



ONLINE SHOPPING ADDICTION, PERCEIVED SOCIAL SUPPORT,
AND SOCIAL MEDIA USAGE AS PREDICTORS OF LIFE
SATISFACTION AMONG YOUNG ADULTS IN MALAYSIA

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PREDICTORS OF MALAYSIAN YOUNG ADULTS' LIFE SATISFACTION

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DECLARATION

We declare that the material contained in this paper is the end result of our own work and that due acknowledgement has been given in the bibliography and reference to ALL sources be they printed, electronic or personal.

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APPROVAL FORM

This research paper attached hereto, entitled “Online Shopping Addiction, Perceived Social Support, and Social Media Usage as Predictors of Life Satisfaction among Young Adults in Malaysia” prepared and submitted by Chin Yi Ying, Katherine Lim Mean, and Mak Wen Xuan in partial fulfilment of the requirements for the Bachelor of Social Science (Hons) Psychology is hereby accepted.



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Abstract

Life satisfaction is a key indicator of subjective well-being, particularly among young adults undergoing major social and psychological transitions. In the digital era, behavioural and psychosocial factors such as online shopping addiction, perceived social support, and social media usage have become increasingly relevant in shaping well-being. However, their combined influence among Malaysian young adults remains underexplored, highlighting the importance of examining both risk and protective factors. This study aimed to examine whether online shopping addiction, perceived social support, and social media usage predict life satisfaction among young adults in Malaysia. A cross-sectional quantitative design was adopted, with participants selected through purposive sampling. Data were collected from Malaysian young adults aged 18 to 26 through an online questionnaire comprising the Online Shopping Addiction Scale (OSAS), Perceived Social Support Scale (PSSS-A6), Social Media Use Scale (SMUS), and Satisfaction with Life Scale (SWLS). Data were analysed using SPSS 23 through descriptive statistics and multiple linear regression, with 181 valid responses retained after data screening. The findings indicate that perceived social support is a significant positive predictor of life satisfaction ($\beta = 0.415, p < 0.001$), while online shopping addiction and social media usage are significant predictors but show more complex relationships. Overall, the study highlights the importance of strengthening social support systems and understanding digital behaviours in promoting life satisfaction, contributing to the Bottom-Up Theory of Life Satisfaction.

Keywords: online shopping addiction (OSA), perceived social support (PSS), social media usage (SMU), life satisfaction (LS), young adults, Malaysia

Subject area: H1-99 Social Sciences (General)

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List of Abbreviations

Abbreviations

HBSC	Health Behaviour in School-Aged Children
IOM	Institute of Medicine
MSPSS	Multidimensional Scale of Perceived Social Support
OSAS	Online Shopping Addiction Scale
PSMU	Problematic Social Media Use
PSSS-A6	Perceived Social Support Scale
PWB	Psychological Well-Being
Q-Q plot	Quantile-Quantile Plot
SERC	Scientific and Ethical Review Committee
SMUS	Social Media Use Scale
SNS	Social Network Sites
SPSS	Statistical Package for Social Sciences
SWLS	Satisfaction with Life Scale

Chapter I

Introduction

1.1 Background of Study

According to the American Psychological Association (2018), life satisfaction can be described as the level at which a person believes their life is full, meaningful, rich, or of excellent quality. Life satisfaction is a particularly significant indicator for young adults, as they are at a developmental stage that requires them to navigate their expanding social circle and greater adjustment challenges (Iram Fatima et al., 2021). Life satisfaction may function as a buffer against the emergence of mental health conditions, including anxiety and depression, among young adults (Ho et al., 2023). Therefore, it is critical to recognise and understand the factors predicting life satisfaction in order to enhance young adults' overall life satisfaction.

Nowadays, online shopping has grown in popularity among young adults. People are more susceptible to online shopping behaviour due to the ease of shopping from home, the growth of online marketplaces, and the continual availability of alluring discounts (Dicey, 2023). According to Ipsos Malaysia (2022), nearly 46% of the Malaysian population had purchased products on an e-commerce platform, and 66% of them are aged 18 to 34 years old. However, online shopping has led to hazardous behaviours like online shopping addiction, in which the consumer spends a greater amount of time and money than they can afford to shop online. Hartney (2025) also mentions in the study that online shopping addiction is highly correlated to oniomania (compulsive buying behaviour) and impulsive buying behaviour, and these behaviours may have detrimental impacts on Malaysian young adults on the overall well-being and life satisfaction (Anum Durrani et al., 2023; Hartney, 2025).

On the other hand, perceived social support is essential for preserving life satisfaction, particularly among young adults, who are undergoing immense transitions in educational path, career goals, as well as personal role and identity (Jakobsen et al., 2022; Siaw et al., 2025). Perceived social support can be defined as a person's perception of the help or support they get from their relationship with other people (Norfaezah Md Khalid et al., 2023). Perceived social support is critical in sustaining and managing mental health, protecting individuals from bad feelings generated by external unpleasant experiences. Increased perceived social support is associated with more stable and mature personalities, harmonious interpersonal interactions, good social assessments, and unconditional and positive attention from their family (Guo et al., 2025). During the young adult phase, a solid support system from family members, peers, and others significantly functions as an important factor in enhancing overall life satisfaction (Wu et al., 2022).

Moreover, according to global statistics from Thuy (2025), the average time per day spent on social media by internet users worldwide was 141 minutes as of February 2025, equivalent to at least 2 hours per day. In the Malaysian context, social media usage has become a prominent part of the routines of young adults. Study reveals that Gen Z, aged 18 to 24, spent 4.1 hours every day on social networking platforms, for example Instagram and TikTok (Ngu, 2025). Study from Boer et al. (2022) stated that there is a complex correlation between social media usage and life satisfaction. Social media offers a vital platform for entertainment, interactions, and information exchange, while it might also have a detrimental impact on life satisfaction and happiness if used excessively. Social media usage in moderation helps to promote relationships and connections, while excessive use can exacerbate problems including stress, social comparison, and low self-esteem (Roziya Abu et al., 2025).

Considering these factors, it shows the importance of comprehending how online shopping addiction, social support, and social media usage all predict life satisfaction among young adults in Malaysia. Investigating these connections could yield important information for encouraging happier lives, improving social wellness, and creating tailored interventions for young adults.

1.2 Problem Statement

Life satisfaction is a sophisticated notion that digs deeper into an individual's perception of their existence (Stahnke, 2022). Past studies have revealed that life satisfaction is positively associated with mental health (Kim et al., 2021; Marquez et al., 2022; Padmanabhanunni et al., 2023). The lower level of life satisfaction may predict anxiety, depression, and hopelessness (Padmanabhanunni et al., 2023). On the other hand, elevated life satisfaction was associated with superior physical health outcomes, including decreased mortality risk, chronic pain, physical abilities constraints, self-rated health, and the prevalence of chronic illnesses among older adults (Kim et al., 2021).

Late adolescence and young adulthood are moments of rapid growth, development, and social upheaval for individuals, and successfully navigating this tumultuous age can establish a solid basis for long-term health and well-being (Handa et al., 2023). A study by Chen et al. (2022) found that in the United States, young adults score the lowest in life satisfaction across different age groups. Moreover, another study summarised that compared to previous decades, young adults from English-speaking countries, namely the United States, the United Kingdom, Australia, New Zealand, Canada, and Ireland, are less happy and satisfied with their lives (Twenge & Blanchflower, 2025).

Past studies also suggest that there is a substantial negative correlation between life satisfaction and suicidal ideation. Persons with low life satisfaction are more prone to experience sentiments of hopelessness, which can easily drive persons to have thoughts of suicide (Yu et al., 2022). Meanwhile, in the Malaysian context, the National Health and Morbidity Survey (NHMS) 2023 reported that around 4.6% of Malaysians, or 1,000,000 Malaysians who are 16 years old and above, suffer from depression, and half of them have suicidal thoughts or believe they would be better off dead. Furthermore, a report from the Department of Statistics Malaysia (2024) shows that in Malaysia, the total amount of suicide deaths rose from 641 in 2020 to 1,068 in 2023. At the same time, the number of suicide fatalities per 100,000 people rose from 2.0 in 2020 to 3.2 in 2023.

However, the existing literature on life satisfaction among Malaysian young adults is insufficient, and many is outdated. Addressing this gap may help professionals to explore more flexible solutions and design effective interventions to enhance life satisfaction.

Over the past few years, online shopping has become a popular choice for many young adults as they believe that online shopping platforms are convenient, easy to use, practical, variety of products, and have had a past positive online shopping experience (Nazaria Md. Aris et al., 2021). The study also found that online shopping serves as a coping strategy that helps to relieve temporary stress, anxiety, and provides instant comfort (Li et al., 2023).

However, online shopping addiction is a worrying behavioural tendency that has emerged as a result of this development. Excessive, compulsive, and uncontrollable buying habits are the hallmark of this disorder, which frequently results in psychological suffering,

relationship tension, and financial pressure (Biello-Taylor, 2025). According to the National Credit Counselling and Management Agency (Agensi Kaunseling Dan Pengurusan Kredit, 2024), 53,000 young people under the age of 30 have debt of around RM1.9 billion. This is largely due to the increasing prevalence of credit cards, personal loans, and notably "Buy Now, Pay Later" plans, particularly pronounced among young people. This is an especially concerning circumstance (Officer Portal of Ministry of Finance, 2024).

Apart from that, people who have an addiction to online shopping spend greater amounts of time on online shopping and neglect their social network, which can lead to loneliness and a lack of affection, both of which can negatively impact their level of life satisfaction (Durrani et al., 2022). Study from Basit et al. (2024) also reveal that online shopping addiction is connected to serious psychological problems, such as elevated social isolation, anxiety, and sadness which eventually decreases their life satisfaction.

While existing Malaysian studies have investigated the relationship between online shopping addiction and life satisfaction, most of these studies have focused on college students, yet research on young adults is still scarce. This disparity is a serious issue given how common online shopping is among young Malaysians. Overcoming this gap could improve the comprehension of the problem and result in more successful interventions.

At the same time, psychological literature has repeatedly highlighted that perceived social support is positively correlated with life satisfaction and well-being (Bi et al., 2021; Khatiwada et al., 2021; Siaw et al., 2025). The presence of supportive relationships, such as those with peers, family members, and other interpersonal bonds, is crucial for promoting overall psychological well-being (PWB) (Jiang & Luo, 2021).

Findings from a past study suggested that pregnant women may experience greater symptoms of anxiety and depression if they have a lower level of perceived social support, specifically during the COVID-19 pandemic era (Harrison et al., 2021). In another research, it was indicated that perceived social support is significantly and positively correlated with life satisfaction among university students from Dehradun and Delhi (Agarwal & Bhatt, 2025). However, recent studies from Fronda et al. (2025) revealed that excessive perceived social support among first-year college students is associated with poor mental health. When there is excessive social support, it might impair one's personal agency, resilience, and limited autonomy, which eventually weakens the capacity to cope with stress and results in poor PWB.

In the context of emerging adults, young adults who lack perceived social support reported that it will take longer to recover from mental disorders and are more likely to suffer from depression and psychiatric issues. Relapse rates among depressed people are also impacted by a lack of social support (Norfaezah Md Khalid et al., 2023). Consistent with the literature, Godoy-Casasbuenas et al. (2025) reported that adolescents and young adults who reported medium to high levels of perceived social support, particularly from family and friends, showed a greater likelihood to experience symptomatic improvement at 12- and 24-month follow-ups when they initially presented with clinically significant anxiety and/or depression.

Although numerous studies have looked at the relationships between perceived social support and life satisfaction, there are still some significant research gaps that need to be addressed. There is limited investigate from the Malaysian context as the majority of prior conducted overseas. Moreover, samples used in previous studies that investigate the

association between perceived social support and life satisfaction in young adults rely heavily on young adults who have psychological or clinical mental health problems, which limits the potential to understand its relationship among young adults who do not suffer from any mental disorder. Overcoming these gaps is essential, as more accurate evidence could allow a more precise understanding and customised treatment to be developed in the future.

Another important variable to predict life satisfaction is social media usage, which has grown ingrained in young adults' daily lives in Malaysia. Social media has the power to promote community, shape public opinion, and raise awareness of events. Above all, social media is an effective instrument for marketing, brand building, and influencing cultural trends. It also helps businesses in economics (Department of Statistics Malaysia, 2023).

Although social media platforms provide great opportunities for interaction and sociability, they can also have certain drawbacks, such as hate speech, misinformation, and cyberbullying. When social media use is excessive, it can hinder physical activities, sleep, and face-to-face social connections (American Psychological Association, 2023). A systematic literature review has concluded that social media use is linked to higher levels of anxiety, loneliness, stress, depression, and reduced quality of sleep. At the same time, it also associated with lower levels of life satisfaction and self-esteem (Behera et al., 2025). In Kolhar et al. (2021) study, among 290 university students, 52% of them claimed that using social media had impacted their learning activities, and 68% of them delayed their bedtime due to social media usage.

Although previous studies have provided valuable insights, there is still limited research conducted in the Malaysian context and among young adults. It is crucial to fill these gaps as a contribution to future research.

1.3 Research Objectives

1. To determine whether online shopping addiction predicts life satisfaction among young adults in Malaysia.
2. To determine whether perceived social support predicts life satisfaction among young adults in Malaysia.
3. To determine whether social media usage predicts life satisfaction among young adults in Malaysia.

1.4 Research Questions

1. Does online shopping addiction negatively predict life satisfaction among young adults in Malaysia?
2. Does perceived social support positively predict life satisfaction among young adults in Malaysia?
3. Does social media usage positively predict life satisfaction among young adults in Malaysia?

1.5 Hypotheses

- H₁: Online shopping addiction negatively predicts life satisfaction among young adults in Malaysia.
- H₂: Perceived social support positively predicts life satisfaction among young adults in Malaysia.

H₃: Social media usage positively predicts life satisfaction among young adults in Malaysia.

1.6 Significance of Study

Life satisfaction is a key indicator of overall well-being, and understanding its determinants is particularly important for young adults, a population navigating academic, career, and social transitions while increasingly immersed in digital environments (Diener et al., 1999; Diener et al., 2018). Online shopping addiction may be especially problematic for young adults, who often have limited financial resources, by creating financial strain, emotional distress, and interpersonal difficulties, highlighting the risks of excessive online consumer behaviour in this age group (Grant et al., 2010; Nyrhinen et al., 2023). Perceived social support, on the other hand, can act as a protective factor for young adults by enhancing resilience, reducing stress, and promoting life satisfaction through access to emotional and practical resources (Cohen & Wills, 1985; Zimet et al., 1988). Social media use also plays a dual role: while adaptive use can foster social connection and self-expression, maladaptive or excessive use may exacerbate social comparison, reduce face-to-face interactions, and lower life satisfaction among young adults (Andreassen et al., 2017; Blachnio et al., 2019).

By examining these three variables simultaneously, this study offers a comprehensive understanding of both risk and protective factors shaping life satisfaction among young adults. Theoretically, the research contributes to the literature on online shopping addiction, perceived social support, and social media use by elucidating their interactive effects on subjective well-being. From the practical stand, these findings may help policymakers, educators, and counsellors in developing targeted interventions, awareness programs, and support systems aimed at promoting healthier online behaviours, reinforcing social support networks, and ultimately enhancing life satisfaction in young adult populations.

1.7 Conceptual Definitions

Online Shopping Addiction. A form of compulsive buying behaviour that occurs in an online context, whereby individuals develop an excessively strong attachment to Internet-based shopping activities (Jiang et al., 2017). This persistent pattern continues despite financial, social, and emotional difficulties resulting from the behaviour (Basit et al., 2024). It is often considered a specific subtype of Internet addiction, irresistible urge to continue buying goods online despite adverse outcomes (Shabbir et al., 2024).

Perceived Social Support. Refers to one's perceptions of the behavioural, psychological and tangible resources within their social network, which serve to enhance functioning and facilitate the attainment of personal goals (Yeo et al., 2025). Perceived social support provides a sense of acceptance, interpersonal relationship, security and the accessibility of help in a difficult situation (Thomas & George, 2025). Early scholars have highlighted that it is the perception of support, rather than the objective amount of support available, that more strongly influences psychological well-being (Cohen & Wills, 1985).

Social Media Usage. Social media denotes online platforms that enable individuals to create personal profiles, and present social connections (Bayer et al., 2019). These platforms support content sharing, relationship building, group interaction, and communication (Kietzmann et al., 2017). They have been described as “social media sites” (Diga & Kelleher, 2009) or technologies that facilitate networking and interaction (Kapoor et al., 2017; Oestreicher-Singer & Zalmanson, 2013). Building on this conceptualization, social media usage refers to the extent and way individuals actively engage with social media platforms. Such usage reflects not only the frequency of engagement but also the purpose,

aligning with the platforms' fundamental characteristics of connectivity, content exchange, and social interaction.

Life Satisfaction. Refers to the stable evaluation of one's quality of life, typically considered to be broad and reflective and to concern one's life (Vittersø, 2025). It serves as a main component of subjective well-being, alongside positive effect and low negative effect (Diener et al., 1999). Scholars have emphasized that life satisfaction is subjective in nature, as individuals evaluate their lives based on personal standards rather than external conditions (Diener et al., 2002). This evaluation is shaped by multiple factors, including social relationships, health, economic stability, and psychological resources such as coping and resilience (Diener et al., 2018).

Young Adults. The Institute of Medicine (IOM) report on young adult health defines young adulthood as roughly ages 18 to 26, noting this period as a distinct developmental stage with its own social, psychological, and health dynamics (Bonnie et al., 2015). Similarly, the theory of Emerging Adulthood proposed by Jeffrey Arnett characterizes people roughly aged 18 to 25 as undergoing a unique period of identity exploration, self-focus, instability, and gradual transition into adult roles (Arnett, 2000). Within this framework, young adults are viewed as neither adolescents nor fully settled adults, making 18 to 26 an appropriate age range for this study's sample of Malaysian young adults.

1.8 Operational Definitions

Online Shopping Addiction. Online Shopping Addiction Scale (OSAS) was used to measure online shopping addiction across six core dimensions: tolerance, salience, withdrawal, mood modification, relapse, and conflict (Zhao et al., 2017). Each of these

dimensions is measured by three items, totalling 18 items on the scale. Participants rated each item using a 5-point Likert scale, from 1 (completely disagree) to 5 (completely agree), where higher scores reflected higher levels of online shopping addiction. The total score on the OSAS ranges from 18 to 90, with 18 representing the lowest level of online shopping addiction and 90 representing the highest level.

Perceived Social Support. The perceived social support of young adults was measured by the Short Version of the Perceived Social Support Scale (PSSS-A6; Wu et al., 2025), a 6-item instrument derived from the original MSPSS (Zimet et al., 1988). Support from family, friends, and a significant other was assessed using a 7-point Likert scale (1 = Very Strongly Disagree, 7 = Very Strongly Agree). Higher total scores, which can range from 6 to 42, indicate higher levels of perceived social support. The PSSS-A6 demonstrates strong reliability ($\alpha \approx .91$) and established validity.

Social Media Usage. Social media use in this study was accessed using a 17-item scale developed by Tuck and Thompson (2024), called Social Media Use Scale (SMUS). The scale measures social media engagement across four dimensions which are Image-Based, Comparison-Based, Belief-Based, and Consumption-Based use (Tuck & Thompson, 2023). Participants rated their level of agreement with each item on a 9-point Likert scale, starting at 1 (never) to 9 (hourly or more), with higher scores indicating more frequent use of social media. The total possible scores range from 17 (lowest possible social media engagement) to 153 (highest possible engagement).

