

Enhancing Family Gratification and Well-being during the COVID-19 Pandemic: Unveiling the transformative power of Social Media on Quality of Life (QoL)

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Abstract

The model empirical evidence on family communication was gratified in the context of social media wellness and quality of life (QoL) during COVID-19. During the COVID-19, we investigated the role of social media in family communication. Evaluated family communication in relation to QoL and family gratification model. A web-based survey was conducted in Pakistan using a cross-sectional population-based approach. The structural equation model of Smart PLS was employed for data analysis. Findings show that family affection was negatively associated with social media communication (SMC) but not with family gratification. Family well-being during COVID-19 is significantly impacted SMC and family gratification. A partial mediating effect on SMC, while QoL strengthens the positive relationship between SMC and family gratification.

Keywords: Family communication; Family gratification; Quality of Life (QoL); Social Media Communication; Social Well-being.

1. Introduction

The COVID-19 global public health crisis has spiraled beyond expectations as new variants are being discovered, increasing the public health burden (Basch et al., 2020). The crisis-affected family communication and overall quality of life (QoL). The family is a socio-cultural and political connection formed and maintained through harmony and interpersonal communication. Communication within a family is a symbolic process of creating boundaries and coordinating meaningful understanding among members for mutual well-being (Miller-day & Studies, 2020). West & Turner, (2013) explained communication as a social process that involves individual (family) interactions that establish emotional and self-satisfaction in the environment. The broader communication of families supports social norms and networks, routines and rituals, stories and secrets, and the concepts of relational

standards (Engelhart & Moughamian, 1971; Ramponi, 2013). Family members sticking together is part of social gratification, well-being, and QoL. Therefore, the premises and various measures adopted during the COVID-19 crisis have the potential to disrupt family ties, communication, and cohesion. Previous studies have shown family communication function, or linkage disrupted due to the pandemic and its effects on child adjustment involving caregiver's well-being and family process (Brown & Greenfield, 2021). This evidence is based on the centrality in the family process against the risk of COVID-19, on the backdrop of shared resilience and family belief communication (Prime et al., 2020). Similarly, the family satisfaction akin to family gratification was abrogated in solidarity and altruism in promulgating COVID-19 policies protection and mitigation process (Zhao et al., 2020). For example, many families at home and abroad were isolated, quarantined, and mentally traumatized from self and mandated isolation from gatherings and public activities. The restrictions posed an acute threat to family gratification and well-being, related to anxiety/ambivalent, insecurity, confinement, and depression. These measures consequently affected the QoL of people. QoL is the degree to which people appear comfortable, happy, healthy, and can interact with one another or enjoy life events. Inherently, QoL could be associated with life experiences without restrictions or conditional barriers. Therefore, the life-threatening, adverse mental health consequences of the COVID-19 crisis negate human social well-being and QoL (Akintunde et al., 2021).

To wade off the adverse effect of the COVID-19 crisis, social media communication among families created a sufficient amount of closeness, through constant connectivity and attachment patterns (Choi, E.P.H.; Hui, B.P.H.; Wan, 2020). Undoubtedly, relational standards of family communication are vital for well-being, thoughts, and feelings of intimacy (Araten-Bergman & Shpigelman, 2021). The harmony in families has been affected during the COVID-19 pandemic (Hart et al., 2020). Literature has illuminated the significance of social network communication on relational standards attributed to family intra-communication in intimate relationships and satisfaction (Curran et al., 2016). Typically, this is how family interactivity is formed. For instance, husband-to-wife interaction, children to parents, and siblings adopt social media strategies for "family relationship" embedded in social networking. Social media has enhanced closeness among couples, marriage, love, and tie on virtual interactivity, to salvage restricted travel policy, and children distanced from home all resolved through video chat in cyberspace (Smyth et al., 2020). Theoretically, this study views family communication during COVID-19 using social media networks through the lens of attachment dialectical theory relevant to maintaining effective and developing bonds and offer reassurance during stress and depression. Bowlby stated in Fraley (2011) that the effects of separation of families: children from parents, close relationships, and lovers are consequential to family well-being.

