

Attitude of men and women towards use of mobile phone

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■ **ABSTRACT** : Information and Communication Technology (ICT) is a tool which benefits all spectrums of people in the world and reach millions of people every day. Recent developments in the fields of information and communication technology are undeniably revolutionary in nature. Information has become the principal determinant of the progress of nations, communities and individual. There is a potential for ICTs to purge gender discrimination and to empower women in society. But with science, technological innovations and socio-economic changes, women, even rural women, are progressively starting to utilize various kinds of technological instruments. ICTs perform as an agent to empower women, allowing them into the main torrent of society. Amongst the various kinds of ICTs the cell/ mobile phone has reached a significant place. This technology provides knowledge, social security, social networks and self confidence to rural people, An attempt has been made in this paper to explore the attitude of farmers and farm women towards the use of ICTs. This study was conducted in Sulla village of Dharwad district with a sample of 100 farmers and 100 farm women. Pre tested interview schedule was used for data collection and suitable statistical tools like frequency, percentage, means, standard deviation and t-test were used for analysis of the data. The study revealed that, more number of respondents belonged to young age, educated up to middle school, they were married, from joint families and farming was the main occupation of the respondents. The Z test revealed that there was a highly significant difference between the attitude of men and women towards use of ICTs. The analysis further revealed that, almost equal per cent of men (45.00%) and women (46.00%) belonged to low category of attitude followed by high category in men (29.00%) and medium category in women (32%).

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Use of mobile phones has increased rapidly in many developing countries, including in rural areas. Mobile phones have significantly reduced the communication and information cost for rural people. This technology has provided new opportunities for rural

farmers to obtain knowledge and information about agricultural issues, problems and its usage for the development of agriculture. During the last decade, mobile phone technologies have spread rapidly in many developing countries. Several studies showed that, mobile

phone can cause significant benefits for rural households through improved access to information, lower marketing costs, and thus higher profit and income. In addition to such direct effects, mobile phone is an enabling technology for other innovations. The information communication technologies are increasing in developing countries for the development of different people in the community such as farmers, farm women, doctors, educationist etc. Hence this study was conducted to know the attitude of men (farmers) and women (farm women) towards use of mobile phones.

■ RESEARCH METHODS

This study was conducted during 2018-19 in Sulla village of Dharwad district. Purposive sampling was used for selecting 100 farmers and 100 farm women. Pre tested interview schedule was used for data collection and suitable statistical tools like frequency, percentage, means, standard deviation and t-test were used for analysis of the data.

■ RESEARCH FINDINGS AND DISCUSSION

Data presented in Table 1 represents the socio-personnel characteristics of men and women.

Age:

It was clear from the Table 1 that, forty one per cent of the men and sixty two per cent of the women belongs to young age, followed by medium [men (40.00%) and women (30.00%)] and old age category [men (19.00%) and women (8.00%)]. The probable reason might be that, most of the old age people were not interested to use mobile phones and middle age farmers and farm women were enthusiastic to use mobile phones for getting information related to agriculture. The findings of the results are in line with the findings of Reddy (2017).

Caste:

It was noticed from the table that, more than half of the respondents of both men (60.00%) and women (56.00%) belong to general category followed by OBC [Men (28.00%) and women (40.00%)] and ST [Men (12.00%) and women (4.00%)].

Education:

Regarding education it was clear from the table that,

41 per cent of the farmers were educated upto PUC, followed by primary and middle school level (20.00% each), can read and write (10.00 %) and 9 per cent of them studied upto X.

It was also observed that, 24 per cent of the women were educated upto middle school, followed by primary school education and illiterates (15.00% each), 13 per cent of them were educated up class X, and only 3 per cent of them were graduates. This might be due to that farmers and farm women have easy access to schools and realization of importance of formal education in the present situation. As they had education, they were able to gather knowledge on recent technologies disseminated through Mobile Phone.

Marital status:

Data presented in Table 1 revealed that, majority of the men (79.00%) and women (85.00%) were married, twenty one per cent of men and eleven per cent of the women were unmarried and only four per cent of the women were widow.

Occupation:

Majority (81.00%) of the men were engaged in farming and 19 per cent of them were engaged in business. Thirty seven per cent of the women's laboureses, followed by farming (23.00%), service and business (14.00 % each) and farm allied (12.00%).