Life Satisfaction. Satisfaction with Life Scale (SWLS) was used to measure participants' overall cognitive evaluation of life satisfaction (Diener et al., 1985). The scale

includes five items, each item employed a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree), giving total scores between 5 and 35. Higher scores reflect greater life satisfaction, with suggested cutoffs, where 5 to 9 indicates extremely dissatisfied and 31 to 35 indicates extremely satisfied (Greenspace Health, 2025). The SWLS has been widely validated and is considered a reliable measure for assessing subjective well-being across different populations.

Young adults. For this study, young adults are defined as individuals aged 18 to 26 years (Bonnie et al., 2015). Participants were eligible if they met the following criteria: (1) aged 18 to 26 years, (2) Malaysian citizens or residents, (3) able to read and understand English, (4) had prior experience with online shopping, (5) were active social media users (engaging with platforms at least three to five times per week), and (6) provided voluntary informed consent. Individuals who did not meet these requirements were excluded.

Chapter 2

Literature Review

2.1 Life Satisfaction

Life satisfaction is a central component of subjective well-being and reflects an individual's comprehensive appraisal of their life quality (Diener et al., 1985). Rather than focusing on momentary emotional states, life satisfaction involves a deliberate and reflective judgment in which individuals compare their current circumstances to their personal standards and aspirations (Pavot & Diener, 1993). This evaluative dimension of well-being is influenced by multiple life domains including work, social relationships, health, and leisure and therefore serves as a comprehensive indicator of psychological functioning.

Recent research continues to highlight its importance and complexity. For instance, a meta-analytic reliability generalization study showed a generalized Cronbach's alpha of .84 for the Life Satisfaction Scale in a Turkish sample, reaffirming its robustness in recent work (Eser & Doğan, 2023). Moreover, Rohrer et al. (2024) found that satisfaction with 14 distinct life domains had measurable effects on general life satisfaction. Another study examining global life satisfaction found that approximately 58% of variance could be explained by life domain satisfactions in a large sample (Woode & Chen, 2024). These findings underscore that life satisfaction is not only a stable evaluative judgement but is also responsive to changes in specific areas of life.

Social and behavioural factors play a significant role in shaping life satisfaction. A study among South Korean adolescents revealed that social media use had a direct influence on life satisfaction, indicating that the online social environment interacts meaningfully with wellbeing (Choi, 2024). Findings from longitudinal and cross-sectional studies show that

younger adults appear to be experiencing declines in life satisfaction compared to older age groups. For example, Twenge and Blanchflower (2025) reports a downward trend of life satisfaction among young adults in recent years. This trend further supports the need to examine life satisfaction within specific populations such as young Malaysian adults engaged in online shopping and social media use.

Overall, the literature positions life satisfaction as both a stable and dynamic construct: stable in the sense that it reflects a broad evaluative judgement, but dynamic in that it is influenced by contemporary life conditions, digital behaviours, and domain specific satisfactions. Given its sensitivity to social, psychological and technological contexts, life satisfaction is a highly relevant outcome for research focused on young adults' social support, online shopping behaviours, and social media engagement.

2.2 Online Shopping Addiction

Online shopping addiction is defined as a compulsive and uncontrollable pattern of purchasing through Internet-based platforms, marked by excessive preoccupation with online buying and significant financial, social, or psychological consequences (Dell'Osso et al., 2021; Zhao et al., 2017). Early conceptualizations describe it as a form of behavioral addiction driven by the accessibility, anonymity, and stimulation of digital shopping environments (Rose & Dhandayudham, 2014). Recent work further characterizes online shopping addiction as maladaptive and repetitive online purchasing behaviour reinforced by impulsivity, emotional gratification, and persuasive digital marketing cues (Chi et al., 2024). As e-commerce platforms become increasingly personalized and algorithm-driven, concerns regarding problematic and addictive consumption behaviours have grown.

The digital environment itself further contributes to addiction. Flow experiences, wherein users feel deeply immersed and lose track of time, enhance engagement and increase vulnerability to compulsive purchases (Dewi et al., 2023; Jiang, 2022). Social influences, gamified marketing, and personalized advertisements amplify these effects, reinforcing repeated online purchasing behaviours (Alajlan & Saleh, 2024; Dewi et al., 2023; Elshaer et al., 2023; Jabeen et al., 2024; Rizano & Salehudin, 2023). These mechanisms demonstrate that online shopping addiction is not solely an individual problem but also a consequence of digital platform design and sociocultural factors.

The consequences of online shopping addiction are substantial, encompassing both psychological and financial domains. Excessive online purchasing has been linked to psychological distress, including depression and anxiety, which significantly predict the severity of compulsive buying behaviour (Erzincanlı et al., 2024; Mnif et al., 2024). In addition, financial attitudes and how individuals manage and perceive money play a key role in fostering online shopping addiction, often resulting in financial strain (Erzincanlı et al., 2024). Young adults, who are highly exposed to social media and digital marketing, appear particularly vulnerable to compulsive buying tendencies, highlighting the importance of examining this behaviour within the broader context of life satisfaction and social support (Alajlan & Saleh, 2024; Saibaba, 2024; Zanjabila et al., 2023).

2.3 Perceived Social Support

Perceived social support refers to an individual's subjective belief that emotional, informational, and instrumental aid is available when needed (Cohen & Wills, 1985). Unlike received support, which captures actual help, perceived social support emphasizes the belief

that assistance is accessible, which is strongly associated with psychological functioning and resilience.

Recent studies have emphasized the crucial of perceived social support in various populations and contexts. In the context of nursing students throughout the COVID-19 pandemic, perceived social support showed a positive relationship with professional identity, with self-efficacy acting as a mediating factor and anxiety as a moderating factor, indicating the dynamic role of social support in psychological adjustment (Van Den Broek et al., 2023). Similarly, in a broad cohort Chinese medical staff, perceived social support was positively correlated with resilience and a stronger sense of security, even under high workplace stress (Dong et al., 2023).

Longitudinal research also shows that perceived social support fosters positive psychological resources. Tian et al., (2025) found that higher perceived social support contributed to lower levels of depression by enhancing gratitude and meaning in life. In the context of sports, among Chinese college football athletes, perceived social support mitigated hopelessness, particularly when psychological pressure was high, highlighting its role in coping with stress (Liu et al., 2023).

Overall, recent evidence consistently positions perceived social support as a vital psychosocial resource. It enhances resilience, promotes positive psychological states, and helps individuals navigate stressful situations. In the context of young Malaysian adults, perceived social support is therefore a crucial factor in understanding how social relationships and resources interact with behaviours such as online shopping and social media engagement.

2.4 Social Media Usage

The term “social media” is frequently defined as digital services, platforms, and applications developed around public interaction, information sharing, and interpersonal communication (Burgess et al., 2017). It commonly encompasses a variety of internet-based applications, such as blogs, microblogs, social network sites (SNS), and websites that allow users to share content and connect with others (Bengtsson & Johansson, 2022). Social media use refers to the act of creating, sharing, and exchanging content on these platforms (Fiveable, 2025).

Social media usage is a multifaceted phenomenon encompassing the ways in which individuals interact with online platforms. Scholars differentiate between active use, which includes posting, commenting, and direct messaging, and passive use, such as browsing or scrolling without interaction (Godard & Holtzman, 2023). These patterns have distinct psychological implications: active use tends to foster social connectedness, while passive use can increase social comparison and negative affect. Understanding these nuances is critical for examining the role of social media in contemporary life, particularly among young adults.

Contemporary research emphasizes that traditional measures of social media usage, such as time spent online, are insufficient to capture its complex impact (Bekalu et al., 2023). Systematic review recommends more nuanced approaches, including activity-based measures and assessments of problematic or addictive patterns, to understand how social media behaviours influence mental health outcomes (Bekalu et al., 2023). Such measures are particularly relevant for examining maladaptive behaviours like compulsive checking, excessive scrolling, or social comparison tendencies.

Finally, longitudinal analyses demonstrate that symptoms of social media addiction such as compulsive use, withdrawal, and preoccupation are closely linked to anxiety and depressive symptoms over time (Tullett-Prado et al., 2023). These studies highlight that social media usage can have enduring psychological consequences, particularly when usage becomes excessive or maladaptive (Du et al., 2024; Peng & Liao, 2023; Tullett-Prado et al., 2023; Zhou et al., 2023). Taken together, these findings suggest that social media engagement is a complex and dynamic behaviour, and research must consider both the patterns and motivations of use to fully understand its impact on psychological well-being.

2.5 Online Shopping Addiction and Life Satisfaction

Past empirical reviews and primary studies document association between compulsive buying behavior (including online contexts) and lower life satisfaction. Uncontrolled online buying may lead individuals to excessive internet use and harm their own well-being (Günüç & Keskin, 2016). Due to the unpredictable addiction behavior in online shopping, it results in negative long-term effects upon finances, interpersonal relationships and the ability to work or lead to their lives appropriately (Rose & Dhandayudham, 2014).

Specifically, in a 2023 study of 200 urban women in India that engage in online shopping reported a significant negative association between online shopping addiction and life satisfaction (Sathya et al., 2023). Online shopping addiction negatively impacted individuals on financial issues, interpersonal difficulties, underlying psychological conditions such as anxiety and depression, results in decrease overall well-being (Sathya et al., 2023). Besides, the study by Durrani et al. (2022) also showed consistent results. The study revealed online shopping addiction leads individuals to spend excessive time and money on it,

neglecting their social relationship, which could contribute to loneliness and feelings of emotional deprivation (Durrani et al., 2022).

Moreover, the pursuit of happiness through material possessions acquired via online shopping may cultivate a distorted sense of fulfillment (Haupt, 2022). This process of hedonic adaptation occurs when the pleasure derived from new purchases diminishes rapidly, thereby perpetuating a cycle of continuous consumption in search of fleeting gratification. Such a cycle not only places significant strain on financial resources but also has detrimental effects on self-esteem and overall life satisfaction (Haupt, 2022).

Contrary to expectations, Basit et al., (2024) observed weak correlation between online shopping addiction and life satisfaction within their sample ($\beta = .05$, $p\text{-value} = 0.4$, $R^2 = 3\%$), noted that online shopping addiction might not lead to extremely dissatisfaction, but it may still contribute to a gradual erosion of life satisfaction. Additionally, research by Li et al. (2023) and Otero-López (2022) mentioned that gender differences in online compulsive buying are considerably weaker compared to the relationship between perceived stress and online compulsive buying. Although numerous studies have examined the prevalence and psychological correlates of online shopping addiction, there remains a limited understanding of its direct relationship with life satisfaction, particularly among young adults in Malaysia.

2.6 Perceived Social Support and Life Satisfaction

Numerous studies have established strong positive association among perceived social support and life satisfaction across different age groups and cultural settings. In the Malaysian context, Khalid (2021) noted that college students who felt more supported socially showed stronger resilience and higher life satisfaction. The study emphasized that

emotional support from family and peers provided individuals with a sense of belonging and reassurance, which subsequently contributed to higher satisfaction with life. Similarly, Faisal et al. (2022) investigated perceived social support among Malaysian university during the COVID-19 pandemic. Despite the unusual circumstances of the crisis, their results confirmed that social support plays a protective role in mitigating psychological distress and sustaining life satisfaction amid isolation and uncertainty. This indicates that perceived social support continues to be a key factor influencing well-being, even in challenging conditions.

On a broader scale, Bi et al. (2021) conducted an international study under the *Health Behaviour in School-Aged Children (HBSC)* project, which examined perceived social support and life satisfaction across 42 countries and regions. Their findings indicated that adolescents' life satisfaction was positively influenced by social support from both family and friends, emphasizing the universal importance of supportive interpersonal relationships. However, cross-cultural variations were observed in the strength and sources of perceived support. In collectivist societies, such as Malaysia, family support tended to play a more dominant role in influencing life satisfaction, whereas in Western individualistic cultures, both peer and family support contributed more evenly. These findings demonstrate the need to take cultural and contextual factors into account when interpreting the impacts of perceived social support on life satisfaction (Bi et al., 2021).

While existing studies consistently highlight the essential of perceived social support, several research gaps remain. Many Malaysian studies, including Khalid (2021) and Faisal et al. (2022), focus primarily on students within specific institutions or during crisis periods, limiting the generalizability of their findings to broader young adult populations in post-pandemic settings. Moreover, study has examined how perceived social support interacts with

other modern behavioural factors, such as online shopping addiction and social media use, in shaping life satisfaction (Laçin, 2023). Therefore, the current research aims to extend this body of knowledge by examining perceived social support alongside these emerging psychosocial variables among young adults in Malaysia, contributing a more holistic understanding of predictors of life satisfaction in the digital era.

Overall, previous studies highlight perceived social support as a vital factor contributing to life satisfaction by fostering emotional stability and a sense of belonging. Although research in both local and international contexts confirm this positive relationship, differences in cultural and situational factors, such as the COVID-19 pandemic, may influence its strength. However, limited studies have explored perceived social support among Malaysian young adults in relation to modern behavioural factors. Therefore, this study intends to address this research gap by evaluating the impact of perceived social support on life satisfaction among these individuals.

2.7 Social Media Usage and Life Satisfaction

Social media use has received increased attention in several studies of life satisfaction (Zhang et al., 2023). Past studies have consistently concluded that social media use is positively correlated with life satisfaction among people from various age groups and backgrounds (Huang & He, 2025; Livia Yuliawati et al., 2024; Meng et al., 2023; Wang et al., 2021). Teenagers are increasingly interacting with others through mobile social media, which gives them numerous chances to delve deeper into their own identities, develop quality friendships, and fulfil their psychological requirements (Livia Yuliawati et al., 2024; Wang et al., 2021). According to research from Meng et al. (2023), postulated that adolescents can use

social media to interact with friends, express themselves independently, and meet their needs for relatedness and autonomy while also improving their life satisfaction.

Moreover, the results show consistency among the deaf or hard-of-hearing people. The most frequent use of social media is for communication, which highlights the special benefits of social media in promoting social contact within the deaf or hard-of-hearing group. They can take full advantage of social media's written, visual, and variety of communication elements, offering them multiple benefits and new communication opportunities (Huang & He, 2025).

In the Malaysian context, studies from Muhammad Asyraf Che Amat et al. (2024) stated that undergraduate students' use of social media to broaden their social surroundings, make new friends, and maintain interpersonal ties suggests that their requirements are being addressed, which has further increased their level of life satisfaction. Young people's contentment with life seems to be linked to their increased usage of social media since it has become essential for forming connections, finding social support, having fun, and obtaining knowledge in a more efficient and practical way.

In short, past studies have highlighted that social media use is positively predicted the life satisfaction. As far as we are concerned, there is a significant gap in the limited studies in the Malaysian context and among young adults. Therefore, a study to investigate the prediction of social media use towards life satisfaction is important for further knowledge.

In contrast, some recent research suggests that increased social media use, especially problematic or heavy use can be associated with lower life satisfaction among young adults.

For example, a study found that greater social-networking site (SNS) use predicted reduced life satisfaction via higher fatigue, uncertainty, and stress during the COVID-19 pandemic (Sharif et al., 2025). Moreover, a study on problematic social media use (PSMU) reported a marked inverse relationship between PSMU and subjective well-being, indicating that higher problematic engagement corresponds to lower well-being and life satisfaction of college students (Li et al., 2025). Additionally, a systematic review reported that frequent social media use is associated with negative outcomes across multiple domains, including poorer mental and physical health, disrupted sleep, negative body image, lower mood, and reduced overall well-being, highlighting the potential risks of excessive social media engagement (Behera et al., 2025).

2.8 Theoretical Framework

This study is grounded in the Bottom-Up Theory of Life Satisfaction, which proposes that overall life satisfaction is shaped by satisfaction within multiple life domains rather than solely by stable personality traits or dispositions (Malvaso & Kang, 2022; Rohrer et al., 2024). According to this perspective, favourable conditions and behaviours in specific domains such as consumer behaviour, social relationships, and digital engagement accumulate to influence global life satisfaction. In the Malaysian context, research supports this approach, highlighting that life satisfaction depends on how individuals perceive fulfilment across these domains (Bakar, 2022).

Within this framework, three key predictors, which are online shopping addiction, perceived social support, and social media usage, are proposed to influence life satisfaction through their effects on distinct life domains. Online shopping addiction represents the consumer behaviour/financial and self-regulation domain: compulsive or uncontrolled online

purchasing may lead to financial strain, guilt, and impaired self-control, reducing satisfaction in this domain and, via the bottom-up mechanism, lowering overall life satisfaction (Durrani et al., 2022). Perceived social support captures the social relationship domain: when young adults feel cared for and supported by family, friends, or online communities, their satisfaction within this domain increases, contributing positively to overall life satisfaction (Bi et al., 2021; Faisal et al., 2022; Khalid, 2021). Finally, social media usage is conceptualised as a behavioural condition in the digital/social domain, with high levels of social media engagement expected to increase life satisfaction by gaining social support. (Choi, 2024; Yue et al., 2021).

The bottom-up model suggests the following mechanisms: (1) online shopping addiction negatively affects the consumer or financial domain, diminishing satisfaction and reducing overall life satisfaction; (2) higher levels of perceived social support improve satisfaction in the social relationship domain, thereby enhancing life satisfaction; and (3) social media usage affects the digital/social domain, with high levels of engagement expected to increase domain satisfaction and overall life satisfaction.

This theoretical lens is particularly relevant for Malaysian young adults, given the rising prevalence of online shopping, widespread social media use, and the cultural importance of social support in collectivist societies. By adopting the bottom-up approach, this study emphasises the role of perceptions and behaviours rather than stable dispositions in shaping overall life satisfaction through domain-specific mechanisms. Accordingly, this study hypothesizes that online shopping addiction is negatively associated with life satisfaction, while perceived social support and social media usage are positively associated with life satisfaction.

