Effects of Social Media Usage: The Well-Being and Flourishing of Housewives

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ABSTRACT

Motives of social media usage vary and mostly depend on users' background, interests, profession, and lifestyle. While the usage of social media has grown rapidly, it has caused numerous concerns. The literature on the motivations for women to use social media is edifying, but the results may not reveal the holistic continuum of social media usage motives among Malaysian housewives due to several distinctive and dynamic circumstances of this marginalised group. This study delves into housewives' motives for social media usage and its effects on their well-being and flourishing based on the uses and gratification theory. Five motives have been proposed, namely escapism, information seeking, friendship maintenance, relationship initiation, and nostalgia, which were then tested for well-being and flourishing. In Study 1, a total of 268 housewives in Malaysia, who are active users of social media in their daily lives were involved in the survey. Data were analysed using SPSS v.23 and Partial Least Squares Structural Equation Modelling (PLS-SEM) using SmartPLS 3.1 applications. Meanwhile Study 2 was conducted by using focus group discussions with ten housewives. The findings of Study 1 revealed that motives of social media usage among housewives have a significant and positive impact on both well-being and flourishing. In contrast, Study 2 found five themes that emerged from the thematic analysis, strengthening relationships, emotional support, encouraging thoughts and characters, side income and support system, and acknowledgement of enrichment. This study provides insight into social media usage motives on women's well-being and flourishing.

Keywords: *Motives, social media, well-being, flourishing, housewives.*

INTRODUCTION

Motives of social media usage vary, mostly depending on users' background, interests, profession, and lifestyle. The usage of social media has grown rapidly and led to various issues. The trend in social media usage among women and men shows a significant difference in the number of users, motives, and effects. A fact sheet published by Pew Internet Research on 7th April 2021 (Pew Internet Research, 2021) revealed that women outnumbered men in Facebook, Instagram and LinkedIn usage. Similar data were found by Sehl (2021) in which more women use Instagram compared to men. A study on younger groups also found that girls' usage of Tiktok is higher than boys (Jennings & Caplovitz, 2021). However, many studies also found that women suffered more from social media usage as compared to men. For conflicting information, there was a statistically significant gender difference, which was more difficult for women (Sei-Ching, 2016). Lonely women tend to uncover sensitive and non-sensitive information on Facebook (Al-Saggaf, 2017). Women were also found to have

addictive escapism to Tiktok compared to men (Scherr & Wang, 2021). While Garcia, Bingham and Liu (2021) found self-objectification to correlate with daily Instagram use positively, daily Instagram use contributed to a more negative mood.

Hitherto, the usage of social media has been widely observed not for positive impacts, and it involves financial commitments and spending by the users and leads to a harmful outcome on users' willpower (Wilcox & Stephen, 2013). Consumers, including women, spend a vast amount of money not only on mobile fee subscriptions and monthly data charges but also commit to impulse purchases and poor self-control on spending money online, in addition to leisure activities, entertainment, and social purposes (Wilcox & Stephen, 2013; Malaymail Online, August 2016). This is also true for housewives who are active users of social media. Thus this directs us to what motivates housewives to use social media and whether social media contributes to their well-being and flourishing. In addition, many recent studies on social media motives focused on younger users and settings, such as emerging adults, university students and the academic context (e.g., Adebayo, Ninggal, & Bolu-Steve, 2020; Al-Sabaawi, Dahlan & Shehzad, 2021; Thomas & Dubar, 2021), and also among children (Rahi, 2015; Yunus, Zakaria, & Suliman, 2019) but not many put focus on women and housewives. Generally, the Internet and in particular social media, could provide opportunities for housewives to empower themselves, such as becoming entrepreneurs (Kominfo, 2014; Suwana & Lily, 2017). This group also used social media as a platform for self-actualization (Sjoraida et al., 2020). If housewives are given the right direction and knowledge, they will be among those who can benefit from the digital and online phenomenon (Ging, 2015).

Well-being and flourishing have long been the subjects of media psychology studies. As a basic knowledge, human motivations are driven by three universal needs, namely autonomy, competence, and relatedness (Thomas & Dubar, 2021). A universally recognized model of Maslow's hierarchy of needs provides holistic elements of human motivational needs comprising a five-tier model of basic needs, psychological needs and self-fulfilment needs (McLeod, 2018). Even though the title of a housewife is often labelled as unemployed and without any salary, this marginalised group also needs to fulfil all their needs, starting from the basic physiological needs, going up to safety, love and belonging, esteem and reaching the top is self-actualization. Thus, it is crucial for housewives to equip themselves with various knowledge and multiple skills, including social media know-what and know-how, as to enhance their well-being and flourishing.

With regards to social media and digital technologies, not much research has been conducted particularly on women, more so among housewives. In addition to the very little evidence on the role of social media to galvanise women (Madra-Sawicka, Nord, Paliszkiewicz, & Lee, 2020), less is studied about what motivates Malaysian housewives to take advantage of social media and the effects related to their well-being and flourishing. Even if the literature on motivations for social media usage among women is illuminating, the results might not indicate the complete continuum of social media motives among Malaysian housewives due to a variety of distinctive and dynamic circumstances. Hence, with the rising problems pertaining to the usage of social media among housewives, the following research questions were proposed:

RQ1: How are the social media motives associated with housewives' well-being and flourishing?
RQ2: What are the effects of social media on housewives?

