
Attitude of Housewives towards Online Social Networking Sites in Indore City

Sanjay Singh Solanki*
Dr. Vardhan Choubey**

Abstract

The paper is based on attitude of housewives towards social networking site. Attitude towards any IS is based on several models like TAM etc. Social networking sites are used for number of reasons like social interaction, information factors and entertainment factor. The paper aims to study reasons women visits social networking sites and also reasons which restrict them from using social networking sites. The sample of 80 housewives was taken from Indore to study the attitude. Reasons for visiting SNS are in order; Social interaction, Information factor and Entertainment Factor. The reasons which deter housewives from using SNS are in order: ease of use and privacy.

Keywords: *Social Networking Sites, Adoption, Social Interaction, Information Factor, Entertainment Factor, Ease of Use, Privacy.*

Introduction: There are millions of people on the internet who are looking to meet other people and to gather and share information and experiences on a variety of topics. Because of this, hundreds of social networking sites have been created, and they have attracted millions of users in the few short years that social networking has become a phenomenon. Most of the key features of these sites are very similar, yet the cultures that form around the social networking sites vary in many different ways. Some of the sites target diverse audiences, while others attract people based on common language, race, sexual preferences, religion, or nationality. The sites also vary the ways in which they show and incorporate new information and communication tools, like mobile access, blogging, and photo and video sharing (Boyd & Ellison, 2007).

An Overview of Social Networking: Social Networks are Web-based services that allow people to construct a public or somewhat public profile, articulate a list of other users with whom they share a connection with (i.e. friends, family, etc.), look at and traverse their list of connections and connections made by others in the system. Social networks not only allow people to meet and communicate with strangers, but they also let users organize and visible their social networks (Boyd & Ellison, 2007). According to Andy Carvin (2008), the act of social networking includes Podcasting, Folksonomies, Rating Tools, Vlogging, Geotagging, Aggregation, Discussions, Personas, Blogs, Tagging, Instant Messaging, Social Voting, RSS Feeds, Reviews, Wikis, and much more!

According to a study by *Business Insider*, social networking is becoming popular with a wider audience. However, the popularity leans towards the young, female user. Gender wise study on usage of SNS reveals that women are using more in comparison to men. Ages wise study depicts that younger female are more habitual of SNS in comparison to older females (Business Insider, 2010). It can almost be expected that most everyone has a facebook, twitter, google+, linkdin, myspace or some social media outlet they access daily, if not weekly. In fact, those with mobile phones or other devices tend access it more, since it can be convenient and on the go. Overall though housewives are heavier than average users or all major social networking, this includes Youtube, Google+ and Pinterest which is actually becoming as popular as Facebooking. These social housewives spend more money than consumers who are not active on social media. Many housewives are spending their time between Facebook and Pinterest. Most housewives blog, some run couponing sites, and some run small businesses using social media as their marketing tactic. Stay at home housewives, are of the highest to use social media for marketing. (Housewivesmag, 2013)

Literature Review:

Web 2.0 has changed interpersonal interaction dramatically (Chang, 2011). The technology has enable people to explicitly articulate their message (Rau et al., 2008). Due to its interactive nature, social networks has become a foundation in the digital communication which is going to have serious implication in the field of

*Assistant Professor, Govindram Seksaria Institute of Management & Research, Indore

**Assistant Professor, Govindram Seksaria Institute of Management & Research, Indore

communication and marketing (Mishra, 2010). Attitude of respondents play important role in adoption of any information system like internet banking, online shopping; e-return filing, mobile gaming and e-learning (Davis, 1989, Vanketash and Davis, 2003, Somali et al., 2008)). Several models and theories are developed to understand adoption of technology. Important of them are Theory of Reasoned Action (TRA) (Fishbein and Ajzen, 1975, 1980), Theory of Planned Behavior (TPB) (Ajzen, 1985) and Technology Acceptance Model (TAM) (Davis, 1989, Davis and Bagozzi, 1992). The theories have made significant contributions in understanding acceptance of individual technologies in various areas.

