser spend 1/2 hrs on media tools, followed by 12.69% for 1hrs and 4.76% for 2hrs.
- ii) 66.66% of housewives from Er Mawrong spend 1/2 hrs on media tools, followed by 20% for 1hrs and 13.33% for 2hrs.
- iii) 87.5% of housewives from Umshorshor spend 1/2 hrs on media tools, followed by 8.92 % for 1hrs and 3.57% for 2hrs.

Table 6: Satisfaction of housewives on the media they used

Satisfaction on the media they used	Mawser (N=63)	Er Mawrong (N=15)	Umshorshor (N=56)	Total (N=134)
Yes	59 (93.65)	15 (100)	54 (96.42)	128 (95.52)
No	4 (6.35)	0	2 (3.58)	6 (4.48)

Note: Number given in parenthesis represents the percentage

Table 6 reveals that the majority of the housewives from the three villages (Mawser, Er Mawrong, and Umshorshor) are satisfied with the media they used, except that 6.35% (4) of housewives from Mawser and 3.58% (2) from Umshorshor are not satisfied.

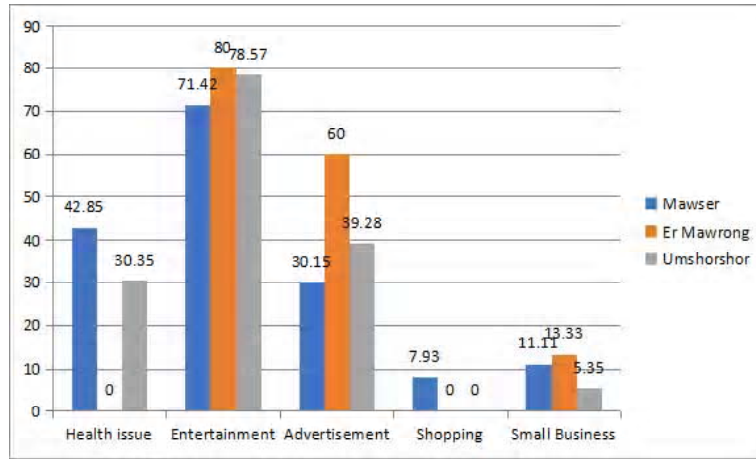
Chart 4: Purpose of using media by housewives

Chart 4 reveals the following points:

- i) 71.42% (45) of housewives from Mawser used media for entertainment, followed by 42.85% (27) for health issues, 30.15% (19) for advertisement, 11.11% (7) for small businesses, and 7.93% (5) for shopping.
- ii) 80% (12) of housewives from Er Mawrong used media for entertainment, followed by 60% (9) for advertisement and 13.33% (2) for small businesses.
- iii) 78.57% (44) of housewives from Umshorshor used media for entertainment, followed by 39.28% (22) for advertisement, 30.35% (17) for health issues, and 5.35% (3) for small businesses.

Table 7: Benefits of using media among housewives

Benefits of using the Media		Mawser (N=63)	Er Mawrong (N=15)	Umshorshor (N=56)	Total (N=134)
Health Issues	Very helpful	12 (19.04)	0	14 (25)	26 (19.40)
	Helpful	15 (23.80)	0	1 (1.78)	16 (11.94)
	Not helpful at all	0	0	2 (3.57)	2 (1.49)
Entertainment	Very helpful	3 (4.76)	2 (13.33)	17 (30.35)	22 (16.41)
	Helpful	42 (66.66)	8 (53.33)	20 (35.71)	70 (52.23)
	Not helpful at all	0	2 (13.33)	7 (12.5)	9 (6.71)
Advertisement	Very helpful	3 (4.76)	3 (20)	8 (14.28)	14 (10.44)
	Helpful	12 (17.46)	4 (26.66)	7 (12.5)	23 (17.16)
	Not helpful at all	5 (7.93)	2 (13.33)	7 (12.5)	14 (10.44)
Shopping	Very helpful	0	0	0	0
	Helpful	2 (3.17)	0	0	2 (1.49)
	Not Helpful at all	3 (4.76)	0	0	3 (2.23)
Online Payment	Very Helpful	0	0	0	0
	Helpful	0	0	0	0
	Not Helpful at all	0	0	0	0
Small Business	Very helpful	6 (9.52)	2 (13.33)	3 (5.35)	11 (8.20)
	Helpful	1 (1.58)	0	0	1 (0.74)
	Not helpful at all	0	0	0	0

Note: Number given in parenthesis represents the percentage

Table 7 reveals that the majority of the housewives from all the three selected villages find that media is helpful for entertainment. The housewives from Mawser and Umshorshor find that media is useful for health issues to some extent, and it is also found that media is beneficial for the housewives in their small businesses. Still, surprisingly, very few housewives are using media for shopping, and none of them use it for online payment.

