

THE SOCIAL WEB EFFECT: INVESTIGATING THE MULTIFACETED IMPACTS OF SOCIAL MEDIA ON INDIVIDUAL BEHAVIOR AND FAMILY DYNAMICS

Mahwish Qutub^{*1}, Zoya Farooq Bhamani Ali², Uzma Khalid³, Asadullah Lakho⁴

^{*1}Visiting faculty, Media science Department, Iqra university, Karachi, Pakistan

²PhD Student, Department of Business Administration, Iqra University, Karachi, Pakistan

³PhD Scholar, Department of Business Administration, Greenwich University, Karachi, Pakistan

⁴Senior Lecturer, Department of Business Administration, Iqra University, Karachi, Pakistan

^{*1}mahwish.qutub@iqra.edu.pk, ²zoyabhamani25@gmail.com, ³uzmakhalid329@gmail.com,

⁴asadullah.lakho@iqra.edu.pk

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Corresponding Author: *

Mahwish Qutub

Abstract

This study examines how social media influences individual behavior and family dynamics, highlighting its dual role as both a connector and a disruptor in modern life. Using a quantitative approach, it investigates the complex effects of social media on mental wellbeing, emotional health, social cohesion, loneliness, and family bonds among residents of Karachi, Pakistan. Data were gathered through an online survey involving 385 active social media users and analyzed using SPSS for reliability, correlation, and regression. The results show strong associations between social media engagement and psychosocial indicators. While social media boosts connectivity and social capital, excessive use is linked to poorer mental health, heightened feelings of isolation, and strain in family relationships. This dual nature emphasizes the need for thoughtful balancing strategies to enhance benefits and reduce harms. The research offers practical guidance for policymakers, educators, families, and mental health practitioners, underscoring the urgent need to understand and manage digital behavior in everyday life.

INTRODUCTION

Background of Research

Social media plays a central role in modern life, serving as a platform through which individuals stay connected with their friends, families, and professional networks. Platforms dedicated to social interaction simplify the process of establishing contact and building new friendships. However, despite these conveniences, social media can also influence individuals negatively. It shapes user behavior by fostering stronger ties with online communities while weakening bonds with immediate family and in-person relationships. Consequently, its use has been

linked to changes in mental wellbeing and societal interaction patterns (Ostic et al., 2021).

Across its various forms, social media influences human lifestyles significantly. It is widely regarded as a powerful communication tool that facilitates connectivity and serves as a channel for promotional activities. Social platforms allow users to engage with others, develop friendships, interact with distant acquaintances, and support commercial engagement. In order to study their business and to promote their business. To analyze business operations and promotional strategies, social media is often at the heart of organizational growth. Advertising through

digital platforms has become essential, as nearly every business integrates social media into their marketing strategies. It now represents one of the most prevalent marketing methods, especially for reaching wider audiences. While some people only casually engage with social media, others treat it as a significant part of their lives, often valuing online interactions over real-life relationships—ultimately affecting their emotional wellbeing and interpersonal connections, including family dynamics and psychological wellness. Although social media presents numerous benefits, it can also lead to negative consequences. These platforms often encourage individuals to isolate themselves from physical social interactions, replacing real-life experiences with virtual engagements. As users spend increasing amounts of time on social networks like Facebook and similar platforms, the imbalance can lead to adverse outcomes in areas such as emotional health, personal relationships, and social wellbeing.

Research on digital marketing strategies emphasizes that leveraging social media has become a foundational approach in modern business development. Many marketers are incorporating these tools to increase visibility and reach (Aligwe, Ugochukwu & Nwalor, 2017; Apuke, 2016).

Digital platforms have also transformed access to news and information. The shift from print to digital media allows consumers to retrieve news more easily, especially with the widespread availability of smartphones and internet access. These tools have enhanced convenience and accessibility, helping modern readers stay updated. As the population of digital natives grows, driven by increasing tech literacy, people adapt to these technologies and, in doing so, influence how feedback and user experience are shaped (Jorgensen & Ibanitz, 2019).

Consumers benefit from the affordability of digital platforms, and it's relatively easy to navigate such sites. People can access these tools without difficulty and typically experience minimal effort when switching to virtual options for their needs. Advanced digital technologies have reshaped consumer and seller behavior, minimizing the effort required for participation. Developers of media technologies have made it possible for buyers to engage with automated systems, which place less emphasis on traditional multimedia. Studies indicate that the younger

generation is proficient in using these technologies seamlessly, especially in environments where innovation is widespread (Jorgensen & Hamitzsch, 2019).

One contemporary study reported that engaging with social platforms may yield constructive outcomes, especially concerning adolescents coping with emotional instability, notably grief following the loss of a loved one (Williams & Merten, 2009). The careful, mindful use of these platforms may promote wellness and reduce anxiety, even though concerns persist regarding exposure to harmful content, cyberbullying, and risky online behaviors.

