

# IMPACT OF SOCIAL MEDIA ON USER BEHAVIOR

**MAHWISH QUTUB**

MS in Mass Communication

Greenwich University

Mehwish.qutab@gmail.com

## ABSTRACT

*The purpose of the study was to look at how people use social media and how that impacts their social lives. This study, which concentrated on social media users, found that social media has a detrimental impact on social capital, mental health, and family relationships. People who use social media are becoming less dependent on their real relationships and family members and more on the platform. The quantitative study that was conducted to evaluate how social media users acted and how it influenced their mental health, social capital, social isolation, and family relationships was based on the deductive technique and positivist research paradigm. The data acquired from 385 social media users. The significant effects of social media use on psychological well-being, mental health, social capital, social isolation, and family relationships are shown using regression analysis. The results of correlation analysis show that there is a strong correlation between all variables and social media use. The study is useful for analyzing how users interact with social media platforms.*

**Keywords:** Social Media Use, Psychological wellbeing, Mental Health, Social Capital

## INTRODUCTION

### Background of Research

The social media is integral part of human life today, and by using social media people are connected with their friends, family and business. The social media websites provide ease for connection and facility to create contacts and develop new friends as well. On same time social media has negative impact on behavior of people, due to social media people become more connected with online people and less connected with their family and existing relationships, due to this social media has impact on mental and social health of people (Ostic & et al, 2021).

The social media affects the life of humans in various formats, as social media is effective tool for people to use and social media is effective medium to reach out people and for advertisements. The social media platform for users for interaction, develop new friends, contact people who are for away, effective for business for develop their business and promote their business. The social media advertisements is the core source for development of business and no business can run without social

media because people are using social media and only source for large scale marketing and advertising. Whereas some people only focused on social media and consider social media is the part of core lives and value social media more than real and existing relationships, this affects the life of people and effects on relationships, family life as well as mental health.

The social media affects the life of users in positive as well as negative way, there are many perspectives where people are more focused on using social media and keep oneself alone form social and real world, they consider and value more to Facebook, Instagram, social networking sites rather than real life world, this effects on social life, mental health, family relationships as well. The study of social media marketing is core tool for development of business and marketers are using social media for purpose of advertising (Aligwe, Ugochukwu & Nwafor, 2017; Apuke, 2016).

Online media has an impact on print media. With the introduction of the internet and smartphones, online media make it easier for customers to download and read newspapers, and news channels have grown in significance. Users may easily access the internet and smartphone, and their increased flexibility improves reading comprehension. As the population ages, more and more people are becoming "digital natives," who use gadgets and technology to improve customer experiences and feedback regarding technology use (Jorgensen & Hanitzsch, 2019).

Customers pay less for products purchased online, and users find websites easy to use. People are willing to use online channels and consider putting in the least amount of work while using them to receive notifications. Modern media development has changed how consumers behave; now, they consider how much rent is being paid, put forth little work, and prefer the setup. Purchasers are encouraged by the emergence of digital media to use technological innovation and place less emphasis on print media. Expert locals explain that young people who were around when cutting-edge developments arose use internet media with ease, as do those customers (Jorgensen & Hanitzsch, 2019).

According to a recent study, social media use may help young people deal with emotional disturbances, particularly when they are grieving the loss of a loved one (Williams & Merten, 2009). Three primary categories can be used to categorize concerns with social media safety, health, and balanced use: exposure to undesirable content, online victimization, and engaging in risky online activity.

The main objective for this research is to understand whether social media is creating negative impact or positive impact in society. And, if social media is creating both negative and positive impact than what could be the circumstances behind it.

### **Scope of Study**

The research conducted on social media usage on behavior of people. The research focuses on youth and teenagers in Karachi Pakistan. The data collected from people who are using the social media and social media has significant impact of human psychological characteristics, mental health issues, isolation, depression, family issues and wellbeing of people.

### **Statement of Problem**

Social media usage is essential, and it can have both positive and bad effects on users' lives. While social media is a useful tool for connecting with others, building relationships, and growing businesses, it also has detrimental consequences on people's mental health, social isolation, and family dynamics. Social media is a tool for fostering positive connections between individuals, and with its wise use, users may manage both their personal and professional relationships. The study was carried out to examine how people utilize social media platforms and how that affects their social lives. According to this study, which focused on users who spend a lot of time on social media, social media negatively affects family ties, mental health, and social capital.

### **Objectives of Research**

1. To analyze the impact of social media use on psychological wellbeing of people.
2. To analyze the impact of social media use on mental health of people.
3. To analyze the impact of social media use on social health of people.
4. To analyze the impact of social media use on social isolation of people.
5. To analyze the impact of social media use on Family Relationships of people.

### **Research Questions**

1. What is the impact of social media use on psychological wellbeing of people?
2. What is the impact of social media use on mental health of people?
3. What is the impact of social media use on social health of people?
4. What is the impact of social media use on social isolation of people?
5. What is the impact of social media use on Family Relationships of people?

### **Hypothesis**

**H1:** There is significant impact of social media use on psychological wellbeing of people.

**H2:** There is significant impact of social media use on mental health of people.

**H3:** There is significant impact of social media use on social health of people.

**H4:** There is significant impact of social media use on social isolation of people.

**H5:** There is significant impact of social media use on Family Relationships of people.

## **LITERATURE REVIEW**

### **Social Media Use**

While social media is a useful tool for connecting with others, building relationships, and growing businesses, it also has detrimental consequences on people's mental health, social isolation, and family dynamics. Social media is a tool for fostering positive connections between individuals, and with its wise use, users may manage both their personal and professional relationships. The social media affects the life of humans in various formats, as social media is effective tool for people to use and social media is effective medium to reach out people and for advertisements. The social media platform for users for interaction, develop new friends, contact people who are far away, effective for business for develop their business and promote their business.