LITERATURE REVIEW

This section describes the motives of social media usage as the main constructs of the study. In addition, this section also highlights the relationships between social media, well-being and flourishing and the theoretical foundation of this study which is based on the Uses and Gratification Theory (U&G).

Motives of Social Media Usage

Numerous studies have been conducted on the motives of using multiple and/or specific social media platforms. Earlier study revealed different personality traits and their motives for using social media, whereby extraverts utilise the platforms for social enhancement while introverts for social compensation (Kuss & Griffiths, 2011). Alhabash et al. (2012) found that the strongest predictor for Facebook intensity is posting and viewing status updates, while Sariyska et al. (2019) who did a study on European and Asian cultures revealed the possibility of different motives of Facebook use which vary in respective cultures. They also found that affiliation, fear, intimacy, and power motives significantly predict attitudes towards Facebook. Most adolescents and emerging adults use Facebook for socialisation and communication, learning and social events. Facebook has gratified their needs for social interaction, information seeking and insights into their social environment (Tanta, Mihovilović & Sablić, 2014).

Recent social media studies also revealed multiple exciting findings. Social media selfies for instance, were utilised for narcissistic motive, sharing and practical use (Koterba, Ponti, & Ligman, 2021) while Veldhuis et al. (2020) revealed that young women's selfie behaviour on numerous social networking sites has significantly affected their self-objectification, self-esteem, and body image. Areni, Momeni and Reynolds (2021) discovered YouTube to have linkage with ontological insecurity and nostalgia, while dispositional motives and political ideology in Twitter were correlated (Sterling, Jost & Bonneau, 2020). In addition, Marshall et al. (2020) studied the Twitter users' personality backgrounds and motives, and they found that Twitter users who were more open tend to use Twitter for career promotion.

With regards to housewives, quite a number of researches were conducted on their usage of social media. Tripathi and Al Shahri (2016), studied the trend of social media usage by housewives in Oman. The result proved that Omani housewives have delved into a new career dimension by using social media without going for a job. Divatia and Patel (2017) found that housewives like WhatsApp, Facebook and YouTube the most but are very likely to use Skype. They also found that housewives prefer to finish the household work before having social media time. Focus on the practices of social media among housewives and their influence on the quality of life were also being highlighted (Divatia & Patel, 2017). Additionally, Sjoraida et al. (2020) discovered that Indonesian housewives' motives for using Instagram are for socialisation, entertainment, self-existence and income generation, however Instagram was found not to affect the financial performance of the housewives (Khoirina & Sisprasodjo, 2018). Some housewives who utilise YouTube as vlogs to archive their daily lives and reflect the reality of the housewives, as opposed to the stereotypical portrayals of housewives in the mainstream media (Tambunan, 2020).

Social Media, Well-being and Flourishing
Many studies have been conducted on the psychological effects of social media towards well-being and flourishing. Two new measurements of well-being, namely psychosocial flourishing and a new scale for assessing positive and negative feelings (SPANE) have been proposed by Diener et al. (2010). Furthermore, Hoffman and Novak (2012) utilise Diener's (2010) scale, and they found flourishing was highest among users whose goal is to create, while happiest was highest among those whose goal is to connect with their overall social media use. Tong and Wang (2017) found that both the flourishing scale and the SPANE showed a good fit into the Chinese community while flourishing was influenced by gender and social status. Additionally, entertainment and friendship maintenance correlate with well-being, negatively with escapism and nostalgia, and relationship initiation was linked to better and worse well-being (Yang & Liu, 2017).

Because unconditional friendships of virtue are fundamental to human flourishing, it was discovered that online social media encourage and strengthen friendship in ways that reflect these four characteristics, reciprocity, empathy, self-knowledge and the shared life, especially when used to augment rather than replace face-to-face contacts (Vallor, 2011). In addition, a systematic literature review of 118 studies by Gudka, Gardiner, and Lomas (2021) discovered a complicated and bidirectional relationship between social media use and flourishing and proposed the possibility of an excellent curve including self-determination identity, social media use, and flourishing.

Likewise, a study among young women found that Instagram usage is linked with bleak indications, self-worth, physical appearance anxiety, and body dissatisfaction, which were adjudicated by social comparison orientation (Sherlock & Wagstaff, 2019). Social media usage also leads to various adverse effects, such as low performance happiness and high technostress (Brooks, 2015). Prolonged exposure to elevating YouTube videos in particular, did not lead to increase of viewers' psychological flourishing (Neubaum, Krämer & Alt, 2020). In addition, Faelens et al. (2021) revealed that Facebook use does not lead to depression, but it may induce social comparison. These results strengthen the idea that social media can be a catalyst or inhibitor for well-being and flourishing.

Theoretical Framework
In order to investigate the motives of social media usage and the potential effects towards housewives' well-being and flourishing, this present study utilises the Uses and Gratification Theory (U&G) as a theoretical framework. Whiting and Williams (2013) contended that "U&G theory is relevant to social media because of its origins in the communications literature" (p.363). They also outlined seven frequent themes, including killing time, leisure, information seeking, social connection, entertainment, convenience utility, and communicatory utility, based on an exploratory study employing in-depth interviews. U&G also argues that the audience are active users of media, including choice-making, and they are goal-oriented, in which they have their purposes and satisfaction to be fulfilled (Blumler, 1979; Katz, Blumler & Gurevitch, 1973). The effects of the media were said to be obtained from the media that they used and the gratification they received after using the media. Various studies have tested and confirmed the U&G assumption in the context of social media usage, whereby certain motives can predict the anticipated gratifications. Individual usage patterns for a given medium, for example, can be predicted by its expected pleasure (Diefenbach & Anders, 2021). This confirmed social media's general idea as platforms that deal with different kinds of psychological gratification and effects.