Social platforms today represent a vital part of contemporary human experience, fostering connectivity in both personal and business domains. They enable individuals to maintain links with acquaintances, family members, and professional contacts. Such platforms simplify communication and assist in building new relationships. However, excessive engagement may subtly influence user behavior, as people grow more accustomed to virtual socialization. This may, in turn, lead to weakened attachment to close social ties and affect overall emotional wellbeing (Ostic et al., 2021).

Social platforms are shaping how people engage across different spheres of life. As a tool, social media allows individuals to interact effectively with others and participate in digital societies. Social networking platforms that enable interaction among users help expand social circles and maintain communication with distant contacts. They serve as effective tools for growing businesses and promoting their offerings. Advertisements via digital media are central—because society largely depends on these platforms for widespread messaging and promotion. They are also essential in enhancing marketing approaches, since no commercial activity today seems feasible without integration into digital ecosystems.

Although some individuals limit their efforts on social platforms, it's important to recognize that online media has become a fundamental aspect of modern existence. Many users turn to these platforms not only for interaction but also for engaging with meaningful and established connections. This shift in behavior influences personal relationships, family stability, and emotional wellbeing.

Statement of Problem

The use of social media is vital and makes life imperative, both positive and negative effect has on the users' life. Social platforms serve as an effective channel for individuals to build connections, engage with others, and grow their professional pursuits, though they may lead to harmful effects on individuals' mental states. In terms of emotional well-being, social disconnect, and weakened family ties, social networking use has significant implications. Social platforms act as a means to bring individuals together, foster meaningful bonds, and allow individuals to handle their personal and professional affairs efficiently through appropriate social media engagement. The study undertaken to examine utilization of interactive online portals and its effect on the communal lives of individuals. This study done by extensive time in consumers who are using social media and people agree that social media has adverse effect on the social capital, mental health and the family relationships.

Objectives of Research

1. To study in order to determine the effects of social media used on the psychological wellbeing of the people.
2. An analysis of the effect of Social media use on the mental health of people.
3. To examine the effect of Social media use on Social health of people.
4. To study the effect of the Social media use on the Social isolation of people.
5. To examine the effect of Social media use on family relationship of people.

Research Questions

1. What effect does Social media use have on psychological wellbeing of people?
2. How does Social media use affect people's mental health?
3. How is Social media use affecting People's Social health?
4. What is effect of Social media use in Social isolation of people?
5. How Social media use Affects family relationship of people?

Hypothesis

- H1: The Social media use has profound effect on psychological wellbeing of people.
 H2: Social media use has a great effect on mental health of people.
 H3: There is great effect of Social media use in Social health of individuals.
 H4: The impact of Social media use on Social isolation of people is very high.
 H5: The use of social media has high impacts on Family Relationships of people.

Definitions of key terms

Social media use

Social media is the place where individuals are creating connections, interacting with others, promoting brands and advertising their items and services. The people are using many for the purpose of social networks development and brand promotion for development (Primack et al., 2017; Meshi et al., 2020).

Psychological wellbeing

The Psychological wellbeing means improved mental and social health of people, and social media tool for people to engage in building social relationship and enhance their Psychological wellbeing (Rita Njoroge, 2013).

Mental health

The state of individuals to perceive and react to things in specific ways, this helps to improve the mental state of individuals to improve the social benchmarks.

Social Capital

People are making more social contacts and outreach other people, this is described as social networking and contacts with a view to uplifting one self and ones business, this is social capital.

Social Isolation

Social isolation is the term that refers to situation, in which an individual is able to consider oneself separated from environment and from other people when the relationship with relatives is obsolete and you are on your own, this is what social isolation denotes.

Family relationships

A family relationship talks of contact with family and friends and spend time with family and friends; this

means a maintenance of the relationship and contact within the family.

Delimitations of Research

The social media usage impact of behavior of people is analyzed by the researchers. The social media is where the information, amusement and consumer minds are being created from. The examined topics included psychological aspects of behavior, a process of the behavior of people formulated, the construction of mental health, psychological characteristics, a social capital and social isolation. The research was carried out with interest in the behavior of people and how behavior of people changed because of use of social media and effect it has on people's behavior. The study is contained in Karachi Pakistan and youth youth and teens are in research.

Literature Review

Social Media Use

Social media serves as an effective platform for individuals to create connections, engage in communication, and pursue business opportunities. However, simultaneously, it can negatively affect mental health by contributing to psychological distress, social withdrawal, and disruption of family bonds. It acts as a resource for linking individuals and fostering healthy interactions, while also enabling users to oversee their engagements and business activities efficiently. The influence of social media on human life is widespread, as it provides a practical means for connecting individuals with advertisements. It also offers a medium for communication, where users can interact, develop new friendships, and stay in contact with those who are distant, making it useful for marketing and commercial promotion. With social media being a primary driver in business growth, companies find it challenging to operate in its absence, as the presence of users and promotional strategies heavily depend on this digital platform. The social media, where users for interaction, create new friends, contact with people who is away, useful for business, for business, business promote.

