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## **SOCIAL MEDIA MOTIVES, WELL-BEING AND FLOURISHING AMONG HOUSEWIVES: A STRUCTURAL MODEL**



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### **Abstract**

Social media is not a new topic in academic research, nor in policy making and societal issues. The usage of social media has grown so rapid that leads to various issues, yet little is known about why Malaysian women, especially the housewives use social media and the effects associated with well-being and flourishing. Although literatures on motives for using social media among women is enlightening, but the findings may not reflect the full spectrum of social media motives among Malaysian housewives due to some unique affordances. This study explores housewives' motives of social media usage and its effects on their well-being and flourishing. Five motives are proposed namely Escapism, Information Seeking, Friendship Maintenance, Relationship Initiation, and Nostalgia, which were then tested for with Well-being and Flourishing. 268 housewives in Malaysia, who are active users of social media in daily lives were surveyed. PLS-SEM were employed to test the hypotheses. The findings show that motives of social media usage among housewives have significant and positive impact on both well-being and flourishing. This study provides insight on the effects of social media motives on women's psychological state especially well-being and flourishing.

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## 1. Introduction

Social media grow drastically over the years. Even though social media are seen as fun to use, provide great companionship, and resourceful, they also provide various negative effects to the users, regardless of gender and other demographic background. Tran (2020) revealed that more women than men used Instagram, while Pew Internet Research (2017) revealed that women outnumbered men in Facebook, Instagram and Pinterest usage, men only get the better of the LinkedIn, while Twitter equal. Social media were also found to have a significant role and impacts towards the life of women especially in communicating their voice (Chaniago, 2020) while Nurfalah et al. (2020) highlight the positive effects of social media among housewives.

Intelligent and ingenious housewives should also pursue new knowledge and conducts to improve their decision-making capabilities, or even a change of family attitudes when required (Divatia & Patel, 2017; Tripathi & Al-Shahri, 2016). An example of women empowerment in the social media has been demonstrated by a group of housewives in Hyderabad, India (Gogoi, 2019). They have taken the advantage of social media and social commerce site to attract investors and has been seen as the wave of social media entrepreneurship in India. There is no doubt that women, especially housewives, are the anchor in influencing a decision-making process by their followers or customers (Wardana, 2018). Women should involve in gaining technological skills to take advantage of social media (Oline, 2013). Thus, with the appropriate knowledge in managing social media, women especially housewives may be at a lead in attracting cohorts with well-being and flourished through social media.

## 2. Problem Statement

Thus far, the usage of social media is recorded not for positive context per se, and it involved incremental figure in financial commitment. Consumers, including women, spend a huge amount of money for fee subscription, monthly charges, etc, but mostly for leisure, entertainment, and social purposes (Malaymail Online, 2016). This is also true for housewives who are active users of social media, which bring us to the questions of why they spent money on social media and for what reasons? Focus on social media usage among housewives and effects in their life are also being emphasized by Divatia and Patel (2017). In addition, many studies focused on younger social media users such as university students (Hamid et al., 2015), and children (Rahi, 2015) but not many put focus on women and housewives.

Lack of confidence among housewives in utilizing social media to enhance their economic stability has also hindered opportunities in moving forward. Given the right guidance and information, housewives are among those who can benefit from this phenomenon (Ging, 2015). Studies also found that women suffered more from the usage of social media as compared to men. Sei-Ching (2016) found that women were more affected with social media which include too much information while men on the unconnected and obsolete information. Another comparison, a housewife and a working women on psychological domain found that there was a significant difference (Ahmad & Khan, 2018). They found that housewives had poorer mental health and lower self-esteem, with depression which is a result from an unhealthy social life. In another perspective, Al-Saggaf's (2017) study on female users found more

lonely users exposed sensitive and non-sensitive information on Facebook as compared to not-lonely female users. Similarly, according to Sjoraida et al. (2020, p. 26), “life of housewives who does the same thing with repeatedly (routine) will experience the symptoms of stress, let alone the housewife had previously been working in the office”. Therefore, housewives tend to eradicate those sentiments by presence active in social media and by gaining constructive frame of mind from their virtual existence.

### **3. Research Questions**

Using social media as a basis of the study, the following research questions were proposed:

- What are the motives for using social media among housewives?
- How are the motives of social media usage associated with housewives’ well-being and flourishing?

### **4. Purpose of the Study**

The purpose of this study is twofold:

- to identify the motives for using social media among housewives
- to examine the social media motives associated with housewives’ well-being and flourishing

### **5. Research Methods**

This research adopts a cross-sectional online survey. Participants of the survey were selected via snowball sampling and the main criteria for selection of respondents is housewives who actively use social media in daily lives and can be reached via social media, especially Facebook and WhatsApp. The instrument for the survey was a set of questionnaire consisting the demographic profile of the respondents, and constructs which were adapted from two main references, namely Motives of Using Social Media by Yang and Liu (2017), and Flourishing Scale and Scale of Positive and Negative Experience (SPANE) by Diener et al., (2010). The instrument used a 5-point Likert-type scale (1=Strongly Disagree to 5=Strongly Agree) and data were analysed using SmartPLS software for Partial Least Squares Structural Equation Modelling (PLS-SEM)

### **6. Findings**

This section highlights the findings of the research, which were divided into the demographic profile of the respondents and the effects of motives of social media usage towards housewives’ well-being and flourishing.