Thus, U&G is the most relevant fundamental theory to study the motivations of social media usage and what they gratify from the tools. The motives for using social media are diverse, in line with the Theory of Uses and Gratification (U&G) pioneered by Katz and Blumler in 1974. This theory focuses on the audience as active users of the media, and why and how audiences use media to satisfy their needs. Leung and Wei (2000) found that users use mobile phones for love, social, entertainment, instrumental, psychological assurance, fashion/status, mobility and quick access. Later, Leung (2013) found that the motives using social media consist of social and love, the need to release negative feelings, recognition, entertainment and cognitive needs. As shown in Figure 1, the theoretical foundation of this present study is based on the five motives, namely relationship initiation, escapism, information-seeking, nostalgia and friendship maintenance, which are anticipated to affect the housewives' well-being and flourishing (which includes positive and negative flourishing).
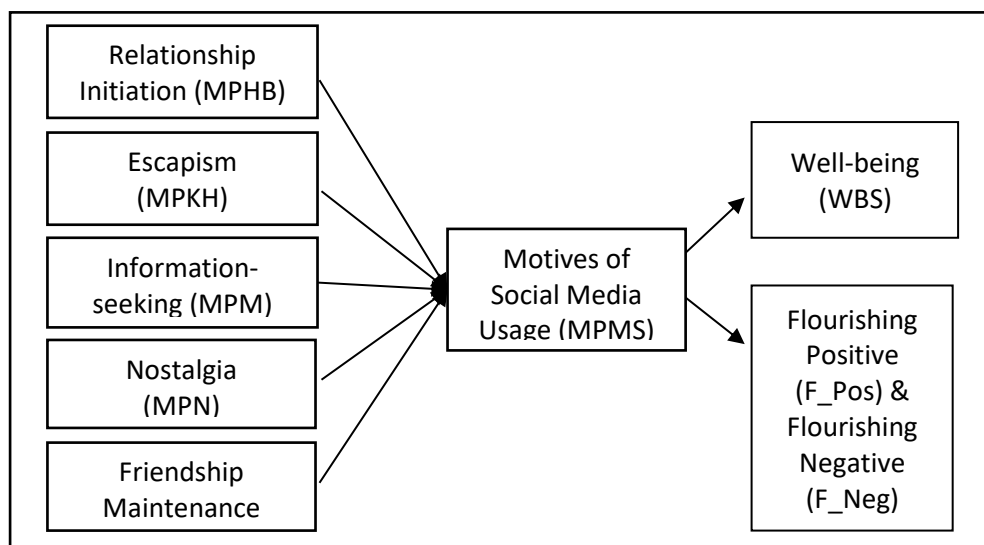

Figure 1: Theoretical Framework

Research Hypotheses
H$_1$: Motives of social media usage positively affects housewives' well-being
H$_2$: Motives of social media usage positively affects housewives' flourishing
H$_3$: Motives of social media usage positively affects housewives' positive flourishing
H$_4$: Motives of social media usage positively affects housewives' negative flourishing
H$_5$: Relationship initiation contributes to the motives of social media usage among housewives
H$_6$: Escapism contributes to the motives of social media usage among housewives
H$_7$: Information seeking contributes to the motives of social media usage among housewives
H$_8$: Nostalgia contributes to the motives of social media usage among housewives
H$_9$: Friendship maintenance contributes to the motives of social media usage among housewives

METHODOLOGY

In Study 1, the instrument was a survey questionnaire split into four sections, including the first section on the demographic profile of the respondents and descriptive patterns of daily social media usage. The second section deals with the constructs, particularly the five motives of social media usage - relationship maintenance (MPHB), Escapism (MPKH), Information-seeking (MPM), Nostalgia (MPN) and Friendship Maintenance (MPP) which were adapted from Motives of Using Social Media by Yang and Liu (2017). The last section of the questionnaire focused on the flourishing construct, adapted from the existing Flourishing Scale and Scale of Positive and Negative Experience (SPANE) (Diener et al., 2010). A 5-point Likert-type scale ranging from strongly disagree (1) to strongly agree (5) was used to measure the constructs of the study.

A pilot study was undertaken among 45 housewives in Kedah (a northern state in Peninsular Malaysia) to test the instrument's initial validity and reliability and find out whether the wordings and items were clear and understandable by the targeted group. Proper changes were made based on the pilot study results before conducting the actual survey. Then, the revised questionnaires were distributed via an online web survey, and the researchers contacted several housewives-related associations via Facebook pages and WhatsApp groups to ask for assistance in distributing the link to the questionnaire among their members. This research, which adopts a cross-sectional online survey, reached the respondents via snowball sampling. The respondents' selection criteria were women, particularly housewives who use social media frequently in their daily lives.

