



IMPACT OF DIGITAL LITERACY ON DECISION-MAKING POWER AMONG HOMEMAKER WOMEN IN NORTH 24 PARGANAS DISTRICT

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RESEARCH ARTICLE



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Abstract

The purpose of this present study is to examine the impact of digital literacy on decision making power among homemaker women in North 24 Parganas District. Using quantitative descriptive analytical research design, data were collected from 120 respondents as a sample. A researcher made structured questionnaire based on Digital Competence Framework and Demographic and Health survey with 5 point Likert scale was used for data collection. The study focuses on two main variables Digital Literacy and Decision-making power. Data were analyzed through mean, percentage, correlation method. The findings of this study indicate that most respondent have moderate level of digital literacy and decision making- power, however the correlation (0.07) analysis indicates a very weak relationship between the two variables. The findings suggest that digital literacy has a very little influence in decision making power among homemaker women in North 24 Parganas District. The study highlights the need for greater awareness, skill development, and supportive social conditions to improve the role of women in decision- making.

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Introduction

Now a days in 21st century the digital era is the period in which information is created, stored, and shared in digital form, rather than through traditional methods. Literacy is a fundamental human right and a powerful tool for empowerment. Digital literacy, specifically, is becoming increasingly important for women's economic advancement. This study explores the impact of digital literacy on decision- making power among home maker women in north24 parganas district. Digital literacy is the ability to access, understand, evaluate, and generate information using digital technologies, including computers, smart phones, and the internet. It encompasses the essential technical skills, critical thinking, and online safety awareness needed to interact with modern culture (Kaur, et, al., 2025). The ability to communicate, obtain information, and fully engage in the digital economy and society is known as digital literacy (UNESCO, 2021). The process of providing women with the abilities, information, and access to digital technology to improve their social, professional, and personal life is known as "digital empowerment" (Sowmya, et, al., 2025). Digital literacy empowers women by providing access to information, education, and economic opportunities. It enhances their ability to participate in the digital economy, engage in online businesses, and improve their financial literacy. By acquiring digital skills, women can overcome traditional barriers and achieve greater economic independence (Egbuka ,etal.,). The Government of India launched an ambitious initiative called "Digital India" in 2015, which aims to transform the country into a digitally enabled society. This initiative has significantly increased the use of digital technology in various sectors including education, healthcare, administration, banking and business."Digital India" is not just a technological transformation but also a broader movement for social empowerment. The role of women in this transformation is very important. Women are half of our society and their participation is important for the overall development of the country. In the past, women faced great difficulties in education, job opportunities and careers in the technical sector. But due to initiatives like the digital India scheme, women are now coming forward in areas such as e-governance, e-commerce, online education, digital entrepreneurship (Gawate, et al., 2023).

The gender gap in digital technologies is the difference between men and women in terms of access, usage, and rewards. There are still major obstacles that women face that limit their use of digital tools and platforms, even though technology has the ability

to revolutionise many aspects of society. Women in marginalised areas bear the brunt of these obstacles, which are influenced by cultural, socio economic, and infrastructure-related issues (Malik, et, al.,2024).

Gender differences in household decision-making are a common phenomenon in developing countries. It is influenced by ethnicity, culture and geographical location. In farm families, these differences are seen mostly. Though women participated in different activities at household and occupational level equally to men, their decisions are not taken into consideration. Therefore steps have to be taken to encourage, empower women and they have to be given a chance in decision making practices in household and occupational activities. Decision making is an important factor promoting women empowerment. If women were empowered they would be able to participate in the planning and decision making task and contribute to the development programmes and activities individually at household and societal level (Paul,et, al., 2016).

Empowerment is meant that give power or authority to someone. Women are important to the family as a mother as well in a society. Women are working in the family without any compensation. Empowerment of women refers to giving decision making power to women in social, economic and political sphere of life. Empowerment of women is very much essential to achieve sustainable development. It is prerequisite to gender equality and development. Quoting from a UNFPA report, "the state of World Population 1992", the News Letter of Bernard Van Leer Foundation says, that there can be no sustainable development without development for women, because it is women who contribute most for the development for children. The process of empowerment should start from our own home. Women's position in the household determines women's autonomy in the family. It is worth to examine whether can decide about household matters like buying household assets and jewellerys, having access to money, having mobility to go to relatives' house or getting health care facilities. Many studies shows that digital literacy improves women empowerment and social inclusion. Most of these studies focused on working women and students. The existing studies draws attention to general empowerment of women but they are not precisely look into the relationship between digital literacy and household decision making power. Many studies are a broader national level. In areas like North 24 Parganas in West Bengal, there are very few studies that focus on homemaker women. Therefore a clear research gap exists in understanding how digital literacy influences on decision-making power of homemaker women in a specific local context. This study aims to fill this gap by examining the relationship between digital literacy and decision making power among homemaker women in North 24 Parganas district.