2.9 Conceptual Framework

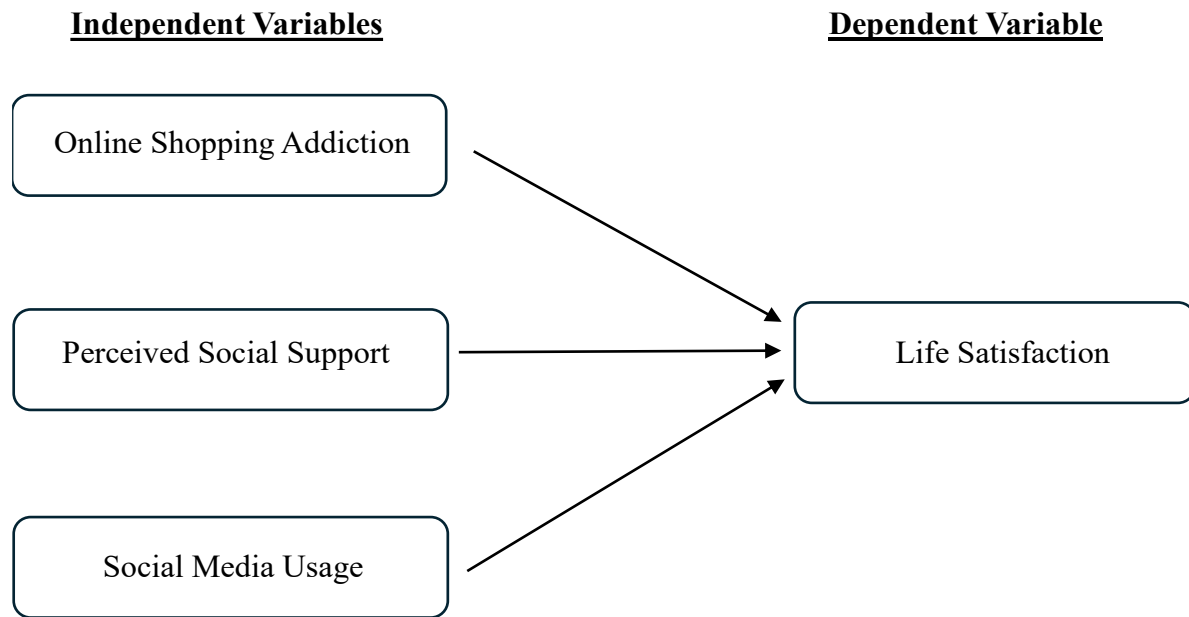


Figure 2.1. Online Shopping Addiction, Perceived Social Support, and Social Media Usage as Predictors of Life Satisfaction among Young Adults in Malaysia

Figure 2.1 presents the conceptual framework examining online shopping addiction, perceived social support, and social media usage as predictors of life satisfaction among young adults in Malaysia. The model suggests that online shopping addiction may negatively affect life satisfaction due to financial stress and impulsive behaviours. In contrast, social support is expected to enhance life satisfaction through emotional stability and a sense of belonging. Social media usage may have positive influences on life satisfaction among young adults. Overall, the framework highlights key psychosocial factors shaping young adults' well-being in the digital age.

Chapter 3

Methodology

3.1 Research Design

This study used a cross-sectional quantitative research design, which data were gathered at one specific point in time from participants who met the study criteria. Cross-sectional designs were widely used in social science research to examine relationships among variables without requiring longitudinal follow-up, providing a “snapshot” of the target population (Abduh et al., 2022; Maier et al., 2023). This design is particularly suitable for investigating associations among online shopping addiction, perceived social support, social media use, and life satisfaction.

The quantitative approach enables the collection of numerical data that can be statistically analysed to identify patterns, correlations, and potential predictive relationships among the study variables (Ghanad, 2023). By using standardized instruments and structured data collection procedures, the study ensures objectivity, reliability, and replicability. Overall, the cross-sectional quantitative design provides an efficient and effective method for assessing the current state of behaviours and perceptions among young Malaysian adults within the digital context.

3.2 Sampling Method

This study used a purposive sampling method to select participants who met the specific inclusion criteria that aligned with the research objectives. Purposive sampling was chosen because it enables researchers to deliberately select participants possessing characteristics that align with the study objectives (Memon et al., 2024). This method helped ensure that the sample appropriately reflected the target population of young Malaysian adults who are active in online

shopping and social media engagement which are the key contexts for understanding life satisfaction in the digital era.

Moreover, purposive sampling was suitable for this study due to its practicality and focus on obtaining data from participants who can provide rich and relevant insights. As Mulisa (2022) notes, purposive sampling is an effective approach when the population is specialized and when random selection is not feasible. This method allowed the researchers to efficiently collect meaningful data from respondents who fit the study's criteria, ensuring the validity and relevance of the findings regarding the relationship among online shopping addiction, perceived social support, social media usage, and life satisfaction.

3.3 Research Location

This study was conducted in Malaysia, with data collected from young adults across different regions of the country. The survey was distributed online through various platforms and social media channels to reach individuals from diverse geographic locations within Malaysia. This broad distribution approach helped capture a more representative sample of Malaysian young adults and strengthened the generalizability of the findings related to online shopping behaviour, perceived social support, social media engagement, and life satisfaction.

Data collection was administered using Microsoft Forms, where participants accessed the survey through a QR code or a shared online link. This method allowed for convenient participation regardless of location while ensuring consistent and standardized data collection procedures for all respondents.

3.4 Ethical Clearance Approval

Ethical clearance was acquired from the Universiti Tunku Abdul Rahman (UTAR)'s Scientific and Ethical Review Committee (SERC) (Approval No.: U/SERC/78-685/2026) through the submission of the demographic form and research instruments for evaluation (refer to Appendix B). Only after approval was obtained from SERC was the questionnaire distributed to participants, ensuring that the study was operated in line with established ethical guidelines and that participants' rights and well-being were fully protected.

3.5 Sample Size

The effect size used in the present power analysis was informed by prior empirical research examining psychosocial predictors of life satisfaction, particularly variables analogous to those in this study: online shopping addiction, perceived social support, and social media usage. As summarised in Appendix A, previous studies have reported small to moderate associations between these predictors and life satisfaction. Specifically, the effect sizes derived from past findings were $f^2 = 0.031$ for online shopping addiction (Basit et al., 2024), $f^2 = 0.273$ for perceived social support (Agarwal & Bhatt, 2025), and $f^2 = 0.0082$ for social media usage (Meng et al., 2023). Averaging these values produced an estimated effect size of $f^2 = 0.104$, which aligns with Cohen's (1985) criteria for a small-to-medium effect commonly observed in behavioural research. This empirically grounded estimate provided a more accurate and conservative basis for determining the required sample size for the present study.

Using this averaged effect size ($f^2 = 0.104$), a priori power analysis was conducted in G-power 3.1 for a multiple regression analysis with three predictors: online shopping addiction, perceived social support, and social media usage. The analysis specified a .05 level

of statistical significance., a desired statistical power of .95, and the empirically derived effect size of $f^2 = 0.104$. G-power showed that a minimum of 170 participants is needed to achieve sufficient power to detect meaningful predictive relationships among the variables (refer to Appendix A). To minimise the risk of insufficient data due to incomplete or unusable responses, the number of participants recruited will exceed this minimum threshold.

3.6 Instrumentation

The survey instrument consisted of six main parts (refer to Appendix C). Part A contained screening questions to check the eligibility of this study. Part B included demographic questions designed to collect background information from participants. Part C comprised the Online Shopping Addiction Scale (OSAS) to measure problematic online purchasing behaviour. Part D included the Perceived Social Support Scale (PSSS-A6) to measure perceived social support. Part E comprised the Social Media Use Scale (SMUS) to evaluate social media engagement. Part F included the Satisfaction with Life Scale (SWLS) to compute life satisfaction. These validated scales were selected to ensure reliable measurement of online shopping addiction, perceived social support, social media engagement, and life satisfaction among Malaysian young adults.

3.6.1 Screening Questions (Part A)

Part A of the questionnaire was designed to screen participants for eligibility in accordance with the study's inclusion criteria. This section included questions regarding participants' age, nationality, ability to read and understand English, prior experiences with online shopping, and frequency of social media usage. Responses from individuals who did not meet the predefined inclusion criteria were identified and excluded during the data

cleaning process prior to statistical analysis. This procedure ensured that the analyzed data remained valid and relevant for examining the related factors.

3.6.2 Demographic Information (Part B)

Participants provided information regarding their gender, ethnicity, working status and education level. Collecting these demographic details enabled the researchers to describe the overall sample profile and to ensure that participants represented the target population of Malaysian young adults. Additionally, analysing demographic characteristics allowed for the identification of patterns or differences in the main study variables, such as online shopping behaviours, perceived social support, social media usage, and life satisfaction, across different participant groups.

3.6.3 Online Shopping Addiction Scale (OSAS) (Part C)

The Online Shopping Addiction Scale (OSAS) measures problematic and compulsive online shopping behaviour. Based on Griffiths' six-component model of behavioural addiction, the scale assesses six dimensions which are salience, mood modification, tolerance, withdrawal, conflict, and relapse (Zhao et al., 2017). The preliminary version included 27 items measured using a five-point Likert scale, where 1 is completely disagree to 5 is completely agree. This scale does not contain any reverse-coded items.

Following expert reviews and psychometric analyses, the final version consisted of 18 items, with three items representing each component. The scale demonstrated strong psychometric properties, showing good model fit ($CFI = 0.95$; $TLI = 0.94$; $RMSEA = 0.08$) and excellent internal consistency, with Cronbach's alpha values of .90 for the confirmatory sample and .95 for the validation sample. The OSA Scale also showed higher correlations

with compulsive buying than with general internet addiction, supporting its construct validity. The total score ranges from 18 to 90, where higher values reflect higher levels of online shopping addiction, 18 representing the lowest level and 90 representing the highest level.

3.6.4 Perceived Social Support Scale (PSSS-A6) (Part D)

According to Wu et al. (2025), the Perceived Social Support Scale (PSSS-A6) was developed in 2025 using Classical Test Theory and Ant Colony Optimization, as a refined 6-item version of the original 12-item MSPSS / PSSS-12 (Zimet et al., 1988). It retains representation from the three sources of support which are family, friends, and significant others while reducing respondent burden. Items are assessed using a 7-point Likert scale (1 = very strongly disagree to 7 = very strongly agree) and no reverse-coded items. Total scores are gained by summing all item responses, with possible scores ranging from 6 (lowest perceived social support) to 42 (highest perceived social support). Higher scores reflect a stronger sense of perceived social support.

The PSSS-A6 demonstrates excellent reliability (Cronbach's $\alpha \approx 0.91$) and a stable three-factor structure. It showed strong discriminant and criterion-related validity, correlating negatively with anxiety and depression measures (e.g., GAD-7, PHQ-9) (Wu et al., 2025). Fit indices were excellent (CFI = 0.998, TLI = 0.995, SRMR = 0.006, RMSEA = 0.035), and measurement invariance was supported across gender. Given its brevity, reliability, and theoretical grounding, the PSSS-A6 is an efficient and valid tool for assessing perceived social support in research settings where time and respondent burden are considerations.

3.6.5 Social Media Use Scale (SMUS) (Part E)

The Social Media Use Scale (SMUS) is a 17-item self-report instrument designed to measure nuanced patterns of social media engagement (Tuck & Thompson, 2023). The scale comprises four subscales which are Image-Based, Comparison-Based, Belief-Based, and Consumption-Based use. Each item is evaluated using a 7-point Likert scale (1 = Never, 7 = 10+ times daily), capturing daily behaviours such as content sharing, social comparison, and viewing habits. Notably, the scale does not contain any reverse-coded items.

In the present study, the SMUS demonstrated strong internal consistency ($\alpha = 0.89$), indicating reliability for use with university students (Tuck & Thompson, 2024). The scale provides a validated measure of both the frequency and type of social media engagement, making it suitable for examining relationships with perceived social support and life satisfaction. The total possible scores range from 17, indicating the lowest level of social media engagement, to 153, indicating the highest level of engagement.

3.6.6 Satisfaction with Life Scale (SWLS) (Part F)

The Satisfaction with Life Scale (SWLS) consists of 5-item self-report instrument measuring global life satisfaction, the cognitive component of subjective well-being (Diener et al., 1985). Respondents rate each item on a 7-point Likert scale (1 is strongly disagree, 7 is strongly agree), yielding a total score range of 5 to 35, with higher scores demonstrating higher life satisfaction. Scores can be interpreted as: 31 to 35 = Extremely Satisfied, 26 to 30 = Satisfied, 21 to 25 = Slightly Satisfied, 20 = Neutral, 15 to 19 = Slightly Dissatisfied, 10 to 14 = Dissatisfied, and 5 to 9 = Extremely Dissatisfied. This scale does not contain any reverse items.

The SWLS shows good reliability, with Cronbach's alpha values typically above 0.70 (meta-analysis mean $\alpha = 0.78$; Jang et al., 2017), and satisfactory test-retest reliability over periods ranging from one month to five years (0.51–0.84). Its validity is well-established, showing positive correlations with self-esteem and positive affect, and negative correlations with depression, anxiety, and psychological distress. Factor analyses support a unidimensional structure, and studies confirm invariance across cultures, languages, age groups, and sexes (Neto, 1993; Pons et al., 2000; Shevlin et al., 1998; Arrindell et al., 1999).

3.7 Pilot Study

A pilot study was conducted to evaluate the clarity, reliability, and overall suitability of the research instruments used to examine online shopping addiction, perceived social support, and social media usage as factors predicting life satisfaction among Malaysian young adults. Approximately 30 young adults who met the inclusion criteria completed the questionnaire in its intended online format. This sample size was consistent with recent methodological recommendations suggesting that around 30 participants are adequate for preliminary reliability testing of survey instruments (Bujang et al., 2024). Participants' feedback was gathered to identify any ambiguous, confusing, or culturally inappropriate items, and necessary revisions were made accordingly. The pilot data were examined to evaluate internal consistency using Cronbach's alpha, with values of $\alpha \geq .70$ considered acceptable, enabling the researcher to identify and refine items that potentially weakened the reliability of the scales (Sukserm, 2024).

A total of 31 responses were obtained for the pilot study. Upon completion of data collection, a reliability analysis was performed using IBM SPSS Statistics 23 to calculate the internal consistency of each instrument. The results indicated that all measurement scales

demonstrated acceptable reliability, as the Cronbach's alpha ranging from .752 to .901, which is shown in Table 3.1 (refer to Appendix E). Additionally, an attention-check item was included to enhance data quality by making sure participants' attention and validity of their responses. Participants who took part in the pilot study were excluded from the actual study to prevent any potential bias from prior exposure to the questionnaire.

3.8 Actual Study

The questionnaire was distributed via social media platforms using a survey link and QR code. A promotional poster was also developed to advertise the study and inform potential participants about the availability of a lucky draw incentive (refer to Appendix D). To increase participation, a lucky draw was conducted, in which 50 participants were randomly selected to receive RM10 each. Eligible winners were those who opted into the lucky draw, met the inclusion criteria, and completed the questionnaire in full. Winners were contacted via WhatsApp using the phone numbers provided in the survey to verify their details before the RM10 incentive was transferred.

Purposive sampling was adopted in this study, and the survey was shared within social media groups targeting undergraduate students to ensure that participants matched the intended study population. After the data screening process, 181 valid responses from undergraduate students were included in the final analysis. All instruments showed acceptable to excellent internal consistency, with Cronbach's alpha values ranging from .828 to .923, indicating strong reliability for subsequent analysis (refer to Appendix F). The detailed reliability results are presented in Table 3.1.

Table 3.1*Reliability of Instruments in Pilot Study (n=31) and Actual Study (n=181)*

Scale	No. of Items	Cronbach's Alpha α	
		Pilot Study	Actual Study
Online Shopping Addiction Scale (OSAS)	18	.901	.923
Perceives Social Support Scale (PSSS-A6)	6	.824	.747
Social Media Usage Scale (SMUS)	17	.808	.833
Satisfaction with Life Scale (SWLS)	5	.752	.828

3.9 Research Procedure

The data collection for this study was carried out using an online survey administered via Microsoft Forms, a secure and widely used survey platform that allows for efficient data management and ensures confidentiality of respondents' information. A structured questionnaire, consisting of the Online Shopping Addiction Scale (OSAS), Perceived Social Support Scale (PSSS-A6), Social Media Use Scale (SMUS) and the Satisfaction with Life Scale (SWLS), was prepared and uploaded onto Microsoft Forms for distribution. Before the main data collection, a pilot study was carried out to evaluate the reliability of the research instruments. The pilot test results indicated that all scales demonstrated acceptable to high internal consistency, where the Cronbach's alpha values exceeding 0.70. Based on these results, all instruments were deemed reliable and suitable for the main study, and the actual data collection was subsequently proceeded.

Participants were selected based on the following inclusion criteria: (a) young adults aged 18 to 26 years, (b) Malaysian citizens or residents, (c) able to read and understand English, (d) have some prior experiences with online shopping, (e) be an active social media

user (engaging with platforms at least three to five times per week), (f) provision of voluntary informed consent. Individuals who did not meet these requirements are excluded. Exclusion criteria included: (a) declining to provide informed consent, and (b) incomplete survey responses.

Participants were recruited from the broader Malaysian young adult population across different regions. The survey was distributed through QR codes shared with students via university channels such as Microsoft Teams and disseminated through social media platforms and online groups accessible to Malaysian young adults. All participants were given a short explanation of the study objectives, inclusion criteria, and instructions for completing the survey. Participants provided informed consent electronically before gaining access to the questionnaire, ensuring ethical compliance and voluntary participation. Respondents were also informed that their participation is anonymous and they could withdraw at any time without any consequences.

Upon completion of data collection, responses were exported from Microsoft Forms and organized for statistical analysis. Data screening procedures, including checking for incomplete responses and outliers, are performed prior to analysis. Descriptive and inferential statistical analyses were performed using IBM SPSS Statistics version 23 to examine the relationships among online shopping addiction, perceived social support, social media usage, and life satisfaction. Specifically, correlation analyses, regression models, and other relevant statistical tests were employed in accordance with the study objectives.

To encourage participation, a voluntary lucky draw was offered upon completion of the survey. Participants who wished to take part in the lucky draw were given the option to

provide their phone number in a separate response field at the end of the questionnaire. The submission of contact information was entirely optional and was not linked to participants' survey responses to preserve anonymity. The phone numbers collected were used solely for the purpose of prize distribution and were deleted permanently after the completion of the lucky draw.

3.10 Data Analysis

Data were analyzed using IBM SPSS Statistics 23. Prior to analysis, the dataset was screened to remove incomplete responses and cases that did not satisfy the inclusion criteria. Following data cleaning, descriptive statistics were calculated to describe participants' demographic characteristics and study variables, including means and standard deviations. The internal consistency of the instruments was assessed using Cronbach's alpha reliability analysis. In addition, tests of normality were conducted to examine whether the data met parametric assumptions. This involved evaluating skewness and kurtosis values, inspecting Q-Q plots and histograms, and performing the Kolmogorov-Smirnov test.

For inferential analysis, linear regression was employed to analyze the predictive effects of online shopping addiction, perceived social support, and social media use on life satisfaction among Malaysian undergraduate students. Before running the regression analysis, key statistical assumptions were tested, including multicollinearity, independence of errors, normality of residual, linearity and homoscedasticity, and the presence of multivariate outliers. After confirming that these assumptions were not violated, the regression analysis was performed to examine the extent to which the predictor variables significantly explained variations in the outcome variable.

Chapter 4

Results

4.1 Data Cleaning

Out of 221 responses collected, 39 data were removed from the analysis as 31 of them had incomplete survey attended, 2 responses showed disagreement with personal data to be disclosed, and the remaining 7 responses did not satisfy our criteria, which may have never used online shopping before, had low social media usage or did not match the age requirement for young adult. Therefore, the valid data remaining are 181 responses.

4.2 Descriptive Statistics

There is a total of 181 respondents who participated in this survey, which includes 36.5% (n=66) of female, 62.4% (n=113) of male and 1.1% (n=2) of prefer not to say their gender. They aged between 18 and 26 years old, with the majority of 26.0% (n=47) respondents aged 21 years old and 24.3% (n=44) respondents aged 20. The majority of our respondents are Chinese, with 91.2% (n=165). Moreover, 91.2% (n=165) of our participants are students, either university students or Form 6 students. All the respondents are Malaysian. (refer to Appendix 4.2a).