Data were analysed using SPSS v.23 and Partial Least Squares Structural Equation Modelling (PLS-SEM) using SmartPLS 3.1 applications. Descriptive statistics were used to analyse respondents' profiles using frequency, percentage, mean and standard deviation. The ability of PLS-SEM, a multivariate analysis instrument, to evaluate path models having latent constructs with composites is well-known (Hair et al., 2019). Researchers can also use PLS-SEM to cope with non-normal and small data sets. Inferential statistics were analysed by using the structural equation modelling process. First, the measurement model was reviewed based on validity and reliability. Validity was measured by using convergent validity and discriminant validity. Convergent validity was based on factor loading threshold values larger than 0.708 and average variance extracted (AVE) larger than 0.50. Discriminant validity was measured using cross-loading values, Fornell-Larcker criterion and Heterotrait-Monotrait Ratio (HTMT). In cross-loading evaluation, the factor loading values for the set of items belonging to one construct are mostly larger than the factor loading values in other constructs. In the Fornell-Larcker criterion, the square root value of AVE for one construct is more extensive than the correlation value in other constructs. For the HTMT ratio, the values generated in the table are less than 0.85 or 0.90 to show the discriminant among the constructs. Reliability was measured using alpha Cronbach values and composite reliability. The threshold for both measurements is larger than 0.7. In the structural model, all relationships between constructs were measured using t-value larger than 1.96, p-value larger than 0.05, and the lower and upper value of 95% confidence interval is on the negative or positive side which means zero is not on between both values.

To better understand the phenomenon, another study which is Study 2 was conducted using a focus group discussion (FGD), and it was held with ten housewives in an urban area. The participants are members of a housewives-related non-governmental organisation (NGO). A children's play centre was chosen as the location for the FGD session as it gives convenience to both the mothers and their children to go through the session comfortably.

The researchers provided an initial description of the procedure and the ethics of the FGD session before the start of the session. The discussion was held for 3 hours, and voice-recorded with the participants' permission. The results of the FGD interviews were transcribed, then the data were analysed using thematic analysis. Six steps were used to analyse the data of the study i.e. (i) familiarising with data, (ii) generating initial codes, (iii) finding themes, (iv) re-evaluating themes, (v) defining and naming themes, and (vi) producing a report (Nowell, Norris, White, & Moules, 2017). The use of a focus group for this research is to complete the existing data and develop it (Onwuegbuzie & Collins, 2007). Purposely selecting samples for the focus group participants is to gain more samples for better understanding. The focus groups consist of ten (10) representatives from housewives in Malaysia from various backgrounds and live in an urban area.

DATA ANALYSIS AND RESULTS
Study 1
a.   Demographic Profiles of the Respondents and Social Media Used
This section highlights the findings of the research. Table 1 reflects the demographic profile of the respondents, in which 275 respondents have submitted their responses, but after the data cleaning process, only 268 cases can be used for further tests. Mean age of the respondents is 37.6, and Malays dominated the ethnic group (91.8%). Many live in the urban area (78.4%), while household income and household members vary. The respondent's profile also confirmed that WhatsApp (98.5%) and Facebook (90.3%) are the most dominant social media applications, whilst the duration of usage varies from less than 2 hours to more than 7 hours daily.

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

Variable	f	%	Variable	f	%
Age			Household Income		
21-30	51	19.0	< RM1500	46	17.2
31-40	103	38.4	RM1,501-RM3,000	62	23.1
41-50	79	29.5	RM3,001-RM4,500	55	20.5
51-60	18	6.7	RM4,501-RM6,000	29	10.8
61-70	17	6.3	RM6,001-RM7,500	16	6.0
			> RM7501	60	22.4
Ethnic					
Malay	246	91.8	Type of Social Media Used		
Chinese	2	0.7	WhatsApp	264	98.5
Indian	12	4.5	Facebook	242	90.3
Others	8	3.0	Instagram	169	63.1
			YouTube	168	62.7
			Telegram	106	39.6
Area of Residence			Twitter	37	13.8
Urban	210	78.4			
Rural	58	21.6			
			Total Hours of Daily Social Media Usage		
No. of Households			< 2 hours	61	22.8
< 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

Hypotheses Testing

This section highlights the results based on the first research question and the testing of the proposed hypotheses of Study 1. With regards to analysing the first research question (RQ1), PLS-SEM was utilised by selecting the latent constructs based on the theoretical constructs within the model (Escapism, Information-seeking, Friendship Maintenance, Relationship Initiation, and Nostalgia dimensions, and Well-being and Flourishing). Consequently, the indicators for each latent variable were added, and if it reached 0.05 significance level using bootstrapping, it would be retained. As suggested by Hair et al. (2014), the internal consistency reliabilities were all more than 0.85, surpassing the minimum reliability value of 0.70. As shown in Table 3, the assessment of the convergent and discriminant validity of the measurement model developed was based on the individual indicator reliability, cross-loadings, average variance extracted (AVE), composite reliability and Fornell–Larcker criterion. The reflective measurement findings, as shown in Tables 2 and 3, revealed that the standards for evaluating reflective measurement models had been met. The internal consistency of the indicators measuring the constructs was assessed using composite reliability (Hair et al., 2010; Hair et al., 2014). According to an examination of the measurement model, the composite reliability ratings for all constructs were greater than the required value of 0.70 (Fornnel & Larcker, 1981; Hair et al., 2014).

Specifically, the composite reliability values for the five motives of social media usage - relationship maintenance (MPHB), Escapism (MPKH), Information-seeking (MPM), Nostalgia (MPN) and Friendship Maintenance (MPP), were between 0.881 and 0.923. Similarly, the composite reliability values for Well-being (WBS), Positive Flourishing (FS_Pos) and Negative Flourishing (FS_Neg) were 0.884, 0.907 and 0.901, respectively. The findings indicate that the indicators used to measure the components were internally consistent. The AVE and individual indicator reliability were also used to test the constructs' convergent validity, and the findings of the measurement model revealed that the AVE values for all constructs (as shown in Table 32) were higher than the required value 0.50 (Hair et al., 2014). Specifically, the AVE values for MPHB, MPKH, MPM, MPN and MPP were between 0.552 and 0.759, respectively. Likewise, the AVE values for WBS, FS_Pos and FS_Neg were 0.522, 0.621 and 0.602. The results indicated that all the constructs passed the convergent validity test.