Social platforms are widely used for large-scale promotional campaigns. Although certain individuals focus solely on social media, they view it as an integral

aspect of personal identity and values, often prioritizing it over real-life connections. This directly affects individuals' wellbeing and interferes with both emotional stability and family structure. In today's lifestyle, social media plays a central role in human interactions, facilitating communication through digital networks, where individuals connect with social and professional circles. These platforms provide convenient access to engage and form new social links. Similarly, digital platforms may negatively influence human behavior, leading users to form stronger ties with virtual spaces than with real-world relationships, weakening bonds with family and close ones. As a result, mental and social wellbeing is affected (Ostic et al., 2021).

Online promotional content plays a major role in progressing business activities. Without such promotional tools, companies face challenges in reaching audiences, as people heavily rely on digital media for outreach and awareness. These platforms are primarily used for expansive commercial messaging. Some individuals focus solely on virtual engagement and overlook that these platforms shape essential parts of personal and societal life. Excessive dependence on digital networks, compared to meaningful real-world interactions, influences users' behavior and weakens interpersonal bonds. This ultimately impacts how people maintain emotional health and close relationships.

The reach of online platforms touches various areas of individual identity. These tools enable communication and serve as efficient advertising means. Individuals use digital platforms for networking and expanding contacts, particularly with those in distant locations, strengthening business opportunities. Social networks influence attitudes in both optimistic and critical ways, depending on usage. Many facets of social media reveal that it promotes more connection but also causes a preference for virtual engagement over real-world interaction, reducing human closeness. Facebook, Instagram, networking and social projects then reality world life, it impacts on social life, mental ability, familial relation also. The study of digital marketing strategies highlights social media as a primary tool for driving commercial expansion. The central question of these investigations is whether social media's influence leads to harmful societal effects or contributes

positively to public welfare. Furthermore, if social platforms are having both serious and beneficial effects, it is crucial to explore the possible consequences involved.

Social platforms affect human behavioral trends in diverse ways. They serve as a widely adopted means for people to connect with others and for promotional activities. These networking platforms allow users to interact, establish new social ties, reconnect with distant individuals, and grow their businesses or promote initiatives. Advertisements through social media are central to modern marketing, and without this avenue, companies face difficulties in expanding their visibility and sales.

Some individuals focus heavily on digital engagement and view it as an essential component of identity. They often prioritize these interactions over real, current connections, which disrupts personal life and strains emotional and familial bonds.

The digital environment profoundly shapes how people experience connection—offering both positive and adverse outcomes. Numerous perspectives exist, but many individuals are overly invested in digital spaces, building isolated or curated online identities. They tend to resonate more with online social communities like Facebook or Instagram than with real-life interactions, affecting their emotional health and social stability. Thus, the examination of social media's effects includes its impact on well-being, emotional balance, and close personal relationships. Social media has become a crucial aspect of contemporary human existence, and through its use, individuals build associations with family, friends, and professional communities. Digital platforms are user-friendly for initiating interaction and allow people to easily reach out and form new social ties.

However, social media also has adverse consequences, influencing people's conduct negatively. It causes individuals to prioritize virtual interactions over personal bonds, leading to weakened ties with family and close connections. Consequently, it affects psychological and emotional well-being (Ostic et al., 2021).

The influence of social media extends to individuals' habits and behavioral patterns across social groups, as it is widely recognized as a powerful digital channel for both personal and business use. It is also a major facilitator for professional networking, customer

engagement, and promotional communication. These platforms enable users to maintain contact across distances and are often viewed as an effective tool for expanding outreach in business ventures.

Classified among primary means for commercial communication, social media plays a pivotal role in business transactions. Many companies heavily rely on these platforms for visibility and customer interaction due to the nature of user engagement today.

Although a segment of society may not use it as intensely, the relevance of social platforms in shaping modern lifestyles—especially among mid-level users—is considerable. These networks have an observable influence on personal lives and relationships, affecting both emotional closeness and social perceptions.

Social Media and Psychological Well being

The concept of psychological wellbeing involves enhancements in both mental and social health. Through the use of social media platforms, individuals are able to foster personal development, build social connections, and strengthen their emotional well-being. Social media acts as a channel for acquiring knowledge, accessing entertainment, and shaping consumer thought processes.

This study explored psychological behaviors, focusing on challenges people face in behavior regulation and how mental health, social traits, community values, and detachment were impacted. The research concentrated on behavioral trends and the shifts observed due to social media usage and its broader implications. It was limited to young individuals and teenagers in Karachi, Pakistan, as outlined by (Rita Njoroge, 2013).