The social media advertisements are the core source for development of business and no business can run without social media because people are using social media and only source for large scale marketing and advertising. Whereas some people only focused on social media and consider social media is the part of core lives and value social media more than real and existing relationships, this affects the life of people and effects on relationships, family life as well as mental health. The social media is necessary part of human existence nowadays, and by the usage of social media people are connected with their pals, family and enterprise. The social media websites provide ease for connection and facility to create contacts and expand new pals as well. On identical time social media has terrible effect on conduct of people, due to social media humans end up greater connected with online human beings and much less linked with their own family and present relationships, due to this social media has effect on mental and social health of humans (Ostic & et al, 2021).

The social media advertisements are the core supply for improvement of commercial enterprise and no commercial enterprise can run without social media due to the fact people are the usage of social media and only supply for massive scale advertising and marketing and advertising. Whereas a few human beings only focused on social media and don't forget social media is a part of core lives and fee social media extra than real and existing relationships, this affects the existence of human beings and influences on relationships, family existence in addition to mental fitness. The social media affects the existence of people in diverse formats, as social media is effective device for humans to apply and social media is effective medium to attain out human beings and for advertisements. The social media platform for users for interplay, broaden new friends, contact folks who are far away, powerful for enterprise for develop their commercial enterprise and sell their business. The social media affects the life of users in positive as well as negative way, there are many perspectives where people are more focused on using social media and keep one self alone from social and real world, they consider and value more to Facebook, Instagram, social networking sites rather than real life world, this effects on social life, mental health, family relationships as well. The study of social media marketing is core tool for development of business and marketers are using social media for purpose of

advertising. The essential objective for this study is to recognize whether social media is creating negative impact or superb impact in society. And, if social media is growing both terrible and fine effect than what will be the instances at the back of it.

The social media influences the lifestyles of humans in diverse formats, as social media is powerful device for human beings to apply and social media is powerful medium to attain out people and for advertisements. The social media platform for users for interaction, broaden new pals, touch individuals who are for away, powerful for enterprise for increase their business and promote their enterprise. The social media commercials are the center source for improvement of business and no enterprise can run without social media due to the fact humans are using social media and most effective source for big scale advertising and marketing and advertising. Whereas some people handiest centered on social media and bear in mind social media is a part of core lives and value social media greater than real and current relationships, this influences the existence of humans and influences on relationships, family life in addition to intellectual fitness.

The social media impacts the life of customers in high quality as well as terrible way, there are many perspectives where humans are extra focused on the use of social media and keep one self alone shape social and actual international, they remember and fee extra to Facebook, Instagram, social networking websites instead of real existence global, this effects on social lifestyles, mental fitness, own family relationships as properly. The study of social media advertising and marketing is center tool for improvement of commercial enterprise and marketers are using social media for cause of advertising

The social media is important a part of human lifestyles in recent times, and through the usage of social media human beings are related with their friends, own family and corporation. The social media websites offer ease for connection and facility to create contacts and increase new friends as properly. On same time social media has horrible impact on behavior of people, due to social media human beings grow to be greater linked with on line humans and lots much less related with their own family and present relationships, because of this social media has effect on mental and social fitness of human beings (Ostic & et al, 2021).

The social media impacts the lifestyles of people in various codecs, as social media is effective tool for people to apply and social media is effective medium to obtain out people and for commercials. The social media platform for customers for interplay, expand new friends, contact folks that are for away, powerful for business enterprise for increase their commercial company and promote their enterprise. The social media classified ads is the center deliver for development of commercial employer and no business employer can run without social media because of the truth humans are the use of social media and handiest supply for huge scale marketing and advertising and advertising and marketing. Whereas a few human beings most effective focused on social media and do not forget social media is the part of middle lives and rate social media extra than real and present relationships, this affects the lifestyles of human beings and effects on relationships, family life in addition to intellectual health.

### **Social Media and Psychological Well Being**

The Psychological wellbeing refers to better mental health and social health of people, and social media is the tool by which people can engage in developing social relationship and improve their Psychological Wellbeing The social media is the source of information, entertainment and building consumers' minds. The researched focused on psychological aspects of behavior, how behavior of people formed, building mental health, psychological characteristics, social capital and social isolation. The research focused on behavior of people and how behavior changed due to usage of social media and its impact of behavior of people. The research is limited in Karachi Pakistan and youth and teenagers are focused in research. (Rita Njoroge, 2013). The condition of people to perceive and respond things in particular manners, this promotes to enhance the mental condition of people to increase the social standards. People are increase social contacts and increase interaction with other people, this refers to increase social networking and contacts to improve one self and once business, this refers to social capital. Social isolation refers to condition where people can consider oneself separated from environment and other people, when family relationships become obsolete and one is alone, this refers to social isolation.

Online media has an impact on print media. With the introduction of the internet and smartphones, online media make it easier for customers to download and read newspapers, and news channels have grown in significance. The internet and smartphones are user-friendly and flexible, which improves reading skills for those who use them. As the population grows, there are more and more "digital natives," or individuals who grew up in the age of technology and are accustomed to utilizing gadgets and technology. This improves consumer satisfaction and feedback regarding the use of technology (Jorgensen & Hanitzsch, 2019).

Though, overall increase in use of online mediums and online industry increased, as due to change and usage of online media the pattern of living also changed and overall shift in the demand online websites. Many newspapers started operating online, develop websites and usage has been increased, and people enhance their experience. The dynamics of media marketing and news has been changed as shift in digital media and mediums of digital marketing and advertising has been changed. The Print media lost their importance because of consumer shift towards to online media, online newspapers, newspapers websites and ease in availability and access of news contents (Verweij, 2019).