As global effort continues to expel the COVID-19 crisis, the strained health, individuals, and family QoL must be abated. Research has shown largely negative factors such as anxiety, depression, worrying behavior, and, feelings of fear (Kharshiing et al., 2021). Essentially, evidence pointing at inimical and helpful control of the pandemic necessitated avenues for promoting positive QoL. Therefore, it becomes crucial to explore the influence of social media communication in the family in understanding their QoL and the philosophy and sociodemographic factors affecting well-being. Consequently, it is imperative to examine the family gratification on individual QoL amid the COVID-19 crisis.

In effect, the current study appraised family gratification in the context of social well-being and the impact of family satisfaction. Family communication behaviors and closed network relational standards are ideal for family satisfaction. Anything that threatens to inhibit families' close ties evokes depression and anxiety among families. The current public health crisis has denigrated nations, societies, and families. The imbalance in family health communication eliminates assumptions and negativity float of QoL. Previous research in Hong Kong found that the core elements of family well-

being were family health, harmony, and happiness (Wong et al., 2020). What is unknown is how families gratification well-being and QoL during the pandemic. Hence this study's overreaching aim is to investigate the conceptual framework in fig.1. to examine

- i. the mediating role of social media well-being against the moderation of QoL and family gratification during the pandemic
- ii. evaluate the family communication and family attachment relationship with family gratification in the COVID-19 crisis.

2. Methods

2.1.Participants and study setting

The study adopted a cross-sectional population-based survey design conducted in Pakistan between October – December 2020 amid the COVID-19 public health crisis. during the second pandemic wave, the Pakistani government strengthened travel restrictions for families o and abroad. The study recruited participants through an online survey. The study survey instrument referral and snowballing technique to access restricted Pakistanis families in diaspora. Random sampling techniques were appropriate to ensure fairness, intended for this study. We disbursed the questionnaire online on social media platforms and universities in Pakistan. We received (N= 640) out of the invited respondents; thus about 79% of the population anticipated. The proposed conceptual model in Fig.1 connected all the constructs of the study. In addition, the proposed hypotheses of the study.

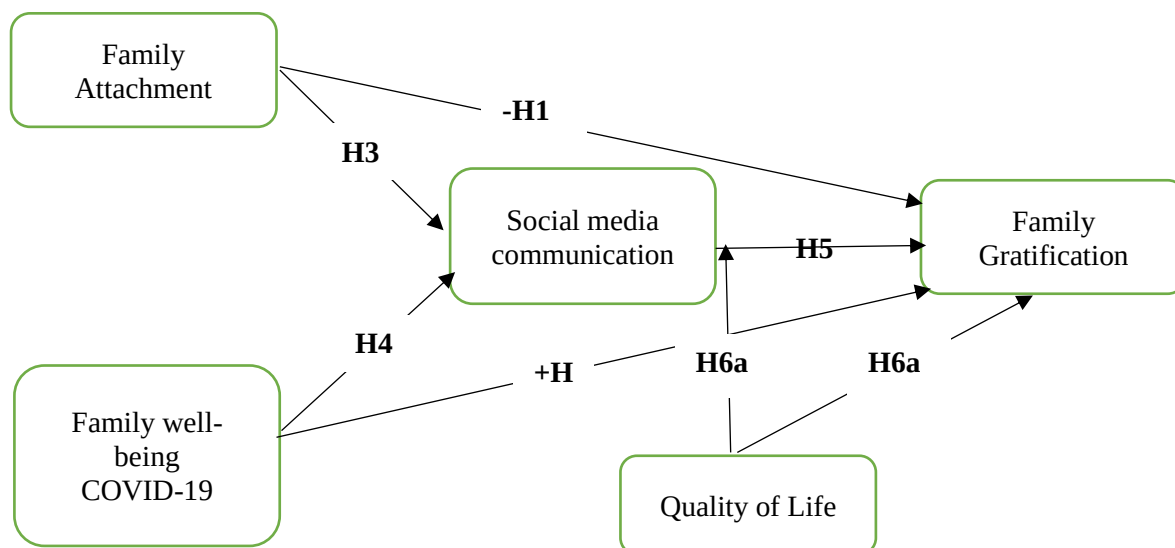


Fig 1. Conceptual framework of the study

2.2.Hypotheses Development from the Conceptual Model

- H1: Family attachment has a negative effect on Family Gratification.
H2: Family well-being (happiness, harmony, health) during COVID-19 has a positive effect on Family Gratification
H3: The family attachment has a relationship with social media communication.
H4: Family well-being has a positive relationship with social media communication.
H5: Social Media Wellbeing has a positive effect on Social Gratification.
H6: Quality of Life moderates between social media well-being and family gratification.
H7: social media communication mediates between FA and Family well-being COVID-19.