Descriptive statistics indicated that participants reported a moderate level of online shopping addiction ($M = 43.98$, $SD = 13.11$). The mean score for perceived social support was relatively high ($M = 30.71$, $SD = 5.57$), suggesting that participants generally experienced strong support from their social networks. In contrast, social media usage was found to be low ($M = 39.69$, $SD = 11.45$). Regarding life satisfaction, the mean score ($M = 21.82$, $SD = 5.60$) indicated that participants were slightly satisfied with their lives. (refer to Appendix 4.2b).

Table 4.1*Demographic Information of Participants (n=181)*

	<i>n</i>	%	<i>M</i>	<i>SD</i>
Age			21.54	1.668
18	1	.6		
19	10	5.5		
20	44	24.3		
21	47	26.0		
22	33	18.2		
23	22	12.2		
24	14	7.7		
25	4	2.2		
26	6	3.3		
Gender				
Male	66	36.5		
Female	113	62.4		
Prefer Not to Say	2	1.1		
Ethnicity				
Chinese	165	91.2		
Indian	9	5.0		
Malay	5	2.8		
Others	2	1.1		
Working Status				
Students	165	91.2		
Workers	16	8.8		
Education Level				
High School	5	2.8		
Degree	171	94.5		
Master	4	2.2		
Others	1	.6		
Nationality				
Malaysian	181	100		

Note. *n*= number of cases, %= percentage, *M*= mean, *SD*= standard deviation

Table 4.2

Descriptive Statistics of Online Shopping Addiction, Perceived Social Support, Social Media Usage, and Life Satisfaction (n=181)

Variables	<i>M</i>	<i>SD</i>	<i>Min</i>	<i>Max</i>
Online Shopping Addiction	43.98	13.111	18	82
Perceived Social Support	30.71	5.573	13	42
Social Media Usage	39.69	11.448	17	82
Life Satisfaction	21.82	5.599	5	33

Note. *M*= mean, *SD*= standard deviation, *Min*= minimum, *Max*= maximum.

4.3 Normality

4.3.1 Histogram

There is no violation of normality observed in the histograms for all variables, which include online shopping addiction, perceived social support, and life satisfaction, except for social media usage, which showed a positive skew. (refer to Appendix 4.3.1)

4.3.2 Q-Q Plot

There is no violation of normality observed in the Q-Q Plot for all variables. Observed values of all variables are not deviated much from the diagonal line. (refer to Appendix 4.3.2)

4.3.3 Skewness and Kurtosis

Based on the analysis, there are no violations of skewness and kurtosis found in all the variables, except for social media usage. The skewness and kurtosis of all variables are in the accepted range, which is +2 to -2. (refer to Appendix 4.3.3)

Table 4.3*Skewness and Kurtosis of Variables*

Variables	Skewness	Kurtosis
Online Shopping Addiction	.304	-.156
Perceived Social Support	-.462	.171
Social Media Usage	.559	.426
Life Satisfaction	-.428	.297

4.3.4 Kolmogorov-Smirnov Test

From the Kolmogorov-Smirnov test, all the variables were detected to be violated. Online shopping addiction ($p = 0.048$), perceived social support ($p = 0.029$), social media usage ($p = 0.003$), and life satisfaction ($p = 0.001$) showed significant result which is less than 0.05. This indicates that there is a significant difference between the population distribution and the sample distribution. Therefore, there is a violation of the normality of the K-S test for all the variables. (refer to Appendix 4.3.4).

Table 4.4*Kolmogorov-Smirnov Test and Shapiro-Wilk Test*

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Online Shopping Addiction	.067	181	.048	.988	181	.119
Perceived Social Support	.070	181	.029	.979	181	.008
Social Media Usage	.084	181	.003	.979	181	.007
Life Satisfaction	.092	181	.001	.977	181	.005

Note. df= degree of freedom.

4.3.5 Conclusion for Normality Assumptions

Online shopping addiction, perceived social support, and life satisfaction have no violation of normality towards histogram, Q-Q plot, skewness, and kurtosis, but violate the Kolmogorov-Smirnov test. Social media has no violation of normality towards the Q-Q plot, skewness and kurtosis, but violates the normality of the histogram, and the Kolmogorov-Smirnov test.

4.4 Assumption of Multiple Linear Regression (MLR)

4.4.1 Independence of Errors

Durbin Watson's test was used to examine the assumption of independence of errors. Values within the range from 1 to 3 indicate that the assumptions had not been violated and can be accepted. No violation of the assumption was detected as the Durbin Watson's test value is 2.112. (refer to Appendix 4.4.1).

Table 4.5

Independent Error Test

Model	Durbin-Watson
1	2.112

4.4.2 Multicollinearity

Tolerance and Variance Inflation Factor (VIF) were used to examine the assumption of multicollinearity and test the intercorrelation between predictors. Values more than 0.10 for tolerance and values less than 10 for VIF indicate that the assumptions have not been violated and can be accepted. There is no violated assumption for tolerance and VIF values from the data analysed, and low inter-correlation between predictors. (refer to Appendix 4.4.2).

Table 4.6*Collinearity Statistics*

	Tolerance	VIF
Online Shopping Addiction	.945	1.058
Perceived Social Support	.984	1.016
Social Media Usage	.957	1.045

Note. DV= Life Satisfaction.

4.4.3 Normality of Residual, Linearity and Homoscedasticity

The scatterplot showed that all the residuals are evenly and randomly distributed along the zero line. Therefore, there is no assumption violated towards the normality of residual, linearity, and homoscedasticity. (refer to Appendix 4.4.3).

4.4.4 Multivariate Outliers and Influential Cases

A total of 6 outliers, which are cases 25, 29, 31, 132, 137, and 172, were detected by using case-wise analysis. Cook's Distance, Leverage, and Mahalanobis distance were used to diagnose the outliers and influential cases. When the Cook's distance result value is more than 1, the cases are potential outliers. For Leverage, the value that is 0 means the cases have no influence will values 1 mean the cases have complete influence, while Mahalanobis distance suggests that the sample of 100 has a value greater than 15 is consider outliers. All outliers do not violate the Cook's Distance and Leverage, but case 81 violates the Malalanobis Distance as its value is greater than 15. (refer to Appendix 4.4.4).

Table 4.7*Multivariate Outliers Test*

Case Number	Mahalanobis Distance	Cook's Distance	Centered Leverage Value
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	81	15.87278	.04483	.08818
Total N	1	1	1	1

Note. N= number of cases.

4.5 Multiple Linear Regression (MLR) Analysis

A multiple linear regression analysis was conducted to evaluate the contribution of the level of online shopping addiction, the level of perceived social support, and the level of social media usage on young adults' life satisfaction. Preliminary analyses were conducted to ensure no violation of the assumptions of normality of residuals, linearity of variables, multicollinearity, homoscedasticity, independence of residuals, and multivariate outliers. The model was statistically significant, $F(3, 177) = 13.87, p < .001$, and accounted for 17.7% of the variance. It was found that the level of online shopping addiction ($\beta = 0.155, p = 0.027$), the level of perceived social support ($\beta = 0.415, p < 0.001$), and the level of social media usage ($\beta = -0.145, p = 0.037$) are the significant predictors. The result showed that the level of perceived social support has the strongest contribution to young adults' life satisfaction. (refer to Appendix 4.5).

Table 4.8

Results of Regression Model

	<i>df</i>	<i>F</i>	<i>p</i>	Adj. R^2
Regression	3	13.872	.000	.177
Residual	177			
Total	180			

Note. Predictors= online shopping addiction, perceived social support, and social media usage. DV= life satisfaction, *df*= degree of freedom, *F*= F-statistic, Adj. R^2 = coefficient of determination.

Table 4.9*Results of Regression Coefficient*

	Std. β	t	p
Online Shopping Addiction	.155	2.225	.027*
Perceived Social Support	.415	6.085	.000**
Social Media Usage	-.145	-2.103	.037*

Note. $p < .01^{**}$, $p < .05^{*}$, DV= life satisfaction, Std. β = standardized beta, t = t-statistic

Table 4.10*Summary of Findings*

Hypotheses	Significant	Actual Direction	Decision
H ₁ : Online shopping addiction negatively predicts life satisfaction among young adults in Malaysia.	Yes	Positive	Not Supported
H ₂ : Perceived social support positively predicts life satisfaction among young adults in Malaysia.	Yes	Positive	Supported
H ₃ : Social media usage positively predicts life satisfaction among young adults in Malaysia.	Yes	Negative	Not Supported

Chapter 5

Discussion

H₁: Online shopping addiction negatively predicts life satisfaction among young adults in Malaysia.

The findings from this study showed that online shopping addiction significantly predicts life satisfaction among Malaysian young adults ($\beta = 0.155$, $p = 0.027$). However, the relationship was found to be in a positive direction, which is contrary to the hypothesised negative relationship. Therefore, H₁ is not supported. Although the relationship is statistically significant, the small effect size suggests that online shopping addiction has a relatively weak influence on life satisfaction, indicating that other psychological or environmental factors may play a more substantial role in shaping individuals' overall life satisfaction.

From the perspective of the Bottom-Up Theory of life satisfaction, overall life satisfaction is shaped by individuals' evaluations of specific life experiences and daily activities (Bakar, 2022; Malvaso & Kang, 2022; Rohrer et al., 2024). Online shopping, as a routine behavioural activity, may contribute to these momentary positive experiences through convenience, entertainment, and instant gratification. When such positive experiences accumulate, they may temporarily enhance individuals' global evaluation of their life satisfaction. However, it is also important to note that excessive engagement may still carry long-term risks, such as financial strain or reduced self-control, which are not fully captured in cross-sectional data.

Previous empirical studies on online shopping addiction and well-being have reported mixed findings. Some studies have shown a negative relationship, where higher levels of online shopping addiction are associated with lower psychological well-being and life

satisfaction, largely due to compulsive buying tendencies, financial stress, and emotional dysregulation (Durrani et al., 2022; Günüş & Keskin, 2016; Uzarska et al., 2023). These findings suggest that problematic shopping behaviour can function as a maladaptive coping mechanism that ultimately reduces overall life satisfaction.

In contrast, other studies have reported more complex or even positive associations between online shopping behaviour and well-being. For instance, some research suggests that online shopping may provide emotional gratification, stress relief, and enjoyment, which can temporarily enhance positive affect and perceived life satisfaction (Basit et al., 2024). Similarly, the hedonic and utilitarian value of online shopping has been shown to influence psychological outcomes, particularly among younger users who may perceive it as a form of leisure activity rather than purely compulsive behaviour (Siroła et al., 2026). In addition, emerging evidence highlights that the impact of online shopping behaviour is not uniform, as different usage motivations, such as hedonic versus utilitarian shopping, may lead to different psychological outcomes.

Another possible explanation for the present finding could be the cultural context of Malaysia. Malaysian culture emphasizes collectivism, social harmony, and close family relationships (Sumari et al., 2019), which may reduce the harmful impact of intensive online shopping on life satisfaction. In people's daily routines, individuals may also engage in shared consumption behaviours, such as gifting, reselling, or distributing purchased items among family members, which may reduce perceived negative consequences and even create social bonding experiences. In addition, the impact of online shopping behaviour on subjective well-being may vary depending on contextual factors. Prior research has shown that the relationship can be moderated by consumer income, where higher income weakens

the effect of online shopping on well-being, while stronger effects are observed among rural consumers compared to urban consumers (Wang & Jia, 2023). This suggests that the influence of online shopping behaviour is not uniform across different socio-economic contexts.

Moreover, another factor that might have affected this hypothesis would be related to the measurement of online shopping addiction and life satisfaction. Although validated and reliable instruments were used, it is possible that the tools applied in this study did not entirely represent the complexity of online shopping addiction and life satisfaction among young adults in Malaysia. Online shopping addiction encompasses multiple dimensions, including compulsive purchasing behaviour, constant focus on online shopping, and its financial implications (Granero et al., 2016). Hence, PWB consists of several dimensions such as emotional well-being, self-esteem, and life satisfaction (Ryff, 2014). Thus, future research may benefit from using more comprehensive instruments that better reflect the complexities of online shopping addiction and life satisfaction.

H₂: Perceived social support positively predicts life satisfaction among young adults in Malaysia.

The present study found that perceived social support significantly and positively predicts life satisfaction among young adults in Malaysia ($\beta = .415, p < .001$), thereby supporting H₂. This indicates that individuals who experience greater levels of support from their social network tend to report greater overall satisfaction with their lives. The strength of the standardized coefficient suggests a moderate to strong positive relationship, highlighting the importance of social relationships in shaping subjective well-being.

This finding is consistent with the Bottom-Up Theory of life satisfaction, which suggests that overall life satisfaction is determined by the accumulation of satisfaction derived from specific life domains, such as interpersonal relationships, social interactions, and emotional support (Bakar, 2022; Malvaso & Kang, 2022; Rohrer et al., 2024). From this perspective, perceived social support serves as a key life domain that contributes positively to an individual's overall evaluation of life satisfaction. When individuals experience consistent emotional reassurance, practical assistance, and a sense of belonging from family and peers, these positive daily experiences accumulate and contribute to higher overall life satisfaction.

The present result further strengthens and extends previous empirical findings. As highlighted in the literature review, Khalid (2021) reported that Malaysian college students who perceived higher social support demonstrated greater resilience and life satisfaction, while Faisal et al. (2022) similarly found that social support played a protective role in reducing psychological distress during the COVID-19 pandemic. The current study builds upon these findings by confirming that the positive influence of perceived social support remains significant even beyond crisis contexts, specifically among Malaysian young adults in a more general post-pandemic setting.

Beyond direct effects, recent research suggests that social support also enhances life satisfaction through underlying psychological processes. For instance, prior study indicates that perceived social support helps reduce emotional distress and improves individuals' ability to cope with daily challenges (Ma, 2020). In a similar Malaysian context, findings from Siaw et al. (2025) show that individuals with higher perceived support tend to experience lower stress levels and better psychological adjustment, which in turn contribute

to higher life satisfaction. This suggests that social support functions not only as a direct resource but also as a protective buffer against negative emotional experiences.

In addition, other studies highlight the role of internal psychological factors in explaining this relationship. Research found that the link between perceived social support and life satisfaction is partly mediated by factors such as self-esteem and a sense of meaning in life (Chia et al., 2024). This implies that individuals who feel supported are more likely to develop a positive self-view and a stronger sense of purpose, which subsequently enhances their life satisfaction. This research also points to a reciprocal relationship between the two constructs, whereby higher life satisfaction may also contribute to the development and maintenance of stronger social support over time, indicating a bidirectional connection between perceived social support and life satisfaction (Chia et al., 2024). Similarly, more recent evidence demonstrates that psychological resilience and emotional well-being also play mediating roles, further supporting the idea that the impact of social support is multifaceted (Hanımoglu, 2025).

Moreover, the findings are consistent with large-scale cross-cultural evidence provided by Bi et al. (2021), which demonstrated that family and peer-based social support is universally related with greater life satisfaction across 42 countries. However, the current study provides a more context-specific contribution by reinforcing that in collectivist cultures such as Malaysia, close relational networks may play a particularly influential role. Cultural values that emphasize interdependence, emotional closeness, and family cohesion may strengthen the effect of perceived support on individuals' well-being.

Importantly, this study also addresses gaps identified in the literature. Previous Malaysian studies have largely focused on specific student populations or crisis-related context, limiting generalizability. In contrast, the present study extends this understanding to a broader sample of young adults within a contemporary setting. Overall, the findings reinforce that perceives social support is a robust and consistent predictor of life satisfaction, operating through both direct and indirect psychological pathways. It not only supports Bottom-Up Theory but also aligns with both local and international empirical evidence. This highlights the importance of strengthening social relationships and support systems to enhance PWB among young adults.

H₃: Social media usage positively predicts life satisfaction among young adults in Malaysia.

The aim of the present study was to determine whether social media usage positively predicts life satisfaction among young adults in Malaysia. Despite being statistically significant ($p = 0.037$), the data revealed a negative correlation between social media use and life satisfaction ($\beta = -0.135$), which contradicted the proposed hypothesis. This result not merely conflicts with the hypothesis but also suggests a tendency in the opposite direction, implying a more critical analysis and interpretation.

Although this study, which hypothesised that social media usage could serve as a positive predictor of life satisfaction, yielded contradictory results, these findings can be interpreted from multiple perspectives. A possible justification is that passive or excessive use of social media may actually promote upward social comparison, a tendency historically linked to lower life satisfaction, rather than improving meaningful social engagement (Masciantonio et al., 2021; Liu & Xiao, 2024; Irmer & Schmiedek, 2023). Since they are still

forming their sense of self and are more sensitive to the thoughts and opinions of their peers, young adults in particular may be more susceptible to these pressures (Camia et al., 2022; Zhu, 2023). As a result, even while social media might improve some parts of life, its true effects mostly depend on the way and frequency of its utilisation.

Apart from that, as noted in the literature, excessive and addictive use of social media tends to lead to a decline in overall well-being and life satisfaction among young adults (Sharif et al., 2025; Li et al., 2025; Behera et al., 2025). By comparing this literature with our findings, it is possible to infer that our sample group may be exhibiting a high level of excessive or problematic social media use. In addition to spending more time on social media, this usage pattern may also contain behavioural traits, including inactive browsing, frequent comparison, and an excessive dependence on online reviews. In light of this, social media is no longer only a tool for building relationships and obtaining information; rather, it has the potential to weaken people's sense of fulfilment and self-worth in real life, which could have a detrimental effect on their general level of life satisfaction.

From a theoretical perspective, the Bottom-Up Theory can be used to explain the study's results. According to this theory, an individual's overall life satisfaction is the result of the accumulation of their personal experiences and satisfaction levels in many aspects of life. Social media usage as a daily habit affects a person's experiences in a variety of domains in life, such as emotional states, interactions with others, and self-perception. More precisely, individuals' contentment with interpersonal relationships and psychological wellness may be slightly enhanced by moderate consumption of social media, which can help them maintain social connections, obtain information, and gain emotional support. However, overuse of social media can have detrimental effects like time wastage, social comparison, and a

decrease in real-life interaction. These factors may lower the satisfaction of individuals in essential areas of life. As a result, social media use affects individual distinctive experiences in many facets of their daily existence, which results in a cumulative effect on life satisfaction. The bottom-up theory is theoretically supported by the study's findings.

In a nutshell, the study contradicts the hypothesis that life satisfaction correlates positively with social media usage. In fact, it demonstrates a negative correlation, indicating that social media might serve as a potentially detrimental component of the bottom-up theory of life satisfaction. Future studies should concentrate on the fundamental factors that influence whether social media usage improves or detracts from young adults' life satisfaction, rather than looking solely at consumption frequency.

5.2 Implications

5.2.1 Theoretical Implication

The present study is grounded in the Bottom-Up Theory of Life Satisfaction, originally proposed by Diener (1985), which suggests that overall life satisfaction is formed through the accumulation of satisfaction across multiple life domains rather than stable personality traits (Headey et al., 2005). This framework suggests that individuals evaluate various aspects of their lives, such as social relationships, daily activities, and personal experiences, and these evaluations collectively contribute to global life satisfaction (Malvaso & Kang, 2022; Rohrer et al., 2024). In this regard, life satisfaction is conceptualised as a multidimensional construct shaped by satisfaction across different life domains, particularly within socially and culturally relevant contexts (Bakar, 2022).

