



# IMPACT OF SOCIAL MEDIA ADDICTION ON LIFE SATISFACTION AMONG MARRIED COUPLES

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**Abstract:** Social media has become deeply integrated into everyday life, but excessive use has increasingly been associated with addictive behaviors that may disrupt interpersonal relationships and emotional well-being. This study investigates the impact of social media addiction on life satisfaction among married couples. Using a cross-sectional design, data were collected from 100 married individuals through a structured questionnaire measuring social media addiction and life satisfaction using 7-item Likert scales. Statistical analyses, including correlation and multiple regression using SPSS, were performed to examine predictive relationships. Results revealed significant positive correlations between life satisfaction and both age ( $r = 0.477$ ,  $p < 0.01$ ) and years of marriage ( $r = 0.482$ ,  $p < 0.01$ ). Conversely, social media addiction demonstrated a significant negative correlation with life satisfaction ( $r = -0.559$ ,  $p < 0.01$ ). Regression findings showed that social media addiction emerged as a significant negative predictor, whereas years of marriage showed a positive predictive effect. The study concludes that excessive social media use reduces life satisfaction among married couples, while longer marital duration enhances it. These findings underscore the importance of setting healthy digital boundaries and fostering meaningful in-person interactions to strengthen marital relationships and overall well-being.

**Keywords:** Social Media Addiction, Life Satisfaction, Correlation and Regression.

## 1. INTRODUCTION

Social media has become deeply embedded in everyday life, shaping how individuals communicate, share information, and maintain relationships. While it offers many benefits, its excessive use can develop into social media addiction—a compulsive pattern of online engagement that becomes difficult to control. Such addictive behavior can interfere with daily functioning and may have negative consequences for personal and relational well-being. For married couples, excessive time spent on social media can reduce meaningful face-to-face interaction, limit emotional bonding, and create misunderstandings or conflicts, ultimately affecting the quality of the marital relationship.

Life satisfaction, which reflects an individual's overall assessment of happiness and well-being, is closely influenced by the health of intimate relationships, especially marriage. When social media addiction disrupts communication, trust, or emotional closeness, it may diminish the sense of fulfillment within the relationship, thereby impacting overall life satisfaction. With the growing reliance on digital platforms, it becomes important to explore how such behaviors influence married individuals' well-being. Although previous studies have examined digital addiction and its psychological consequences, fewer investigations have focused specifically on married couples and the long-term implications for their happiness and life satisfaction. Understanding this relationship is crucial for promoting healthier digital habits and strengthening marital relationships in an increasingly connected world.

Liu's (2025) cross-cultural study found that cultural factors influence the relationship between social media use, self-esteem, and life satisfaction among U.S. and Chinese college students. Yashasvi & Joshi (2025) showed that high social media use negatively affects adults' life satisfaction and body self-image due to increased online comparison.

Ozenoglu (2024) Research on adolescents revealed that social media addiction is linked to unhealthy eating attitudes and reduced life satisfaction. Acun (2020) reported that trust, self-esteem, and social media use shape life satisfaction among university students, with self-esteem buffering negative effects. Poorbaferani et al. (2018) found that communication skills and self-efficacy significantly boost life satisfaction among married women, highlighting the role of interpersonal abilities. Hawi & Samaha (2017) found that social media addiction negatively correlates with self-esteem and life satisfaction among university students.

This study aims to examine the impact of social media addiction on life satisfaction among married couples, with the assumption that greater addiction is likely to be associated with lower levels of life satisfaction. Accordingly, the research question for this study is: “How does social media addiction influence life satisfaction among married couples.

## 2. METHODOLOGY

The study adopted a cross-sectional design and was conducted among married individuals living in Kavathe Mahankal city, with a total sample of 100 participants selected for analysis. Data were collected using a structured questionnaire designed to measure social media addiction and life satisfaction. The collected responses were analyzed using correlation and multiple regression techniques to examine the relationships and predictive effects among the variables. Statistical analyses were performed using SPSS software.

## 3. OBJECTIVES

- 1) To measure the level of social media addiction among married couples.
- 2) To assess the level of life satisfaction among married couples.
- 3) To examine the relationship between social media addiction and life satisfaction.
- 4) To predict marital life satisfaction using age, years of marriage and social media addiction of married couples.