3. Measurements

Family Attachment: The three attachment styles and patterns of family and intimacy categorized were considered (Hazan, C., & Shaver, 1987; Zukauskienė et al., 2018; Suhendra et al., 2020): Avoidance, Anxiety/Ambivalent, and Secure. These premises show closeness attached to families, satisfying feelings of security, intimacy, and a bond of caregiving. The study considered the aspect of anxiety, safety, and fear-avoidance in the second wave of COVID-19 to measure family attachment. The items were adopted from the Adult Attachment Questionnaire (adopted to Stancu by (Doinita & Maria, 2015)), family attachment during COVID-19. Four items were specific to adult attachment and modified to each type of attachment. Each item's response was a Likert scale, where 1 indicated "COVID-19 affected me" and 5 indicated "very much affected by COVID-19." The family attachment was measured based on anxiety, security, and communication intimacy, a self-report measure that defines expectations during the COVID-19. Examples "I feel uncomfortable being far away from my family during COVID-19," "I find it difficult to leave alone completely during the lockdown," "I am nervous anytime I hear from my family during the COVID-19," and "I often feel depressed in the absence of my family and love ones," "I am unhealthy loneliness on social distance without love ones," "I am affected emotionally, worried, and traumatized with closeness and communication."

Family Gratification: This measure was extensively measured using 24 items of a five-point Likert scale overall FS scores (FS-Care and FS-decision making) (McLennan & Aggar, 2020). We consider only family decisions to measure satisfaction based on the level of closeness and the psychological influence of stepfamily satisfaction employed the level of satisfaction via social media communication. Therefore, the following questions: "frequency of communication eases closeness to my family and friends," "honesty of information received, and sharing were satisfactory," "ease of getting information was satisfying," "information provided by policymakers calm my nerves in COVID-19," "consistency of information makes me secured."

Social media communication: This measure is the mediated tool that enhances family well-being with constant communication, intimacy, closeness, and a source of strength during the COVID-19 pandemic (Jeffrey, 2013). The study adapted (Jeffrey, 2013 pp 25) measuring earned media, helping move family along with communication, by gauging their reach, strength, and actions. Social media measures selected based on this study objective; reach out to family communication, the authoritative impact of online impressions (Facebook, Twitter), inbound link, social engagement, connectedness, and conversation). How often do random participants agree or disagree with the various assertions Likert scale (1-5).

Family well-being in COVID-19: This measure assesses family cohesion and hopes during the COVID-19 (Fergusson et al., 1981; Noor et al., 2014; Prime et al., 2020). "Family well-being" facilitates comfort and happiness and the living conditions of an individual or a family. It involves a balanced development of individuals and families in terms of physical, spiritual, economic, social, and mental health (Statistics, 2021). The study employed the index measure of security, health, happiness, family relationship, community engagement, and religious/spiritual well-being (Noor et al., 2014). Also, the measure of material well-being, economic well-being, and family access well-being on family communication (Fergusson et al., 1981). Examples of some questions: "idea sharing on SM with families and love ones was enough satisfaction," "SM communication bridges the gap family access and relationship," "network ensured re security good interactive well-being," "time spent on SM is enough happiness," "family faith give relief and happiness." Each of the items was on a scale with a 5-point Likert scale from strongly agree to strongly disagree (1-5).