How people perceive and interpret stimuli in different circumstances was examined to understand how these perceptions influence emotional states. As a result, mental conditions improved and societal norms began to shift. There's a noticeable rise in the amount of social interaction, connections, and online communication. This highlights a rise in digital engagement and contact, encouraging self-improvement and business development, which aligns with the concept of social capital.

Social isolation refers to a psychological condition where individuals feel cut off from others—leading to

the weakening of family bonds and a sense of loneliness and detachment from social environments. Despite the increasing popularity of online platforms and the digital industry, societal habits also evolved accordingly. This shift triggered a growing interest in online content. As a result, several news outlets expanded their digital presence, launching websites and increasing user engagement, while individuals adapted to enhance their digital experiences.

The landscape of media and digital reporting has undergone considerable transformation due to the evolution of marketing approaches and advertising formats. Traditional print media has declined in significance as more consumers turn to digital news sources, online news websites, and platforms that offer convenient access to current information (Verweij, 2019).

The influence of digitally active populations has grown due to the increasing number of individuals who embrace new technology and utilize smart devices. These advancements improve user interactions and facilitate feedback using digital tools (Xiaoge, 2018).

Business exchanges are increasingly shaped by online behaviors such as digital buying and selling. In today's market, digital marketers often turn to the internet to showcase their offerings. At the same time, digital tools empower buyers to explore various options and select from a wide array of available goods and services. Online commercial activity is commonly known as e-commerce, which supports both local and international economies by introducing alternative service models trusted by consumers (Dewi & Hartono, 2019).

Moreover, social media enables a more personalized engagement between users and brands. Organizations also benefit by being able to engage directly with audiences. These platforms provide businesses opportunities to establish new connections, explore emerging customer segments, and gather insights via tools like polls, contests, and user-driven campaigns. Such mechanisms contribute to the platform's appeal and accessibility (Dewi & Hartono, 2019).

Customers are more inclined to purchase from a brand they feel personally connected to and resonate with emotionally. Through social platforms, brands can be portrayed in a more relatable way. The entity that consumers engage with online is typically the

individual or team responsible for handling the company's social interactions; this could be a single person or a group. People often associate the brand with the voice behind its digital presence.

The opinions shared by others on these platforms can significantly shape perception. Often, a small yet vocal group has the power to influence the public's impression of a brand—even if the majority remains silent. So, how do people typically investigate brands online? Quite simply, they rely on the opinions of others.

It is often the most amplified voices that gain attention from new audiences. Social media enhances the brand's visibility in a way that previously wasn't possible. With these platforms, public relations messages are instantly disseminated, replacing the slower, traditional methods of distribution. Previously, PR content may have taken more time to reach its intended audience. Now, information moves rapidly across platforms.

Despite this, even minor oversights can provoke significant reactions among users. Most users expect alignment with the values they care about—and when that doesn't happen, they are quick to challenge or reject the brand's narrative (Mooij, 2018).

Social Media and Mental health

The manner in which individuals interpret and respond to various situations plays a crucial role; this enhances the overall psychological well-being of individuals and helps uplift societal norms. People are independently expanding their circles and improving engagement with others, which points to an increase in digital networking and interpersonal communication aimed at self-development and entrepreneurship—this aligns with the idea of social capital.

Social isolation refers to a condition where someone perceives themselves as detached from those around them, including family members, particularly when familial bonds deteriorate. In such instances, this is recognized as being socially isolated. The wide-ranging impact of social media usage on mental health concerns such as depression, anxiety, and The emotional strain experienced by teens, as outlined in this review, is expected. A clarification between the terminology used for such relationships is essential.

The influence of engaging with social platforms on the emergence of hopelessness, psychological challenges, and emotional suffering in teenagers—as assessed through this metric—appears to be multifaceted. It's essential to differentiate the terms employed for describing this connection. Although it's fair to suggest that a *link* exists between engaging in social media and mental health concerns, this implies a socially shaped reality rather than a scientifically proven fact. Researchers focus on statistical relationships rather than culturally assumed beliefs. Correlation is a regular event and no longer a novelty. Causation, on the other hand, requires directional evidence, which has not been thoroughly confirmed. Thus, while a relationship may exist, it does not confirm a direct causal path.

The digital press holds a responsibility in enhancing accessibility to print and online news, facilitating ease of access. Additionally, the internet and mobile devices further strengthen this relevance.

Mobile and handheld devices are relatively easy to use and support user adaptability, making them convenient for a wide readership. As more tech-savvy users emerge, especially among youth inclined toward digital tools, their use of gadgets and technology for personal needs increases—ultimately enhancing user satisfaction and feedback through modern tech applications (Xiaoge, 2018).