Furthermore, the assessment of the discriminant validity of the measurement model was based on the cross-loading values, Fornell-Larcker criterion and Heterotrait-Monotrait (HTMT) ratio. The association between a construct and other constructs is known as discriminant validity (Hair et al., 2014). Cross-loadings of the indicators were the first method we employed to examine discriminant validity. Cross-loadings describe the strength of one indicator's load on the other constructions. An indicator's outer loading on the related construct should be greater than all of its other loadings, as a rule of thumb. The results of the measuring model revealed that there was no concern with discriminant validity. The outer loadings of all indicators on the related construct were more extensive than their loadings on other constructs (see Table 3 for details). The second method we used to test discriminant validity was the Fornell-Larcker criterion, as shown in Table 3. The finding shows that the square root value of AVE on one construct is significant than the correlation value of another construct. The HTMT criteria also confirm that the construct is unique based on all values in Table 4, less than 0.85 (Garson, 2016; Hair et al., 2010; Hair et al., 2014).

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)	6 items	0.680 – 0.814	0.462 – 0.663	0.552	0.832	0.881
MPM (Information-seeking)	5 items	0.659 – 0.860	0.434 – 0.740	0.659	0.867	0.905
MPP (Friendship Maintenance)	4 items	0.602 – 0.649	0.362 – 0.421	0.704	0.859	0.905
MPHB (Relationship Initiation)	3 items	0.845 - 0.889	0.714 - 0.790	0.759	0.841	0.904
MPN (Nostalgia)	4 items	0.595 - 0.677	0.354 - 0.458	0.750	0.888	0.923
WBS (Well-being)	7 items	0.662 - 0.798	0.438 - 0.637	0.522	0.862	0.884
FS_Pos (Positive Flourishing)	6 items	0.529 - 0.680	0.280 - 0.462	0.621	0.875	0.907
FS_Neg (Negative Flourishing)	6 items	0.517 - 0.618	0.267 - 0.382	0.602	0.868	0.901

Note: MPKH (Escapism); MPM (Information-seeking); MPP (Friendship Maintenance); MPHB (Relationship Initiation); MPN (Nostalgia); WBS (Well-being); FS_Pos (Positive Flourishing); FS_Neg (Negative Flourishing).

Table 3: Discriminant Validity Based on Fornell-Larcker Criteria

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

Note: The values in bold are AVE square root values / unbold are correlation values

Table 4: Discriminant Validity Based on HTMT

	FS_Neg	FS_Pos	MPHB	MPKH	MPM	MPN	MPP
FS_Pos	**0.196**						
MPHB	0.159	**0.153**					
MPKH	0.294	0.102	**0.216**				
MPM	0.114	0.231	0.328	**0.255**			
MPN	0.144	0.161	0.444	0.361	**0.342**		
MPP	0.123	0.246	0.57	0.309	0.337	**0.494**	
WBS	0.131	0.422	0.165	0.181	0.327	0.158	**0.312**

HTMT: <0.85

The Structural Model

Consequently, the structural model based on the bootstrapping results was tested, in which the direct effects of MPMS on housewives' WBS and FS were firstly tested, and the results are shown in Table 5. The WBS and FS has statistically significant positive relationships with housewives' MPMS: FS, β=0.287, t=4.431; MPHB, β=0.657, t=15.197; MPKH, β=0.559, t=8.19, MPM, β=0.641, t=11.161; MPN, β=0.735, t=19.092; MPP, β=0.753, t=21.783, and WBS, β=0.299, t=6.06. FS also has a statistically significant link with FS_Pos and FS_Neg. It can be concluded that our data supported all hypotheses based on these findings.

Table 5: Direct Effects

	Path Coefficient	t-value (>1.96)	p-value (<0.05)	95% Confidence Interval (0 not in between)
FS -> FS_Neg	0.744	12.802	0.000	[0.566, 0.817]
FS -> FS_Pos	0.787	14.233	0.000	[0.605, 0.850]
MPMS -> FS	0.287	4.431	0.000	[0.160, 0.409]
MPMS -> MPHB	0.657	15.197	0.000	[0.552, 0.729]
MPMS -> MPKH	0.559	8.19	0.000	[0.387, 0.668]
MPMS -> MPM	0.641	11.161	0.000	[0.511, 0.733]
MPMS -> MPN	0.735	19.092	0.000	[0.650, 0.799]
MPMS -> MPP	0.753	21.783	0.000	[0.699, 0.804]
MPMS -> WBS	0.299	6.06	0.000	[0.163, 0.369]

Second, the indirect effects of FS on the relationship between FS_Pos and FS_Neg and housewives' MPMS were tested using criteria as suggested by Baron and Kenny (1986). The results as presented in Table 6 shows that FS_Pos and FS_Neg have significant positive relationships with housewives' MPMS. Specifically, MPMS is statistically significant with FS_Pos, β=0.226, t=4.077 and FS_Neg, β=0.213, t=4.212. Thus, we conclude that motives of social media usage (MPMS) have influenced the positive and negative flourishing (FS) of housewives.