## 4. HYPOTHESES

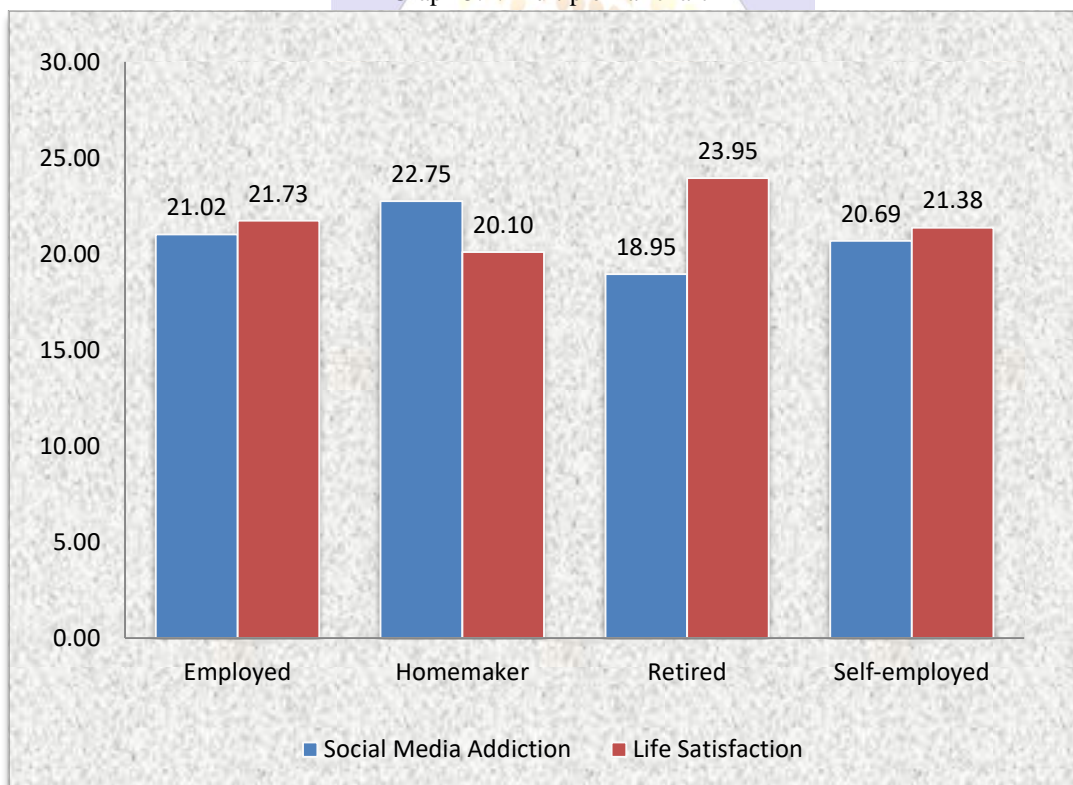
H<sub>0</sub>: There is no significant relationship between social media addiction and life satisfaction among married couples. Vs

H<sub>1</sub>: There is a significant negative relationship between social media addiction and life satisfaction among married couples.

## 5. STATISTICAL ANALYSIS

The present study comprised 100 married respondents, including 51 males and 49 females. The Social media addiction and life satisfaction were each measured using 7-item Likert scales (1 = Strongly Disagree to 5 = Strongly Agree), with total scores calculated by summing item responses, where higher scores indicated greater social media addiction and higher life satisfaction respectively.

Graph 5.1: Multiple Bar chart



The Graph 5.1 shows variation in social media addiction and life satisfaction across occupations. Retired individuals report the highest life satisfaction with comparatively lower social media addiction, while homemakers display higher social media addiction and lower life satisfaction. Among employed and self-employed groups, life satisfaction is slightly higher than social media addiction, indicating a balanced trend.

## 5.1 Correlation analysis

The correlation analysis is a statistical technique that measures the strength and direction of the relationship between two variables. Correlation between age & life satisfaction, years of marriage & life satisfaction, social media addiction & life satisfaction among married couples are shown in table 5.1.1.

Table 5.1.1: Correlation

		Age	Years of Marriage	Social Media Addiction
Life Satisfaction	Pearson Correlation	0.477**	0.482**	-0.559**
	Sig. (2-tailed)	0.000	0.000	0.000
	N	100	100	100

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

### Interpretations:

- ❖ A significant positive correlation was observed between age and life satisfaction ( $r = 0.477$ ,  $p < 0.01$ ), suggesting that higher age is associated with greater levels of life satisfaction among married couples.
- ❖ A significant positive correlation was identified between years of marriage and life satisfaction ( $r = 0.482$ ,  $p < 0.01$ ), indicating that longer marital duration is associated with higher levels of life satisfaction among couples.
- ❖ In contrast, a significant negative correlation was found between social media addiction and life satisfaction ( $r = -0.559$ ,  $p < 0.01$ ), indicating that higher levels of social media addiction are associated with reduced life satisfaction among married couples.