The Digital locals additionally increment, as the populace piece spread numerous individuals are from the time of innovation and utilizing the gadgets and innovation hence this improves the client experience and input towards utilization of innovation (Xiaoge, 2018). Business transactions are certainly affected by it, including interaction patterns in trading (buying and selling). Marketers use the internet today to provide or sell products and services of their businesses. Furthermore, the Internet assists consumers in discovering a variety of products and services available to them. Online trading activities are also known as electronic commerce or e-commerce. By providing a different form of service than a regular store that consumers can trust, ecommerce has contributed to the growth of the national and international economy (Dewi& Hartono, 2019).

Consumers can engage with brands more actively on social media. Brands also have more freedom to interact on the platform. Social media provides businesses with the opportunity to establish new connections, attract new audiences, and receive feedback through polls, competitions, and referral campaigns. Social media is a great platform for events of this type due to its ubiquitous nature (Dewi& Hartono, 2019).

Customers are more likely to purchase a brand they can relate to and empathies with. Through social media, brands can be humanized. The brand that audiences see is the one that manages a company's social media account, whether it is one person or a team. People attribute that to the brand. The opinions of others can sway many people on social media. It is only a few vocal individuals who create a brand's image, even when most do not speak up. How do most people research brands on social media? It's true that audience opinion matters a lot.

The ones with the loudest voices are the ones heard by new prospects. Social media provides an effective counterpoint to this. With the introduction of social media, PR statements can be sent and quickly spread from sharer to sharer, whereas in the past, PR statements may have taken longer to reach their target audience - information didn't spread as quickly. Despite this, even small lapses can enrage social media users, and everyone is bound to disagree with a brand's message (Mooij, 2018).

### **Social Media and Mental Health**

The condition of people to perceive and respond things in particular manners, this promotes to enhance the mental condition of people to increase the social standards. People are increase social contacts and increase interaction with other people, this refers to increase social networking and contacts to improve one self and once business, this refers to Social capital. Social isolation refers to condition where people can consider oneself separated from environment and other people, when family relationships become obsolete and one is alone, this refers to social isolation. The impact of social media uses on incidence of depression, anxiety and psychological distress among adolescents, as examined by this review, is likely to be multifactorial. It is important to distinguish between the terms used for the relationship.

According to tests conducted with the help of this assessment, the effect of social media use on the prevalence of psychological suffering, anxiety, and hopelessness among young people is probably multifaceted. It's important to distinguish between the various terminologies used to describe the relationship. Assuming that there is a socially constructed reality, it is accurate to state that there is a "association" between mental health issues and social media use. Yet, this may not be supported by science. Scholars examine correlations rather than adopting socially constructed realities. Correlation is no longer exceptional; it is statistical. There is a causal relationship, which calls for directed proof. Since the latter can no longer be safely explored on this subject, we must thus conclude that there is a correlation but not a clear cause-and-effect relationship.

The Online media has an effect of print media, online media make ease for shoppers in downloading and understanding papers and news channels additionally increment their significance with approach of web and PDAs. The PDA and web is not difficult to utilize and expand adaptability improves the capacity for peruses also. The Digital locals additionally increment, as the populace piece spread numerous individuals are from the time of innovation and utilizing the gadgets and innovation hence this improve the client experience and input towards utilization of innovation (Xiaoge, 2018).

The print media has its significance in the brain of shoppers and individuals, through the online innovation cause change and online mediums alter the attitude of individuals. However, by and large expansion being used of online mediums and online industry expanded, as because of progress and utilization of online media the example of living additionally changed and generally speaking change in the interest online sites. Numerous newspapers began working on the web, foster sites and use has been expanded, and individuals upgrade their experience. The elements of media promoting and news has been changed as change in computerized media and vehicles of advanced showcasing and publicizing has been changed. The Print media lost their significance in view of shopper shift towards to online media, online papers, papers sites and simplicity in accessibility and access of information substance (Kopano, 2018).

Media assumes a significant job in advising the individuals about the realities. In such manner, writers gather the data, alter it lastly disperse it to the overall population. Proficient morals, for example, what sorts of themes to cover (balance), precision, honesty, unprejudiced nature, reasonableness and the regard of person's protection, go about as significant core values for columnists to keep up the trustworthiness of the news content. In any case, surviving writing has discovered that the entire procedure of data dispersal to the overall population includes various premiums, for example, individual premiums of data source or columnist, possession premiums of media associations, notoriety of lawmakers, plan of premium gatherings, strategy suggestions for governments, acclaim of advertisers' items, size of the objective market and inclinations of the crowd. Media specialists have explored different parts that effect moral fundamental initiative of the scholars while performing distribution work in newsrooms. These factors can be accumulated into four indisputable yet related classes: those relating to essayists themselves, those relating to non-reporters who sway scholars, those connected to the media affiliation and industry structures and those that are related with progressively broad social thoughts (Barth, 2017).

### **Social Media and Social Capital**

Being cut off from social networks or lacking in personal ties are two ways to define social isolation. Death and morbidity rates are higher in a nation where people don't engage with others appropriately, don't feel like they belong in society, and don't have satisfying relationships. Individuals who take great pleasure in their social isolation are less likely to form social connections, interact with others, or participate in social events. Recent studies, however, contend that social media use lessens social



isolation. In fact, prolonged usage of social media platforms such as Facebook, WhatsApp, Instagram, and Twitter, among others, may also present chances to lessen social isolation. According to Waite et al. (2018), enhanced interpersonal connectivity through social media films and photographs, for example, enables users to demonstrate intimacy and lessen social isolation.

