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## Research Article

# Gender Equality and Household Chores in Indian Traditional Society

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## • Abstract

The study is focused on gender inequalities and gender neutrality among working couples. Evaluation of women's and men's current responsibilities at home and work with parenting is crucial in day-to-day life. The study aims to find out on which categorical basis household chores are divided among men and women. The study will also analyse workplace fitness psychology that encourages a risk-avoidance strategy for both the company and the employee. It seeks a good fit between these measurements to eliminate psychological hazards at work while improving job performance. The persistence of gender inequality can largely be attributed to the gender division of labour at home. The socio-cultural context influences the overall distribution of family responsibilities and the negotiation between genders. The study aims to determine the basis for categorisation when dividing domestic responsibilities between men and women. To achieve this goal, the research will employ a mixed-method strategy of primary and secondary data. The primary data will be collected from working couples aged 23 to 40 through a survey. Secondary data will be gathered from journals, publications, and reports and analysed by the inclusion-exclusion method. The semiotic analysis of two advertisements is Share the Load from 'Ariel', and the second is from 'Biba'. The findings imply that social policies impact the gender division of housework and the dynamics of micro-level negotiation. This study will analyse the results of men's and women's unequal participation in domestic responsibilities. The study will recommend solutions for the increased work-family conflict and will also enhance knowledge of gender studies.

## • Keywords

Keywords: Gender inequalities, household chores, negotiation, workplace fitness psychology

## Introduction :-

Workplace fitness psychology promotes a risk-avoidance strategy that benefits both the men and women in the organisation, the individual, and the work-family relationship. It seeks a good fit between these measurements to mitigate psychological dangers to work health while also increasing job performance. The impact of psychological discomfort at work is not limited to the workplace; it also extends to personal life. (Michel & Hargis, 2008) Job-family conflict has become a psychological danger that has enhanced public awareness due to its absorption in recent years between family and work. Within the departmental setting, the work-family conflict has a significant impact on both health and general life, including work presentation and work contentment, but it also increases dispute rates and diminishes family satisfaction. In this light, especially in the setting of a more industrialised society, gender equality at work is a responsibility that must begin at home in our modernized culture (Hammer 1997).

## Objectives of the Study

1. To find out the bases of household chores are divided among men and women.
2. To understand women's unequal domestic involvement is linked to increased family work.
3. To explore women's uneven domestic participation in household chores.

## Review of literature

Due to a lack of time, intense pressure, and participation and behavioural requirements, people may experience a contradiction between their

professional and personal lives.

Although most of the focus of work-at-home studies has been on how modifications in work affect home life from the perspective of a conflict between the two areas, departmental thinking has begun investigating how family adaptability affects job production and happiness. (Cerrato & Cifre 2018). There is a lot of oral history on work and home association studies in the scientific literature on mindset. In the literature, there are two basic points of view centred on the opposition between an individual's work and their home place. One viewpoint focuses on the tool that creates conflict between the two countries. We employ the conflict model to analyze the impact of home roles [different participation of males and females in family tasks] on work roles in this study (Doucet, 1995, May). Role compulsion at the workplace and at home has been found to have a bidirectionally harmful effect. Consequently, the level of participation in the home part will create challenges for involvement in work, resulting in home-work conflict. Similarly, the level of participation in the work can delay production in the family role, increasing strain-based, time-based, or behaviour-based work-home conflict (Baxter, 1997).

To comprehend the work-at-home relationship, gender-specific roles are required. They are a type of shared confidence that applies to people based on their culturally recognised sex, which is the foundation of most public labour divisions. The home, including household tasks, is supposed to be controlled by women in Western countries, which may significantly impact the home-work conflict between men and women. Even though this was not the goal of our education. The ramifications of the link between gender and enthusiasm for home chores (WFC) among women will be the subject of this lesson (Bolzendahl & Myers, 2004). Gender plays a significant role in relaxation, according to several studies, but how it connects to work and family structures is still debatable.

Men and women have diverse work and home situations, according to research. Although most learners in the field of work-home associates do not view gender as a changeable, simplified factor at most correlates and separate communication for men and women (Lal & Rahman, 2013). As a result, we propose that gender be included as a significant variable in work-home association studies because of the societal influence that gender-role attitudes may have on the work-home correlation (Wood & Eagly, 2010). Gender views are opinions about gender and values that support what is suitable for men and women from an ethnic and long-term viewpoint and influence the patterns by which a certain society judges or rates a man's or a woman's proper behaviour. Gender ideas are also being reintroduced into social communications, as couples routinely renew the law that governs social contacts and mentions the required attribute that men and women differ regardless of sociopolitical circumstances. This statement asserts that men and women have distinct innate talents for household tasks and work outside the home, that these differences influence job selection, and that women's preference for home over work is a personal choice (Yago & Martínez 2009).