Quality of Life (QoL): The concepts earlier assumed good or bad over individual life (Dedhiya & Kong, 1995; Kharshiing et al., 2021). This study adopted social satisfaction and happiness in the wave

of the pandemic. Dedhiya & Kong, (1995, pp, 142) 8th definition is a personal sense of well-being, satisfied or not satisfied in a situation like COVID-19, to give happiness or unhappiness to the family. QoL is often measured on psychometric and utility approaches, while clinical studies adopt the former, this study will focus on the utility approach. Utility values argue that he represents the degree of an individual's preference for family communication outcomes under conditions of uncertainty. The value ranges from 0 to 1, with 0 representing worsened QoL experience (or the worst possible state) and 1 representing perfect health, happiness, and security. When the QoL is multiplied by these utility values, the result becomes quality-adjusted life per COVID-19. The questions were composed of 12 with ems, four characteristics from each section.

Data Analysis: The online data collected was weighted by gender, age, education on level, and economic status to compensate for disparities in the sample size (N= 640). This population ranges from 18 to 65years for Pakistanis families living abroad and using Smart PLS-SEM to test for the reliability and validity of the constructs and control variables of gender, age, and education. Further, PLS-SEM potentials of CB-SEM, which with less strict to fewer indicators, identification issues can easily be avoided. Joreskog and Wold (1982) stated that SEM "is asymptotically correct in the joint sense of consistency and consistency at large." This study also employed composite reliability (CR) appropriateness to achieve internal and external consistent results (Hafiz et al., 2013). According to Nunally (1978), a Cronbach alpha value greater than 0.70 indicates the measurement model is reliable, and the composite reliability values of 0.60 to 0.70. The exploratory research and values from 0.70 to 0.90 thresholds are satisfactory (Ab Hamid et al., 2017).

4. Results

Overall, the study focused on age, gender, and education to align their significance in adding their frequency percentage tag to family life satisfaction. The online recruited sample population of (N=640) represents 79% of the respondents invited to participate. Female 262 and male 371 (42 % and 58%) respectively in Table 1. The majority of the respondents who had higher education were between the ages (of 18-33years) represented in Table 1 as 39.4% from colbachelor's.4 in bachelor education, graduates, and Ph.D. 20% and 32% respectively. The mean score of gender was 1.42 (SD = 0.494), while the age means the score was 2.04 (SD= 1.058), and the education means the score was 3.1 (SD = 0.906) shown in Table 1.

Table 1. Demographic of the study

Control Variables		Frequency	Percent %	Mean	SD
GENDER	Female	269	42	1.42	0.494
	Male	371	58		
AGE	< 18 years	252	39.4	2.04	1.058
	19-25years	188	29.4		
	26-31yerars	132	20.6		
	33-38years	56	8.8		
	35-45	12	2		
	College	38	5.6		
	EDUCATION LEVEL			3.1	0.906

Bachelor	103	16.1
Post-grad.	275	32.2
Ph.D.	17	2.5

We used SPSS to test for all the descriptive control variables and Smart PLS-SEM for reliability and validity of the constructs such as gender, age, and education. This study also used composite reliability and outer VIF for collinearity statistics to achieve consistent results (Hafiz et al., 2013). The explored table 2 values from 0.819 to 0.860 above the thresholds are satisfactory (Ab Hamid et al., 2017). The evaluation of outer loadings to ensure or determine items under discourse satisfy hypothesized constructs showed 0.626 to 0.905. This result gives unidirectional predictive relationships between each construct associated with the observed variables (Afthanorhan & Asyraf, 2013). The following reflective model evaluation: reliability of each latent variable, internal consistency (Cronbach alpha and composite reliability), construct validity (loading and cross-loading), convergent validity (average variance extracted, (AVE)), and discriminant validity (Fornell-Lacker criterion, cross-loading, HTMT criterion) (Sarstedt et al., 2020). The deviation distribution from the random variables is either symmetrical or asymmetrical. A skewed there is a shift towards the right or left. The distributed median of positive skewness implies loss and recurring coming close to normal, therefore, negative skewness is indicated small wins and few losses. All the distributed frequent which occurred negative returns on the dataset are therefore symmetrical in Table 2.