Table 8: Spending time on media help housewives in their day to day life

Spending time on media help housewives in their day to day life	Mawser (N=63)	Er Mawrong (N=15)	Umshorshor (N=56)	Total (N=134)
Yes	60 (95.23)	15 (100)	55 (98.21)	130 (97.01)
No	3 (4.77)	0	1 (1.79)	4 (2.99)

Note: Number given in parenthesis represents the percentage

Table 8 reveals that the majority of the housewives from the three villages (Mawser, Er Mawrong, and Umshorshor) found that spending time on media is very helpful in their day-to-day activities. Using media is one way to release their stress from daily household chores and find information about cooking skills, fashion, news, etc., only a few from Mawser and Umshorshor found it not helpful.

Table 9: Media as a tool in bringing transformation in the life of housewives

Media as a tool in bringing transformation in the life of housewives	Mawser (N=63)	ErMawrong (N=15)	Umshorshor (N=56)	Total (N=134)
Yes	60 (95.23)	15 (100)	55 (98)	130 (97.01)
No	3 (4.77)	0 (0)	1 (1.79)	4 (2.9)

Note: Number given in parenthesis represents the percentage

Table 9 reveals that the majority (97.01%) of the housewives from the three villages (Mawser, Er Mawrong, and Umshorshor) found that media is helpful in transforming their life as it makes them able to upgrade themselves with the new generation. Only a few (2.9%) found it not helpful.

Table 10: Media as a tool in improving the standard of living among housewives

Media as a tool in improving the standard of living among housewives	Mawser (N=63)	Er Mawrong (N=15)	Umshorshor (N=56)	Total (N=134)
Yes	60 (95.23)	15 (100)	55 (98.21)	130 (97.01)
No	3 (4.77)	0	1 (1.79)	4 (2.9)

Note: Number given in parenthesis represents the percentage

It is observed from Table 10 that the majority of the housewives from the three villages (Mawser, Er Mawrong, and Umshorshor) found media helpful in improving their standard of living, and only some of them found it not helpful.

Table 11: Media as a tool in acquiring information and knowledge among housewives

Media as a tool in acquiring information and knowledge among housewives	Mawser (N=63)	Er Mawrong (N=15)	Umshorshor (N=56)	Total (N=134)
Yes	63 (100)	15 (100)	56 (100)	134 (100)
No	0	0	0	0

Note: Number given in parenthesis represents the percentage

Table 11 shows that all (100%) housewives from the three villages (Mawser, Er Mawrong, and Umshorshor) found media helpful in acquiring knowledge and information.

Table 12: Media as a tool for interaction with the world

Media as a tool for interaction with the world among housewives	Mawser (N=63)	Er Mawrong (N=15)	Umshorshor (N=56)	Total (N=134)
Yes	63 (100)	15 (100)	56 (100)	134 (100)
No	0	0	0	0

Note: Number given in parenthesis represents the percentage

It is seen from Table 12 that all of the housewives from the three villages (Mawser, Er Mawrong, and Umshorshor) found media helpful in evolving interaction with the world.

Table 13: Media as a tool in generating extra income among housewives

Media as a tool in generating extra income among housewives	Mawser (N=63)	Er Mawrong (N=15)	Umshorshor (N=56)	Total (N=134)
Yes	7 (11.11)	2 (13.33)	3 (5.35)	12 (8.95)
No	56 (88.88)	13 (86.66)	53 (94.64)	122 (91.04)

Note: Number given in parenthesis represents the percentage

Table 13 reveals that only 11.11% of housewives from Mawser, 13.33% from Er Mawrong, and 5.35% from Umshorshor found media very helpful in generating extra income as in their small businesses, media has helped them to receive orders from the customers and also to place orders for the goods from the seller. This has helped them in reducing the transport bill and time. Whereas, majority of the respondents did not find media as a tool in generating extra income for them.

Table 14: Housewives having an account on Social Media Sites

Housewives having a social media account	Mawser (N=63)	Er Mawrong (N=15)	Umshorshor (N=56)	Total (N=134)
Yes	43 (68.26)	5 (33.33)	34 (60.71)	82 (61.19)
No	20 (31.74)	10 (66.67)	22 (39.29)	52 (38.80)

Note: Number given in parenthesis represents the percentage

Table 14 reveals the following points:

i) 68.26% (43) of housewives from Mawser have an account on social media, and 31.74% (20) do not.

ii) 33.33% (5) of housewives from Er Mawrong have an account on social media, and 66.67% (10) do not.

iii) 60.71% (34) of housewives from Umshorshor have an account on social media, and 39.29% (22) do not.