In line with these beliefs, the traditional gender role paradigm assigns greater importance to male work domain and instrumentality than homeland and poetry for women. This model implies that poetry and instrument age are separate dimensions and poetry is always a female gender role, whereas instrument is a male gender role. Cultural disparities in gender freedom, beliefs, or attitudes regarding equal opportunity for men and women within the culture are of specific significance to gender differences in WFC (Beutell & Wittig-Berman 2008). As previously stated, gender beliefs appear to determine the interest in duties performed by members of the pair, such as cleaning, shopping, cooking, and ironing. It also gives men and women various perspectives on domestic chores. In addition, recent research has revealed that there is still a gender split in house tasks, with men playing instruments inside and outside the home and women playing poems and instruments inside the home. All of this leads us to put things together. Both men and women identify an unequal distribution of family responsibilities; however, there should be more equality in the care of daughters and sons (Bianchi et al., 2000)

#### *Household Chores and Work-family Family Conflict*

One of the most crucial factors in family conflict, particularly in families with children, is the lack of time for home duties and a caring attitude toward the family. According to Michel & Haggis (2008), double-income couples with children are more likely than their counterparts without children to experience a significant number of inter-couple conflicts and an excessive degree of stress. The gender character model assumes that men and women have different responsibilities mediating between work and family conflicts (Barnett, 1995). The dissimilar condition of women and men in household responsibilities, particularly child care, causes excessive family-to-work intervention in women. This alternative viewpoint has been supported by numerous investigations and research, and it continues to exist in society, as evidenced by various surveys. This approach is still quite strong in Spain, where women spend nearly equal time on unstructured work as men (Hammer 1997). This time is used to be friendly to children or family members or do housework. So, even though women have made a great effort to leave the labour sector and devote more time to their children, they do not expect a reduction in their pay as much as men do for work interruptions owing to family obligations or time spent at home caring for their children (Bakker, 2008). Their lovely couple assumes the management is kind-hearted toward their children, and most men continue to participate fully in their employment. As a result, women will be harmed more by family intervention at work since their significant involvement in the family will take away time, toughness, and commitment to their careers, whereas men would be harmed more by work intervention in the home. In reality, only women have a high family-to-work suggestion, which has been linked to a more excellent family-to-work suggestion. (Wood & Eagly 2010)

#### *Work-Family Conflict and Impact on Household Chores*

The time necessary for household responsibilities and family care is one of the most critical factors in family problems, especially for parents with children. According to Michel & Haggis (2008) dual-income families with children have more marital conflicts and are more stressed than couples without children. The gender roles model assumes that men and women have distinct forms of role demands, and these positions serve as WFC moderators from this perspective. Women have the highest level of family-to-work conflict due to the difference in their involvement in household tasks, particularly child care. This system is still fairly robust in Spain, where women spend twice as much time on free work as males (Bakker, 2008). In 2018, the Statistics Research Center published its annual report suggests the time spent on household responsibilities such as child care (38 hours per week for women vs. 23 hours for men) or caring for family members (20 hours for women vs. 14 hours for men) (20 hours for women versus 11 men). So, while women have increased their participation in the labour sector and spend more time caring for their children, they do not take as large of a pay penalty as men do when work is stopped due to family difficulties, nor do they stay at home to care for their children (Gerstel & Sarkisian 2006). Most men continue to be engaged in their careers because their female partner is responsible for their children. As a result, we can expect women to be injured more by family interference at work, as their greater participation in the family will take time, strength, and dedication away from their work; males, on the other hand, will be harmed more by work interference in the home. Only women have a high level of family participation, which has been linked to a higher incidence of work-family interference (Hammer 1997).

Furthermore, because they regard gambling as a hobby or a free option, males may not feel as accountable in the family as women. In addition, daily house activities (shopping, dining, cleaning utensils, laundry, and household chores) are deemed feminine, whereas male or neutral tasks (bill payment, car repair, and home upkeep) do not require a daily commitment. According to some sources, women are more involved in household chores and unwilling to fully share because they believe it is fundamental to their gender identity and a source of power in the home, whereas husbands, who have historically defined their gender identity through paid jobs, are less active. Men's higher involvement in the workplace and women's more considerable participation in the home and domestic responsibilities increase women's family load (Bakker 2008). Their husbands are inaccessible, wives are overburdened with household responsibilities and emotional expectations associated with child caregiving, producing even more stress and interfering with family life. Men's less involvement in household duties and a more substantial transfer of stress from job to family result in a higher domestic workload for women, and marital conflict (MC) results in considerably more tension transfer from household activities to the workplace in women (Frone 2003).