## 5.2 Multiple linear regression

The model summary (Table 5.2.1) presents the results of a multiple regression analysis (stepwise method) predicting life satisfaction. The Model 1 included social media addiction as the sole predictor. The model yielded an R value of 0.559, indicating a moderate correlation between social media addiction and life satisfaction. The  $R^2$  value of 0.313 suggests that social media addiction alone explains 31.3% of the variance in life satisfaction. The adjusted  $R^2$  (0.306) indicates a good fit, accounting for the number of predictors in the model.

The Model 2 included both social media addiction and years of marriage as predictors. The R value increased to 0.652, showing a stronger correlation with life satisfaction. The  $R^2$  value of 0.425 indicates that together, social media addiction and years of marriage explain 42.5% of the variance in life satisfaction. The adjusted  $R^2$  (0.413) confirms that the model fit improved with the addition of years of marriage as a predictor.

Table 5.2.1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.559 <sup>a</sup>	.313	.306	5.703
2	.652 <sup>b</sup>	.425	.413	5.245

a. Predictors: (Constant), Social media addiction

b. Predictors: (Constant), Social media addiction, Years of Marriage

The ANOVA results (Table 5.2.2) indicate that both models are statistically significant. The Model 1, with social media addiction as the predictor, significantly predicts life satisfaction,  $F(1, 98) = 44.553$ ,  $p < .001$ . However, Model 2, with social media addiction and years of marriage as predictors also significantly predicts life satisfaction,  $F(2, 97) = 35.783$ ,  $p < .001$ .

This confirms that the predictors included in both models explain a significant proportion of variance in life satisfaction among married couples.

Table 5.2.2: ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1449.213	1	1449.213	44.553	.000 <sup>b</sup>
	Residual	3187.747	98	32.528		
	Total	4636.960	99			
2	Regression	1968.645	2	984.322	35.783	.000 <sup>c</sup>
	Residual	2668.315	97	27.508		
	Total	4636.960	99			

a. Dependent Variable: Life satisfaction

b. Predictors: (Constant), Social media addiction

c. Predictors: (Constant), Social media addiction, Years of Marriage

The coefficient Table 5.2.3, regression analysis revealed that in Model 1 social media addiction was a significant negative predictor of life satisfaction ( $B = -0.586$ ,  $t = -6.675$ ,  $p < .001$ ), indicating that higher levels of social media addiction were associated with lower life satisfaction among married couples. In Model 2, both predictors were found to be significant. Social media addiction remained a negative predictor ( $B = -0.480$ ,  $t = -5.694$ ,  $p < .001$ ), while years of marriage emerged as a positive predictor ( $B = 0.246$ ,  $t = 4.345$ ,  $p < .001$ ). More broadly, the findings suggest that life satisfaction tends to decline with increasing levels of social media addiction, while it improves with longer durations of marriage.

Table 5.2.3: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	33.940	1.946		17.440	.000
	Social media addiction	-.586	.088	-.559	-6.675	.000
2	(Constant)	28.615	2.169		13.193	.000
	Social media addiction	-.480	.084	-.458	-5.694	.000
	Years of Marriage	.246	.057	.350	4.345	.000

The final (model 2) multiple linear regression model is:

$$\text{Life Satisfaction} = 28.615 - 0.480 * \text{Social Media Addiction} + 0.246 * \text{Year of Marriage}$$

## 6. CONCLUSIONS

The findings indicate that higher age and longer marital duration are linked to greater life satisfaction, while excessive social media use negatively affects married couples' well-being. Life satisfaction decreases with rising social media addiction but improves with longer marital duration. These results highlight the need to regulate social media use by setting boundaries, prioritizing quality time, and fostering emotional bonds. Awareness programs and counseling can further help couples balance online and offline interactions, enhancing relationship quality and overall satisfaction.

Moreover, the study underscores the importance of digital literacy and mindful technology use, especially among younger couples who may be more vulnerable to compulsive online behavior. Overall, fostering a balanced digital lifestyle is essential for sustaining emotional closeness, mutual trust, and long-term marital satisfaction.

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