Chart 5: Types of Social Networking Sites (SNS) used by housewives

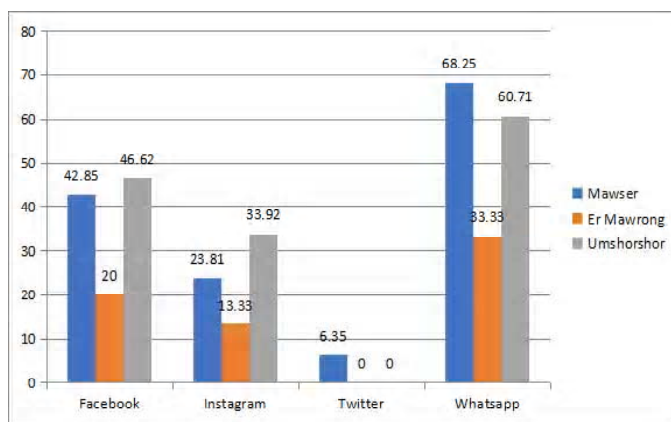


Chart 5 reveals the following points:

i) 68.25% (43) of housewives from Mawser have an account on Whatsapp, followed by 42.85% (27) on Facebook, 23.81% (15) on Instagram, and only 6.3% (4) of them have on Twitter.

ii) 33.33% (5) of housewives from Er Mawrong have an account on WhatsApp, 20% (3) have on Facebook and 13.33% (2) have on Instagram.

iii) 60.71% (34) of housewives from Umshorshor have an account on WhatsApp, followed by 46.62% (26) on Facebook, and 33.92% (19) have on Instagram.

Chart 6: Frequency of checking social media personal account by housewives

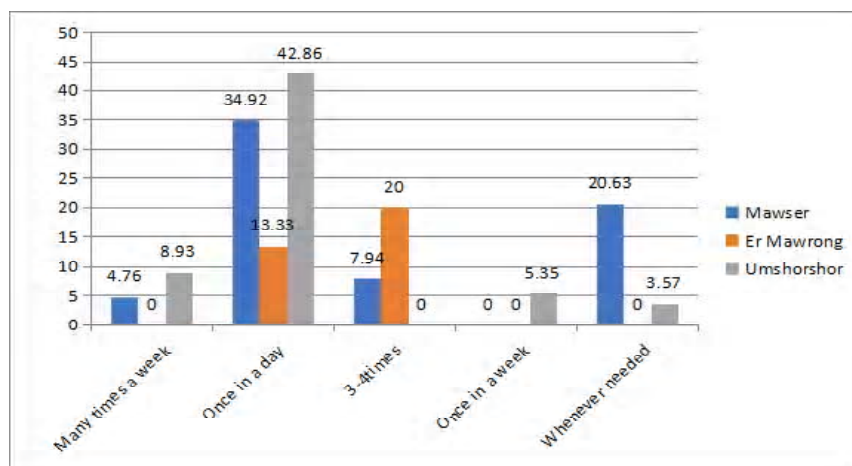


Chart 6 reveals the following points:

i) 34.92% (22) of housewives from Mawser check their social account once a day, followed by 20.63% (13) whenever the need arises, 7.94% (5) about 3-4 times a week, and 4.76% (3) many times.

ii) 20% (3) of housewives from Er Mawrong check their social accounts 3-4 times a week, followed by 13.33% (2) once a day.

iii) 42.86% (24) housewives from Umshorshor check their social account once a day, followed by 8.93% (5) many times a week, 5.35% (3) once a week, and 3.57% (2) whenever the need arises.

Table 14.1: Time spent by housewives on their Social Networking Sites (SNS)

Time spent by housewives on using social networking sites	Mawser (N=43)	Er Mawrong (N=5)	Umshorshor (N=34)	Total (N=82)
10-30 min	39 (90.69)	4 (80)	27 (79.41)	70 (85.36)
30-60 min	2 (4.65)	1 (20)	5 (14.70)	8 (9.75)
60-90 min	2 (4.65)	0	2 (5.88)	4 (4.87)
More than 90 min	0	0	0	0

Note: Number given in parenthesis represents the percentage

Table 14.1 reveals the following points:

i) 90.69% of housewives from Mawser spend 10-30min on Social Networking Sites, followed by 4.65% of about 30-60 min.

ii) 80% of housewives from Er Mawrong spend 10-30min on Social Networking Sites followed by 20% of about 30-60 min.

iii) 79.41% of housewives from Umshorshor spend 10-30min on Social Networking Sites, followed by 14.70% of about 30-60min.