The Consumer purchase decision is based on set of consumer characteristics, purchase pattern, and advertising of various brands. The advertising can attract consumer decisions and enhance consumer attraction, brand awareness to purchase the product (Shevchuk, 2019). There are various platforms through which consumers can be attracted. Advertising, sales promotion, direct selling, personal selling, discounts and so forth through which customer's attraction increases. The online marketing is the one medium through which consumer's shows attention and increase customer attraction, advertising on social media affects the purchasing decisions of consumers. Today, most of consumers available online and view the advertisements on You Tube, face book, Instagram, advertisers promote their brands, add information regarding new features and packages and so forth (Monroe, 2016).

Consumers can engage with brands more actively on social media. Brands also have more freedom to interact on the platform. Social media provides businesses with the opportunity to establish new connections, attract new audiences, and receive feedback through polls, competitions, and referral campaigns. Social media is a great platform for events of this type due to its ubiquitous nature (Dewi& Hartono, 2019).

Customers are more likely to purchase a brand they can relate to and empathies with. Through social media, brands can be humanized. The brand that audiences see is the one that manages a company's social media account, whether it is one person or a team. People attribute that to the brand. The opinions of others can sway many people on social media. It is only a few vocal individuals who create a brand's image, even when most do not speak up. How do most people research brands on social media? It's true that audience opinion matters a lot.

The ones with the loudest voices are the ones heard by new prospects. Social media provides an effective counterpoint to this. With the introduction of social media, PR statements can be sent and quickly spread from sharer to sharer, whereas in the past, PR statements may have taken longer to reach their target audience - information didn't spread as quickly. Despite this, even small lapses can enrage social media users, and everyone is bound to disagree with a brand's message (Mooij, 2018).

The development of Digital media upgrades shopper mindfulness and individuals know about online papers and accessibility of information on sites. The utilization of Print Newspapers decreases, as significance print media declined. The convenience of Print media is testing now a days and considering the significance of Digital media shoppers are changing from Print to online media and in perusing papers outlook changed in Pakistan. This exploration clarifies the significance of Online Newspapers sites and expanding number of clients on online presence with similar to Print media (Ushe, 2010).

The digital media emergence changes the way of consumers and consumers are considering the lease in use, have low cost and they prefer the format. The Digital media emergence enforces consumers to use digital technology and less focus on print media. Digital natives explain that youngsters who are in this world when technological emergence came into being and those consumers use the online mediums with ease (Kalubanga, Tumwebaze, & Kakwezi, 2016).

### **Social Media and Social Isolation**

Society and human civilization have been transformed by using information generation. The introduction of generation has created a without borders global, which has given rise to immediately modifications in belief, purchaser behavior, and the selection of human beings. In these cutting-edge times, human beings tend to buy products that are advertised on social media in various ways to capture the goal of customers. A logo's photo is built inside the minds of clients via advertising. Advertisements on social media platforms which include YouTube, Facebook, Instagram, and others permit outlets to sell their products (Seo and Park, 2018).

Business transactions are truly stricken by it, inclusive of interaction patterns in trading (shopping for and selling). Marketers use the net nowadays to provide or promote products and services of their companies. Furthermore, the Internet assists consumers in discovering a whole lot of services and products to be had to them. Online trading activities also are referred to as digital trade or e-trade. By imparting a special shape of service than a normal save that purchasers can agree with, ecommerce has contributed to the boom of the countrywide and worldwide financial system (Dewi & Hartono, 2019).

Consumers can engage with brands extra actively on social media. Brands additionally have more freedom to have interaction at the platform. Social media presents corporations with the possibility to set up new connections, attract new audiences, and acquire remarks thru polls, competitions, and referral campaigns. Social media is a super platform for events of this kind because of its ubiquitous nature (Dewi& Hartono, 2019).

Customers are much more likely to purchase an emblem they could relate to and empathies with. Through social media, brands can be humanized. The logo that audiences see is the one that manages a company's social media account, whether it's miles one man or woman or a group. People attribute that to the brand. The evaluations of others can sway many people on social media. It is only a few vocals those who create a brand's photograph, even if most do not communicate up. How do maximum human beings' studies brands on social media? It's proper that audience opinion matters lots.

The ones with the loudest voices are those heard via new possibilities. Social media affords an powerful counterpoint to this. With the creation of social media, PR statements can be sent and speedy unfold from sharer to sharer, whereas inside the past, PR statements may also have taken longer to reach their target market - data did not unfold as quick. Despite this, even small lapses can enrage social media customers, and absolutely everyone is sure to disagree with a brand's message (Mooij, 2018).

### **Social Media and Family Relationships**

While social media is a useful tool for connecting with others, building relationships, and growing businesses, it also has detrimental consequences on people's mental health, social isolation, and family dynamics. Social media is a tool for fostering positive connections between individuals, and with its wise use, users may manage both their personal and professional relationships

The social media affects the life of users in positive as well as negative way, there are many perspectives where people are more focused on using social media and keep one self alone form social and real world, they consider and value more to Facebook, Instagram, social networking sites rather than real life world, this effects on social life, mental health, family relationships as well. The study of social media marketing is core tool for development of business and marketers are using social media for purpose of advertising (Aligwe, Ugochukwu & Nwafor, 2017; Apuke, 2016).

The social media impacts the life of humans in diverse codecs, as social media is powerful device for humans to apply and social media is powerful medium to attain out humans and for classified ads. The social media platform for customers for interaction, expand new pals, touch folks that are for away, powerful for business for increase their commercial enterprise and promote their commercial enterprise.