Type of family:

From the Table 1 it was noticed that, around 60 per cent of both men and women belonged to joint families. This is in line with the Indian tradition of the joint family system. This trend continues to prevail in rural societies with a belief in co-operative way of living. The elderly members of the family would like to hold on to the joint family system and not let to go the younger generations (children and grandchildren) to live separately as they believe strength in unity. However some families after the loss of the head of the family have broken up with their siblings and have set up their own nuclear families.

Size of family:

Less than 50 per cent of both men and women belong to medium family size. This is because in rural areas a family with atleast three children is the norm. The other reasons could be that for agricultural families

Table 1 : Distribution of the respondents according to their profile			(n=200)	
Sr. No.	Characteristics/Attributes	Category	Men n ₁ =100	Women n ₂ =100
1.	Age	Young (18-35yrs.)	41.00	62.00
		Middle (36-50 yrs.)	40.00	30.00
		Upper middle (50 yrs. and above)	19.00	8.00
2.	Caste	Gen	60.00	56.00
		OBC	28.00	40.00
		ST	12.00	4.00
		SC	00.00	0.00
3.	Education	Illiterate	00.00	15.00
		Can read and write	10.00	10.00
		Primary	20.00	15.00
		Middle	20.00	24.00
		Up to class x	09.00	13.00
		PUC	41.00	20.00
		Graduate	00.00	3.00
4..	Marital status	Post Graduate	00.00	0.00
		Married	79.00	85.00
		Unmarried	21.00	11.00
		Widow	00.00	4.00
5.	Occupation	Divorcee	00.00	0.00
		Farming	81.00	23.00
		Service	00.00	14.00
		Farm allied	00.00	12.00
		Business	19.00	14.00
6.	Type of family	Daily wage earner	00.00	37.00
		Nuclear	48.00	41.00
		Joint	62.00	57.00
		Extended	00.00	2.00
7.	Size of family	Small (1-3)	08.00	21.00
		Medium (3-5)	54.00	49.00
		Large(more than 5)	48.00	30.00
8.	Organizational participation	Member	47.00	45.00
		Office bearer	12.00	4.00

the field work will be labour intensive and needs team work. Rural families consider more children as more hands to work on the farm than more mouths to feed. Other contributing factors could be lack of education, less exposure to mass media, their beliefs that children are “Gifts or God” and that termination or prevention of pregnancy was an unforgivable sin.

Organizational participation:

It was clear from the table that, forty seven per cent of the men and forty five per cent of the women were members of one or the other organization.

It was clear from the Table 2 that, cent per cent of men and sixty four per cent of the women had their own mobile phones. The probable reason might be that, men

have purchasing power so they can buy whatever they want, while women are mainly dependent on men to get these assets.

Table 2 : Per cent distribution of respondents according to their ownership of mobile	
Men n ₁ =100	Women n ₂ =100
100	64

Data presented in Table 3 shows that, cent per cent of the respondents had mobile, 78 per cent of them had TV, 38 per cent of them had CD/DVD, 30 per cent of them had internet and 15 per cent the farmers had radio in their home. In this generation ICT is growing more rapidly and everyone use these ICT tools to get

Table 3: Distribution of respondents according to availability and accessibility to different ICTs hardware (Men)

ICTs hardware	Availability		Extent of Access		
	Yes	No	Complete	Partial	No access
Television	78.00	22.00	78.00	00.00	22.00
Radio	15.00	85.00	15.00	00.00	85.00
Mobile	100.00	100.00	100.00	00.00	00.00
Kiosk / common service centres	00.00	00.00	00.00	00.00	100.00
Computer	00.00	00.00	00.00	00.00	100.00
CD/VDV	38.00	62.00	38.00	00.00	62.00
Internet	30.00	70.00	30.00	00.00	70.00
e- mail	00.00	00.00	00.00	00.00	100.00

Table 4 : Distribution of respondents according to availability and accessibility to different ICTs hardware by women (n=100)

ICTs hardware	Availability		Extent of access		
	Yes	No	Complete	Partial	No access
Television	86	14	83	3	14
Radio	23	77	15	8	77
Mobile	93	7	40	52	08
Kiosk / common service centres	0	100	0	0	100
Computer	1	99	0	0	100
CD/VDV	17	83	0	5	95
Internet	0	100	0	0	100
e- mail	0	100	0	0	100

information at the tips of their hands.