Table 6: Indirect Effects

	Path Coefficient	t-value	p-value	95% Confident Interval
MPMS -> FS_Pos	0.226	4.077	0.00	[0.106, 0.326]
MPMS -> FS_Neg	0.213	4.212	0.00	[0.108, 0.307]

Table 7 presents the path coefficients (β) and their significance values for the total effects in which all relationships (based on path coefficient values) were found to be significant. Figure 2 shows the graphical representation of the inner model with R^2 coefficients. The significant paths suggested that all hypotheses were supported at p<0.05. Figure 2 illustrates the effect of the exogenous construct (MPMS) on endogenous constructs (WBS and FS). The analysis showed that the exogenous construct, motives of social media usage (MPMS) could explain the 8.9% value of the variance for Well-being (WBS) and 8.2% for Flourishing (FS). This result indicates that the overall R^2 is weak but positive.

Table 7: Total Effects

| Hypothesis		Path Coefficient	t-value	p-value	95% Confident Interval (CI)	Decision
H₁	MPMS -> WBS	0.299	6.06	0.000	[0.163, 0.369]	Valid
H₂	MPMS -> FS	0.287	4.431	0.000	[0.160, 0.409]	Valid
H₃	MPMS -> FS_Neg	0.213	4.212	0.000	[0.108, 0.307]	Valid
H₄	MPMS -> FS_Pos	0.226	4.077	0.000	[0.106, 0.326]	Valid
H₅	MPMS -> MPHB	0.657	15.197	0.000	[0.552, 0.729]	Valid
H₆	MPMS -> MPKH	0.559	8.19	0.000	[0.387, 0.668]	Valid
H₇	MPMS -> MPM	0.641	11.161	0.000	[0.511, 0.733]	Valid
H₈	MPMS -> MPN	0.735	19.092	0.000	[0.650, 0.799]	Valid
H₉	MPMS -> MPP	0.753	21.783	0.000	[0.669, 0.804]	Valid
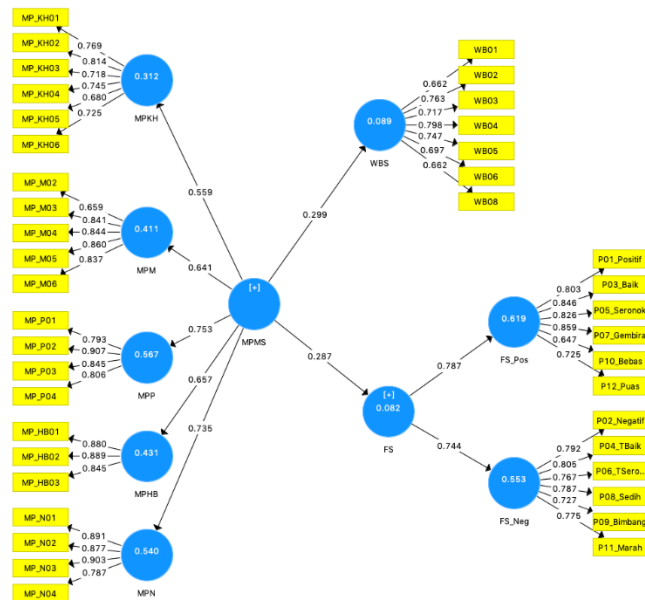
Figure 2: Structural Model

Study 2
With regards to answering the second research question (RQ2) on the effects of social media towards housewives, a focus group discussion (FGD) was conducted among housewives in an urban area. This section describes the background of FGD participants comprising ten housewives, as well as data analysis results in which five key themes emerged, particularly strengthening relationships, emotional support, encouraging thoughts and characters, side income and support system, and also knowledge enrichment.

Background of FGD Participants
Table 8 shows the background of FGD participants. They were between 27 to 37 years of age and had between one and six children. All of them have high academic qualifications from Diploma to Doctor of Philosophy. Most of them have experience working before resigning

and becoming full-time housewives. Almost all of their spouses work in professional fields, and household income is also high.

<div align="center">Table 8: Background of FGD Participants</div>

Code	Age	Highest Education	Husband's Occupation	Household income (Monthly)	No. of children	Participant's job experience before becoming a housewife / Expertise
P1	36	Bachelor degree	Pilot	RM20,000	3	Bank Officer
P2	32	Bachelor degree	Entrepreneur	Unstated	2	Entrepreneur
P3	34	Master's degree	Lecturer	RM8,000	1	Children book writer
P4	27	Bachelor degree	Lecturer	RM6,000	1	Entrepreneur
P5	27	Diploma	Agricultural Entrepreneur	RM4,000	1	Agricultural Entrepreneur
P6	33	PhD	Engineer	RM10,000	4	Unstated
P7	27	Bachelor degree	Bank Executive	RM5,600	2	Teacher
P8	37	Bachelor degree	Programmer	RM12,000	6	Teacher
P9	30	Bachelor degree	Media Senior Executive	RM3,200	2	Graphic Designer
P10	31	Bachelor degree	PhD Candidate	RM1,000	2	Chemist

Defining Social Media
The participants were asked about their definition of social media. The focus group discussion found that they view social media as a virtual space, and an accessible platform for sharing and achieving goals. They also perceived social media as a platform to put out their voice, business, and to retain customers (for housewives who are also doing part-time business). Among the housewives mentioned social media platforms are Facebook, YouTube, Pinterest, WhatsApp, Twitter and Instagram. They all agree that the most frequently used platforms are WhatsApp and Facebook.