The social media advertisements are the center source for development of commercial enterprise and no enterprise can run without social media because humans are using social media and simplest source for huge scale advertising and advertising.

Whereas a few humans most effective centered on social media and remember social media is the part of center lives and fee social media more than real and existing relationships, this affects the life of people and influences on relationships, circle of relatives' existence as well as mental health. The use of social media is vital and social media has effective in addition to bad impact of lifestyles of users. Social media is a powerful tool for people to connect with others, build relationships, and grow their businesses, but it also has detrimental effects on people's mental health, social isolation, and family ties. Social media is a tool to bring people together and expand the pool of potential dates. People may take charge of their relationships and businesses by using social media effectively. The study was conducted to examine how social media websites are used and how this affects people's social interactions. This study was conducted on consumers who spend a large amount of time on social media and who concur that social media negatively affects connections with family, mental health, and social capital.

## **RESEARCH METHODOLOGY**

### **Geographic Distribution of Sample**

The research conducted on users of social media in Karachi Pakistan. The research participants from Karachi Pakistan who are using the various social media websites includes Facebook, WhatsApp, Snapchat and others. The researcher includes people from all Karachi and data collected from sample through Online Google forms.

### **Demographic Distribution of Sample**

The research data collected from the population of Karachi Pakistan, and data collected from respondents varying in terms of age, gender, education and experience. The participants are from Karachi, who are extensively using the social media websites.

### **Research Design**

This research is Quantitative in nature and conducted based on Positivism, the research is explanatory in nature. The research conducted through deductive approach for generalization in same industry and same nature of consumers. The researcher considers the population of social media users in Karachi Pakistan and conducted research on users of social media websites and how they are affecting their mind and behavior. The research is explanatory and conducted in Positivism research paradigm.

### **Type of Research**

Primary research was carried out using the positivism paradigm, whereas quantitative research was carried out using certain theories and hypotheses (Saunders, 2013). The research philosophy we are using in this study is epistemology since it is theoretical in nature and aims to broaden our understanding. The expansion of knowledge based on current knowledge and theory is known as epistemology. We are using a logical method in this research. Because the goal of the research is to understand the behavioral elements and psychological alterations brought about by social media use, the study is quantitative in character. Social media use among young people, particularly teenagers, has changed people's lives in terms of isolation, mental health, and family relationships.

### **Population of the Study**

Based on Quantitative research approach the population of this research are the all users of social media in Karachi Pakistan is target population which is considered a large population. The researcher analyzes the use of social media and its impact of behavioral changes in users. The users of Facebook, WhatsApp, Myspace, Snapchat, Instagram, YouTube, are the users of social media and included in population of this research.

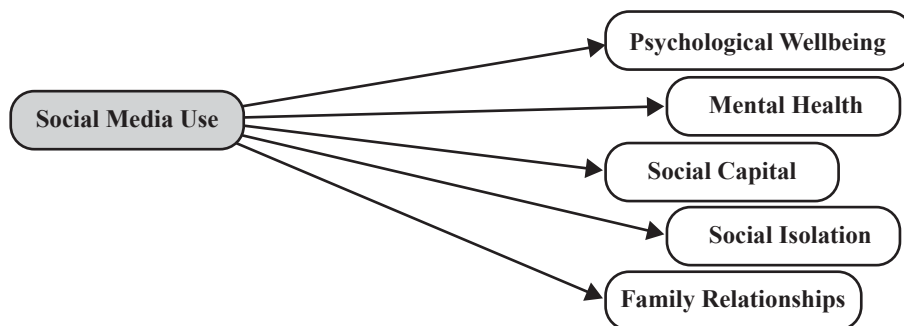
### **Sampling Technique and Sample Size**

The non-probability convenience sampling method was employed in this study to obtain data. The sample size of 385 is needed to complete the research population, which is chosen using a 95% confidence interval and a 5% margin of error (Saunders, 2011).

### **Conceptual Framework**

Independent variables (IV)

Dependent variable (DV)



*Source: Adapted: Ostic, Qalati, Barbosa, Shah, Galvan (2021) & Meshi, D., Cotten, S. R., and Bender, A. R. (2020).*

### Research Instrument

The research conducted based on Questionnaire and survey conducted from users of social media websites. The instruments consisted of few demographics' questions, others questions are based on Likert scale, and close ended questions.

### Data Collection & Analysis Techniques

The data collected from users of social media websites and user are using various platforms of social media includes Instagram, Snapchat, YouTube, WhatsApp, Facebook and spend time for usage. The data collected through the Questionnaire, then collected data processed through the SPSS Software and data analysis performed includes reliability analysis, correlation analysis and regression analysis.

### Data Analysis

The purpose of the primary research was to examine how people use social media and how it affects their mental and emotional well-being. Social media is a tool for fostering positive connections between individuals, and with its wise use, users may manage both their personal and professional relationships. On same time people become more dependent upon social media and this has effects on their social and mental health. The social media is integral part of human life today, and by using social media people are connected with their friends, family and business. The social media websites provide ease for connection and facility to create contacts and develop new friends as well. On same time social media has negative impact on behavior of people, due to social media people become more connected with online people and less connected with their family and existing relationships, due to this social media has impact on mental and social health of people.

According to this study, which focused on users who spend a lot of time on social media, social media negatively affects family ties, mental health, and social capital. Social media use is making people more reliant on it than on their actual relationships and family members. The information was gathered from 385 customers who use social media, gathered via online Google forms, examined using SPSS software, and put through a number of tests. The researcher applied regression analysis, correlation analysis, hypothesis testing to perform analysis to develop connection between use of social media on human life.