#### *Household Chores and Marital Conflict*

This increased involvement of women in housework, as well as increased family-work conflict, may have contributed to an increase in support for this theory by demonstrating that women's participation on days when their spouses exhibit higher levels of work stress, housework is increased; in these instances, women must divert energy and time away from work due to their husbands' increased work stress. Conversely, men do not change their contribution to family duties when their partners bring their work stress home (Pittman 1996). According to a family situation study, stressed spouses have a high level of unfavorable interactions and issues. People start or increase their unfavorable relationships with their spouses due to the heightened stress and disappointment associated with WFC (Westman & Etzion, 2005); (Huffman, 2017). This unfavorable interaction could result from social undermining, which includes behaviours like rejection, criticism, and a negative attitude toward the couple, as well as hostile marital contacts, which try to demonstrate hatred toward the spouse.

(Matthews 1996). Increased stress and irritation induced by the WFC have been demonstrated to harm interactions with partners, emphasising the partners' conflict and their relationship with domestic duties (Lal, 2023). Because males shift stress from work to family and are less involved in household activities, this can lead to increased tension between spouses, increasing MC and, as a result, an increase in family conflict, particularly among women (Westman & Etzion 2005).

### *Professional and Household Responsibilities*

Due to societal pressures and economic realities, working women's roles have altered worldwide. This has led to a situation where working women face enormous pressure to pursue a career as successful as their male counterparts while maintaining a commitment to their personal lives (Grossman, 1981). Working women are feeling the strain of the ever-increasing workload, which leaves them with less time for themselves. In current information age, stress is generated on both the personal and professional fronts due to the growing duties on the personal front and the technical advancements such as improved mobile phones, notepads, etc., that keep work and personal life interwoven (Clark, 2000; Ungerson & Yeandle, 2005). The person's physical, emotional, and social well-being are all impacted by this. To have a high quality of life, working women must achieve work-life balance. The problematic issues working women confront in striking a balance between their personal and professional lives are attempted to be explored in this essay (Lal & Sharma, 2021). Few women had access to higher education, and those who did had to rely on their fathers' or husbands' views on how to treat women who work (Mitnick, 2006). According to Welford (2008), the rapidly evolving information economy has allowed more women to access higher education. Their education has given them more power and more stable professions. Women employees are flooding into every field on par with men because cerebral power, rather than endurance or physical strength, is necessary in this knowledge era. However, given that they must carry out numerous tasks at home and work, this has become a complex problem for women. Working women are under more pressure to pursue careers while they continue to have more duties after they marry and become moms, managing the primary care of children and extended family. Working women of today try to balance their many jobs by caring for their families while still pursuing their careers to the fullest extent possible (Mitnick, 2006)

### **Research Methodology**

The many processes a researcher takes to undertake substantial primary or secondary research based on the topic matter are called research methodology. Various instruments, data-gathering methods, the number of respondents, and the study objectives are all included in this technique. 'Ariel' came up with the campaign Share the Load to understand the need to discuss this social issue. Using a qualitative approach, the study did the semiotic analysis to analyse signs, symbols, designs, crops, and costumes used in the advert to interpret all the elements of advertisement used in the television commercial. A structured or standardised questionnaire was used to collect the primary data. This entails getting first-hand information from respondents by personally asking them questions. Exploratory and descriptive investigations were used in the primary research. The focus is on accumulating experience and familiarity in preparation for future study or when topics are still being examined. A questionnaire was devised to gain a complete picture of the effects of gender equality in domestic tasks. The respondents' responses clearly show their opinions on the subject. Respondents were emailed a link to an online survey developed utilising convenience sampling. The author gathered information from young people in the Delhi-National Capital Region (essentially Noida), ages 20 to 30, enrolled in Amity School of Communication's master's in advertising and marketing management programs. Because environmental science is one of their main subjects and is required by the UGC, we may assume that they are familiar with ecological changes and the difficulties they have contributed to. The participants were chosen from among those who had made decisions to gauge their satisfaction and learn more about their

initiative decisions for educating consumers about gender equality and housework through in-depth interviews. This paper covers approaches primarily concerned with producing results from empirical research. However, our goal is that the methods and procedures employed to examine these topics can contribute significantly to the discussion on meaningful research practices and engagement with culturally diverse groups.

### *Research Tool*

The tool utilised in this study was a questionnaire explicitly created to conduct the study. A survey of Delhi NCR users was conducted.

### *Data Collection*

The information for this study was gathered in two ways:

1. Primary Data: It is based on the survey's observations.
2. Secondary Data: This information is gathered from various sources, including websites, journals, blogs, and research papers.
3. Semiotic Analysis: This is based on an analysis of two advertisements. One is from the 'Ariel' Share the Load campaign, and the other is from 'Biba'.

### *Data Analysis and Interpretation*

Descriptive Analysis- A descriptive analysis was performed to describe the essential properties of the data obtained for the study. It gives quick summaries of the sample and the measurements. The analysis was carried out using a tabular representation.