It was noticed from the Table 3 that, cent per cent of the respondents had complete accessible to mobile followed by television (78.00%), DVD/CD (38.00%), internet (30.00%) and radio (15.00%). It was also observed that, cent per cent of them had no access to computer, kiosk and e-mails.

Data presented in Table 4 represents the availability and accessibility of different ICT tools by farm women. It was clear from the table that, 93 per cent of the farmwomen had mobile, 86 per cent of them had television, 23 per cent of them had radio, 17 per cent of the farm women had CD/DVD and only 1 per cent of the respondents had computer in their home. . In this generation ICT is growing more rapidly and everyone use these ICT tools to get information at the tips of their hands.

Regarding accessibility it was noticed from the Table 1 that, 83 and 15 per cent of the farm women had complete access to television and radio. More than half (52.00%) of the respondents had partial access to mobile. This might be due to lack of awareness and knowledge towards use of mobile.

A look at Table 5 gives a pattern of use of mobile by farmers. It was clear from the table that, cent per

cent of the farmers answer all the calls.

Regarding SMS received it was noticed that, 57 per cent of them read all the messages by themselves and rest 43 per cent of them take the help of their children and their friends and same per cent of them read messages that came from known numbers. The probable reason may be lack of education and lack of knowledge in operating mobile

Table 5 also tells about the source from where the farmers get messages and type of messages. It was clear from the table that, more number of farmers used to get written messages from family members, relatives, friends, KVKs and agriculture department. Around 30 per cent of them used to get voice messages from their friends.

About sending SMS it was seen that, 57 per cent of the farmers type and send the messages by themselves and 43 per cent of them take the help of their children and friends. The probable reason may be lack of education and lack of knowledge in operating mobile

A look at Table 6 gives a pattern of use of mobile by farmers. It was clear from the table that, ninety per cent of the farm women answer all the calls. They think that the only person who knows them will call to their number.

Regarding SMS received it was noticed that, 45 per cent of them read the messages themselves and rest 55 per cent of them take the help of their family members.

About 65 per cent of the farm women read messages from known numbers and rest 23 per cent of them read all messages. The probable reason may be lack of

Table 5 : Distribution of respondents according to pattern of use of mobile (Men) (n=100)

		Calls													
1. Answering calls		All calls						Known calls							
		Yes			No			Yes			No				
		F	%	F	%	F	%	F	%	F	%	F	%		
		100	100.00	100	00.00	00	00.00	00	00.00	00	00.00	00	00.00		
		SMS													
2. SMS received		If no, than who reads them for you										Read all messages			
Can you read messages		Yes		No		Wife		Children		Relatives		Friends		Read messages from known numbers	
		F	%	F	%	F	%	F	%	F	%	F	%	F	%
		57	57	43	43	00	00	16	16	07	07	20	20	43	43
3. Source and type of SMS		Wife		Children		Relatives		Friends		KVKs		Agriculture dept		Any other	
		F	%	F	%	F	%	F	%	F	%	F	%	F	%
Voice		0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Written		00	00	00	00	07	07	30	30	0	00	20	20	00	00
Video		00	0.00	00	0.00	00	0.00	30	30	0	0.00	0	0.00	0	0.00
4. SMS sent		Can you write messages				If no, than who write them for you									
		Yes		No		Wife		Children		Relatives		Friends			
		F	%	F	%	F	%	F	%	F	%	F	%		
		57	57	43	43.00	00.00	00.00	20	20	03	03.00	20.00	20.00		
		Memory stick/memory card													

Table 6: Distribution of respondents according to pattern of use of mobile (Women) (n=100)