Table 2. Reliability and Discriminant validity, HTMT

Constructs Outer Loadings	VIEW	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	Skewness
Family Attachment	0.795	1.942	0.860	0.899	0.641
	0.819	2.089			-0.770
	0.831	2.083			
	0.793	2.025			
	0.765	1.608			
Family Gratification	0.700	1.518	0.859	0.892	0.542
	0.755	1.780			-0.609
	0.758	1.731			
	0.782	2.075			
	0.753	1.752			
	0.746	1.828			
	0.653	1.491			
Family Well-being	0.800	1.968	0.823	0.884	0.656
	0.852	2.388			-0.687
	0.855	2.137			
	0.725	1.462			

QoL	0.768	2.163	0.840	0.885	0.609	-1.127
	0.905	3.288				
	0.784	1.766				
	0.695	1.607				
	0.735	1.559				
Social Media Communication	0.742	1.569	0.819	0.875	0.585	-0.741
	0.826	2.223				
	0.803	2.054				
	0.812	2.108				
	0.625	1.215				

Table 3. Discriminant validity

Fornell-Lacker Criterion						
Constructs	Family Attachment	Family Gratification	Family Well-being	Moderating Effect 1	QoL	Social Media Communication
Family Attachment	0.801					
Family Gratification	0.199	0.736				
Family Well-being	0.124	0.414	0.810			
Moderating Effect 1	-0.111	-0.253	-0.311	1.000		
QoL	0.428	0.412	0.203	-0.130	0.781	
Social Media Communication	0.054	0.300	0.257	-0.031	0.271	0.765

Heterotrait-Monotrait Ratio (HTMT)						
Constructs	Family Attachment	Family Gratification	Family Well-being	Moderating Effect 1	QoL	Social Media Communication
Family Attachment						
Family Gratification		0.219				
Family Well-being		0.141	0.488			
Moderating Effect 1		0.118	0.270	0.343		
QoL		0.474	0.456	0.270	0.139	
Social Media Communication		0.088	0.349	0.308	0.042	0.322

The analysis in Table 3 presents the Fornell-Lacker criterion and Heterotrait-Monotrait Ratio (HTMT). This result highlighted diagonal distribution and explained variance in the construct—discriminant validity value obtained from the square root of the AVE value. The diagonal values bolded are the square root of AVE, while other HTMT also confirms the discriminant validity of the study. Table 3 reaffirms indicated HTMT of each construct below 0.85 as an indication of multiple-collinearity

(Henseler, 2015).

4.1. Test results of hypotheses

Table 4 shows the results of all the hypotheses assumed in the study. The the 640 populations, the H1 result was ($\beta = .118$, $t = 0.414$, $p < .673$) and not significant. Nonetheless, H2 showed ($\beta = .278$, $t = 6.508$, $p < .005^{***}$) a significance in the assumption while H3 ($\beta = -.085$, $t = 1.679$, $p < .094$) was insignificant. Likewise, H4 indicated results ($\beta = .214$, $t = 4.272$, $p < .005^{***}$) which is confirmed significant. In addition, H5 showed significance ($\beta = .144$, $t = 3.816$, $p < .005^{***}$) as well as H6a and H6b ($\beta = .293$, $t = 6.724$, $p < .005^{***}$), ($\beta = .264$, $t = 6.025$, $p < .005^{***}$) respectively. The H7 showed a significant relationship between family attachment and QoL ($\beta = .428$, $t = 10.357$, $p < .005^{***}$).

Table 4. Results of the hypotheses

Hypotheses	Constructs	β	Mean	SD	t-value	p-value	inferences
H1	Family Attachment -> Family Gratification	0.018	0.020	0.043	0.414	0.679	not accepted
H7	Family Attachment -> QoL	0.428	0.430	0.041	10.357	0.005	accepted
H3	Family Attachment -> Social Media Communication	-0.085	-0.085	0.051	1.679	0.094	not accepted
H2	Family Well-being -> Family Gratification	0.278	0.281	0.043	6.504	0.005	accepted
H4	Family Well-being -> Social Media Communication	0.214	0.217	0.050	4.272	0.005	accepted
Moderation	Mod- 1 -> Family Gratification	-0.101	-0.097	0.035	2.880	0.004	accepted
H6a	QoL -> Family Gratification	0.293	0.294	0.044	6.724	0.005	accepted
H6b	QoL -> Social Media Communication	0.264	0.265	0.044	6.025	0.005	accepted
H5	Social Media Communication -> Family Gratification	0.144	0.142	0.038	3.816	0.005	accepted