### **Semiotic Analysis of the Campaign Share the Load**

Dads #ShareTheLoad: 'Ariel' campaign

### **Introduction :-**

'Ariel' is a European brand of laundry detergent developed by the P&G European Technology Centre in Belgium. It is an early example of pan-European consumer product branding. The brand was launched in multiple markets between 1967 and 1969. It is owned by US multinational Procter & Gamble and has grown to become one of the most recognised laundry brands in many markets around the world. In 2015, with the great success of their advertisement, #sharetheload 'Ariel' became one of the most famous brands in India to talk about gender equality across all social media platforms. "The #ShareTheLoad campaign generated immense positive attention for the brand, growing 'Ariel' Matic's sales by 106%. In the 2016 sequel (the focus of this case): 'Dads #ShareTheLoad' exposed how the burden of housework on women is passed down generations; taking audiences further into the heart of the issue of gender inequality to start solving the problem.

**Scene 1-** The First scene of an advertisement shows a father sitting on the table playing with the kids while his daughter enters the house and gives him his return ticket to go back home. The daughter is already busy on her phone calls and doing all the household chores.

**Scene 2 -** At this moment, the father realizes how much he is proud of his daughter for managing everything, including her office, her house, and her kids.

**Scene 3 -** He is apologetic at the same time for not stopping her from playing home-maker as a child to remind her that she should not be the only one handling the domestic chores.

**Scene 4 -** He apologises on behalf of himself and her husband's father, too, for always normalising this scenario for her.

**Scene 5** - This film also ends with a message that says, "Why is laundry only a mother's job? And Dads #ShareTheLoad."

The focus of this advertisement is to empower women and bring about change in society. It shows that women and men should be raised equally; there should be no difference.

With very inspiring content, this commercial inspired over 2 million men to support their wives and daughters by sharing the load of laundry. This campaign crossed all the previous engagement norms, leading to a 111% increase in sales of 'Ariel' Matic compared to 2015's 106%.

To increase the engagement, 'Ariel' collaborated with Tinkle- one of the best influential children's comic books- and created stories about how Tinkle's favourite characters share the load. Also, they started working with India's most popular calendar, Kalnirnay; they developed some calendars where the dates showed split laundry tasks equally between Dads and Moms.

During this advertisement, 'Ariel' made a key change to the packaging and launched the 'Ariel' Matic 'Odd-Even' pack; a pack showing a unique calendar that helped to divide laundry between Dads and Moms equally, creating an in-home experience that enabled Dads to start sharing the load.

### Variation in advertisement

1. Language used with cultural reference	English and Hindi both are used to communicate with the audience. To build relationships in all the cultures.
2. Target audience	This campaign has raised a question about the issue of gender inequality at home. It offers hope and a path forward for men nationwide to share the load. Not only men but this campaign urges everybody across the globe to teach their children to help their mothers and sister in all the household chores.
3. Custom	It has shown the patriarchy system of the country and beautifully emphasised one aspect of gender equality through its content. The campaign 'Share the Load' questioned the stereotype that household chores are a feminine responsibility alone and urged all men to participate equally and show some support to their wives.
4. Colour used	Dark colours describe the first scene, when a father realizes his mistake, and light shades of colour, like white, are used in the last scene when he is helping his wife.
5. Social Responsibility and value/ wellness/ social and cultural	In India, where women's credentials as good wives are dependent on their domestic skills, for a brand like 'Ariel' to make some impact around this was a direct hit to societal norms. Going bold was their choice, which worked splendidly for them and us.
6. Social message	The campaign aimed to create a house for men and women where they #ShareTheLoad equally, breaking all the stereotypes. Dad's refusal to help within the home was

the leading cause of this gender inequality, a behaviour that children saw and learnt to do the same thing as they grew up.

7. Slogan	The hashtag #sharetheload was used on all the social media platforms in this campaign to increase the reach and promote a strong message in society. Another was the aim: a happier household where men and women Share the Load equally.
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### Image-Based in the Analysis of the Study

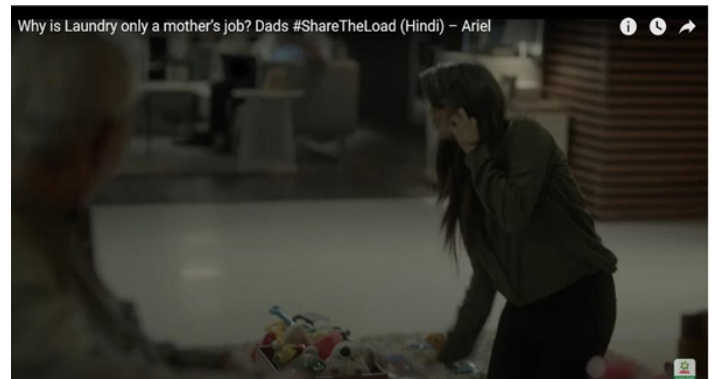


Fig 1: Housework is what a woman does that nobody notices unless she hasn't done it.

2.



Fig 2: Mistakes are part of life; self-realisation is the best thing to do before time runs out.

3.