Although the Bottom-Up Theory provides a useful framework for understanding how life satisfaction is formed, it does not clearly specify the relative importance or weighting of each life domain in contributing to overall well-being. In addition, the theory was developed prior to the emergence of contemporary digital behaviours and therefore provides limited explanation regarding how modern behavioural domains such as online shopping behaviour and social media usage may influence life satisfaction. This indicates a theoretical gap in applying the Bottom-Up framework to digital and behavioural experiences among young adults.

The findings of this study extend the Bottom-Up Theory by demonstrating that not all life domains contribute equally to life satisfaction. Consistent with the theory, perceived social support emerged as a strong and significant predictor of life satisfaction, reinforcing the importance of the interpersonal domain in shaping overall well-being. This supports

previous evidence that social relationships are a central component of life satisfaction, particularly in collectivist cultural contexts where interpersonal connectedness is highly valued (Bakar, 2022; Bi et al., 2021).

However, the non-significant relationship between online shopping addiction and life satisfaction challenges the assumption that maladaptive or problematic experiences within a life domain will necessarily result in lower overall life satisfaction. This suggests that individuals may cognitively compartmentalise certain behavioural domains, or that negative consequences may be buffered by other more influential domains such as social support. This finding indicates that the Bottom-Up Theory may oversimplify the additive nature of domain contributions by not accounting for psychological buffering or compensatory mechanisms.

Similarly, the weak and non-significant relationship between social media usage and life satisfaction further extends the theory by highlighting the complexity of digital life domains. While the Bottom-Up Theory assumes that engagement within life domains contributes directly to overall satisfaction, the present findings suggest that the impact of digital behaviours is not uniform. Instead, the influence of social media usage may depend on how individuals engage with these platforms, such as whether usage is active or passive, socially enriching or socially comparative. This suggests that the digital domain requires more nuance conceptualisation within the Bottom-Up framework.

Building upon these findings, the present study suggests that the Bottom-Up Theory may benefit from integration with complementary theoretical perspectives. For example, Social Comparison Theory may help explain the negative psychological effects associated with social media usage, while behavioural addiction frameworks may better account for the

complexity of online shopping behaviour (Festinger, 1954). In addition, Uses and Gratifications Theory that proposed by Katz, Blumler, and Gurevitch in 1974, provides a useful explanation of individuals' motivations for engaging in media and digital platforms, suggesting that users actively seek specific gratifications such as entertainment, social connection, and emotional relief (Katz et al., 1974). Integrating these perspectives helps to explain not only why individuals engage in digital behaviours, but also how these behaviours may translate into positive or negative effects on life satisfaction. Overall, combining these theoretical frameworks would provide a more comprehensive and multidimensional understanding of how modern digital behaviours influence life satisfaction.

All in all, this study extends the Bottom-Up Theory in three key ways: (1) by confirming the strong and central role of social relationships in life satisfaction, (2) by demonstrating that behavioural domains may not always exert straightforward or uniform effects, and (3) by highlighting the need to incorporate psychological and digital-context mechanisms into the theoretical framework. These findings contribute to a more contemporary and context-sensitive understanding of life satisfaction in today's digital era.

5.2.2 Practical Implication

The findings of the present study offered several important implications for policymakers, educational institutions, mental health professionals, families and young adults themselves. By identifying perceived social support as a strong positive predictor of life satisfaction and highlighting the complex roles of online shopping addiction and social media usage, this study provides useful directions for promoting psychological well-being among Malaysian young adults.

First, the significant positive effect of perceived social support suggests that strengthening interpersonal relationships should be a central strategy in enhancing life satisfaction. Universities, colleges, and workplaces that serve young adults should implement structured peer-support systems, mentoring programmes, and group-based well-being initiatives that foster belongingness and emotional connectedness (Abi Cit & Abiodun Okunola, 2025). For instance, orientation programmes, student buddy systems, counselling services, and support groups may help young adults develop stronger social networks. Following Malaysia's collectivistic cultural values that emphasize family cohesion and interpersonal interdependence, family-based interventions and community engagement programmes may also be effective in improving life satisfaction through enhanced emotional support.

In addition, the unexpected positive relationship between online shopping addiction and life satisfaction suggests that online shopping may currently function as a source of temporary gratification, convenience, or leisure among young adults. However, because excessive and compulsive engagement may still lead to long-term negative outcomes such as debt, impulsive spending, and reduced self-control, preventive measures remain necessary (Basit et al., 2024). Financial literacy programmes should therefore be introduced in educational institutions to help young adults develop budgeting skills, encourage safe online behaviour responsible spending habits, and awareness of compulsive buying tendencies (Shabbir et al., 2024). Workshops on emotional regulation and healthy coping strategies may also reduce reliance on shopping as a maladaptive stress-management behaviour. E-commerce platforms could further contribute by introducing spending trackers, purchase reminders, or self-imposed spending limits to encourage responsible consumer behaviour.

Furthermore, policymakers and public health agencies may use these findings to design broader youth well-being strategies. Since life satisfaction is influenced by both social and behavioural factors, national mental health campaigns should promote community connectedness, responsible digital habits, and financial well-being simultaneously. Multidisciplinary collaboration efforts between government agencies, educational institutions, technology companies, and mental health organisations could create a more supportive ecosystem for young adults to navigate modern digital lifestyles.

5.3 Limitations

Several limitations should be taken into account when interpreting the findings of this study, starting with the sample size. The study had a total of 181 responses after data cleaning and filtering, which may fail to capture the varied experiences and characteristics of the broader young adult population. The limited sample size potentially resulting in an incomplete representation of the overall demographic and impact the actual effects of the statistical analysis. In addition, the study employed a purposive sampling method and data were collected through an online survey platform. Although this approach was cost-efficient and practical, it may have limited the representativeness of the sample. Respondents who had limited internet access or rural backgrounds and less active on social media might be excluded.

Besides, the use of self-report questionnaires that allows the participants to report their details themselves may have introduced response bias. Participants may not always provide fully accurate or truthful responses due to social desirability bias when answering the questionnaire especially on sensitive questions (Demetriou et al., 2015). Likewise, subjective

measures of life satisfaction and perceived social support depend heavily on participant's honesty, self-awareness, and current emotional state at the time of answering the questionnaire.

Furthermore, the regression model explained only a modest proportion of variance in life satisfaction, suggesting that other significant factors were overlooked. Variables such as financial stress, mental health and family functioning may also influence life satisfaction among young adults (Sulandari et al., 2024). The exclusion of these factors may have reduced the comprehensiveness of the model.

5.4 Recommendations

Given the multifaceted nature of life satisfaction and its predictors, future research should adopt a more integrated and nuanced approach when examining the relationships among online shopping addiction, perceived social support, and social media usage. Rather than treating these variables as independent predictors, future studies should explore how they interact with one another in influencing life satisfaction. In particular, it is critical to examine how the impact of a single variable could differ by considering the degree of the other rather than just determining whether these variables are related. For example, perceived social support may potentially buffer the negative effects of excessive social media use or online shopping addiction, thereby playing a protective role in individuals' life satisfaction. By considering life satisfaction as a dynamic result created by the interaction of numerous factors rather than a straightforward sum of the discrete predictors, this method will enable us to comprehend it more deeply.

In addition, future research should consider examining the underlying dimensions of each construct in greater depth. Online shopping addiction, for instance, may involve

different behavioural patterns such as impulsive versus compulsive buying, while social media usage can be differentiated into active and passive engagement. Similarly, perceived social support may vary depending on its source, including family, friends, and significant others. Identifying these subcomponents would allow for a more precise understanding of which specific aspects are most strongly associated with life satisfaction.

Moreover, it is recommended that future studies incorporate mediating and moderating variables to better explain the complexity of these relationships. Factors such as self-esteem, stress levels, and social comparison may serve as mediators, while personality traits or coping styles may act as moderators. This is particularly important in clarifying the mechanisms through which behavioural tendencies and social resources influence overall life satisfaction.

From a methodological perspective, future research should move beyond cross-sectional designs and consider longitudinal or experimental approaches. This would enable researchers to establish causal relationships and examine how changes in online shopping behaviour, social media usage, and perceived social support affect life satisfaction over time, rather than relying solely on associations at a single point in time.

Furthermore, increasing sample diversity within the Malaysian context is essential to enhance the generalisability of findings. Future research should include a greater number of young working professionals from diverse socio-economic backgrounds, rather than focusing predominantly on students. It is due to young workers, who may be very different from university students in a variety of ways, and these differences are closely linked to the factors this study examines. Employers, for instance, may deal with a variety of stressors, financial

obligations, and social settings, all of which may have an impact on how they use social media, shop online, and perceive social support. The relationship between the aforementioned parameters and life satisfaction may be impacted by these contextual variations. Therefore, in order to accurately reflect the diversity of young adults in Malaysia, future research should encompass a broader range of groups, including not only students but also young people working in various sectors. This would also offer a more sophisticated comprehension of how these factors function in various social circumstances.

In conclusion, to better capture their dynamic and causal influences on young adults' life satisfaction, future research should take a more integrated and methodologically rigorous approach by investigating the interaction effects among online shopping addiction, perceived social support, and social media usage using longitudinal or experimental designs.

5.5 Conclusion

This study aimed to examine the predictive effects of online shopping addiction, perceived social support, and social media usage on life satisfaction among Malaysian young adults. Based on the multiple regression analysis, the findings indicated that the model was statistically significant and explained a modest proportion of variance in life satisfaction. This suggests that the three predictors collectively contribute to understanding life satisfaction, although other unexamined factors are also likely to play important roles.

The results showed that perceived social support was the strongest predictor of life satisfaction. Young adults who reported greater levels of support from family, friends or peers, and significant others tended to experience greater life satisfaction. This finding highlights the importance of strong interpersonal relationships and social connectedness in enhancing psychological well-being within the Malaysian context.

In contrast, online shopping addiction significantly predicted life satisfaction but in a positive direction, which was opposite to the hypothesised relationship. Although the effect was relatively small, this suggests that online shopping behaviour may provide temporary emotional gratification or convenience that contributes slightly to individuals perceived life satisfaction. However, its overall influence remains limited compared to social support.

Meanwhile, social media usage showed a negative but marginally non-significant relationship with life satisfaction. This indicates that higher levels of social media engagement may be associated with slightly lower life satisfaction, although the relationship was weak and not statistically significant. This finding suggests that the impact of social media is complex and may depend on how it is used rather than the amount of usage alone.

In summary, the study highlights that life satisfaction among young adults is most strongly influenced by perceived social support, while online shopping addiction and social media usage show weaker and more complex relationships with life satisfaction. These findings contribute to the existing literature by providing evidence from the Malaysian context and reinforcing the importance of social relationships in promoting well-being. Overall, enhancing social support systems and encouraging healthier digital behaviours may help improve life satisfaction among young adults.

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Appendices

Appendix A: G-power Calculation

1. Online Shopping Addiction

Description	Online Shopping Addiction	Compulsive Buying Behavior	Beta (β)	p-value	R	R ²	F-Statistic
Correlation: Online Shopping Addiction	-	.64**	-	-	-	-	-
Linear Regression: OSA predicting CBB	-	-	.64	.000	.64	.41	138.8
Linear Regression: OSA predicting Life Satisfaction	-	-	.05	0.4	.05	.03	.60
n = items; M = mean; SD = deviation; α = Cronbach's Alpha; CI with LL and UL. OSA = Online Shopping Addiction; CBB = Compulsive Buying. Significance: p < .05; OSA impacts CBB (p = .000), not Life Satisfaction (p = 0.4).							

Basit, A., Hameed, M., Azid, D., Nawaz, A., Muhammad Athar Rauf, Muhammad Umer

Yasir, & Raza, S. (2024). Impact of online shopping addiction on compulsive buying behavior and life satisfaction among college students. *Journal of Health and Rehabilitation Research*, 4(2), 27–32. <https://doi.org/10.61919/jhrr.v4i2.728>

$$f^2 = \frac{r^2}{1 - r^2}$$

$$f^2 = \frac{(0.03)}{1 - 0.03}$$

$$f^2 = 0.031$$

2. Perceived Social Support

The findings are consistent with existing research indicating a positive correlation between perceived social support and life satisfaction ($r=0.463$, $p<0.01$). It implies students reporting high on PSS are more likely to experience greater life satisfaction and contentment. (Omar and Mutaz, 2018). This is further supported in a study by Jenkins et al. (2013) college students

Agarwal, D., & Bhatt, J. (2025). Perceived social support and life satisfaction among university students: A correlational study. *International Journal of Social Science Research (IJSSR)*, 2(3), 412–420. <https://doi.org/10.70558/IJSSR.2025.v2.i3.30426>

$$f^2 = \frac{r^2}{1 - r^2}$$

$$f^2 = \frac{(0.463)^2}{1 - (0.463)^2}$$

$$f^2 = 0.273$$

3. Social Media Usage

Table 1.

Descriptive statistics and correlations.

Variables	<i>M</i>	<i>SD</i>	1	2	3	4
1.MSMU	2.79	0.87	–			
2.meaning in life	4.78	1.08	0.17***	–		
3.childhood psychological maltreatment	1.83	0.66	0.13***	–0.13***	–	
4.life satisfaction	4.03	1.40	0.09**	0.26***	–0.30***	–

Meng, S., Kong, F., Dong, W., Zhang, Y., Yu, T., & Jin, X. (2023). Mobile social media use and life satisfaction among adolescents: A moderated mediation model. *Frontiers in Public Health*, 11, Article 1117745. <https://doi.org/10.3389/fpubh.2023.1117745>

$$f^2 = \frac{r^2}{1 - r^2}$$

$$f^2 = \frac{(0.09)^2}{1 - (0.09)^2}$$

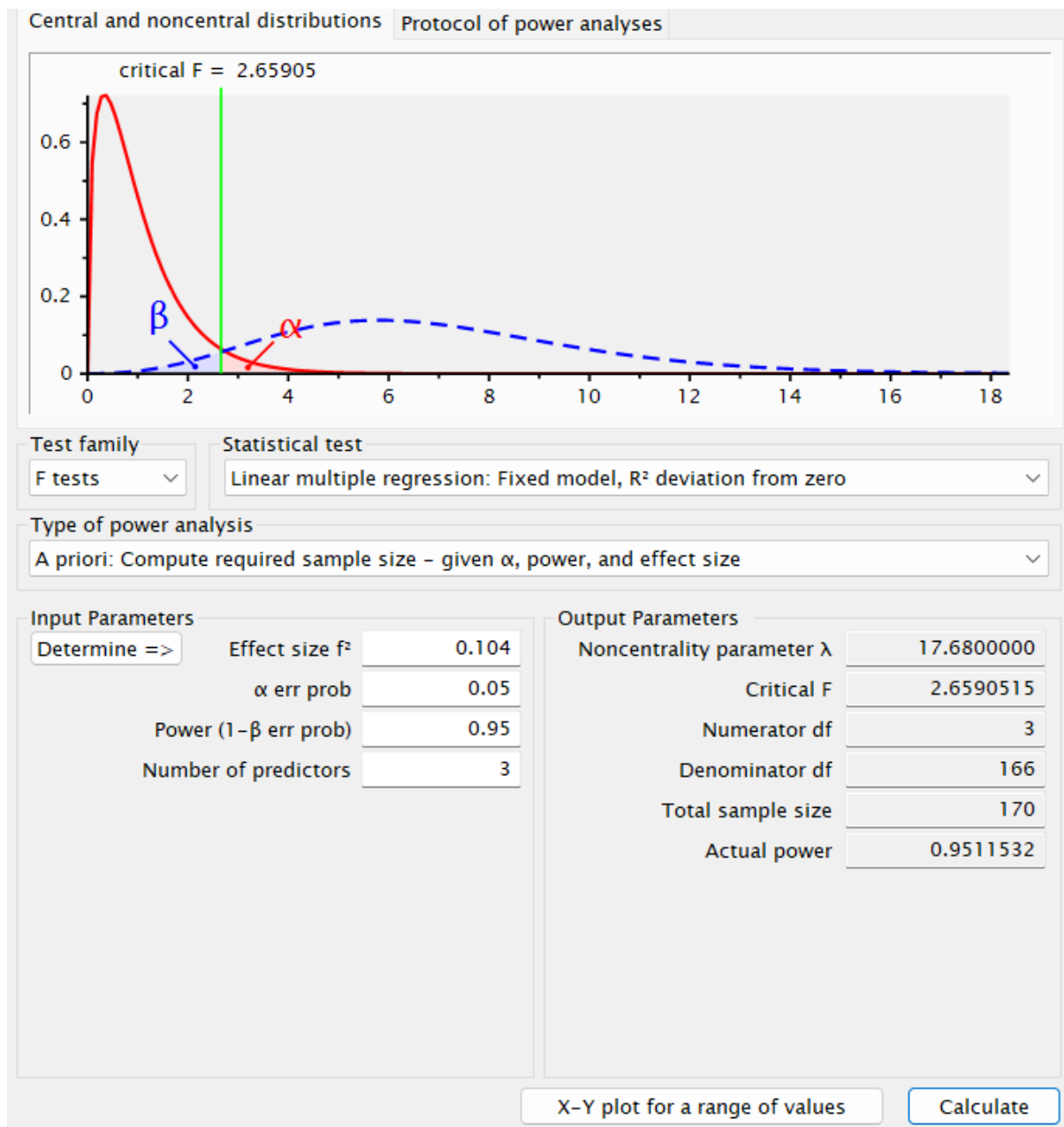
$$f^2 = 0.0082$$

4. Average f^2 Calculation

$$\text{Average } f^2 = \frac{0.031 + 0.273 + 0.0082}{3}$$

$$\text{Average } f^2 = 0.104$$

5. G-power Calculation



Total sample size = 170

Appendix B: Ethical Clearance Letter



UNIVERSITI TUNKU ABDUL RAHMAN DU012(A)
Wholly owned by UTAR Education Foundation Co. No. 578227-M

Re: U/SERC/78-685/2026

15 January 2026

Dr Lee Wan Ying
Head, Department of Psychology and Counselling
Faculty of Arts and Social Science
Universiti Tunku Abdul Rahman
Jalan Universiti, Bandar Baru Barat
31900 Kampar, Perak.

Dear Dr Lee,

Ethical Approval For Research Project/Protocol

We refer to the application for ethical approval for your students' research project from Bachelor of Social Science (Honours) Psychology programme enrolled in course UAPZ3013. We are pleased to inform you that the application has been approved under Expedited Review.