Review of related literature

In the Indian and abroad context, numerous studies have investigated, The Impact Of Digital Literacy On Decision Making Power Among Homemaker Women In North 24 Parganas District. Sultana (2011) examines , Factors Effect on Women Autonomy and Decision-Making Power within the Household in Rural Communities, the results suggest that education, occupation, income and gender based awareness have significant effect in explaining the variance in household decision-making power. Overall, women education, income, occupation, gender-based awareness has a significant effect on household decision. Paul & Kumari (2016), examines Decision Making: A Significant Indicator for Economic Empowerment of Women, the study finds the study recognizes that there is a strong relationship between decision making authority and women's economic empowerment. Srivastava (2020) examines that Role Of Financial Independence In Uplifting The Status Of Women, the study finds that women are the central part of their household, they can play an equivalent role in attaining the future of their family just like their counterpart (men). They are more practical in approaching goals and therefore they should be involved in all crucial matters related to financial matters. It is seen that women in urban areas have uplifted their status but their counterpart in rural and semi urban areas are still lacking behind. Gawate (2023) examines Role of Digital India in Women's Empowerment, the findings show that although the increase in digital tools has boosted women's empowerment, there is still a need for more training, a safe environment and supportive policies. Kumar, Kumar & Devi(2023) examines , Digital literacy: a pathway toward empowering rural women, this study revealed a significant positive link between digital literacy and women's empowerment in the rural Himachal Pradesh context. Education has emerged as a key factor that influences women's digital skills and empowerment levels. Deshmukh ,Bano, & Sakshi (2024) investigates , Determinants of decision-making among ever-married women in Indian households: A cross-sectional study based on binary logistic regression and multinomial logistic regression, the results reveal that only 3% of women make decisions independently. In contrast, 15% of women relied on dependently making decisions, and a majority of 82% of respondents reported jointly making decisions within their households. The conclusive model reveals that the likelihood of independent decision-making relative to joint decisions for rural women in India is 25% lower than for urban women, while dependent decision-making is 23% more often in rural areas than in urban ones as compared to jointly made decisions. Malik(2024) ,examines that Technology and Women Empowerment: Bridging the Gender Gap in the Digital , the results highlight the importance of focused interventions and joint efforts to guarantee equal access and long-term results, even if technology has tremendous power to empower women. Dhanke & Srivastava(2025), investigates Bridging Urban- Rural Gender Disparities: A Case Study Of Women's Empowerment In Pune District For Achieving Social Equity By 2047, the results indicate that there is a huge digital divide in the current society based on the extreme variations in digital literacy, support networks for socialization as well as access to basic services. Sharma & Sharma(2026), examines Impact of Digital Literacy on Women's Economic Empowerment in Rural Rajasthan, the study finds that the Female Workforce Participation Rate (FWPR) provides information about how involved women are in the work force notably, the majority of women in the workforce are from rural areas, which emphasizes how crucial it is to concentrate empowerment initiatives there. Halder (2026), examines Digital Literacy towards Women Empowerment in India: Opportunities and Barriers, the study discussed the concepts of women's empowerment and digital literacy. The correlation between women's empowerment and

digital literacy is very deep, with important observations about opportunities and barriers emerging. The role of digital literacy in empowering women in India is particularly significant.

Objectives

1. To assess the level of digital literacy among homemaker women in North 24 Parganas District.
2. To assess the level of decision –making power among homemaker women in North 24 Parganas District.
3. To examine the relationship between digital literacy and decision- making power among homemaker women in North 24 Parganas District.

Hypotheses

Ho1: There is no significant difference in digital literacy levels among home maker women North 24 Parganas District.

Ho2: There is no significant difference in decision-making power levels among home maker women in North 24 Parganas District .

Ho3 : There is no significant relationship between digital literacy and decision- making power among homemaker women in North 24 Parganas District.