Fig 3: The greatest marriages are built on teamwork.

Priya Anand, an actress and the event's keynote speaker, admired 'Ariel's' effort. "After watching the film, I felt proud of the 'Ariel' brand. In addition to promoting themselves, they went above and beyond and made an effort to impact future generations. Because the theme is something males can easily find offensive, the video was created compassionately and delicately.

The actress referenced statistical data to make the observation that most men and children thought laundry and other home tasks belonged to women. "Women's lifestyles have altered significantly; we each have our careers to maintain. We mustn't have additional stress from household duties when we get home. It is crucial to teach the proper ideals to children because research suggests that even young children become what they learn.

4.



Fig 4: Sharing work as a team will make you stronger.

Making the question "Can't men wash laundry?"—a seemingly insignificant but still pervasive notion—relevant on a deeply social level. This idea was pondered on a global scale when the campaign was launched in India, Pakistan, Bangladesh, and Sri Lanka, but the thought advanced as it spread to 22 nations in 16 different languages. Instead of bragging about its ideals, #ShareTheLoad skillfully emphasised one of the facets of gender equality. 'Ariel' Brought up a problem before it started to be commonly discussed by brands on social media, which seemed appropriate in their content for an audience that might relate to the idea and be moved to consider it.

SIGNIFIER	SIGNIFIED
1. Background significance of an advertisement- gender stereotypes, cultural norms, Indian society.	India has always been a strongly patriarchal society, and brands have typically changed gender stereotypes down the years. As Indian society has opened in recent years, many brands (e.g., Nike) have started to reflect the "new" urban Indian woman, a more confident, accomplished woman boldly achieving her dreams in a male-dominated society. Even so, the sacred cows persist notably the cultural norms that exist inside Indian homes that make it the duty of every woman to be the housekeeper. Few brands had yet dared to challenge these norms and liberate women from the yoke of household responsibility.

2.Action in the advertisement- gender inequality, responsibilities of a woman and dad's role.	The main plot of this advertisement is to show that Gender inequality is also passed down from Dads to their children today. It has been revealed that today, 73% of children ask their mothers to do the laundry (Source: Study commissioned by 'Ariel'). And now people realise that Dad's refusal to help within the home was the main cause of this gender inequality, a behaviour that children saw and learnt to do the same as they grew up.
3.The role and its contribution towards the society- breaking all the stereotypes.	Dads' #sharetheload commercial was one of the great steps taken by the 'Ariel'. This commercial created a huge impact on the audience with a great message that in this society, sometimes Dads are the source of the problem, even if they could be the start of the solution. Dads react like patriarchal cornerstones of Indian families and living examples of gender inequality. But if we could use them as a source of change and take more action, this would act as a "circuit-breaker" for families and Indian society.
4.Typefaces and Impressions – guilt, apologies, happiness, and emotional	The impression of the father shows self-realisation and regrets for his action at stopping the chain of gender inequality at home. Another important impression was of the mother and her daughter, where the father apologises for his actions

	and starts working on it. On the other hand, the mother was surprised to see how her husband changed after visiting her daughter. In this commercial, we can see that he started doing all the household chores in the end. Body language and impression tell us everything about the situation, and this is how the impression on the faces of the father was influencing everybody to help their wives.		It shows that a husband should not only relax and watch TV but also work as a team with his wife in household work.
5.Language – Hindi, English	English and Hindi are both used to communicate with the audience and build relationships in all cultures. It provides very important information and an emotional response. The copywriter chose to influence the ad emotionally on the target audience so that people could relate to it easily.	8.Long camera shot, zoom shot, deep focus shot. Indoor studio lighting with dark and bright colours.	These different camera angles show the criticalness of the situation and how it can influence the audience and make them emotional. For example, there was one deep-focus shot where the daughter was doing household work, and the father was looking at her and realizing his mistake.
6.General ambience: house, father and kid are playing, husband is watching TV, and wife is managing all the work.	This commercial discusses the unequal expectations of men and women starting from a young age by asking critical questions that make the audience think, reflect, and act.	9.Stereotyped thinking, women empowerment. Gender inequality, implementing new changes.	It directly reflects stereotypes that are passed on from generation to generation. It also warns today's and future generations to share the load and support women in every field. There is a deep-rooted cultural gender inequality chain in most families, and laundry is one example of this.
7.Theme- indoor setup.	The idea of this commercial was to shoot indoors, as we can see there are all household things like a normal family. The theme is about being guilty and taking steps to change the stereotypes for the coming generation.	10.Highly young, educated husband and wife working in corporate. Relationships were not supportive. The wife handles all the household work.	This commercial shows a young, educated, working couple. The wife manages all the loads of the house even when she is tired, but there is no one to support her. She does three jobs at one time. Meanwhile, the father, who is now aged, can see that guilt on his face when sitting and realises that he should have done something to improve it.