TRA theory states that the best predictor of a behavior is behavioral intention towards that system, which in turn is influenced by attitude towards particular behavior and perceived social norms (Glanz et.al, 2008). The theory has been modified and extended by Ajzen himself by adding another predictor 'perceived behavioral control' to the original model and renamed it as Theory of Planned Behavior. The theory is based on the assumption that people may have intentions to carry out behavior but the actual behavior may be a manifestation of the degree of confidence and control over such behavior which may act as a deterrent to desired behavior (Miller, 2005). Perceived behavioral control is determined by the availability of skills, resources, and opportunities, as well as the perceived importance of those skills, resources, and opportunities to achieve outcomes (Dillon and Morris, 1996). This construct was utilized by many researchers to understand the respondent's attitude towards information system under 'self-efficacy'.

A large number of IS adoption studies have been commonly guided by TAM, which, in principle is the logical and most influential extension of Ajzen and Fishbein's TRA, customized for modeling user's acceptance of particular information system (Davis et al, 1989). TAM added two new constructs i.e. perceived ease of use and perceived usefulness to understand users behavioral intentions to use an information technology system. Perceived usefulness was defined as the degree to which a prospect believes that using a particular system would enhance his or her job performance while Perceived ease-of-use refers to the degree to which a prospect believes that using a particular system would be free from effort (Davis 1989). Gangadharbatla (2010) found in her study that self-efficacy, need to belong, need for cognition, and collective self-esteem influence attitude toward SNS. Internet self-efficacy, need to belong, and collective self-esteem all have positive effects on attitudes toward SNS. Gangadharbatla (2009) also found that females', need to belong and self-esteem seem to play a part in influencing their attitudes toward

social networking sites

Claus-Peter H. Ernst, Jella Pfeiffer, Franz Rothlauf (2013) adoption research on Social Network Sites (SNSs) indicates that all three popular Technology Acceptance Model (TAM) constructs, Perceived Ease of Use, Perceived Enjoyment, and Perceived Usefulness, influence the Behavioral Intention to Use SNSs. They found that Perceived belongings is an antecedent of Perceived Enjoyment and Perceived Usefulness and positively influences both Perceived Enjoyment and Perceived Usefulness and, hence, also indirectly influences overall SNS adoption behavior. All these theories are subjected to severe fundamental criticism. For example these theories ignore the essential determinants like social processes and social consequences in adoption of information system (Bagozzi, 2007) which is fundamental in the study of social networks.

Women's stereotype behavior for shopping is established in various research works. Indian market is influenced by decision of women. Working women are well versed with internet and social networking sites. But this trend is not restricted to working women. More and more housewives are using networking sites like facebook and twitter or applications like whatsapp to exchange photographs of family or greeting on birthday. The paper intends to understand the attitude of housewives towards networking sites. Paper aims to find out how much housewives are ready to adopt/accept SNS. This will help marketers in framing their strategy to target this segment.

Objectives:

- To understand factors which motivates housewives for using social networking sites.
- To understand factors which refrain/deter housewives from using social networking sites.

Research Methodology: The data was collected using self developed research instrument containing items related to Social factor, entertainment factor, and information factor which motivates housewives to use social networking sites. Instrument also contains items related to privacy factors and ease of use factors, which refrain/deter housewives from using social networking sites. The instrument is as follows:

Research Instrument

S. No.	Item Description	Strongly Agree (5)	Agree (4)	Neutral (3)	Strongly Disagree (2)	Disagree (1)
Social Interaction Factors						
1	I use SNS to share genuine experience, opinion, views and reviews					
2	I found SNS is highly interactive method of communication					
3	I find myself as valued member after participating in discussion and forums in virtual communities					
4	SNS participation improves my acceptance in my friend circle					
5	SNS have helped me to extend my friend circle					
6	SNS doesn't disturbs me emotionally many times					
7	I check SNS many times in a day					
Entertainment Factors						
1	I entertain myself using SNS					
2	Visiting to SNS keep me fresh					
3	Information shared on SNS give me pleasure feeling					
4	I Visit SNS sites to pass time and enjoyment					
5	I get amused by Information shared on SNSs					
Information Factors						
1	I use SNS to check status of others					
2	I use SNS to get updated information on various issues like politics, movies, products etc.					
3	My decisions are based on information available on SNS					
Privacy Factors						
1	I don't think SNS have enough measures to prevent my privacy					
2	Often, I get information from unknown sources					
Ease of Use factors						
1	I am not familiar with all the features of SNS					
2	I not feel comfortable while using SNS					
3	I don't use SNS as it is time consuming					

The data was collected from 80 housewives in Indore. Convenience sampling technique was used to collect data.

The average responses on each factor were compared using paired t-Test at 5% level of significance using SPSS 21.

Results: For objective 1 following hypotheses were framed:

H₀₁: Social interaction factor and Entertainment factor are equally important for housewives while using Social networking sites

H₀₂: Social interaction factor and Information factor are equally important for housewives while using Social networking sites

H₀₃: Information factor and Entertainment factor are equally important for housewives while using Social networking sites

For objective 2 the following hypothesis was framed:

H₀₁: Privacy factor and Ease of use factor equally refrain housewives from using Social networking sites

The table below present result of paired-t test applied:

Table 1: Results of paired t-Test

T-Test

[DataSet2]

Paired Samples Statistics				
	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 SIF	3.1375	80	1.15555	.12919
EF	2.6875	80	1.37421	.15364
Pair 2 EF	2.6875	80	1.37421	.15364
IF	2.9500	80	1.22112	.13653
Pair 3 SIF	3.1375	80	1.15555	.12919
IF	2.9500	80	1.22112	.13653
Pair 4 PF	2.9125	80	1.14950	.12852
EOUF	3.5375	80	1.13566	.12697

SIF Social Interaction Factor, EF-Entertainment Factor

IF- Information Factor, PF-Privacy Factor

EOUF-Ease of use factor

Discussion and Conclusion:

It is evident from the data that housewives are using internet for socializing and information. Entertainment was not found to be important factor to motivate using SNS. Marketers can use internet to attract housewives by making available content which provides more information. The content should also help housewives to interact with more people. Online contest or competition can be helpful in achieving both the objectives. Results of Gangadharan (2009 &2010) and Claus-Peter H. Ernst, Jella Pfeiffer, Franz Rothlauf(2013) also are in line with the above results.

Housewives are finding it difficult to use SNS. This is a major deterrent. They didn't find privacy as serious threat. SNS with easiness in operations may be big success as far as Indian housewives are concerned.

Paired Samples Test									
		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	SIF - EF	.45000	1.46607	.16391	.12374	.77626	2.745	79	.007
Pair 2	EF - IF	-.26250	.97752	.10929	-.48004	-.04496	-2.402	79	.019
Pair 3	SIF - IF	.18750	1.40608	.15720	-.12541	.50041	1.193	79	.237
Pair 4	PF - EOUF	-.62500	1.30602	.14602	-.91564	-.33436	-4.280	79	.000

From the table 1 we can see that

H₀₁: stands rejected. Since p value .007< .05. Women were using SNS more for Social interaction (mean score =3.1375) than Entertainment (2.6875)

H₀₂: is accepted. Since p value .237>.05. Women were using SNS for both Social interaction and Information.

H₀₃: stands rejected. Since p value .019<.05. Women were using SNS more for Information (mean score=2.9500) than Entertainment (mean=2.6875)

H₀₄: Stands rejected. Since p value .000<.05. Women were deterring from using SNS more because of Ease of use factor (mean=3.5375) than Privacy factor (mean=2.9125)

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