Scheduling Time for Social Media Use
In our focus group discussion, we found that the frequency of social media usage depends on other family members' schedules and the completion of house chores. In addition, the timing of social media usage among the housewives is scheduled in different time zones, such as in the morning, afternoon, and evening. All of them also stated that they use social media after picking up their children from school, depending on their children's schedule, or whenever they have the chance to do so. This means that a different housewife has different preferences for social media time, and they give priority to the house chores and schedule of the family members. However, as emphasised by Participant 3 (P3), who has experienced living in the United States while accompanying her spouse pursuing his study, based on her observation, American women and especially housewives are not dependent on mobile phones and social media for socialisation as compared to Malaysian women. They prefer to communicate face-to-face instead of relying on gadgets. Thus, she hopes our society is more prudent in the current situation and not become a digital slave.

Purpose of Using Social Media
The main purpose of utilising social media for housewives is to keep in touch with others. Besides that, they used social media to get updates on news, socialise, for marketing purposes, online business, and gain knowledge. Another use of social media is to communicate and receive real-time information within their joint group, for example, WhatsApp group that they have with their children's school teacher.

Effects of Social Media Towards Housewives
The thematic analysis of the FGD data on the effects of social media towards housewives found five themes namely (i) strengthening relationships, (ii) emotional support, (iii) encouraging thoughts and characters, (iv) side income and support system, and (v) knowledge enrichment.

Strengthen Relationships
Through online social media, a housewife can make friends at any level, and they also can trace their childhood or school friends and former colleagues. Many participants emphasised that they use social media to keep in touch with family members, especially parents and siblings. For instance, Participant 1 (P1) believes that social media does strengthen her relationships with family members.

> I can indirectly know my family activity through their updates on social media. Through the updates, I feel that, since I am aware of what is going on with my family who stayed far from us, I knew that it is sufficient to keep in touch through online, thus there is not so much need to meet face-to-face. (P1)

Being a housewife could cause women to be lonely, as their time is allocated at home and they focus on family commitments. Thus, creating new and strengthening relationships with people outside of the house is crucial in maintaining their well-being. In contrast, P7 emphasised that social media may create a gap in a relationship, but it is also inspirational if we use it for good purposes, perhaps through following a valuable page or group. This first theme is parallel to the study by Li and Ken (2021), which found social media to have the potential to build more rewarding and genuine relationships.

Emotional Support
While some housewives perceive social media as a platform to strengthen relationships, they also argue that it could significantly impact on their emotions, positively and negatively, when something is being shared that touches their sensitivity. For example, P6 views social media as a space that evokes many feelings. This finding is in line with prior studies in which emotions are affected by social media usage. As scholars like Kaplan and Haenlein (2010) proposed earlier, social media are utilised for emotional exchange. Lazzini, Lazzini, Balluchi, and Mazza (2022) also found that social media have been used as a manifestation of users' moods and emotions, while a study by Cheung, Ting, Cheah and Sharipudin (2021) revealed that social media drive positive emotions, together with joy, love and positive surprise.

In contrast, social media were also found to lead to positive and negative emotions, i.e., cause stress, serve as resources, and at the same time can be used as a tool for various coping strategies (Wolfers & Utz, 2022). This relates to the participants' responses in which

some of them prefer to have face-to-face communication instead of communicating through any platform, through numbers of likes, or through scrolling to avoid negative emotions. For instance, P10 stated that:

> Sometimes, when scrolling through the Facebook page, I saw my former colleagues posting their happy moments, i.e., travelling abroad with family for a holiday, job promotion, family- and self-achievement, dining at prestigious restaurants etc., which led me to feel envy of their happiness and achievement. I keep comparing myself with others when scrolling through the postings, thinking that I could be in the same position if I continue working instead of resigning and becoming a full-time housewife. Then I realised that this is my destiny, my sacrifice and I should be grateful of what Allah has planned for me and give the best for my family and myself. (P10)

Social media have been proven to affect users emotionally and mentally thus, it is crucial to control the mind and feelings to give benefits rather than harm. Housewives should ensure they get emotional support instead of an emotional burden from social media.

Encourage Thoughts and Characters
Social media has various purposes, especially for a housewife. They can always choose a theme for their platform in order to fascinate current and potential followers. P2 used her Facebook platform to encourage religious thoughts among her followers. She also used Instagram for this purpose. While P2 tried to be positive with her religious page, she also mentioned that it has its downfall to it, as it may create a negative perception, or it may also touch sensitive issues towards her followers. In addition, P4 stated that she did not get too influenced by social media. It is a platform for her to share beneficial readings for her followers, and activities with other housewives. P4 is convinced that social media has the best platform to carry out and promote activities for NGOs. Through her sharing, she can archive the information for the housewives and reflect on it, which may always be referred to in future. Moreover, social media provides sources for character enhancement, as P7 said, different upbringing led to a different way of using social media. The way we use social media applications may build or change our character. As found by Naeem and Ozuem (2022), when using social media, housewives prefer to listen to their friends' personal recommendations, especially their close friends and other housewives.