Table 14.2: Social Networking Sites (SNS) as the best tool in contacting with friends and family among housewives

Social Networking Sites as the best tool in contacting with friends and family among housewives	Mawser (N=43)	Er Mawrong (N=5)	Umshorshor (N=34)	Total (N=82)
Yes	43 (100)	5 (100)	34 (100)	82 (100)
No	0	0	0	0

Note: Number given in parenthesis represents the percentage

It can be seen from above Table 14.2 that all housewives from the three villages (Mawser, Er Mawrong, and Umshorshor) who have an account on social networking sites found media as the best tool for contacting friends and family.

Table 14.3: Types of information collected and shared through SNS

Types of information collected and shared through SNS	Mawser (N=43)	Er Mawrong (N=5)	Umshorshor (N=34)	Total (N=82)
Notification	28 (65.11)	3 (60)	16 (47.05)	47 (57.31)
Current affair	19 (44.18)	0	7 (20.58)	26 (31.70)
Messages	41 (95.34)	5 (100)	0	46 (56.09)
Others	0	0	0	0

Note: Number given in parenthesis represents the percentage

Table 14.3 shows that:-

(i) 95.34% of the housewives from Mawser use SNS for sharing messages, 65.11% for notifications, and 44.18% for searching for current affairs to update their knowledge.

(ii) 100% of the housewives from Er Mawlong village use SNS for sharing messages and 60% of them for notifications.

(iii) 47.05% of the housewives from Umshorshor use SNS for notifications, and 20.58% use it for current affairs.

7 FINDINGS

1. The findings of this study reveal that most housewives have a good understanding of what media tools are and how to utilize them.
2. The data collected from the three villages revealed that the main purpose of using media is for their own benefit. However, it brings a positive impact on their daily life.
3. It was found that the less utilizing media are radio and newspaper in all the villages under study.
4. It was found that some housewives are illiterate. They do not have any educational status, but they know how to utilize media from their perspective, and also they have accounts on social networking sites to get in touch with family members.
5. It was found that educated housewives, those who have degree qualifications, are more aware of the technology and utilize the media tools in their best manner.
6. It was found that some housewives have also gained financial support through media tools. They use mobile phones and smartphones for their small businesses, like to get orders from customers and also to place orders to the seller, and this has helped them to avoid transport bills and gain financial support.
7. The finding of the study reveals that the majority of housewives consume television media the most.

8. According to the data collected, it was found that out of the three villages, the respondents from Mawser village consume media the most.
9. Majority of the housewives found media very helpful and also very good at utilizing it. They found it very helpful, especially in emergency cases, as it faster the work. They found it very informative, especially during national crisis.
10. They also found media as the best tool to release stress, especially after completing the household chores. When they have finished or done with their household work, they switch on their television and watch movies or serials of their interest. They get relaxed and find it very effective.

8 DISCUSSION AND CONCLUSION

One of the significant purposes of the present study is to find out how indoor women are at par with the present genera. The media they use, though, are quite useful, and the information they gather from day-to-day utilization makes them more updated and learn something new. Media has played a pivotal role, particularly during the pandemic in which they collect information for taking precautions against Covid -19.

With the present situation, the housewives have faced many difficulties in dealing with their daily life to protect and make their families safe. As a mother or a wife, or a sister, they have a lot of responsibilities to deal with, but the help of media tools like television, radio, and mobile phones has reduced their problems by getting information on how to overcome or be alert to danger.

It was found that most housewives find themselves very busy, and yes, it is true as we can say. Upon taking an interview, it was found that most housewives are pretty aware of how to use the media tools; however, some are not that aware of it but still know how to utilize it to some extent only, and they are well satisfied with their skills. Media has been helpful for the housewives under study relating to the health issues, entertainment, communication and even in their small businesses.

To conclude, the present study is explicitly conducted for housewives to know them better. Though media are utilized more by the youth, we cannot ignore that homemakers are also one of the main users. Therefore, it was found that media has played a major role in the lives of the housewives in these three villages, i.e., Mawser, Er Mawrong, and Umshorshor.

9 RECOMMENDATIONS

1. The findings of the present study revealed that radio and newspapers are the less utilizing media by the housewives in all the villages under

study (Chart 1 & Chart 2). Thus, it is necessary to create awareness among housewives on the importance and benefits of these two media as well.

2. Further, it was found that very few respondents from all the three villages under study are using media such as social networking sites for their small businesses (Chart 5, Table 6 & Table 13). Therefore, training or workshops need to be conducted for the housewives at village level on how to use the social networking sites which can boost and enhance their businesses not only outside their villages, but even at the inter-district, state, inter-state or national level as well.

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