The traditional print industry still holds perceived value among buyers, while digital innovation is transforming consumer attitudes. However, with the widespread growth of digital platforms and expanding online industries, the overall trend indicates rapid development in lifestyle changes and broader online engagement.

The elements for media promoting and news has been altered as alter in computerized media and vehicles of developed showcasing and promoting has been altered. The print media lost legitimacy based on shopper trend towards online media, online paper, paper sites and ease in accessibility and access of information substance (Kopano, 2018).

Social Media and Social Capital

Social isolation is recognized as a shortage of close social bonds or limited access to communal circles. The period when a person is disengaged is often linked to feelings of alienation and the absence of

emotional support, which correlates with higher health risks. Individuals experiencing this tend to show weaker interpersonal connections and often remain detached from collaborative or participatory environments.

Nevertheless, updated research indicates that engagement with digital platforms may help lessen such detachment. Over time, sustained interaction with online networking sites like Facebook, WhatsApp, Instagram, and Twitter could provide avenues for diminishing social separation. For instance, improved interaction through multimedia shared on digital platforms enhances emotional closeness, helping reduce feelings of exclusion (Whaite et al., 2018).

The act of buying is influenced by traits of individuals, purchasing tendencies, and marketing strategies. Promotional activities can steer consumer preferences and influence awareness, appeal, and intent (Shevchuk, 2019).

Multiple techniques exist for capturing customer interest. Marketing approaches such as advertising, personal sales, discounts, and promotional messages help stimulate demand. Notably, digital platforms remain the key channel through which consumer focus is captured, ultimately driving buying actions via appealing and targeted promotional tactics.

Now major part of all these consumers available on the Internet and watch the add on You Tube, face book, Instagram and advertisers market their brands, if there are new features and packages etc they are added (Monroe, 2016).

Social media and Social isolation

In today's rapidly evolving age, individuals often show a tendency to acquire products promoted through social networking platforms. These promotions take various formats to achieve consumer interest. Marketing visuals embed a brand's presence into consumer awareness. Social networking channels, such as YouTube, Facebook, and Instagram, serve as digital storefronts for companies to showcase their goods (Seo and Park, 2018).

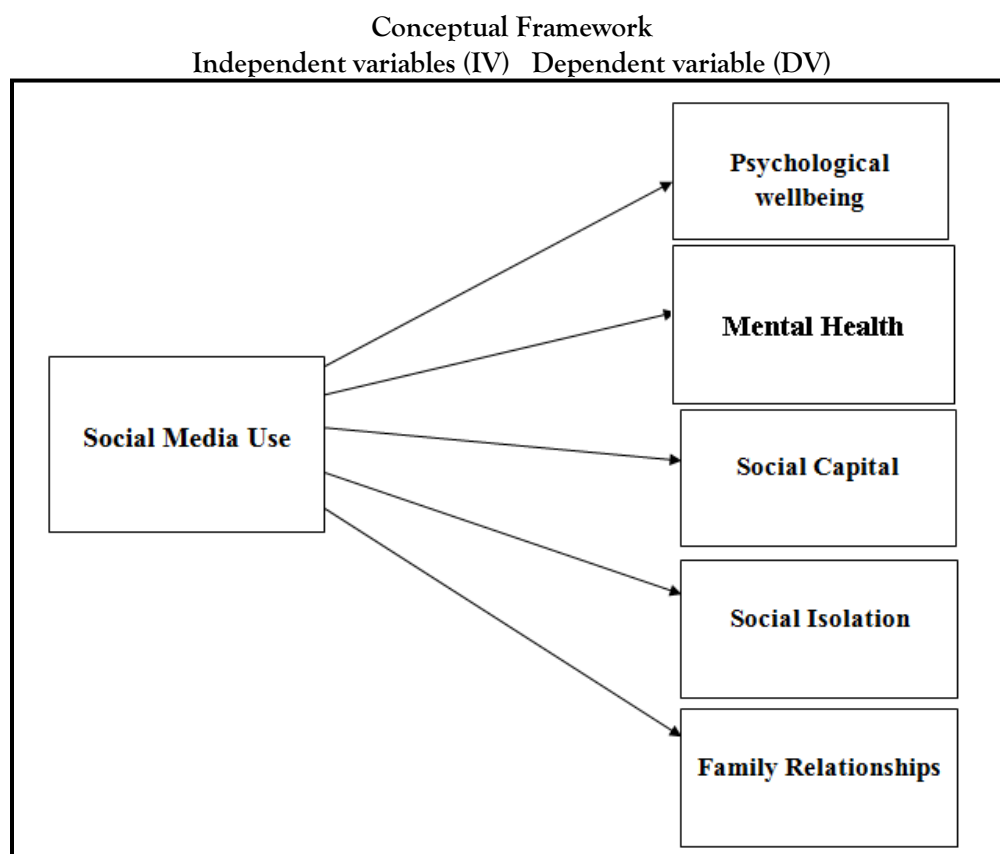
Social media serves as an effective tool for building personal and professional connections. However, it also carries adverse implications for mental well-being, emotional detachment, and weakening of familial ties. Despite its benefits in fostering interaction, social

media can negatively impact psychological and relational health. It helps users communicate and maintain interpersonal or professional networks, encouraging meaningful engagement and enterprise through proper utilization.