**Demographics of Respondents**

The research data collected from different demographics includes male and female both, people from various location and background, various age groups and income groups.

**Table 1:** Demographics – Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	295	76.6	76.6	76.6
	Female	90	23.4	23.4	100.0
	Total	385	100.0	100.0	

According to the data gathered from both male and female clients, 295 of the 385 customers were men and 90 were women.

**Table 2:** Demographics - Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	179	46.5	46.5	46.5
	26-33	154	40.0	40.0	86.5
	34-40	52	13.5	13.5	100.0
	Total	385	100.0	100.0	
	18-25	179	46.5	46.5	46.5

A total of 385 customers—179 of whom are in the 18–25 age group, 154 of whom are in the 26–33 age group, 52 of whom are in the 33–40 age group—were the subjects of the research data that was gathered from persons in these age categories.

**Table 3:** Demographics – Education

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Intermediate	13	3.4	3.4	3.5
	Graduate	270	70.1	70.1	73.5
	Post graduate	102	26.5	26.5	100.0
	Total	385	100.0	100.0	

People with varying educational backgrounds provided the data, which gives a clear picture of their purchasing levels and the factors that draw them to online buying. consumers typically hold graduate degrees; there are roughly 270 consumers who hold graduate degrees along with 102 individuals who hold master's degrees.

**Table 4 :** Demographics – Income

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rs. 40,000-60,000	110	28.6	28.6	28.6
	Rs. 60,001-80,000	172	44.7	44.7	73.2
	80,001-100,000	103	26.8	26.8	100.0
	Total	385	100.0	100.0	

The data was gathered from individuals across various income brackets, with the bulk of clients earning between \$60,001 and \$100,000. 172 of the customers earn between \$60,000 and \$80,000, while 103 of the consumers earn between \$93 and \$98.

**Pilot Testing (Testing Reliability)**

**Table 5:** Reliability Test Results

Variables	Items	Cronbach’s Alpha
Social Media Use	4	0.81
Psychological Wellbeing	4	0.76
Mental health	4	0.71
Social Capital	4	0.74
Social Isolation	4	0.91
Family Relationships	4	0.87

The research applied reliability analysis to evaluate the consistency of response over the scale. The reliability analysis is testing the reliability of scale and tool for collection of data. The results of internal reliability tests and values of Cronbach’s alpha elaborates that results are reliable and consistent as the values of Cronbach’s alpha is greater than 0.7 for all the variables. The Variables includes Psychological Wellbeing with 4 statements asked in the questionnaire having Cronbach Alpha is value 0.76, Mental health with value 0.71, Social Capital with value 0.74, Social Isolation with value 0.91, Family relationships with value 0.87 and social media use is 0.81. All the variables having significant reliability over the scale and collected data is reliable for analysis. The results the significant reliability and consistency of responses in the data and data is reliable for analysis. The data is reliable and consistent over scale and we can perform further analysis on this collected data.

**CORRELATION ANALYSIS**

**Table 6:** Correlation Matrix

The Correlation Matrix explains the relationship of all variables with dependent variable based on 95% confidence Interval and 5% Margin of Error on which sample is drawn from population. The Correlation analysis shows all the variables having probability (significance value less than 0.05 which is required on 95% confidence interval. The Variables includes Social Media Use is independent variable with five dependent variables and we check the relationship with each dependent variable separately. The value of psychological wellbeing is 0.00, Mental Health is 0.00,

Social Capital is 0.00, Social isolation is 0.05 and Family relationships is 0.00, the all values are below probability value 0.05 at 95% confidence interval this shows the variables are significant and having positive relationship with use of social media use.

Correlations							
		PW	MH	SC	SI	FR	SM
<b>PW</b>	Pearson Correlation	1	.123*	-.059	.038	.269**	.199**
	Sig. (2-tailed)		.015	.250	.462	.000	.000
	N	385	385	385	385	385	385
<b>MH</b>	Pearson Correlation	.123*	1	-.117*	-.033	-.094	.242**
	Sig. (2-tailed)	.015		.022	.516	.066	.000
	N	385	385	385	385	385	385
<b>SC</b>	Pearson Correlation	-.059	-.117*	1	.142**	-.042	.282**
	Sig. (2-tailed)	.250	.022		.005	.407	.000
	N	385	385	385	385	385	385
<b>SI</b>	Pearson Correlation	.038	-.033	.142**	1	.120*	-.097
	Sig. (2-tailed)	.462	.516	.005		.018	.050
	N	385	385	385	385	385	385
<b>FR</b>	Pearson Correlation	.069**	-.094	-.042	.120*	1	.068
	Sig. (2-tailed)	.462	.516	.005		.018	.050
	N	385	385	385	385	385	385
<b>SM</b>	Pearson Correlation	.199**	.242**	.282**	-.097	.068	1
	Sig. (2-tailed)	.000	.000	.000	.050	.018	
	N	385	385	385	385	385	385

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Regression Analysis**

**Variable 1:** Psychological Wellbeing

**Table 7:** Regression Model Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728 <sup>a</sup>	.718	.717	.39211
<b>Predictors:</b> (Constant), Social Media Use, DV: Psychological Wellbeing				

**Table 8:** Regression Model Results – ANOVA

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.1
1	Regression	13.038	5	2.608	16.960	.000b
	Residual	58.270	379	154		
	Total	71.308	384			
<b>Predictors:</b> (Constant), Social Media Use, DV: Psychological Wellbeing						



The regression analysis is performed to evaluate the impact of social media use on psychological wellbeing, mental health, social capital, social isolation and family relationships. The regression model analyzed that model is significant with R Square is 0.712 shows the 70% predictability of model. This shows model is significant and variables having direct and significant relationship with use of social media use.