The details of the research projects are as follows:

No	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	Academic stress, loneliness, and social anxiety as predictors of social media addiction among university students in Malaysia	1. Lim Le Yee 2. Cheah Yi Thong	Dr T'ng Soo Ting	15 January 2026 – 14 January 2027
2.	The Relationship Between Self-oriented Perfectionism, Self-determination, and Academic Procrastination Among Undergraduate Students in Malaysia	1. Chan Yan Leng 2. Liong Yi Qing 3. Ng Ting Shuen	Dr Siah Poh Chua	
3.	The Relationship Between Coping Strategies, Self-Control and Sleep Quality Among University Students in Malaysia	1. Lee Kell Win 2. Lim Say Khai		
4.	Resilience, Self-efficacy, and Perceived Social Support as Predictors of Coping Strategies Among Young Adults in Malaysia	1. Chong Chee Hui 2. Lian Jin Yee 3. Teo Yi Jing	Ms Teoh Xi Yao	
5.	Sleep Quality, Resilience, and Social Support as Predictors of Mental Well-being Among Undergraduate Students in Malaysia	1. Lai Li Yen 2. Teh Wen Yi	Ms Choo Hui Juin	
6.	Self-efficacy, Intolerance of Uncertainty, and Procrastination as Predictors of Future Anxiety Among University Students in Malaysia	1. Chen Hui En 2. Liew Jun Wei 3. Then Siang Ying		
7.	A Study on Peer Pressure and Parenting Style as Predictors of Self-Esteem Among University Students in Malaysia	1. Chen Jing Yi 2. Foo Yu Xian 3. Sebastian Lin Xu Ze	Ms Sanggari a/p Krishnan	
8.	Relationship Between Self-esteem, Academic Stress and Depression Among Undergraduate Students in Malaysia	1. Lee Seen Yi 2. Tang Jing Deeng 3. Timmy Lool Tian Ming	Dr Ooh Seow Ling	
9.	The Influence of Mindfulness and Sleep Quality in Stress Among University Students in Malaysia	1. Chang Rui Qi 2. Olivia Ho Yil Ying		

Kampar Campus : Jalan Universiti, Bandar Barat, 31900 Kampar, Perak Darul Ridzuan, Malaysia

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Sungai Long Campus : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia

Tel: (603) 9086 0288 Fax: (603) 9019 8868

Website: www.utar.edu.my



No	Research Title	Student's Name	Supervisor's Name	Approval Validity
10.	Predictive Roles of Rejection Sensitivity, Maladaptive Perfectionism and Rumination on Depression Among University Students in Malaysia	1. Hui Xiu Jing 2. Joan Chai Wan Ying 3. Sophia Kong Ke Ying	De T'ng Soo Ting	15 January 2026 – 14 January 2027
11.	The Predictors of Impulsive Buying of Youth in Malaysia	1. Khaw Jing Chun 2. Ong Choe Seng 3. Phang Wen Jun 4. Li Zihan 5. Tan Wui Yu	Mr Lim Ooi Sheng	
12.	Online Shopping Addiction, Perceived Social Support, Social Media Usage as Predictors of Life Satisfaction Among Young Adults in Malaysia	1. Chin Yi Ying 2. Katherine Lim Mean 3. Mak Wen Xuan	Dr Nurul Iman Binti Abdul Jalil	
13.	Relationship Between Self-Control, Perceived Social Support, and Internet Addiction with Cyberbullying	1. Mandy Ooi Wen Min 2. Tay Xu Chi 3. Yip Jun Kit		
14.	The Relationship Between Attachment Styles, Conflict Resolution Strategies, and Romantic Relationship Satisfaction Among Young Adult	1. Shirley Chew Mei Yee 2. Yeoh Jim Min	Dr Ooh Seow Ling	
15.	Red Pill Ideology as a Mechanism Linking Gender Norms to Relationship Cynicism: The Buffering Effect of Egalitarian Orientation	1. Ally Tan Sze Man 2. Tun Xin Jie 3. Zoe Ong Jia Jing	Dr Au Zher Wen	
16.	The Relationship Between Violent Game Exposure, Trait Aggression, and Conflict-resolution Styles Among University Students in Malaysia	1. Geh Zhi Yan 2. Soo Jing Xiang 3. Tee Yu Yang		
17.	The Influence of Instagram Use on Body Image Among Gen Z: The Mediating Role of Social Comparison	1. Chua Xiao Qing 2. Elaze Ng Yong Xuan 3. Wong Yong Sing	Dr Ooh Seow Ling	
18.	Shyness, Social Media Use, and Neuroticism as Predictors of Cyberbullying Victimization Among Young Adults in Malaysia	1. Cheng Xin Rou 2. Priyadarsini a/p Gunalan 3. Soh Jing Wen	De Lee Wan Ying	
19.	Examine the Associations Between Self-efficacy, Peer Influence, and Impulsivity on Internet Gaming Disorder Among Emerging Adult Multiplayer Online Battle Arena (MOBA) Players in Malaysia	1. Chan Zi Yuan 2. Lim Wen Yan 3. Tan Yun Lin	De T'ng Soo Ting	
20.	Examining the Role of Gaming Addiction and Perceived Stress on Aggressive Behaviour Among Young Adults in Malaysia	1. Jeston Lee Tze Xiang 2. Khor Ming 3. Ooi Phey Joo	Ms Tee Geok Hong	
21.	The Relationship Between Mental Health Literacy, Mental Health Stigma and Barriers to Seeking Mental Health Support Among Young Adults in Malaysia	1. Kam Yee Ching 2. Tang Kar Zhan 3. Yong Si Xian		
22.	Association Between Parental Marital Conflict-resolution, Romantic Relationship Self-efficacy, and Attitudes Toward Singlehood Among Malaysian Emerging Adults	1. Kristin Ong Kai Tzu 2. Wonard Primus Kayau	Dr Tan Soon Aun	
23.	Visualizing the Future Self and Its Effect on Future Self-Continuity and Intention to Be Single: An Experimental Study	1. Hoon Xin Yi 2. Joanne Ooi Rou Yan		
24.	Future Self Continuity and Lying-flat Tendency Among Undergraduate Students in Malaysia: The Mediating Role of Grit	1. Chan Lee Yi 2. Ho Si Qing 3. Tan Qian Yine		
25.	Loneliness and Depression as Predictors of Barriers to Help-seeking for Mental Health Among Malaysian University Students	1. Keong Pei Wen 2. Sip Chern Huan 3. Tev Sen Sai	Mr Tay Kok Wai	
26.	Mental Health Literacy and Attitudes Toward Seeking Professional Psychology Help Among Malaysian University Students	1. Lim Sheng Xun 2. Gan Boon Quan 3. Veyron Chua Rui Yuan		
27.	The Mediating Role of Fear of Intimacy Between Parental Psychological Control and Romantic Relationship Among Malaysian Emerging Adults	1. See E Yann 2. Tan Jia Li 3. Tan Yee En	Dr Gan Su Wan	

No	Research Title	Student's Name	Supervisor's Name	Approval Validity
28.	Insecure Attachment, Relationship Commitment and Relationship Satisfaction as Predictors of Ghosting Behaviour in Romantic Relationships Among Emerging Adults in Malaysia	1.Gajendra Singam a/l Doraisingam 2.Harshini a/p Subramaniam 3.Lo Xin Yi	Dr Gan Su Wan	15 January 2026 – 14 January 2027
29.	The Relationship Between Family Cohesion, Nature Exposure, Digital Literacy, and Psychological Well-being of Malaysian Older Adults	1. Annissa Cheong Ce Yan 2. Chan Yee Xuan 3. Yap Yan Tong	Dr Sarvarubini Nainee	

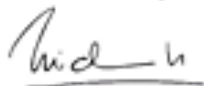
The conduct of this research is subject to the following:

- (1) The participants' informed consent be obtained prior to the commencement of the research;
- (2) Confidentiality of participants' personal data must be maintained; and
- (3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.
- (4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

Should the students collect personal data of participants in their studies, please have the participants sign the attached Personal Data Protection Statement for records.

Thank you.

Yours sincerely,



Professor Dr Zuraidah Abd Manaf
Chairman
UTAR Scientific and Ethical Review Committee

c.c Dean, Faculty of Arts and Social Science

Appendix C: Questionnaire



A Study on Life Satisfaction Among Young Adults in Malaysia

Department of Psychology and Counselling, Faculty of Arts and Social Science
Universiti Tunku Abdul Rahman

Introduction

We are Y3T3 Psychology students conducting a research study on Online Shopping Addiction, Perceived Social Support, Social Media Usage as Predictors of Life Satisfaction among Young Adults in Malaysia. We sincerely invite you to participate in this online survey. Your response will be valuable in helping us better understand this important issue.

Participation Criteria

To take part in this study, you must:

- Be a young adult aged between 18 and 26 years old
- Be a Malaysian citizen
- Be able to read & understand English
- Engage in online shopping
- Be an active social media user

Procedures and Confidentiality

The following questionnaire will require approximately 10 to 15 minutes to complete. All information provided will remain private and confidential. Responses will be reported as group data, without any identifying information, and will be used solely for academic purposes.

As a token of appreciation, participants will have the option to enter a lucky draw for RM10 TNG. Providing your phone number for the lucky draw is optional and will not be linked to your survey responses. Only participants who choose to provide their number will be contacted if selected as winners.

* Required

PERSONAL DATA PROTECTION NOTICE

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013 Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:

- a) Name
- b) Identity card
- c) Place of Birth
- d) Address
- e) Education History
- f) Employment History
- g) Medical History
- h) Blood type
- i) Race
- j) Religion
- k) Photo
- l) Personal Information and Associated Research Data

2. The purpose for which your personal data may be used are inclusive but not limited to:

- a) For assessment of any application to UTAR
- b) For processing any benefits and services
- c) For communication purposes
- d) For advertorial and news
- e) For general administration and record purposes
- f) For enhancing the value of education
- g) For education and related purposes consequential to UTAR
- h) For replying any responds to complaints and enquiries
- i) For the purpose of our corporate governance
- j) For the purposes of conducting research/collaboration

3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

5. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

6. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.

7. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

8. You may access and update your personal data by writing to us at Chin Yi Ying (yychin@utar.my), Katherine Lim Mean (limkatherine0424@utar.my), Mak Wen Xuan (makwenxuan0417@utar.my).

1. Acknowledgement of Notice *

- ☐ I have been notified and that I hereby understood, consented and agreed per UTAR above notice.
- ☐ I disagree, my personal data will not be processed.

Part A: Screening Questions

The following questions are to check your eligibility for this study. Only participants who meet the criteria will continue to the main questionnaire.

2. Age *

3. Nationality *

- ☐ Malaysian
- ☐ Non-Malaysian
- ☐ Non-citizen residing in Malaysia
- ☐ Other

4. Able to read and understand English. *

- ☐ Yes
- ☐ No

5. Do you have prior experience with online shopping? *

- ☐ Yes
- ☐ No

6. How often do you use social media? *

- ☐ Never
- ☐ Less than once a week
- ☐ 1-2 times per week
- ☐ 3-5 times per week
- ☐ Almost everyday/ Daily

Part B: Demographic Information

Please answer the following questions by selecting the option that best describes your current situation. All responses are anonymous.

7. Gender *

- ☐ Female
- ☐ Male
- ☐ Prefer not to say

8. Ethnicity *

- ☐ Chinese
- ☐ Indian
- ☐ Malay
- ☐ Other

9. Working Status *

- ☐ University Student (University / high school students)
- ☐ Workers (Full time / part time workers)
- ☐ Other

10. Education Level *

- ☐ High School
- ☐ Diploma
- ☐ Degree
- ☐ Master
- ☐ PhD
- ☐ Other

Part C: Online Shopping Addiction Scale (OSAS)

Please indicate your agreement with each statement using the scale below. There are no right or wrong answers.

- 1=Completely Disagree
 2=Disagree
 3=Neither Disagree Nor Agree
 4=Agree
 5=Completely Agree

	Completely Disagree	Disagree	Neither Disagree Nor Agree	Agree	Completely Agree
1. When I am not shopping online, I keep thinking about it.	☐	☐	☐	☐	☐
2. I frequently think about how to spare more time or money to spend in online shopping.	☐	☐	☐	☐	☐
3. Online shopping is important for my life.	☐	☐	☐	☐	☐
4. Recently, I have an urge to do more and more online shopping.	☐	☐	☐	☐	☐
5. I spend more and more time in online shopping.	☐	☐	☐	☐	☐
6. Recently, I often shop online unplanned.	☐	☐	☐	☐	☐
7. When I feel bad, online shopping can make me feel good.	☐	☐	☐	☐	☐
8. When I am feeling down, anxious, helpless or uneasy, I shop online in order to make myself feel better.	☐	☐	☐	☐	☐
9. Online shopping can help me to temporarily forget the troubles in real life.	☐	☐	☐	☐	☐
10. When I can't do online shopping for certain excuses, I will get depressed or lost.	☐	☐	☐	☐	☐

	Completely Disagree	Disagree	Neither Disagree Nor Agree	Agree	Completely Agree
11. Life without online shopping for some time would be boring and joyless for me.	☐	☐	☐	☐	☐
12. I will feel restless or depressed when attempting to shop online but unable to achieve.	☐	☐	☐	☐	☐
13. I have tried to cut back or stop my online shopping, but failed.	☐	☐	☐	☐	☐
14. I have decided to do online shopping less frequently, but not managed to do so.	☐	☐	☐	☐	☐
15. If I cut down the amount of online shopping in one period, and then start again, I always end up shopping as often as I did before.	☐	☐	☐	☐	☐
16. My productivity for work or study has decreased as a direct result of online shopping.	☐	☐	☐	☐	☐
17. I have once quarrelled with my parents for my online shopping.	☐	☐	☐	☐	☐
18. I have cut off my time with parents and friends for my online shopping.	☐	☐	☐	☐	☐

Part F: Satisfaction with Life Scale (SWLS)

Please indicate your agreement with each statement using the scale below. There are no right or wrong answers.

1=Strongly Disagree

2=Disagree

3=Slightly Disagree

4=Neither Disagree Nor Agree

5=Slightly Agree

6=Agree

7=Strongly Agree

14. *

	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree Nor Disagree	Slightly Agree	Agree	Strongly Agree
1. In most ways my life is close to my ideal.	☐	☐	☐	☐	☐	☐	☐
2. The conditions of my life are excellent.	☐	☐	☐	☐	☐	☐	☐
3. I am satisfied with my life.	☐	☐	☐	☐	☐	☐	☐
4. So far I have gotten the important thing I want in life.	☐	☐	☐	☐	☐	☐	☐
5. If I could live my life over, I would change almost nothing.	☐	☐	☐	☐	☐	☐	☐

Lucky Draw (RM10 TNG)

If you wish to participate in the RM10 lucky draw, please provide your phone number. This is optional. Your phone number will only be used to contact winners and will not be linked to your survey responses.

15. Phone Number

Exp: 01X-XXXXXXX

This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.

Appendix D: Poster



Faculty of Arts and Social Science

FYP RESEARCH SURVEY

**Online shopping addiction,
Perceived social support, and
Social media usage
as predictors of Life Satisfaction
among young adults in Malaysia**

STUDY CRITERIA:

- > Young adults aged between 18-26
- > Malaysian
- > Able to read & understand English
- > Engage in online shopping
- > Be an active social media user



All responses are anonymous, and participation is voluntary.

Scan Me!



Stand for a chance to win



If you have any enquiries, kindly contact us at: Chin Yi Ying (yychin@utar.my), Katherine Lim Mean (limkatherine0424@utar.my), Mak Wen Xuan (makwenxuan0417@utar.my).

Appendix E: Pilot Study Instruments Reliability

Reliability for Online Shopping Addiction Scale (OSAS)

Reliability Statistics

Cronbach's Alpha	N of Items
.901	18

Reliability for Perceived Social Support Scale (PSSS-A6)

Reliability Statistics

Cronbach's Alpha	N of Items
.824	6

Reliability for Social Media Use Scale (SMUS)

Reliability Statistics

Cronbach's Alpha	N of Items
.808	17

Reliability for Scale With Life Satisfaction (SWLS)

Reliability Statistics

Cronbach's Alpha	N of Items
.752	5

Appendix F: Actual Study Instruments Reliability

Reliability for Online Shopping Addiction Scale (OSAS)

Reliability Statistics

Cronbach's Alpha	N of Items
.923	18

Reliability for Perceived Social Support Scale (PSSS-A6)

Reliability Statistics

Cronbach's Alpha	N of Items
.747	6

Reliability for Social Media Use Scale (SMUS)

Reliability Statistics

Cronbach's Alpha	N of Items
.833	17

Reliability for Scale With Life Satisfaction (SWLS)

Reliability Statistics

Cronbach's Alpha	N of Items
.828	5

Appendix G: Descriptive Statistics (Demographic)

Appendix 4.2 a

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	66	36.5	36.5	36.5
Female	113	62.4	62.4	98.9
Prefer Not to Say	2	1.1	1.1	100.0
Total	181	100.0	100.0	

Frequency table: Gender

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Age	181	18	26	21.54	1.668
Valid N (listwise)	181				

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18	1	.6	.6	.6
19	10	5.5	5.5	6.1
20	44	24.3	24.3	30.4
21	47	26.0	26.0	56.4
22	33	18.2	18.2	74.6
23	22	12.2	12.2	86.7
24	14	7.7	7.7	94.5
25	4	2.2	2.2	96.7
26	6	3.3	3.3	100.0
Total	181	100.0	100.0	

Frequency table: Age

Ethnicity

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Chinese	165	91.2	91.2	91.2
Indian	9	5.0	5.0	96.1
Malay	5	2.8	2.8	98.9
Others	2	1.1	1.1	100.0
Total	181	100.0	100.0	

Frequency table: Ethnicity

Working Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	165	91.2	91.2	91.2
	Worker	16	8.8	8.8	100.0
	Total	181	100.0	100.0	

Frequency table: Working Status

Education Level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Degree	171	94.5	94.5	94.5
	High School	5	2.8	2.8	97.2
	Master	4	2.2	2.2	99.4
	Others	1	.6	.6	100.0
	Total	181	100.0	100.0	

Frequency table: Education Level

Nationality					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malaysian	181	100.0	100.0	100.0

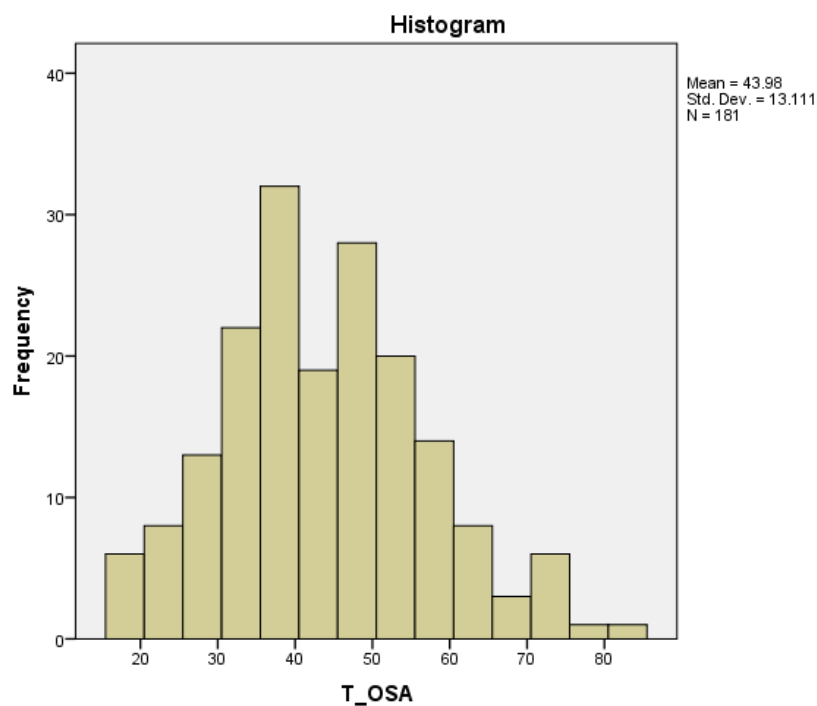
Frequency table: Nationality

Appendix H: Descriptive Statistics (Variables)**Appendix 4.2 b****Descriptive Statistics**