Research Methodology

The study was conducted among active social media users residing in Karachi, Pakistan. Participants were selected from across the city and represented individuals frequently engaged with platforms such as Facebook, WhatsApp, Snapchat, Instagram, and YouTube. Data collection was carried out using an online survey distributed via Google Forms, allowing widespread access to the target population. The sample included diverse individuals based on age, gender, education, and usage experience, reflecting the demographic composition of social media users in the region.

This research adopts a quantitative methodology under the positivist paradigm and follows a deductive reasoning approach, aiming to test hypotheses derived from existing theories. The study is explanatory in nature, focusing on the behavioral and psychological impact of social media use, particularly among younger demographics. A non-probability convenience sampling technique was employed, with a targeted sample size of 385 respondents, calculated using a 95% confidence level and 5% margin of error. The research instrument was a structured questionnaire comprising demographic items and close-ended Likert-scale questions. Collected responses were analyzed using SPSS, with statistical techniques including reliability testing, correlation, and regression analysis used to interpret the data and draw conclusions regarding social media's influence on mental health, relationships, and social behavior.



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

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.

Data Analysis

The primary inquiry focused on assessing how the application of social platforms affects both emotional and interpersonal dimensions of human life. At present, individuals tend to spend increased time engaged with online social platforms, and as a result, this influences their emotional state and mental well-being. The digital space plays a key role in contemporary human interaction, enabling people to stay in touch with their close circles and professional environments. Social networking platforms offer user-friendly tools and services that assist in forming new

social ties and expanding communication circles. Currently, more people are actively involved in online interactions than in maintaining in-person relationships. This study targeted individuals utilizing social networking platforms extensively and confirmed that many users acknowledge a detrimental impact of social platform use on emotional, psychological, and family-oriented well-being. People are increasingly accustomed to digital social interaction rather than maintaining direct familial or household relationships. Responses were collected from a sample of 385 participants using structured online questionnaires, and the dataset was subjected to SPSS-based statistical assessments.

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	

The data collected from both customers male and female, among 385 customers 295 are males and 90 are females.

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
	33-40	52	13.5	13.5	100.0
	Total	385	100.0	100.0	
	18-25	179	46.5	46.5	46.5

The research data collected from people of various age groups includes 18-25 years includes 179 customers, 26-33 are the 154 customers, 33-40 years are the 52 customers and total are 385 customers.

Table 3: Demographics – Education

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

The data has been collected from the people of different level of education, so that has clear idea about level of purchase and how they are attracted

towards online shopping. The customers normally are Graduate and about 270 customers are Graduate and under graduate people and 102 are people with Masters Degree.

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 has been collected from the people of different income groups, the majority of customers having income in between 60,001 to 100,000. The

172 customers having income in range of 60,000 to 80,000 and 103 customers are having range of income of 103.

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 utilized the concept of reliability testing to assess the uniformity of responses across different

items. This evaluation involves examining the strength of the scale and instruments used to gather

data. Results from internal reliability evaluations and Cronbach's alpha values indicate that the items are dependable and exhibit stability. Since each Cronbach's alpha score surpasses the threshold of 0.7, the items demonstrate acceptable internal consistency. The identified variables include Psychological Wellbeing, measured by four items in the survey, with an alpha value of 0.76. The scores for

Mental Health, Social Capital, Social Isolation, Family Relationships, and Social Media usage were 0.71, 0.74, 0.91, 0.87, and 0.81 respectively. Each of these indicators reflects strong reliability and supports the credibility of the dataset. These findings confirm that the collected data uphold high standards of consistency and are suitable for further statistical interpretation.

Correlation Analysis
Table 6: Correlation Matrix

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

The correlation matrix outlines the relationships between all variables and the dependent variable, based on a 95% confidence level and a 5% allowable error margin derived from the sampled data. This correlation assessment confirms that all variables exhibit a significance level of 0.05 or lower, meeting

the standard threshold for a 95% confidence level. The examined variables involve Social Media Use as the independent factor and five separate dependent variables. Each dependent variable is analyzed individually to observe its link with the independent variable. The statistical significance values were:

Psychological Wellbeing = 0.00, Mental Health = 0.00, Social Capital = 0.00, Social Isolation = 0.005, and Family Relationships = 0.00. All these significance values fall below the 0.05 threshold,

demonstrating that the results are statistically meaningful. This confirms a positive and noteworthy association between social media usage and the examined dependent variables.