The commercial opens in a highly corporate office setting with a very professional vibe where the boss, an exquisite, young, modern woman of today's generation, smartly dressed in Indian formal, gives her staff a task. She is stern with her instructions, insisting that the employee has no choice but to follow them. Even after the employee questions her, claiming that it is simply impossible to complete everything quickly, she respectfully apologises but maintains her composure and is unwavering in her direction. It demonstrates her professionalism. The unhappy worker stares at the man as he leaves her cabin and doesn't let up until he puts on his work clothes. This longing glance conveys a lot; it demonstrates that the relationship between the employer and the employee goes beyond simple professional interactions and contains a wealth of untapped potential. This is when the tension builds throughout the entire movie until it is ultimately revealed at the end that the employee and the boss are genuinely husband and wife. Additionally, the employee voiced a query when given instructions, but he also followed them, although his expressions made it evident how difficult it would be for him to do the task in such a short amount of time. Following suit, the employee continued to work diligently until half of the office staff from his and the other offices in the city left. When the boss departs for home, she stops by her employee's cabin to see how things are going and asks him to phone her if there are any problems.

### Conclusion :-

'Dads #ShareTheLoad' is a social movement that has inspired and empowered Dads, the figureheads of Indian patriarchy, to share the load of laundry with their wives and start removing the cultural chain of gender inequality at home. The story in this commercial was very crisp and stood out from other brands, making it more engaging and thought-provoking. It also started hinting at people's need to transform their lifestyles, which will lead to considerable change. A great Facebook campaign helped 'Ariel' achieve the highest-ever engagement rate by any home care brand across the Asia Pacific region (Source: Facebook Analytics). After this, it led to over 65 million views across YouTube and Facebook, completely smashing our 2015 target. According to an Ad Week-Unruly study, it became the 13th most viral ad globally in 2016, beating some great work by brands like Doritos, Nike and John Lewis in far more engaging categories. With its huge impact on society and its stereotypes, this commercial has brought about some positive changes and has had a major influence on businesses. Ariel's 'Dads #ShareTheLoad' has won 48 global, regional, and local awards, including the Gold Glass Lion at Cannes 2016, five Golds at Spikes Asia, and a Gold each at APAC and India Effie. From a father's perspective, this advertisement broke the internet in 2016, apologising to her daughter for encouraging the stereotypes and not setting the right example for her since she was a child. This 2-minute video significantly impacted the people and society, discussing it is high time for Dads to #ShareTheLoad and stating how it is never too late to start.

### Image-Based Analysis of Advertisement – 'Biba' Ad Description

The theme of this 'Biba' advertising, which promotes the apparel company's Change the Convention, is highlighted.

Fig 1: The girl is preparing for a meeting with a boy for marriage.



A girl is putting on her makeup and getting ready to meet her anticipated fiancé. She prefers to be independent rather than get married to a stranger and work for him. As she examines herself in the mirror, she is lost in thought.



Fig 2: Conflict of thoughts in the mind on a psychological level

Are you saying that you aren't ready yet? (Girl's dad enters) Everyone is waiting downstairs for you. Girl (Voice Over): Papa, how am I supposed to decide if I want to spend the rest of my life with him over only a plate of samosas? Dad responds, "Come soon, hmm," while appearing very perplexed.



Fig 3: Meeting the boy's family to discuss getting married.

Everyone is eating and conversing downstairs as they work to advance this friendship. Soon-to-be mother-in-law: "No, no, thank you!" You have already provided us with a lot of food. Payal, your kid, is adored by us. So, are you okay with the marriage? Dad of Payal: "Yes, without a doubt." But we also need to visit your home. Low-most welcome soon-to-be mother. However, why? Dad of Payal: Our daughter is interested in learning if your son can cook and handle other household tasks. We won't give you our daughter till after that. Soon-to-be mother-in-law (smiling): He doesn't even know how to boil water! Sometimes, he simply microwaves noodles. My daughter cannot survive on just noodles, sorry, Payal's father said. His parents are perplexed because Payal smiles throughout the chat. Soon-to-be fiancée: Sir, after ten days, why don't you come over to our house? Father of Payal He asks, "Why," making a bewildered face. I'll have picked up some cooking skills by the time I become engaged. So that you can see that I am competent in caring for your daughter, come over.



Fig 4: By the end of the event, everyone is grinning and embracing the new change. Evolution is lovely.