*** $p < .05$, ** $p < .005$, * $p < .01$.

Table 5. Mediation effect of Social Media Communication

Constructs	Indirect effect	Total effects	Path effect	p-value
Family Attachment -> Family Gratification	0.129	0.147	0.018	0.679
Family Well-being -> Family Gratification	0.031	0.0309	0.278	.005***

From Table 5, the study found partial mediation evidence in the indirect and total effects. The family attachment to family gratification negatively influences the intervention of social media communication but is insignificant. Besides, the relationship between family well-being and family

gratification turns low path coefficient score and significant based on Smart-PLS-SEM analysis (Sarstedt et al., 2014; Model, 2018). Table 3 also indicated social media and family gratification was significant at standardized coefficient shown ($\beta = .144$, $t = 3.816$, $p < .005^{***}$). This mediation, therefore, confirms hypothesis seven in the study. Figure 2 shows moderation effects between social mediation and family gratification on QoL. The interaction method employs (Baron, R. M., & Kenny, 1986) and Sobel Test using the Smart PLS-SEM output. This shows from fig. 2 that, QoL strengthens a positive relationship between social media communication (SMC) and Family gratification (FG). This significant interaction effect of positive indicated confirmation of hypothesis 6 of this study.

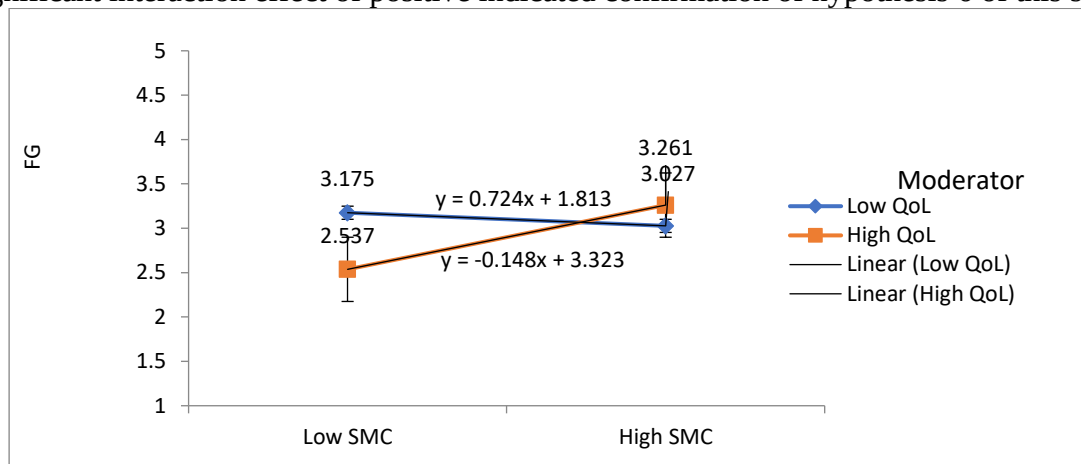


Figure 2. Interaction effects of QoL

Note: FG = family gratification, SMC = social media gratification.

The standardized coefficient from the Smart PLS structural equation model is shown in figure 3, an assessment of all hypotheses. The direct effect weakens due to the total effect and indirect effects intervention by SMC as a mediator. However, Family Attachment did not make a difference with a negative effect on SMC and insignificant on Family gratification. The conceptual model as envisaged confirms most families' dissatisfaction due to social distance that enforces government promulgation of travel bans and restrictions. Conceivably, family well-being made a slight push by the intervention of social mediation from figure 3 path coefficient on family gratification.