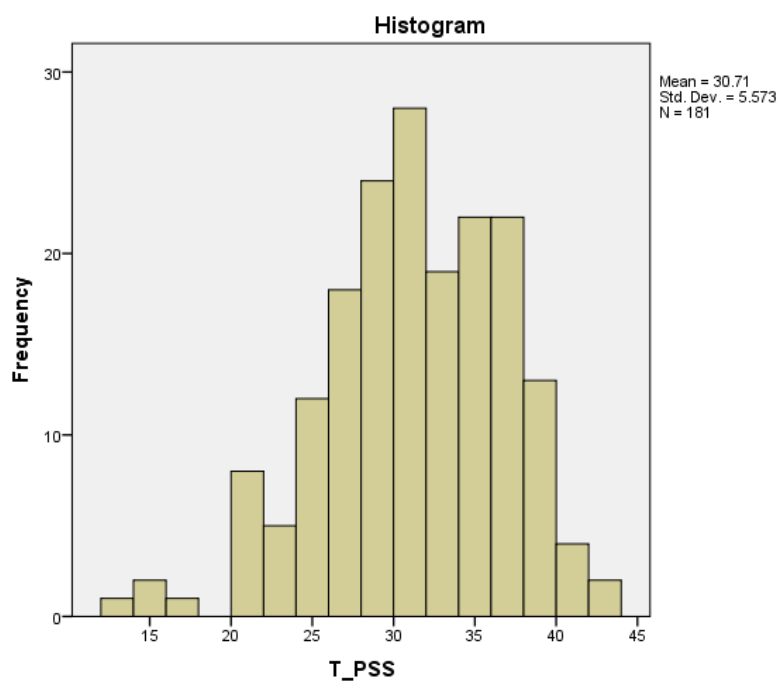
	Mean	Std. Deviation	N
T_LS	21.82	5.599	181
T_OSA	43.98	13.111	181
T_PSS	30.71	5.573	181
T_SMU	39.69	11.448	181

Appendix I: Histogram

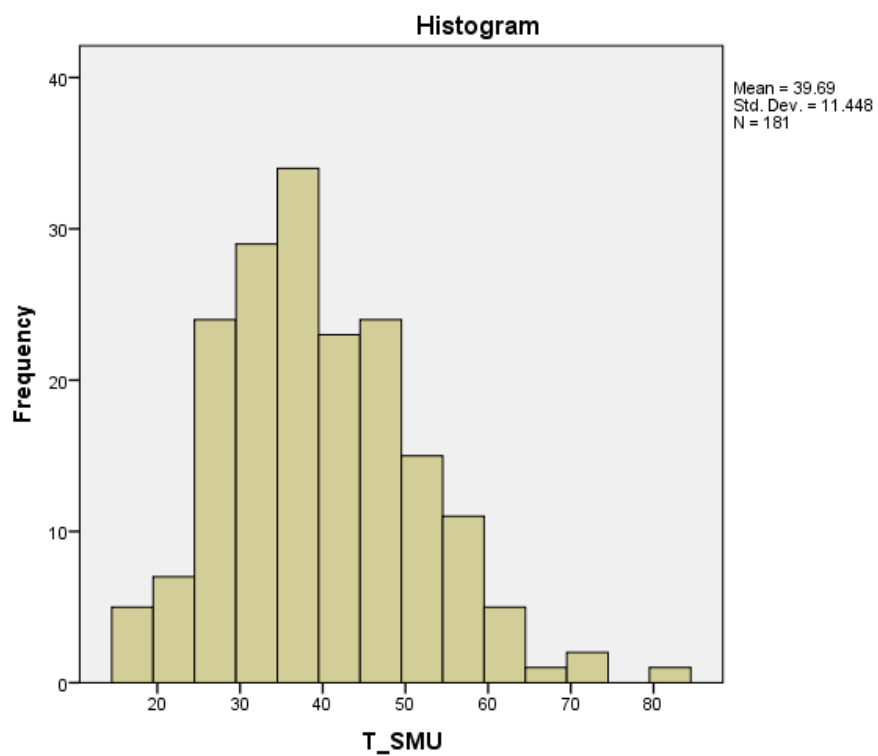
Appendix 4.3.1



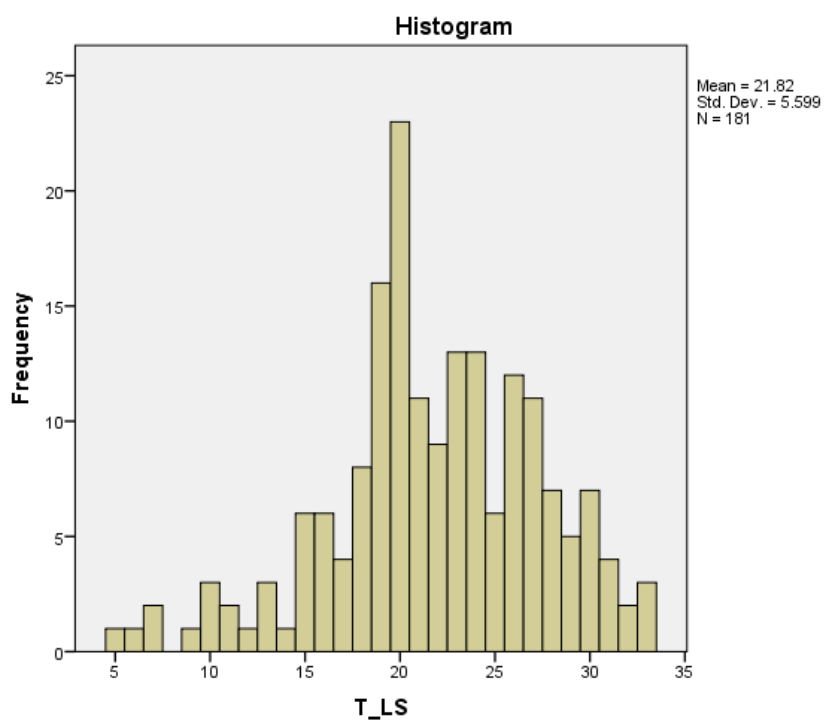
Histogram of Online Shopping Addiction



Histogram of Perceived Social Support



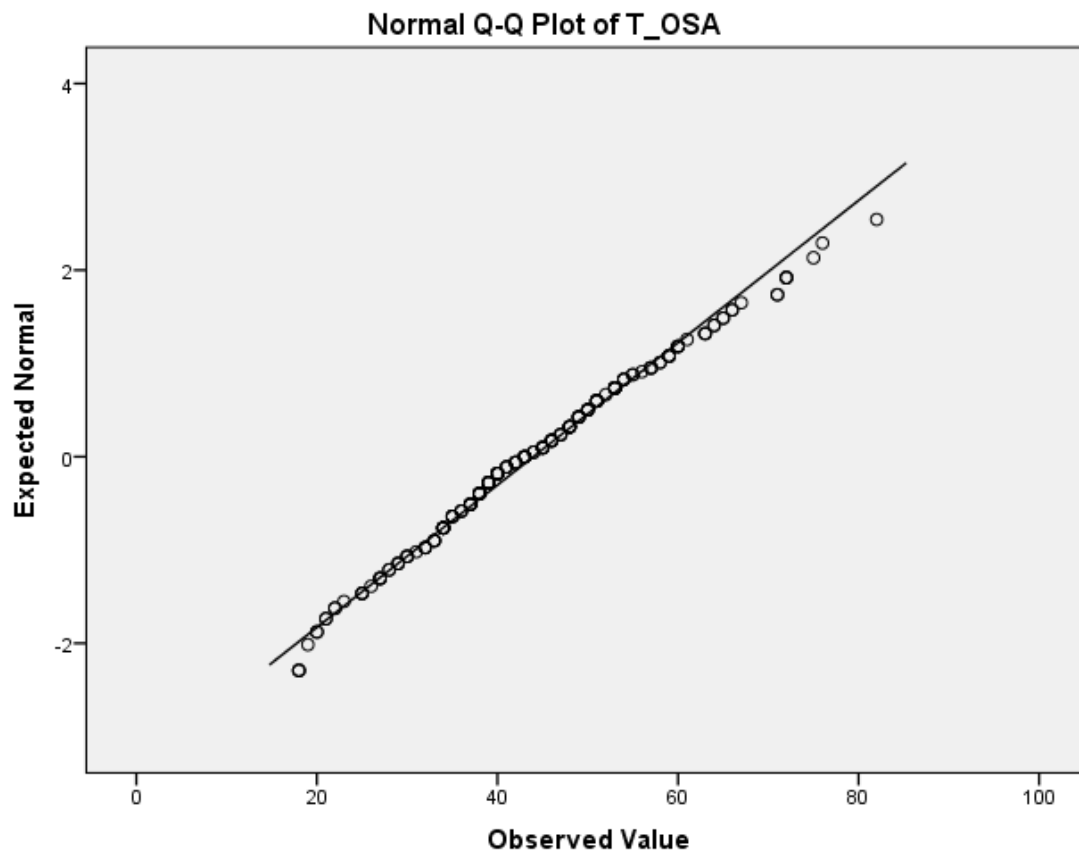
Histogram of Social Media Usage



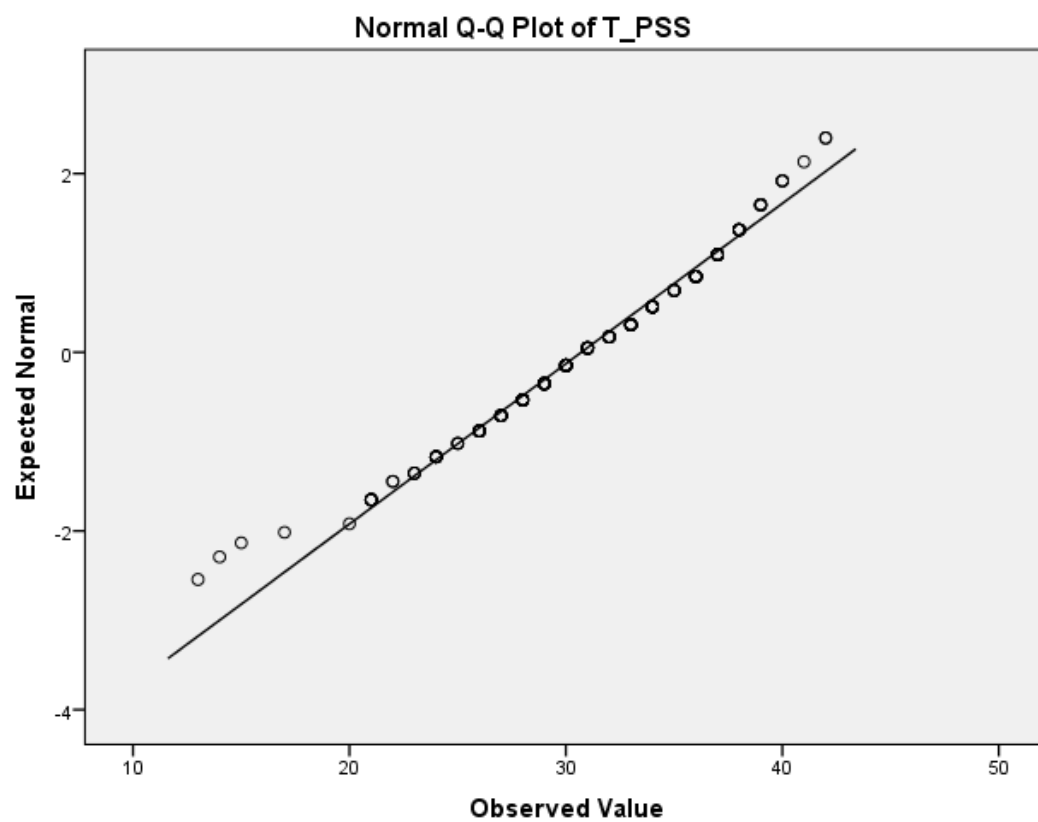
Histogram of Life Satisfaction

Appendix J: Q-Q Plot

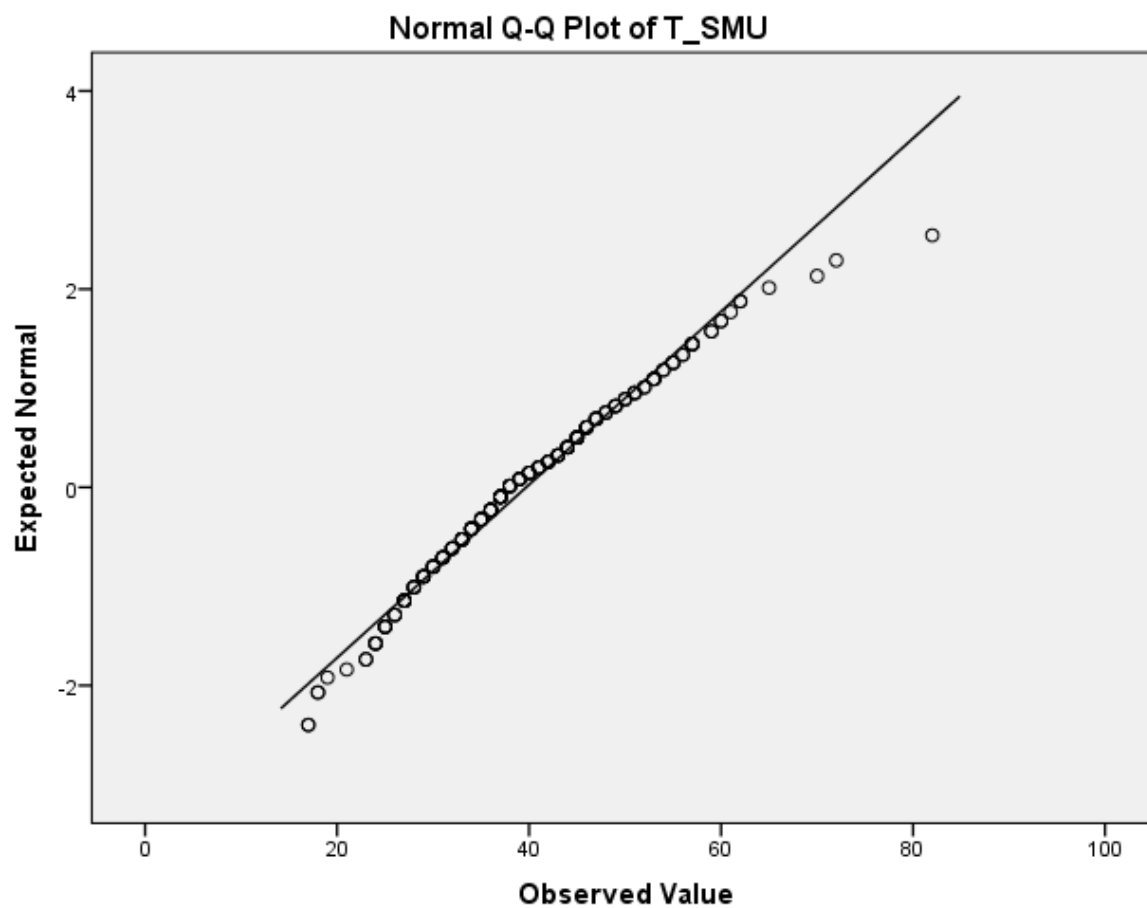
Appendix 4.3.2



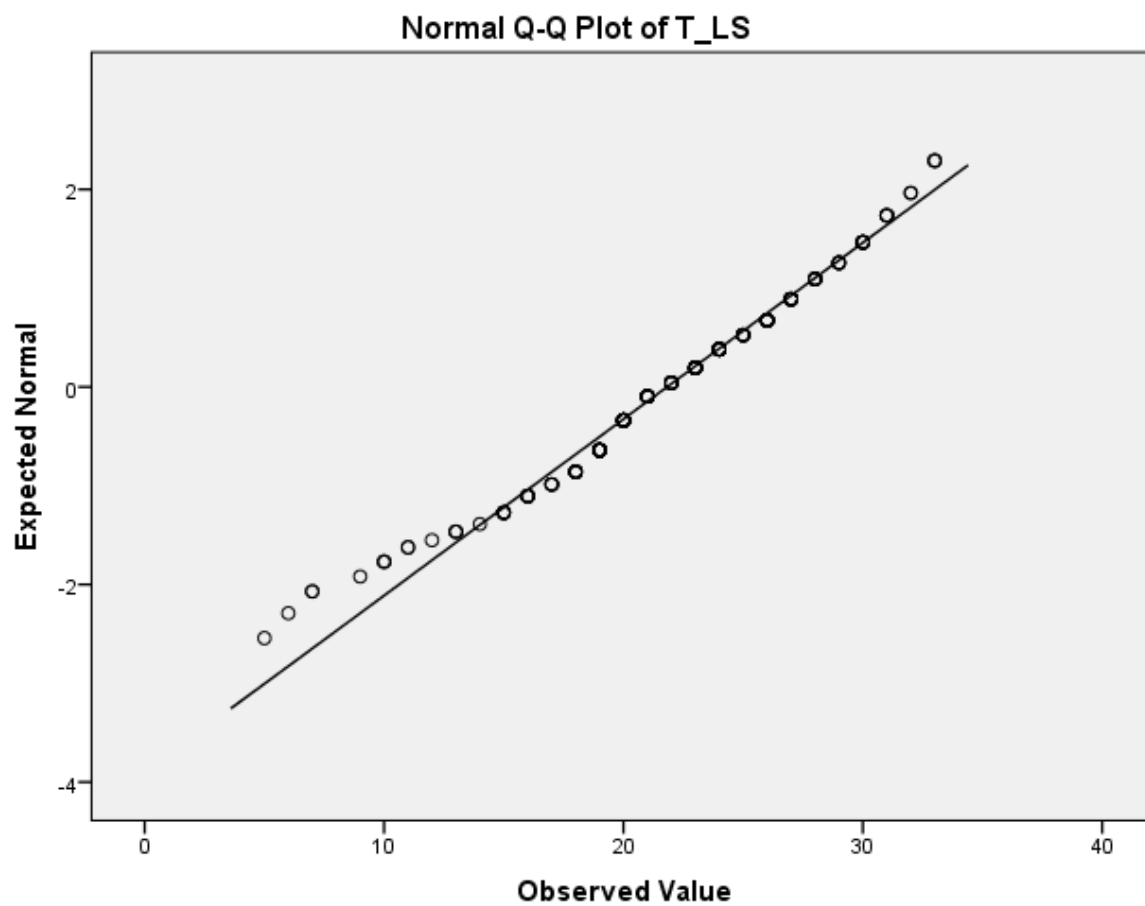
Q-Q Plot of Online Shopping Addiction



Q-Q Plot of Perceived Social Support



Q-Q Plot of Social Media Usage



Q-Q Plot of Life Satisfaction

Appendix K: Skewness and Kurtosis

Appendix 4.3.3

Descriptives

			Statistic	Std. Error
T_OSA	Mean		43.98	.975
	95% Confidence Interval for Mean	Lower Bound	42.05	
		Upper Bound	45.90	
	5% Trimmed Mean		43.71	
	Median		43.00	
	Variance		171.900	
	Std. Deviation		13.111	
	Minimum		18	
	Maximum		82	
	Range		64	
	Interquartile Range		18	
	Skewness		.304	.181
	Kurtosis		-.156	.359