		Calls													
1. Answering calls		All calls						Known calls							
		Yes			No			Yes			No				
		F	%	F	%	F	%	F	%	F	%	F	%		
		90	90.00	10	10.00	10	10.00	90	90.00	90	90.00	90	90.00		
		SMS													
2. SMS received		If no, than who reads them for you										Read all messages			
Can you read messages		Yes		No		Husband		Children		Relatives		Friends		Read messages from known numbers	
		F	%	F	%	F	%	F	%	F	%	F	%	F	%
		45	45	55	55	2	2.00	41	41	2	2.00	0	0.00	65	65.00
3. Source and type of SMS		Husband		Children		Relatives		Friends		KVKs		Agriculture dept		Any other	
		F	%	F	%	F	%	F	%	F	%	F	%	F	%
Voice		0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Written		2	2.00	1	1.00	21	21.00	22	22.00	2	2.00	3	3.00	34	34.00
Video		0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
4. SMS sent		Can you write messages				If no, than who write them for you									
		Yes		No		Husband		Children		Relatives		Friends			
		F	%	F	%	F	%	F	%	F	%	F	%		
		26	26.00	74	74.00	3	3.00	34	34.00	2	2.00	0	0.00		
		Memory stick/memory card													
5. Capacity of memory stick /card															

education and lack of knowledge in operating mobile.

Table 6 also tells about the source from where the farm women get messages and type of messages. It was clear from the table that, all the farm women used to get the written messages from family members, relatives, friends, KVKs and agriculture department.

About sending SMS it was seen that, 26 per cent of the farm women type and send the messages by themselves, while 74 per cent of them take the help of their family members. The probable reason may be lack of education and lack of knowledge in operating mobile

It was clear from the Fig. 1 that, 45 per cent of the farmers had least favorable attitude towards use of mobile, followed by highly favorable (29.00%) and favorable attitude (26.00%). The probable reason might be that the problem of electricity for charging, network problem, lack of knowledge towards mobile operation.

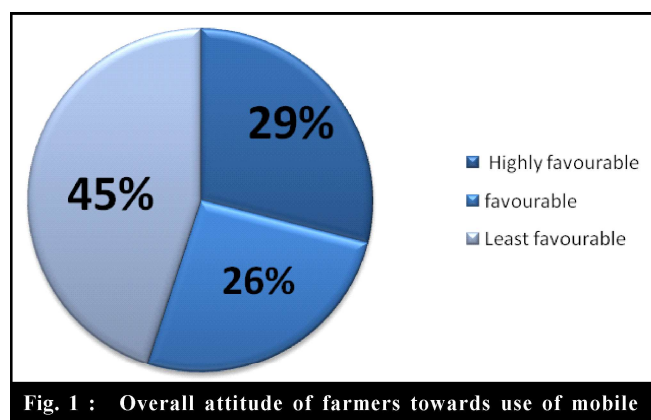


Fig. 1 : Overall attitude of farmers towards use of mobile

It was clear from the Fig. 2 that, 45 per cent of the farm women had least favorable attitude towards use of mobile, followed by highly favorable (32.00%) and favorable attitude (23.00%). The probable reason might be that the problem of electricity for charging, network problem, lack of knowledge towards mobile operation.

It was clear from the Table 7 that, there was a highly significant relationship between the attitude of men and women towards use of mobile phone.

Variable	Mean	SD	Z -value
Attitude	40.03 (Men)	2.32	13.295**
	37.16 (Women)	2.56	

** indicates significance of value at P=0.05 level

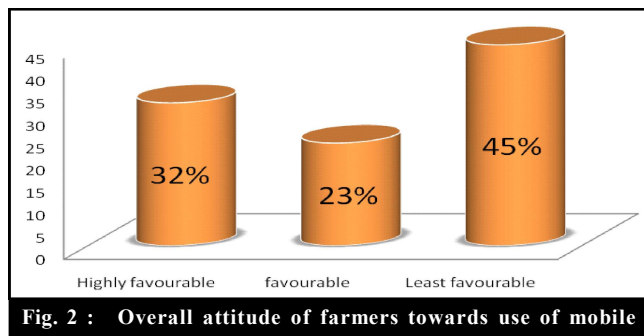


Fig. 2 : Overall attitude of farmers towards use of mobile

Conclusion

ICT's should be integrated to be effectively used in agriculture development as facilitating tools to boost its impact to the lives of farmers and farm women.

Trainings should be provided on different ICT initiatives, agriculture information and awareness about use of mobile phones to farmers and farm women

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