### Semiotic Analysis

Stereotypes are present in every television advertisement these days, especially in India, where they are still pervasive. As a means of eliminating these prejudices, the 'Biba' advertisement we discussed above is one such example. Indian society has traditionally been patriarchal. Thus, women frequently have to make compromises to be happy. With this stunning commercial featuring Regina Cassandra, an Indian actress who has appeared in Kannada, Tamil, and Telugu films, 'Biba' started breaking down barriers. 'Biba' is the embodiment of the contemporary lady. The focus of this campaign is on accepting, challenging, and embracing new change. The preconceptions that our traditional society has established are wholly broken by this advertisement. The advertising doesn't just emphasise sales; instead, it serves as a model for good PR by fostering a favourable perception of the business in the public eye. Whether or not they are employed, women are frequently required to prepare meals. In our Indian culture, it is always implied that the girl getting married ought to be capable of taking care of her husband, the home, and herself. The people who are suppressed are almost invariably women. The girl in the advertisement first expressed reluctance to spend the rest of her life with a stranger, but as the situation develops, the viewers see a dramatic reversal in the narrative. The girl is getting ready for a meeting with the family of his fiancée, who is either expected or soon to be engaged, in the opening scene. She is devastated that she must spend the rest of her life with a total stranger and that they are only dating because of how many samosas she can make. The pressure that women face to marry a particular man who evaluates them based on their capacity for cooking or performing other domestic duties is discussed in every scenario of this advertising. Nobody looks at how independent she might be or how well she has done for her family financially. The advertisement starts with a medium close-up where the character is established when she puts on the makeup. The next shot consists of a close-up shot of her dad to convey his anger because her daughter is not ready for the visitors downstairs. The connection between the two characters is made accurate by placing the dad's blurred arm while still having the daughter entirely in the frame, which conveys the presence of both characters in the conversation being held. To increase creativity, mirror shots are provided in between. The shot was also taken in the girl's room to depict many aspects of a home. Shots from Scene 2 are taken from downstairs; this particular shot is from the living room area. In between the family's chats, wide pictures are taken to capture the complete group and over-the-shoulder shots are taken. Up until the conclusion, no such components as fonts are used because the commercial is structured like a story and doesn't require them. With a straightforward font style and a white background, the change is stunning at the end of the advertising and looks modest yet eye-catching. In India, it is essential to remember that just because a woman cook doesn't mean she will be the only one doing home tasks; the houseman must also take care of the wife. This two-minute advertisement has captured the attention of a sizable number of viewers. The girl herself, who is on the darker side, naturally defies the social norm that only women with fair complexions may find love. This is another component of the advertisement. She is also clearly dressed in 'BIBA', which is an example of how ethnic attire has been Westernized. According to a survey conducted by the online matchmaking agency truly madly.com, 69% of marriages in a country like India still take place in an arranged setting rather than out of love. In our nation, there has always been a problem with gender bias,

and 'Biba' has bravely addressed it. It's not about favouring one gender over the other; it's about treating both genders fairly and with respect. Like any other family, one cannot thrive if one gender dominates the other or if only one person provides for the needs of the other.

The questionnaire begins with the respondents' personal information. The names of the responders are included in the details. Following these inquiries on the equality of men and women in home chores, the following are the details of the questions and the data collected: -

In the questionnaire ask do men in your family contribute to household chores:

TABLE.1

contribution	
STATUS	PERCENTAGE
WEEKLY	30%
RARELY	40%
EVERYDAY	30%
NEVER	0%

The table above shows how our family contributed to household chores. Of the respondents, 30% were weekly, 40% were rarely, 30% were every day, and the rest were 0%. Hence, a huge percentage were rarely doing the household chores.

In the questionnaire, do men in your community believe that work is gender-neutral.

TABLE.2

BELIEVE THAT WORK IS GENDER NEUTRAL	
YES	65.6%
NO	8.2%
IN CERTAIN JOBS	27.9%

The above table deals with the respondents' responses towards the community's beliefs. 65.6% of the respondents say yes, they believe gender is neutral, 8.2% do not believe, and 27.9% say that specific jobs are common.

In the questionnaire, when do men in your family contribute to household work the responses are as follows-

TABLE.4

Contribution of men in the household work	
WHEN WOMEN OF THE FAMILY IS AWAY	20.4%
WHEN WOMEN IS ON PERIODS	0%
FATIGUE	10.6%
WHENEVER THEY WANT	80.6%

The above table represents the contribution of men; 20.4% of respondents say that when a woman in the family is away, there is no percentage of when the woman is on period, 10.6% of respondents when women are fatigued, 80.6% of respondents say whenever they want to do the work.

In the questionnaire, how does sharing the workload impact the men and women in the family, the responses are as follows-

- It increases the productivity of the work. Also, it reduces stress and makes life happy. Keeps both men and women of the family feeling less burdened and more balanced. Some people said that, Not really. It makes it easy to work and share the load. Save time and easy completion of work or tasks. If the work is distributed, it becomes easy and tiresome.

In the questionnaire, is there a work in the family that is only for the women of the family-

Most people's first reaction is that men don't give birth to children. Most of the household chores are carried out by women only. Few of them said they mostly share the work, and some people said every work is for everybody.

In the questionnaire, are boys and girls in your family taught the same household chores, such as cooking, cleaning, washing, etc.