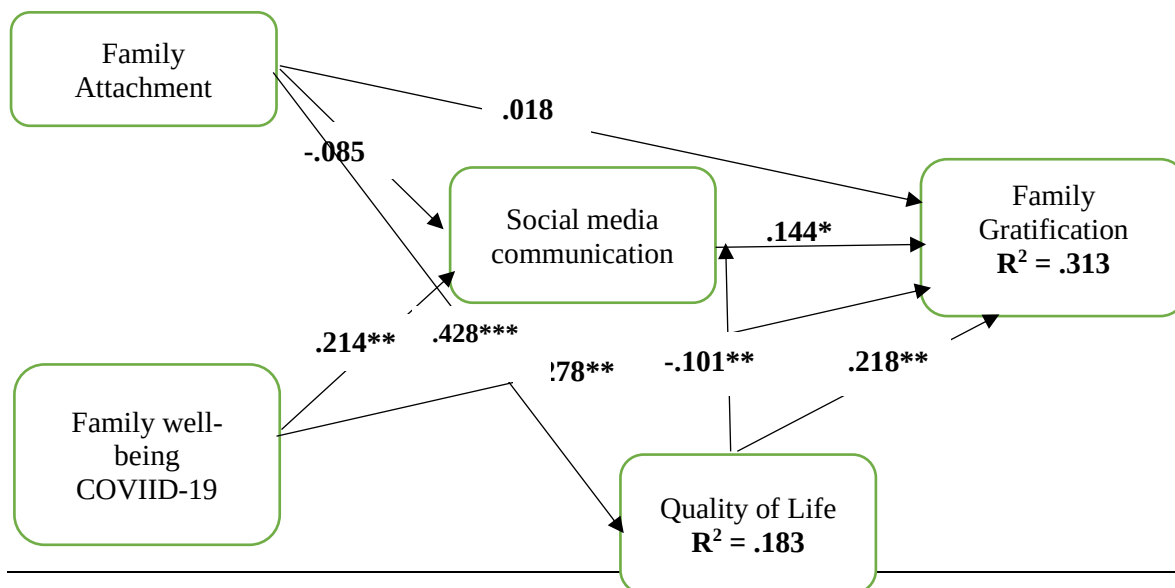


Figure 3. Path Coefficient and regression weight *** $p < .05$, ** $p < .005$, * $p < .01$.

5. Discussion

Based on the objective and research hypotheses, the family attachment was affected due to the COVID-19 public health crisis. Family relationships offset and the fallout is part of the community set out roles to ensure the government's protective behaviors and public health. As a measure to control the widespread of the pandemic, families were disintegrated and subsequently resulting in adverse mental health outcomes. The psychological needs was affected by social media and family needs. The social media tools that mediated the indirect and direct relationships did not only influence family gratification but tension free needs. Families use of social media got some satisfaction, and audience gained from the social media. HHowellbebeing Mileywwell-beingis significantly supported via social media networking of Facebook, Twiand better, WhatsApp, and WeChat as an online engagement strategy for improving well-being and family QoL. The variance in family gratification and QoL was explained by 32% and 20%, respectively. This study in Pakistan commensurate Hong Kong population-based telephone survey of family health and well-being during the COVID-19 pandemic (Wong et al., 2020).

The objective of this study validates the negative psychological dimension of family physical boundaries on individual fear, stress, anxiety, and dissatisfaction among members. *Hypothesis one family attachment has a negative effect on family gratification.* The study's inferential sample population vehemently negated this proposition. As a mitigation measure to provide household management of shared risk, safety, family social integrative needs, and safety for members of the family gratified. Due to no social gathering, hence, families avoid gathering socailly to avoid risk (WHO, 2021a) but turned to social media. COVID-19 pandemic has negatively affected families and friendships during the pandemic and within the circle of loved ones. Significantly, tension free needs was gratified for families and individual through social media, to avoid more depression, and anxiety, unhappiness, dissatisfaction than anticipated: this affected social well-being, health inequality, quality of friendship, and QoL. Empirically, high havers and ambivalent have more negative COVID-19 pandemic associated with live changes in relationship qualities with family and friends was associated with more positive outcomes (Gallegos et al., 2021). This evidence is consistent with a decrease in family satisfaction and overall work that negatively affected parenthood in Germany during lockdown (Möhring et al., 2021). However, there was a significant indirect effect of family attachment associated with QoL to enhance family gratification using social media communication intervention.