**Table 9:** Regression Model Results – Co-efficient

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.B
1	(Constant)	1.669	.466		3.579	.000
	Social Media Use	.179	.048	.181	3.701	.000
<b>Predictors:</b> (Constant), Social Media Use, DV: Psychological Wellbeing						

The Social media use is independent variables and Psychological Wellbeing is dependent variable, model is analyzed that value of social media use is 3.7 and significance value is 0.00. This shows that social media use has significant impact on Psychological Wellbeing of people as social media has positive impact on life of human and create value addition for them.

**Variable 2:** Mental Health

**Table 10:** Regression Model Results – Co-efficient

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.B
1	(Constant)	1.669	.466		3.579	.000
	MH	.207	.053	.187	3.921	.000
<b>Predictors:</b> (Constant), Social Media Use, DV: Mental Health						

The Social media use is independent variables and Mental Health is dependent variable, model is analyzed that value of social media use is 3.9 and significance value is 0.00. This shows that social media use has significant impact on Mental Health of people this has positive as well as negative both impacts, more people are dependent on social media and has negative impact their mental health is disturbed with extensive use of social media.

**Variable 3:** Social Capital

**Table 11:** Regression Model Results – Co-efficient

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.B
1	(Constant)	1.669	.466		3.579	.000
	SC	.341	.055	.294	6.198	.000
<b>Predictors:</b> (Constant), Social Media Use, DV: Mental Health						

The Social media use is independent variables and Social Capital is dependent variable, model is analyzed that value of social media use is 6.18 and significance value is 0.00. This shows that Social media use has significant impact on Social Capital of people this has positive as well as negative both impacts, social capital has been increased as relationships increased and people are more connected with sue of social media websites.

**Variable 4:** Social Isolation

**Table 12:** Regression Model Results – Co-efficient

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.B
1	(Constant)	1.669	.466		3.579	.000
	SI	.156	.050	.147	3.114	.002
<b>Predictors:</b> (Constant), Social Media Use, DV: Social Isolation						

The Social media use is independent variables and Social Isolation is dependent variable, model is analyzed that value of social media use is 3.11 and significance value is 0.02. This shows that Social media use has significant impact on Social Isolation of people this has positive as well as negative both impacts. The social isolation has been increased due to social media and people are more connected on social media rather than real life existing connections.

**Variable 5:** Family Relationships

**Table 13:** Regression Model Results – Co-efficient

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.B
1	(Constant)	1.669	.466		3.579	.000
	FR	.071	.052	.067	2.361	.017
<b>Predictors:</b> (Constant), Social Media Use, DV: Family Relationships						

The Social media use is independent variables and Family Relationships is dependent variable, model is analyzed that value of social media use is 2.36 and significance

value is 0.017 This shows that Social media use has significant impact on Family Relationships of people this has negative impact. The family relationships have been disturbed due increase in social media websites and people dependency on social media.

**Hypothesis Testing**

**Table 14:** Hypothesis Testing

<b>Hypothesis</b>	<b>T Value</b>	<b>Sig Value</b>	<b>Decision</b>
<b>H1:</b> There is significant impact of social media use on psychological wellbeing of people	3.701	.000	Accepted
<b>H2:</b> There is significant impact of social media use on mental health of people.	3.921	.000	Accepted
<b>H3:</b> There is significant impact of social media use on social health of people.	6.198	.000	Accepted
<b>H4:</b> There is significant impact of social media use on social isolation of people.	3.114	.002	Accepted
<b>H5:</b> There is significant impact of social media use on Family Relationships of people.	2.361	.017	Accepted

When the probability value is less than 0.05 and the t value is more than 2, the hypotheses H1, H2, H3, H4, and H5 are accepted. Among the variables are We examine the association between each of the five dependent variables—social media use is one of the independent variables—individually. Psychological wellbeing, mental health, social capital, social isolation, and family relationships are all significant variables that are significantly impacted by social media use. All of these variables have values greater than two in t statistics, and all of these values are below the probability value of 0.05 at the 95% confidence interval.

**CONCLUSION**

The study done to examine how people's use of social media affects their lives. Social networking is a very powerful tool for building connections, relationships, and online businesses. However, excessive usage of social media has a detrimental effect on people's lives, which has an impact on people's social and mental capital as well as family ties. Social media is a tool for fostering positive connections between individuals, and with its wise use, users may manage both their personal and professional relationships. On same time people become more dependent upon social media and this has effects on their social and mental health. The social media is integral part of human life today, and by using social media people are connected with their friends, family and business. The social media websites provide ease for connection and facility to create contacts and develop new friends as well. On same time social media has negative impact on behavior of people, due to social media people become more connected with online people and less connected with their

family and existing relationships, due to this social media has impact on mental and social health of people.

The Quantitative research conducted based on Questionnaires and data collected from users of social media. The social media users are users of Facebook, WhatsApp, snapchat, Instagram, YouTube and so forth. According to this study, which focused on users who spend a lot of time on social media, social media negatively affects family ties, mental health, and social capital. Social media use is making people more reliant on it than on their actual relationships and family members. The information was gathered from 385 customers who use social media, gathered via online Google forms, examined using SPSS software, and put through a number of tests.