**TABLE.7**

TAUGHT SAME HOUSEHOLD CHORES	
YES	67.4%
NO	32.6%

The above table represents whether your family teaches the same household chores to boys and girls. 67.4% of respondents said yes, they have taught them equally, and 32.4% said no, they don't teach the same household chores to boys and girls.

In the questionnaire, did women need to supervise men while completing the task-

**TABLE.8**

NEED TO SUPERVISE MEN?	
YES	77.4%
NO	22.6%

The above table shows the women need to supervise the men while he is completing the work in the kitchen 77.4% of respondents said yes, they need to help, and 22.6% of respondents said no, they don't need any help from women in the kitchen for completing their work.

#### Findings:

1. The primary research respondents were mainly contributors, as shown in Table 1. This represents how much men in your family contribute to doing household chores. According to the analysis, the contribution is most rarely doing work in the house.
2. Most respondents prefer specific jobs and comment on jobs the community believes are gender-neutral. 65.6% of respondents said yes that work is gender neutral, as shown in the table. 2.
3. Table 3 shows that working in the kitchen impacts the environment- 65.6% of respondents said yes that working in the kitchen has the most impact on their family, children and the environment.
4. In Table 4, when do men in your family contribute to household work? Respondent 80.6% said whenever they want to work in the kitchen, it totally depends on their mood.
5. In the 5 questionnaire, I asked how sharing the workload impacts the men and women in the family. Many respondents had different opinions, like it increases work productivity. Also, it reduces stress and makes life happy, keeping both men and women feeling less burdened and more balanced. Not really. It makes it easy to work and share the load, making work easy and tiresome.
6. In 6 questionnaires, is there a work in the family that is only for the women of the family most of the respondents said giving birth is most the people said other people said that most of the household chores are carried out by women of the family, some people said no is any work only for the family said every job is for everybody.

7. In Table 7, 67.4% of respondents said yes, boys and girls in our family are taught the same household chores, whether it's a boy or a girl. On the other hand, 32.6% of respondents said no, they don't teach the same household chores.
8. In Table 8, women need to supervise men when they are working in the kitchen. 77.4% of respondents said yes, they need help completing their work, but 22.6% said no, they do not need to supervise to complete their work.

### Conclusion -:

A considerable corpus of scientific research has focused on the link between home and work during the last few decades. It is common knowledge that the family and the workplace have different effects on each other. However, no research has been done to see how much one's personal and partner's involvement in family problems influences different sorts of work-home conflict. The purpose of this research was to see if men's and women's unequal participation in domestic activities is associated with greater WFC in women and to explain it using knowledge from gender studies.

First, the data confirm unfairness by revealing that women's engagement in household activities is more than double that of men. Men also participate in traditionally masculine domestic duties (such as home repairs and family administration), whereas women participate in historically feminine chores (i.e., childcare or shopping). This difference is symmetrically verified by the subject's estimate of the partner's engagement in domestic tasks: Women view their male partners' involvement in domestic tasks as significantly less than men view their female partners' participation.

Second, when it came to WF interaction, we wanted to examine if such disparities in involvement were related to men and women in distinct ways. The quantity of WFC in men and women is unaffected by women's greater engagement in household tasks. Men and women divide domestic work and child care differently. However, this does not indicate a higher level of WFC among women. The opposite is also true: as both men and women become more involved in domestic duties, the WFC decreases. It's worth mentioning that when women are extensively immersed in domestic activities, their level of FC rises, whereas men's level of WC rises. That is, a high level of commitment to domestic responsibilities has negative consequences for both women at home and men at work, probably because women love family more and men value work more, as the traditional gender role model says. They consider them as a cohesive and indestructible component of people's lives rather than as separate entities. Similarly, because the relationship between work and family is culturally inextricably intertwined, a method that takes gender ideology into account is gradually being used.

### Study Limitations

1. The influence of various sorts of conflict in the home and at work is examined in this study. However, because there are no apparent differences in WFC results between men and women when partners' involvement in the household chores is high, facilitation and synergy models are needed to understand better the work-family relationship in all of its facets, including the role of gender and gender inequality. To grasp the complexities of the work-family interaction, further research is necessary to investigate the benefits of job and family reciprocal benefits.

2. This research also has some methodological shortcomings. First, we looked at the impact of gender and household duties on work-family interactions without asking their partners. However, we noticed that this viewpoint was critical when we looked at how these individuals (men and women) felt about their involvement and that of their partners. In future research, incorporating the entire pair as a unit to improve the model's reliability would be exciting.

3. This study is based only on numerical data. It would be fantastic to back up these findings with qualitative research (interviews or focus groups)

to help us explain the results in terms of cross-effect hypotheses and traditional gender roles, as well as people's the model's validity will be improved as a result of these interpretations. They would also help us understand the role of gender because our data only partially supports the direction of job stress cross-effects from men to women or women to men, despite earlier findings. In any event, the quantitative approaches used in this study made it quite simple to uncover changes in the gender-economic link.

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