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 ^a	.718	.717	.39211
Predictors: (Constant), Social Media Use, DV: Psychological Wellbeing				

Table 8: Regression Model Results – ANOVA

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

Regression analysis is performed to evaluate the influence of social media on psychological wellbeing, mental health, social capital, social isolation, and family relationships. The regression model under review was found to be statistically meaningful, with

an R Square value of 0.712, reflecting 70% of the variance explained by the model. This confirms that the model is valid, and the variables examined exhibit a statistically relevant and direct connection to social media use.

Table 9: Regression Model Results – Co-efficient

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

The variables related to social media usage are treated as independent variables, while Psychological

Wellbeing is considered the dependent variable. The analysis reveals that the value for social media usage

stands at 3.7, with a significance level of 0.00. This outcome demonstrates that social media usage has a substantial influence on Psychological Wellbeing

among individuals, as it positively contributes to people's lives and enhances their overall life

Variable 2: Mental Health

Table 10: Regression Model Results – Co-efficient

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

The Social media use is independent variable and Mental Health is dependent variable, that value of social media use is 3.9 and significance value is 0.00 model is analyzed. This proves that Social media use has serious effect on Mental health of people with that, the effects are both positive and negative, where

the number of people who rely heavily on social media platforms continues to grow and consequently experience deterioration in their well-being, where their mental health is filled with disturbance on wide use of social media.

Variable 3: Social Capital

Table 11: Regression Model Results – Co-efficient

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

The Social media use are independent variables while Social Capital is dependent variable, model is analyzed the value of social media use is 6.18 and the significance value 0.00. This is an indication that the use of social platforms strongly influences the level of

Social capital among individuals, showing both constructive and adverse outcomes. Social capital has been enhanced as relation has been enhanced, and people are more linked after the use of social media sites.

Variable 4: Social Isolation**Table 12: Regression Model Results – Co-efficient**

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.669	.466		3.579	.000
	SI	.156	.050	.147	3.114	.002
Predictors: (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 proves that Social media use does have remarkable effects on Social Isolation of people this will have positive or negative

impact on individuals positively or negatively without exception. The social isolation has been enhanced by social media, which means that the people are socially connected on social media other than in real reality connections that exist.

Variable 5: Family Relationships**Table 13: Regression Model Results – Co-efficient**

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

The use of social media 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 suggests that the utilization of social platforms has a notable impact on

Family Relationships of people. This influence is unfavorable in nature. Social platforms and users' reliance on them have weakened the strength of family bonds.

Hypothesis Testing

Table 14: Hypothesis Testing

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

The Hypothesis H1, H2, H3, H4, and H5 are confirmed when the t-statistic exceeds 2 and the p-value is below 0.05. The model considers Social Media Use as the independent variable and examines its relationship individually with five dependent variables. These include Psychological Wellbeing, Mental Health, Social Capital, Social Isolation, and Family Relationships. All these variables show t-values above 2 and significance levels below 0.05, indicating that the relationships are statistically meaningful. Therefore, it is evident that social media usage has a substantial influence on psychological wellbeing, mental health, social capital, social isolation, and family relationships.

Conclusion, Summary of Findings and Recommendations

Conclusion

The research was conducted to examine how social media influences the lives of individuals. Social media serves as an efficient mechanism to foster bonds, associations, and digital commerce. However, excessive reliance on social platforms has negative repercussions on human well-being, elevating concerns related to psychological and emotional conditions along with family connections. It serves as

a method to enhance interpersonal links, enabling individuals to manage both personal and professional interactions using social networking. Presently, a growing number of individuals are becoming increasingly reliant on these platforms, which negatively influences their emotional and cognitive well-being. Today, social media is recognized as an essential aspect of modern human interaction. With its utilization, individuals remain linked to relatives, companions, and professional contacts. Platforms enable effortless communication and simplify initiating new connections. Simultaneously, excessive exposure leads to detrimental shifts in user behavior, as individuals increasingly favor digital interactions, paying less attention to family and close relationships, ultimately affecting both emotional and cognitive states. A quantitative methodology was applied through surveys to gather information from users of social media. The platforms explored included Facebook, WhatsApp, Snapchat, Instagram, YouTube, and others. This investigation focused on individuals extensively using social media, who acknowledged its negative effects on emotional connection, mental condition, and familial relationships. Users tend to rely more on virtual interactions compared to authentic connections with

their relatives. Insights were obtained from 385 users through online forms, and the responses were analyzed using SPSS, employing various statistical assessments to evaluate the data.