The gathered data was examined using SPSS software, and several tests were run. The acquired data is consistent and dependable across the range, according to the reliability analysis. A substantial association between social media use and characteristics such as psychological wellbeing, mental health, social capital, social isolation, and family ties was found by correlation analysis. Among the variables are We examine the association between each of the five dependent variables — social media use is one of the independent variables — individually. Psychological wellbeing, mental health, social capital, social isolation, and family relationships are all significant variables that are significantly impacted by social media use. All of these variables have values greater than two in t statistics, and all of these values are below the probability value of 0.05 at the 95% confidence interval.

The social media is integral part of human life today, and by using social media people are connected with their friends, family and business. The social media websites provide ease for connection and facility to create contacts and develop new friends as well. On same time social media has negative impact on behavior of people, due to social media people become more connected with online people and less connected with their family and existing relationships, due to this social media has impact on mental and social health of humans.

### **RECOMMENDATIONS**

- The research analyzed the social media use affects the psychological wellbeing, as people learn many things and can develop good mind set for business and earn profitability by using social media websites.
- The research analyzed the extensive use of social media websites affects the mental health and has negative impact on mind set and people are more limited to world as only focused on social media.
- The research analyzed the social media has effects on social capital, as social capital has increased and people are having more connection and friends by connectivity and use of social media.
- The research analyzed that by extensive use of social media has affected on social isolation and social isolation has been increased due to use of social media.
- The social media use also effects on family relationship; people are more concern to develop relationship on online networks rather than focus on real existing relationships.

## REFERENCES

- Aligwe, H. N., Ugochukwu, N. S., and Nwafor, K. A. (2017). Social media use pattern and the image implication among university undergraduate students in Southeast, Nigeria. *Journal of humanities and social sciences*. 2(2): 231-249.
- Angmunkongvorakul, A., Musumari, P. M., Thongpibul, K., Srithanaviboonchai, K., Techasrivichien, T., Suguimoto, S. P., et al. (2019). Association of excessive smart-phone use with psychological well-being among university students in Chiang Mai, Thailand. *PLoS ONE* 14:e0210294.
- David, M. E., Roberts, J. A., and Christenson, B. (2018). Too much of a good thing: investigating the association between actual smartphone use and individual well-being. *Int. J. Hum. Comput. Interact.* 34, 265–275.
- Ellison, N. B., Steinfield, C., and Lampe, C. (2017). The benefits of Facebook “friends:” Social capital and college students' use of online social network sites. *J. Comput. Mediat. Commun.* 12, 1143–1168.
- Farah, H., & Yanda, A. (2015). The use of social networking among senior secondary school students in Abuja Municipal Area of Federal Capital Territory, Nigeria. *Journal of Education and Practice*, 6(15).
- Fasae, J. K., & Adegbilero-Iwari, I. (2016). Use of social media by science students in public Universities in Southwest Nigeria. *The Electronic Library*, 34(2), 213-222.
- Kim, B., and Kim, Y. (2017). College students' social media use and communication network heterogeneity: implications for social capital and subjective well-being. *Comput. Hum. Behav.* 73, 620–628.
- Kim, K., Milne, G. R., and Bahl, S. (2018). Smart phone addiction and mindfulness: an intergenerational comparison. *Int. J. Pharmaceut. Healthcare Market.* 12, 25–43.
- Marsh, G. S. (2012). Online friendship formation, communication channels, and social closeness. *International Journal of Internet Science*, 1 (1), 29-44.
- Meshi, D., Cotten, S. R., and Bender, A. R. (2020). Problematic social media use and perceived social isolation in older adults: a cross-sectional study. *Gerontology* 66, 160–168. doi: 10.1159/000502577.
- Musa, A. S. (2015). Social media in the learning process of Nigerian students of mass communication. *New Media and Mass Communication*, 44, 25-30.
- Oberiri, D. A. & Greg, H. E., (2017). The access and utilisation of social networking sites among social science students in northeastern nigeria public university. *International journal of social science and humanities. Reviews.* 7(2) 215-228.
- Saunders, M., Lewis, P., & Thronhill, A. (2013). *Research Methods for Business Studies*. Essex, England: Pearson

Sekran, U., & Bougie, R. (2016). *Research methods for Business*. Chichester, West Sussex, United Kingdom: Wiley.

Sekran, U., & Bougie, R. (2016). *Research methods for Business*. Chichester, West Sussex, United Kingdom: Wiley.

Shapiro, A. L. & Margolin, G. (2014). Growing up wired: Social networking sites and adolescent psychosocial development. Retrieved from *Clin Child Psychol Rev.* 17(1)\_18: doi: 10.1007/s10567-013-0135-1.

Suanders, M., Thornhill, A. and Lewis, P. (2009) *Research methods for business students*, New Jersey: Pearson

Suhail, K. & Bargees, Z. (2006). Effects of Excessive Internet Use on Undergraduate Students in Pakistan. *Cyber Psychology and Behaviour*, 9 (3). 139-152.

Swar, B., and Hameed, T. (2017). “Fear of missing out, social media engagement, smartphone addiction and distraction: moderating role of self-help mobile apps-based interventions in the youth,” Paper presented at the 10th International Conference on Health Informatics (Porto).

Tefertiller, A. C., Maxwell, L. C., and Morris, D. L. (2020). Social media goes to the movies: fear of missing out, social capital, and social motivations of cinema attendance. *Mass Commun. Soc.* 23, 378–399.

Tonacci, A., Billeci, L., Sansone, F., Masci, A., Pala, A. P., Domenici, C., et al. (2019). An innovative, unobtrusive approach to investigate smartphone interaction in nonaddicted subjects based on wearable sensors: a pilot study. *Medicina (Kaunas)* 55:37.

Van Den Eijnden, R. J., Lemmens, J. S., and Valkenburg, P. M. (2016). The social media disorder scale. *Comput. Hum. Behav.* 61, 478–487.