Globally, and based on the study results indicated a significant association between family well-being and family gratification as hypothesized, the COVID-19 along the seams of existing health unfair individual behaviors, well-being, and access to quality healthcare. Social disadvantages affected family well-being, such as people and out intend to rent, homeless and nearby ants, and people who were affected by unintended negative consequences due to government policies (WHO, 2021b). The family well-being during the COVID-19 pandemic was mediated with social media communication to expedite action on families gratification. Philosophical studies suggested family satisfaction improvement is related to person-centered care that values family presence and input (Al-Mutair et al.,

2013). Again, consistent with this study is the impact of COVID-19 on family well-being from the perspective of neurodevelopmental disorder (Rizzo, R., Karlov, L., Maugeri, N., di Silvestre, S., & Eapen, 2021). Social media communication with friends supported family closeness, and passive online disclosed satisfaction. Further, SMC relief tension by providing entertainment, cognitive needs of people with acquisition of information, knowledge and facts about the pandemic. This study found SMC is significant with family gratification model, where similar findings show increasing social media usability check-in with strong and weak ties with family and friends (Pennington, 2021). Social media as a networking tool helps families and friends overcome stressful emotions, depression, and loneliness during the pandemic. Evidence shows more social media users in the USA during the lockdown than ever before, providing an unexpected boost to online engagement (Samet, n.d.).

Furthermore, QoL in the study showed a more increased level of path coefficient with family attachment and family reconfirming. Hence validly confirming the moderation role indicated QoL strengthens a positive relationship between social media communication and family gratification. This study assessment of QoL during the pandemic was on psychometric utility approach, focused on family happiness and satisfaction. Public health policies must also consider the emotional impact of family trauma. Research findings indicated COVID-19 negatively affected QoL, such as higher education and income being adversely associated with a high QoL (Nguyen et al., 2020; Kharshiing et al., 2021). This study also reported that family attachment is significant to QoL, which could be associated with anxiety/ambivalence, individual avoidance, and security related to this study are the impact of family happiness augmenting and harmony, augment and family health literacy, family sharing health information for QoL (Wong et al., 2020). **COVID-19 has detached citizens from their nation, likewise members from their families. This aura of fear, economic hardship, and uncertainty affected family gratification.** Policymakers will need to consider family well-being as prolonged restrictions continue due to the spread of Omicron-COVID-19 began with depression and tension. Family gratification must be a key element of ongoing measures by providing targeted support to address the family's well-being and QoL.

5.1. Implication for Practice

The novelty for this study methodology is grounded on psychology, behavioral and social science discussion of social media on families and friends during the pandemic. This is because, family and love ones were in depressed state of minds, and were fulfilled with the intervention of social media gratification. The gratification theory enable the study achieved family satisfaction rather than social media audience passiveness. Significant implication of this study is the social integrative needs and tension free needs achieved during the COVID-19 through social media. Subjectively, we found social distance was affected yet, social media closed the gap through cognitive needs for information sharing and knowledge acquisition in real time. Therefore, the study mainly focused on families and friends social gratification using social media for well-being and quality of life satisfaction in any crises. Use of social media is driven and goal-oriented toward gratification. Because families were constantly solitary and miserable, social media only served as a social and psychological element throughout the lockdown.

5.2. Limitation of the study

A shortcoming of this study is the unspecified type of social media network that mediated effectively to achieve family gratification. Social networking sites such as tweeter, Facebook, TikTok, Instagram,

all can satisfied one needs. Again, the cultural and religious episteme could have been impacted using the sample population setting. Religious engagement help shape family needs in the context of Pakistanis but differs from geographical location; therefore, it cannot be generalized. The study choice of family attachment characteristics was limited to the findings and results of the general population. Finally, future research can use social media communication to consider cultural, religious, or spiritual dimensions to mediate family gratification. Also, based on the recruitment of respondents, care must be taken when adopting the study interpretations.

6. Conclusion

To sum up, COVID-19 disintegrated family gratification and substantially impaired family attachment in Pakistan. Family well-being in COVID-19 found a high score due to social media communication. The study also found family attachment can be enhanced with social media intervention. QoL is justified with increased performance when associated with family well-being and social media communication to magnify family gratification. Moreover, the study QoL health utility values approach evaluated quality-adjusted life as we advanced to family gratification treatment interventions in Omicron COVID-19.

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