The collected responses were processed using SPSS Software, applying a variety of statistical methods. Based on the analysis, it can be inferred that the data obtained is dependable and maintains consistency across the scale. The correlation study explored the robust association between social media utilization and factors such as psychological wellness, emotional state, communal capital, digital disconnection, and family-related dynamics. Social Media Use was taken as the independent variable, while five dependent variables were individually examined. Psychological Wellbeing, Mental Health, Social Capital, Social Isolation, and Family Relationships each showed values above the threshold of 2 for t-statistics, with significance levels falling under the 0.05 margin at a 95% confidence level. This confirms that the findings are statistically relevant and social media engagement has a meaningful impact on aspects such as emotional wellness, cognitive health, communal capital, digital disconnection, and interpersonal relationships. Social media plays an integral role in current daily routines, where users engage with their social circles, including friends, family, and professional contacts. These platforms provide convenience for staying in touch and ease the process of forming new connections. However, excessive use also influences behavior patterns, as people become more engaged with virtual communities and less attentive to in-person connections, which impacts emotional and social stability.

Summary of Findings

The study was aimed at analyzing how the use of social media affects aspects of human life and variables such as Psychological Wellbeing, Mental Health, Social Capital, Social Isolation, and Family Relationships. The key results were evaluated through internal consistency measures, particularly Cronbach's alpha, which showed that all variable sets achieved values above 0.7, confirming the reliability and stability of the data collected. **The Variables includes Psychological Wellbeing,** The questionnaire responses indicated Cronbach's Alpha values as follows: Psychological Wellbeing = 0.76, Mental

Health = 0.71, Social Capital = 0.74, Social Isolation = 0.91, Family Relationships = 0.87, and Social Media Use = 0.81. These values reflect high internal consistency, indicating that the data collected is suitable for further analysis. The correlation test results show that the significance levels for all variables are under 0.05, which aligns with the 95% confidence requirement. Social Media Use was treated as the independent variable, and its relationship with each of the five dependent variables was examined individually. The significance values were: Psychological Wellbeing = 0.00, Mental Health = 0.00, Social Capital = 0.00, Social Isolation = 0.05, and Family Relationships = 0.00. Since all these values are under the 0.05 threshold, it confirms that the associations are statistically valid and that social media use correlates positively with the dependent variables. To determine how social media usage influences psychological wellbeing, mental health, social capital, social isolation, and family connections, regression analysis was applied. The model analyzed was deemed strong, showing an R Square value of 0.712, indicating that 71% of the variation can be explained by the model. This outcome demonstrates that the model is statistically significant, and the selected variables share a meaningful and direct link with the use of social media. In this case, Social Media Use served as the independent variable, while Psychological Wellbeing was taken as the dependent variable. The model analysis revealed a social media use value of 3.7 and a significance value of 0.00, supporting the idea that social media usage significantly influences psychological wellbeing in a favorable way. Users who engage more with social media platforms report enhancements in quality of life and perceive greater value in their experiences. The same analysis applied to Mental Health produced a social media use value of 3.9 and significance value of 0.00. This shows that social media can have both positive and negative consequences for users' mental wellbeing. These disturbances are attributed to the excessive use of digital platforms. In the model, Social Media Use is treated as the independent variable, while Social Capital is the dependent variable. Analyzed results show a usage value of 6.18 with a significance level of 0.00, indicating that social media significantly influences social capital. This influence includes both beneficial and harmful effects. As social

interactions rise due to the use of online platforms, social capital has grown.

Another model examined Social Media Use as the independent variable and Social Isolation as the dependent variable. The result showed a social media usage value of 3.11, with a significance level of 0.02. These findings suggest that social media has a profound effect on social isolation, with both beneficial and adverse consequences. People are increasingly connecting online, resulting in diminished real-life interactions and heightened social isolation.

Furthermore, when Social Media Use was tested as the independent variable and Family Relationships as the dependent one, the model indicated a value of 2.36 and a significance value of 0.017. This shows that social media plays a substantial role in shaping family dynamics. The quality of family relationships has weakened due to excessive reliance on digital media platforms and users' growing dependence on them.

Recommendations:

- The study reveals that social media positively influences psychological wellbeing by helping individuals acquire new knowledge and cultivate a mindset conducive to business growth and profitability.
- However, the study also highlights that excessive engagement with social networking sites may negatively affect mental health and restrict individuals' real-world awareness, as their focus becomes limited to digital interaction.
- The research analyzed the social media has affects 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 affects on family relationship, people are more concern to develop relationship on online networks rather than focus on real existing relationships.

Implications of Research

The research analyzes the impact of Social media advertising on Brand image of Fast Moving

Consumer Goods industry. The primary research has been conducted and data collected from FMCG consumers brands from Karachi Pakistan. The research is useful for the FMCG sector brands, how they need to consider advertising and factors affecting the brand image. The research is also useful for marketers and advertisers to consider factors of effectiveness. The researcher find out Entertainment, information, customization and Trendiness are the core factors for advertising and creating the motivation for consumers to buy the products hence creates the better image in the minds of consumers.

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