#### **6.1. Demographic Profile of Respondents**

As shown in Table 1, a total of 268 housewives responded to the online survey. Age range of the respondents is between 21 to 70 years old and mean age is 37.6 years old. Majority are Malays (91.8%), live in urban area (78.4%), while household income and household members varies. The most dominant

social media applications are WhatsApp (98.5%) and Facebook (90.3%), while the duration of usage varies from 1 to more than 7 hours daily.

**Table 1.** Demographic Profile of the Respondents (n=268)

<b>Variable</b>	<b>f</b>	<b>%</b>	<b>Variable</b>	<b>f</b>	<b>%</b>
<u>Age</u>			<u>Household Income</u>		
21-30 age	51	19.0	< RM1500	46	17.2
31-40 age	103	38.4	RM1501- RM3000	62	23.1
41-50 age	79	29.5	RM3001- RM4500	55	20.5
51-60 age	18	6.7	RM4501- RM6000	29	10.8
61-70 age	17	6.3	RM6001- RM7500	16	6.0
			> RM7501	60	22.4
<u>Race</u>			<u>Type of Social Media Used</u>		
Malay	246	91.8	WhatsApp	264	98.5
Chinese	2	0.7	Facebook	242	90.3
Indian	12	4.5	Instagram	169	63.1
Others	8	3.0	YouTube	168	62.7
			Telegram	106	39.6
<u>Area of Residence</u>			Twitter	37	13.8
Urban	210	78.4			
Rural	58	21.6	<u>Total Hours of Social Media Usage Per day</u>		
<u>No. of Households</u>			1 - 2 hours	61	22.8
1 - 3 persons	58	21.6	3 - 4 hours	105	39.2
4 - 6 persons	180	67.2	5 - 6 hours	70	26.1
> 7 persons	30	11.2	> 7 hours	32	11.9

## 6.2. Motives Associated with Housewives' Well Being and Flourishing

**Research question 1:** What are the motives for using social media among housewives of different income groups?

The respondents utilise social media for various motives namely for escapism from reality, information-seeking, maintenance of existing friendships, creating new friendships, and nostalgia. Among the highest mean values were using social media to treat boredom (M=3.11), using social media to find out about current activities (M=4.21), to find recipes (M=4.11), to find tips for childcare (M=3.93) and

for health (M=4.02). They also used social media to socialize with friends (M=3.58), to interact with other social media users (M=3.15), and to bring back the nostalgia of the past (M=3.03). In terms of well-being of the women, the highest mean is a variable related to I lead a purposeful and meaningful life (M=4.35), and I am a good person and live a good life (M=4.03). It is interesting to highlight that the housewives also have positive flourish which scored higher as compared to the negative indicators (M>2.99).

**Research question 2:** How are the motives of social media usage associated with housewives' well-being and flourishing?

The effects of the motives of social media usage towards housewives' well-being and flourishing were analysed using the measurement model which assessed the individual indicator reliability, cross-loadings, composite reliability, average variance extracted (AVE), and Fornell–Larcker criterion. In order to assess the internal consistency, the composite reliability was utilised (Hair et al., 2014; Hair et al., 2010). As shown in Table 2, after the assessment of the measurement model was conducted, the composite reliability values for all the constructs were found to be greater than the recommended value of 0.70 (Fornell & Larcker, 1981; Hair et al., 2014), in which the MPKH, MPM, MPP, MPH, MPN, were between 0.881 and 0.923 and values for WBS, FS\_Pos and FS\_Neg were 0.884, 0.907 and 0.901, respectively, thus, the internal consistency was achieved. In addition, the convergent validity of the constructs were employed to assess the AVE and individual indicator reliability. As recommended by Hair et al. (2014) in which the AVE should be greater than 0.50, the AVE values for MPKH, MPM, MPP, MPH, and MPN were between 0.552 and 0.759, while the AVE values for WBS, FS\_Pos and FS\_Neg were 0.522, 0.621 and 0.602). Hence, the results of the measurement model specified that all the constructs passed the convergent validity and discriminant validity criterion as shown in Tables 2 and 3.

**Table 2.** Convergence Validity and Internal Consistency Reliability

Variable	Indicator	Convergent Validity			Internal Consistency Reliability	
		Loading	Indicator Reliability	AVE	Cronbach's Alpha	Composite Reliability
		>0.708	>0.501	>0.501	0.60-0.90	0.60-0.90
MPKH (Escapism)	MP_KH01	0.769	0.591	0.552	0.832	0.881
	MP_KH02	0.814	0.663			
	MP_KH03	0.718	0.516			
	MP_KH04	0.745	0.555			
	MP_KH05	0.680	0.462			
	MP_KH06	0.725	0.526			
MPM (Information-seeking)	MP_M02	0.659	0.434	0.659	0.867	0.905
	MP_M03	0.841	0.707			
	MP_M04	0.844	0.712			
	MP_M05	0.860	0.740			
MPP (Friendship)	MP_P01	0.631	0.398	0.704	0.859	0.905
	MP_P02	0.642	0.412			