Side Income and Support System
Among the responsibilities of housewives is giving full time, energy and commitment to the family, which results in zero financial income. Thus, housewives should ensure they have side (and personal) income as a backup for emergency and unforeseen circumstances and not totally depend on their spouse or other family members. Seven out of ten FGD participants are involved in business, either conducting the business independently or partnered with their spouse. They agree that since they do not have any major source of income (except given by the spouse), they have to prepare themselves and their family for any unexpected situations. Moreover, they do business because of passion, interest and willingness to share knowledge with others. As mentioned by P3, she used her Facebook page for business and as her support system in conducting home-school for her children. She is involved with groups related to 'work-from-home mom' and 'stay-at-home mom'. P3 qualifies for early childhood

education. Thus, she has a lot to offer to her Facebook followers and her support system. P3 utilises Facebook to share her home-school with her kids, hoping that this approach will inspire other parents to start home-schooling.

Meanwhile, apart from being a full-time housewife, P8 is a part-time businesswoman who sells fruit smoothies for side income, and she emphasises that her Facebook page is where her support system is. She has also joined other businesswomen on the Facebook page, which is how they empower each other and create a strong circle for their business. P8 also refers to and learns from online platforms to work on her content creation. Moreover, P1 suggested that social media users separate personal pages and business pages to impact the business better. Naeem and Ozuem (2022) also emphasised that a common group plays an important role for housewives, because all the sources are credible, their shared experiences are without vested interests, and they tend to help each other.

Knowledge Enrichment

Even though housewives are busy at home, they still have time for social media. All of the participants are active users of social media, and all of them agreed that the main purpose of using social media is for knowledge enrichment. Social media offers a greater source of knowledge, provided we know what to look for and where to look for it. For instance, P5 mentioned that she uses social media to seek knowledge on child upbringing as a young mother. Since she is a stay-at-home mother, she searched for the best approach to guide her children. As a part-time children's book writer, P3 stated that she utilises social media, especially Facebook, to search for new ideas in preparing for her book manuscripts. P3 is also enthusiastic in her social media usage as they provide a broad spectrum of knowledge creation and sharing. Interestingly, P1 stressed that careful consideration should be given when a housewife wants to share anything on social media. Social media should be seen as a platform to create awareness; and share beneficial stories from one housewife to another for specific purposes.

DISCUSSIONS

This section highlights the findings of the research based on Study 1 which was conducted among housewives utilising a cross-sectional survey and Study 2 using a focus group discussion with housewives. Thus, both studies confirmed that for the patterns of social media usage among housewives, WhatsApp and Facebook remain the most dominant social media applications, and this is parallel with previous studies on social media in Malaysia (Mohammed, Ibrahim & Yunus, 2021).

As emphasised by Hoffman and Novak (2012), users with different primary social media goals differ in their perceptions of well-being, based on their 4C goals, namely create, consume, connect, and control. All motives in Study 1 were proved to have significant positive relationships with well-being and flourishing. Study 2 also confirmed that social media positively affects housewives' well-being and flourishing based on the five themes. The findings are in line with previous studies, such as Areni, Momeni and Reynolds (2021), Garcia, Bingham and Liu (2021), Marshall et al. (2020) and Yang and Liu (2017) on the motives for nostalgia, friendship maintenance, but contradict with Yang and Liu (2017) which found that escapism and nostalgia to have negative correlations.

Moreover, this study adds to the extension of the Uses and Gratification Theory which empirically examined the overall effects of motives of using social media on housewives' well-being and flourishing. Thus, this study facilitates further explicating of the relationships between social media usage's motives on human psychology, especially well-being and flourishing. The effects between the motives of social media usage and well-being and flourishing are weak and is in line with Tripathi and Al-Shahri (2016), Divatia and Patel (2017), Khoirina and Sisprasodjo (2018), Sjoraida et al. (2020) and Tambunan (2020) which discovered 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 usage motives on housewives' well-being and flourishing are also parallel with Nurfalah et al. (2020). As for the contribution, this study provides an empirical test for both the direct and the indirect effects of motives of using social media on housewives' well-being and flourishing in a single study. Thus, it accelerates to illuminate further the links between the effects of social media on human psychology, especially well-being and flourishing.

Additionally, this study is not without limitations. First, the respondents of Study 1 were housewives who had been reached out via snowball technique. At the same time, only ten participants represent housewives in the focus group discussion and they only signify the urban group, thus limiting the broader spectrum of women and housewife's population in Malaysia. Hence, future studies can look into the broader sample of women, including the employed, self-employed and rural housewives, thus comparing these numerous groups of women. Second, in Study 1, we adapted the existing scales for the motives of social media usage and well-being and flourishing, based on Motives of Using Social Media by Yang and Liu (2017) and Flourishing Scale, and Scale of Positive and Negative Experience (SPANE) (Diener et al., 2010). Therefore, future studies could explore and test other scales among housewives to examine the psychological effects they are possessed when using social media.

CONCLUSION

The importance of women, particularly housewives, in the flourishing of a family and society cannot be overstated. They are also the foundation of family well-being, eventually translating into sustained national progress. Housewives are considered vital in today's world since they are the backbone of the family and community, allowing them to thrive and compete. The findings of this research have been examined in relation to the motivations for using social media and the effects of using the new media platform on housewives' well-being and flourishing. The findings from the quantitative analysis revealed that the five proposed motives for using social media, namely escapism, information-seeking, friendship maintenance, relationship initiation, and nostalgia, are all positively and directly related to their well-being and flourishing. Furthermore, the five themes that emerged from the qualitative analysis related to strengthening relationships, emotional support, encouraging thoughts and characters, side income and support system, and knowledge enrichment also affect the housewives' overall psychological state. As a result, the vitality that resides in housewives cannot be denied.

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