Methodology

This study employed a quantitative descriptive and analytical research design to examine the impact of digital literacy on decision making power among homemaker women in North 24 Parganas. The study uses convenience sampling method to select respondent as a sample. Data were collected from 120 homemaker women through researcher made questionnaire with 5 point Likert scale. The questionnaire were based on from Digital Competence Framework and Demographic and Health surveys, researcher modified it by the purpose of this study. The questionnaire was reviewed by experts to ensure the clarity relevance. The reliability of questionnaire may be assessed using cronbach's alpha to determine the internal consistency of the items. The data were analyzed using microsoft excel with statistical tools such as mean , percentage and pearson's correlation method. Mean and percentage were used to analyzed the level of digital literacy and decision-making power of homemaker women. Correlation method were used to examine the relationship between digital literacy and decision making power among home maker women in North 24 Parganas District. The result were presented in tables for easy understanding.

Result & Interpretation

Ho1: There is no significant difference in digital literacy levels among home maker women in North 24 Parganas District.

Table 1: Level Of Digital Literacy Among Home maker Women In North 24 Parganas District

Level Of Digital Literacy	Score Range	Frequency(f)	Percentage (%)	Remarks
Low	7-16	1	0.83 %	Very few respondents have low digital literacy.
Moderate	17-26	108	90 %	Majority of respondents have moderate digital literacy
High	27-35	11	9.16 %	A small proportion of respondents have high digital literacy
Total		120	100 %	

Table 2: Mean score Of Digital Literacy :

Variable	Mean score	Remarks
Digital Literacy	22.62	Moderate level of digital literacy.

The result shows that homemaker women in North 24 Parganas District have a moderate level of digital literacy. The score range were classified into three levels: low (7-16),moderate (17-26) and high (26-35). The majority of respondents fall within the moderate range (90%) while few are in low(0.83%) and a small proportion are in high category (9.16%). The mean score (22.62) are also in moderate range. The result revealed that most women have basic digital skills but advanced skills were still limited. Therefore they need proper digital training and awareness programme.

Ho2: There is no significant difference in decision-making power levels among home maker women in North 24 Parganas District .

Table 3: Level Of Decision Making Power Among Home maker Women In North 24 Parganas District

Level Of Decison Making Power.	Score Range	Frequency(f)	Percentage (%)	Remarks
Low	7-16	35	29.16%	A considerable proportion of respondents have low decision- making power..
Moderate	17-26	76	63.33%	Majority of respondents have moderate decision-making power .
High	27-35	10	8.33%	A small proportion of respondents have high decision -making power.
Total		120	100 %	

Table 4: Mean score Of Decision-Making Power :

Variable	Mean score	Remarks
Decision –Making Power	19.70	Moderate level of decision Making Power.

The findings indicate that home maker women in North 24 parganas District have a moderate level of decision making power. The score range were classified into three stages: low (7-16), moderate (17-26) and high (27-35). The majority of respondents fall in the moderate category (63.33%), while a considerable proportion of respondents are in low category (29.16%) and a small proportion are in high category (8.33%). The mean score (19.70) which lies into a moderate range, and also support this study result.

This result indicates that women are not involved fully in household decisions, their decision –making power is not very strong or fully independent.

Ho3 : There is no significant relationship between digital literacy and decision- making power among homemaker women in North 24 Parganas District.

Table 5: Correlation Between Digital Literacy And Decision Making Power Among Homemaker Women In North 24 Parganas District.

Variables	Correlation Value (r)	Remarks
Digital Literacy& Decision Making Power	0.07	Very weak positive relationship observed

In this table the result shows that there is a very weak positive relationship between digital literacy & decision-making power among homemaker women in North 24 Parganas District. The correlation value (0.07) indicates that as digital literacy increases, decision-making power also increases very slightly.

In this current study it means that digital literacy has a little effect on decision making power among homemaker women in North 24 Parganas District.

Conclusion

The current study explored the impact of digital literacy on decision-making power among homemaker women in North 24 Parganas District. The study reveals that most of the respondents have a moderate level of digital literacy and decision making power. This shows that women are able to use basic digital tools and involved in household decision making but their skills and decision making are not very strong. The correlation analysis shows a very weak relationship between digital literacy and decision making power ($r = 0.07$). This indicates that alone digital literacy are not influence women decision-making power. There fore other factor such as social norms, family structure, education, and personal confidence may play an important role.

Overall the study concludes that, digital literacy is important for decision making power but it not sufficient by itself. There is a need for broader efforts, including awareness programme, digital training, and supportive social conditions, to improve and strengthen women's role in household decision- making.

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