Maintenance)	MP_P03	0.649	0.421				
	MP_P04	0.602	0.362				
MPHB	MP_HB01	0.880	0.774	0.759	0.841	0.904	
(Relationship	MP_HB02	0.889	0.790				
Initiation)	MP_HB03	0.845	0.714				
	MP_N01	0.652	0.425	0.750	0.888	0.923	
MPN	MP_N02	0.617	0.381				
(Nostalgia)	MP_N03	0.677	0.458				
	MP_N04	0.595	0.354				
	WB01	0.662	0.438	0.522	0.862	0.884	
	WB02	0.763	0.582				
	WB03	0.717	0.514				
WBS (Well-	WB04	0.798	0.637				
being)	WB05	0.747	0.558				
	WB06	0.697	0.486				
	WB08	0.662	0.438				
	P01_Positive	0.593	0.352	0.621	0.875	0.907	
	P03_Good	0.644	0.415				
	P05_Pleasant	0.680	0.462				
FS_Pos	P07_Happy	0.651	0.424				
	P010_Joyful	0.599	0.359				
	P012_Contended	0.529	0.280				
	P02_Negative	0.553	0.306	0.602	0.868	0.901	
	P04_Bad	0.589	0.347				
	P06_Unpleasant	0.517	0.267				
FS_Neg	P08_Sad	0.618	0.382				
	P09_Afraid	0.579	0.335				
	P11_Angry	0.595	0.354				

**Table 3.** Discriminant Validity Based on Fornell-Larcker Criteria

	FS_Neg	FS_Pos	MPHB	MPKH	MPM	MPN	MPP	WBS
FS_Neg	<b>0.776</b>							
FS_Pos	0.172	<b>0.788</b>						
MPHB	0.132	0.131	<b>0.871</b>					
MPKH	0.25	0.072	0.184	<b>0.743</b>				
MPM	0.093	0.199	0.279	0.219	<b>0.812</b>			
MPN	0.127	0.139	0.385	0.314	0.301	<b>0.866</b>		
MPP	0.093	0.213	0.485	0.264	0.289	0.431	<b>0.839</b>	
WBS	-0.056	0.371	0.198	-0.101	0.319	0.164	0.313	<b>0.723</b>

To assess the variability of the sample data, a bootstrapping procedure was also conducted. The results for the overall effects of the structural model are shown in Table 4. All relationships are proved to have significant positive relationships, thus all the hypotheses are supported.

**Table 4.** Overall Effects

Hypothesis	Path Coefficient	t-value	p-value	95% Confident Interval	Decision	
H <sub>1</sub>	FS -> FS_Neg	0.744	12.802	0.000	[0.566, 0.817]	Supported
H <sub>2</sub>	FS -> FS_Pos	0.787	14.233	0.000	[0.605, 0.850]	Supported
H <sub>3</sub>	MPMS -> FS	0.287	4.431	0.000	[0.160, 0.409]	Supported
H <sub>4</sub>	MPMS -> FS_Neg	0.213	4.212	0.000	[0.108, 0.307]	Supported
H <sub>5</sub>	MPMS -> FS_Pos	0.226	4.077	0.000	[0.106, 0.326]	Supported
H <sub>6</sub>	MPMS -> MPHB	0.657	15.197	0.000	[0.552, 0.729]	Supported
H <sub>7</sub>	MPMS -> MPKH	0.559	8.19	0.000	[0.387, 0.668]	Supported
H <sub>8</sub>	MPMS -> MPM	0.641	11.161	0.000	[0.511, 0.733]	Supported
H <sub>9</sub>	MPMS -> MPN	0.735	19.092	0.000	[0.650, 0.799]	Supported
H <sub>10</sub>	MPMS -> MPP	0.753	21.783	0.000	[0.669, 0.804]	Supported
H <sub>11</sub>	MPMS -> WBS	0.299	6.06	0.000	[0.163, 0.369]	Supported

This study has shed light on the motives of housewives' usage of social media and the effects towards well-being and flourishing. All motives were proved to have significant positive relationships. In addition, this study contributes to the expansion of U&G theory which tested empirically the overall effects of motives of using social media on housewives' well-being and flourishing. Thus, it helps to further elucidate the associations between the effects of social media on human psychology, especially well-being and flourishing. The findings are in line with Tripathi and Al-Shahri (2016) and Divatia and Patel (2017) which found the pattern of social media usage among housewives to be varied and that the housewives have explored new ways of life by using social media without leaving the house. The effects of social media motives towards housewives' well-being and flourishing are also parallel with Nurfalah et al. (2020).

## 7. Conclusion

The role of women especially housewives in developing family and community is undeniable. They are also the backbone of the well-being of family life, which can ultimately translate into steady national progress. Housewives are deemed critical in the modern world today because they are the backbone that can support family and community to survive and be competitive. This article has discussed findings on the motives of using social media towards the housewives' well-being and flourishing. Results indicated that the motives of using social media are directly related to their well-being and flourishing, thus it affects the overall psychological state of the housewives.

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