Skewness and Kurtosis of Online Shopping Addiction

Descriptives

			Statistic	Std. Error
T_PSS	Mean		30.71	.414
	95% Confidence Interval for Mean	Lower Bound	29.90	
		Upper Bound	31.53	
	5% Trimmed Mean		30.88	
	Median		31.00	
	Variance		31.061	
	Std. Deviation		5.573	
	Minimum		13	
	Maximum		42	
	Range		29	
	Interquartile Range		8	
	Skewness		-.462	.181
	Kurtosis		.171	.359

Skewness and Kurtosis of Perceived Social Support

Descriptives

			Statistic	Std. Error
T_SMU	Mean		39.69	.851
	95% Confidence Interval for Mean	Lower Bound	38.01	
		Upper Bound	41.36	
	5% Trimmed Mean		39.32	
	Median		38.00	
	Variance		131.050	
	Std. Deviation		11.448	
	Minimum		17	
	Maximum		82	
	Range		65	
	Interquartile Range		16	
	Skewness		.559	.181
	Kurtosis		.426	.359

Skewness and Kurtosis of Social Media Usage

Descriptives

			Statistic	Std. Error
T_LS	Mean		21.82	.416
	95% Confidence Interval for Mean	Lower Bound	21.00	
		Upper Bound	22.64	
	5% Trimmed Mean		22.01	
	Median		22.00	
	Variance		31.346	
	Std. Deviation		5.599	
	Minimum		5	
	Maximum		33	
	Range		28	
	Interquartile Range		7	
	Skewness		-.428	.181
	Kurtosis		.297	.359

Skewness and Kurtosis of Life Satisfaction

Appendix L: Kolmogorov-Smirnov and Shapiro-Wilk Test

Appendix 4.3.4

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
T_OSA	.067	181	.048	.988	181	.119

a. Lilliefors Significance Correction

Kolmogorov-Smirnov test of Online Shopping Addiction

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
T_PSS	.070	181	.029	.979	181	.008

a. Lilliefors Significance Correction

Kolmogorov-Smirnov test of Perceived Social Support

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
T_SMU	.084	181	.003	.979	181	.007

a. Lilliefors Significance Correction

Kolmogorov-Smirnov test of Social Media Usage

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
T_LS	.092	181	.001	.977	181	.005

a. Lilliefors Significance Correction

Kolmogorov-Smirnov test of Life Satisfaction

Appendix M: Assumption of Multiple Linear Regression (MLR)

Appendix 4.4.1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.436 ^a	.190	.177	5.080	2.112

a. Predictors: (Constant), T_SMU, T_PSS, T_OSA

b. Dependent Variable: T_LS

Durbin Watson Test

Appendix 4.4.2

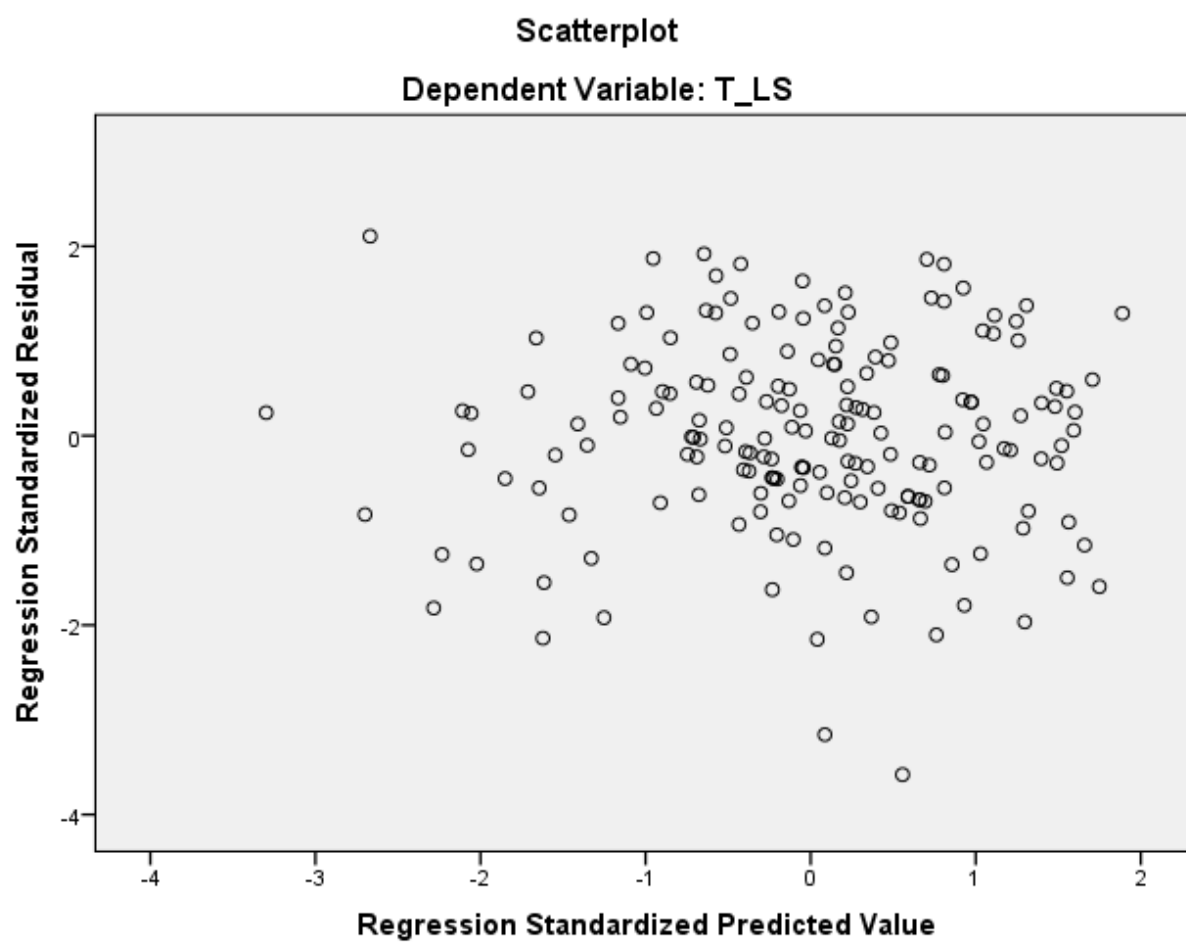
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	8.940	2.783		3.212	.002	3.447	14.432		
	T_OSA	.066	.030	.155	2.225	.027	.007	.125	.945	1.058
	T_PSS	.417	.068	.415	6.085	.000	.282	.552	.984	1.016
	T_SMU	-.071	.034	-.145	-2.103	.037	-.138	-.004	.957	1.045

a. Dependent Variable: T_LS

Tolerance and Variance Inflation Factor (VIF)

Appendix 4.4.3



Appendix N: Outliers

Appendix 4.4.4

Casewise Diagnostics^a

Case Number	Std. Residual	T_LS	Predicted Value	Residual
1	.635	27	23.78	3.224
2	.831	27	22.78	4.220
3	-.135	24	24.69	-.687
4	.211	26	24.93	1.070
5	1.237	28	21.71	6.287
6	-.476	20	22.42	-2.420
7	.347	27	25.24	1.760
8	-1.355	10	16.88	-6.882
9	-1.820	7	16.25	-9.246
10	-.624	17	20.17	-3.169
11	-1.095	16	21.57	-5.565
12	-.385	20	21.96	-1.957
13	.792	27	22.97	4.026
14	-.062	24	24.32	-.315
15	-1.188	16	22.03	-6.033
16	.262	23	21.67	1.333
17	-.526	19	21.67	-2.673
18	.056	26	25.71	.286
19	.500	28	25.46	2.540
20	.465	20	17.64	2.361

21	.316	23	21.39	1.608
22	-.708	16	19.60	-3.599
23	.360	23	21.17	1.830
24	-.360	19	20.83	-1.830
25	2.105	26	15.30	10.695
26	-.289	24	25.47	-1.469
27	1.005	30	24.89	5.106
28	1.862	33	23.54	9.457
29	-2.138	7	17.86	-10.861
30	-.222	20	21.13	-1.129
31	-2.103	13	23.68	-10.684
32	1.271	31	24.54	6.456
33	1.308	28	21.35	6.647
34	.244	24	22.76	1.241
35	1.633	30	21.70	8.297
36	.399	21	18.98	2.025
37	.249	27	25.73	1.266
38	-.224	19	20.14	-1.139
39	.616	24	20.87	3.130
40	-.102	18	18.52	-.517
41	.592	29	25.99	3.007
42	-1.361	17	23.91	-6.914
43	-.655	19	22.33	-3.329
44	.196	20	19.01	.994
45	.027	23	22.86	.137

46	-1.247	18	24.34	-6.335
47	1.509	30	22.33	7.666
48	-.028	21	21.14	-.144
49	-.642	20	23.26	-3.263
50	1.031	23	17.76	5.239
51	-.281	23	24.43	-1.427
52	1.813	30	20.79	9.211
53	-.692	20	23.52	-3.518
54	1.418	31	23.80	7.203
55	-.283	22	23.44	-1.436
56	-.245	20	21.25	-1.246
57	.262	18	16.67	1.329
58	.466	22	19.63	2.369
59	1.296	27	20.42	6.583
60	1.303	29	22.38	6.621
61	-1.922	9	18.77	-9.765
62	-1.048	16	21.32	-5.322
63	-.206	17	18.04	-1.044
64	-1.157	20	25.88	-5.876
65	-.803	17	21.08	-4.081
66	-.018	20	20.09	-.092
67	.356	26	24.19	1.806
68	-.814	19	23.14	-4.137
69	-.293	21	22.49	-1.486
70	-.037	20	20.19	-.189

71	-.270	21	22.37	-1.374
72	-.836	14	18.25	-4.249
73	-.552	15	17.81	-2.806
74	-.338	20	21.72	-1.718
75	.860	25	20.63	4.370
76	-1.967	15	24.99	-9.991
77	-.169	20	20.86	-.859
78	-.607	18	21.08	-3.084
79	1.034	25	19.75	5.252
80	-.791	19	23.02	-4.020
81	-1.254	10	16.37	-6.369
82	1.189	27	20.96	6.039
83	-.327	21	22.66	-1.663
84	-1.593	18	26.10	-8.095
85	-.674	20	23.43	-3.425
86	.124	23	22.37	.631
87	-.182	20	20.93	-.925
88	1.449	28	20.64	7.360
89	-.449	19	21.28	-2.282
90	.491	24	21.51	2.494
91	.564	23	20.13	2.867
92	.982	28	23.01	4.991
93	1.207	31	24.87	6.134
94	.470	28	25.61	2.387
95	.163	21	20.17	.826

96	-.198	22	23.00	-1.004
97	-.453	15	17.30	-2.301
98	-.458	19	21.33	-2.328
99	.243	15	13.77	1.234
100	.296	24	22.50	1.504
101	-.105	25	25.54	-.536
102	.380	26	24.07	1.929
103	1.136	28	22.23	5.772
104	.714	23	19.37	3.629
105	.445	22	19.74	2.259
106	1.920	30	20.24	9.756
107	.123	19	18.38	.624
108	1.300	26	19.40	6.602
109	.756	26	22.16	3.839
110	.518	25	22.37	2.631
111	-.109	20	20.56	-.556
112	-.049	22	22.25	-.251
113	-.555	20	22.82	-2.821
114	-.243	24	25.23	-1.234
115	.049	22	21.75	.251
116	1.871	29	19.49	9.507
117	.149	23	22.24	.758
118	-1.913	13	22.72	-9.720
119	-1.295	12	18.58	-6.577
120	-1.551	10	17.88	-7.877

121	1.455	31	23.61	7.391
122	1.372	29	22.03	6.971
123	-.938	16	20.76	-4.763
124	-.443	19	21.25	-2.251
125	.237	18	16.80	1.202
126	1.186	25	18.97	6.026
127	-.154	24	24.78	-.780
128	-.311	22	23.58	-1.579
129	-.444	19	21.26	-2.258
130	.277	24	22.59	1.409
131	-.334	20	21.70	-1.698
132	-2.150	11	21.92	-10.922
133	.523	24	21.34	2.657
134	.644	27	23.73	3.274
135	-1.791	15	24.10	-9.098
136	1.292	33	26.44	6.564
137	-3.579	5	23.18	-18.183
138	-.148	16	16.75	-.754
139	.800	26	21.94	4.064
140	-.689	18	21.50	-3.501
141	1.559	32	24.08	7.919
142	.755	23	19.16	3.838
143	-.677	20	23.44	-3.442
144	.288	21	19.54	1.461
145	-.376	19	20.91	-1.910

146	-1.448	15	22.35	-7.354
147	-.332	20	21.69	-1.689
148	.440	23	20.76	2.236
149	-.875	19	23.45	-4.447
150	.751	26	22.18	3.818
151	.084	21	20.58	.424
152	1.077	30	24.53	5.471
153	.037	24	23.81	.188
154	-.796	21	25.05	-4.046
155	.659	26	22.65	3.347
156	.946	27	22.20	4.804
157	-.603	19	22.06	-3.065
158	.890	26	21.48	4.520
159	-.978	20	24.97	-4.966
160	-.914	21	25.64	-4.641
161	.353	26	24.20	1.795
162	-.012	20	20.06	-.062
163	-.552	21	23.80	-2.803
164	-1.500	18	25.62	-7.622
165	.324	24	22.35	1.646
166	.307	27	25.44	1.561
167	-.197	19	20.00	-1.001
168	1.108	30	24.37	5.630
169	-1.625	13	21.26	-8.257
170	.123	25	24.38	.624

171	1.812	33	23.80	9.204
172	-3.156	6	22.03	-16.033
173	.089	22	21.55	.454
174	-.642	20	23.26	-3.263
175	.531	23	20.30	2.699
176	-.832	11	15.23	-4.228
177	-.027	22	22.14	-.136
178	1.375	32	25.02	6.983
179	1.323	27	20.28	6.724
180	1.688	29	20.42	8.577
181	-.700	19	22.56	-3.557

a. Dependent Variable: T_LS

Casewise Diagnostics

	Case Number	Mahalanobis Distance	Cook's Distance	Centered Leverage Value
1	1	2.02994	.00175	.01128
2	2	.40884	.00137	.00227
3	3	1.88642	.00008	.01048
4	4	2.30504	.00021	.01281
5	5	1.19510	.00477	.00664
6	6	.79428	.00058	.00441
7	7	3.24059	.00074	.01800
8	8	5.23382	.01703	.02908
9	9	5.75133	.03349	.03195
10	10	.79797	.00099	.00443
11	11	1.60113	.00445	.00890
12	12	.92625	.00040	.00515
13	13	.86057	.00165	.00478
14	14	1.52502	.00001	.00847
15	15	1.30126	.00461	.00723
16	16	3.18414	.00042	.01769
17	17	.30014	.00050	.00167
18	18	6.09918	.00003	.03388
19	19	4.05414	.00186	.02252
20	20	4.11562	.00162	.02286
21	21	3.43879	.00065	.01910
22	22	1.31231	.00165	.00729

23	23	.15424	.00021	.00086
24	24	2.11304	.00058	.01174
25	25	9.45916	.07253	.05255
26	26	2.62130	.00044	.01456
27	27	3.69971	.00694	.02055
28	28	1.81001	.01393	.01006
29	29	2.99611	.02649	.01665
30	30	.65223	.00011	.00362
31	31	4.34993	.03487	.02417
32	32	3.03100	.00945	.01684
33	33	.56359	.00377	.00313
34	34	2.25809	.00028	.01254
35	35	1.78337	.01062	.00991
36	36	1.90933	.00066	.01061
37	37	4.59160	.00051	.02551
38	38	1.88359	.00021	.01046
39	39	1.36373	.00128	.00758
40	40	2.48255	.00005	.01379
41	41	3.26799	.00218	.01816
42	42	2.59551	.00961	.01442
43	43	.11290	.00067	.00063
44	44	3.37397	.00024	.01874
45	45	.57251	.00000	.00318
46	46	3.17907	.00945	.01766
47	47	3.67945	.01558	.02044

48	48	1.82829	.00000	.01016
49	49	2.35457	.00199	.01308
50	50	8.12022	.01494	.04511
51	51	1.43869	.00027	.00799
52	52	1.34162	.01095	.00745
53	53	1.11293	.00144	.00618
54	54	5.15170	.01840	.02862
55	55	2.06296	.00035	.01146
56	56	.79527	.00015	.00442
57	57	7.56732	.00090	.04204
58	58	2.96646	.00125	.01648
59	59	.75844	.00417	.00421
60	60	.72029	.00412	.00400
61	61	5.05916	.03327	.02811
62	62	.25954	.00194	.00144
63	63	4.20080	.00032	.02334
64	64	2.96535	.00769	.01647
65	65	10.53144	.01179	.05851
66	66	4.03388	.00000	.02241
67	67	1.39293	.00043	.00774
68	68	.73317	.00162	.00407
69	69	.72292	.00021	.00402
70	70	.97141	.00000	.00540
71	71	3.03632	.00043	.01687
72	72	4.18999	.00534	.02328

73	73	3.66473	.00208	.02036
74	74	1.29062	.00037	.00717
75	75	4.76334	.00631	.02646
76	76	3.01111	.02251	.01673
77	77	3.40553	.00018	.01892
78	78	2.44163	.00183	.01356
79	79	2.66818	.00567	.01482
80	80	.48423	.00131	.00269
81	81	15.87278	.04483	.08818
82	82	.16424	.00230	.00091
83	83	.98231	.00030	.00546
84	84	4.76295	.02167	.02646
85	85	1.86314	.00186	.01035
86	86	.94964	.00004	.00528
87	87	2.12746	.00015	.01182
88	88	4.61186	.01741	.02562
89	89	.49973	.00043	.00278
90	90	1.86751	.00099	.01038
91	91	2.87883	.00179	.01599
92	92	1.05115	.00281	.00584
93	93	6.16945	.01573	.03427
94	94	8.35528	.00319	.04642
95	95	3.51564	.00017	.01953
96	96	4.31562	.00031	.02398
97	97	7.63020	.00271	.04239

98	98	.81644	.00054	.00454
99	99	11.57922	.00119	.06433
100	100	1.32656	.00029	.00737
101	101	4.88097	.00010	.02712
102	102	1.89836	.00060	.01055
103	103	2.59804	.00671	.01443
104	104	2.96039	.00293	.01645
105	105	3.09424	.00118	.01719
106	106	1.68903	.01416	.00938
107	107	4.88563	.00013	.02714
108	108	5.27293	.01578	.02929
109	109	2.10558	.00255	.01170
110	110	.41873	.00053	.00233
111	111	1.53016	.00004	.00850
112	112	1.45015	.00001	.00806
113	113	2.87059	.00173	.01595
114	114	7.62989	.00078	.04239
115	115	1.31992	.00001	.00733
116	116	4.20673	.02682	.02337
117	117	.55997	.00005	.00311
118	118	1.36380	.01231	.00758
119	119	3.55973	.01116	.01978
120	120	5.56656	.02360	.03093
121	121	1.71502	.00821	.00953
122	122	2.62049	.00984	.01456

123	123	1.23953	.00280	.00689
124	124	.24308	.00034	.00135
125	125	6.92447	.00067	.03847
126	126	2.18269	.00643	.01213
127	127	8.42522	.00034	.04681
128	128	2.52628	.00049	.01403
129	129	6.19713	.00214	.03443
130	130	5.07914	.00069	.02822
131	131	7.59029	.00147	.04217
132	132	.71077	.01116	.00395
133	133	.35807	.00052	.00199
134	134	.97130	.00116	.00540
135	135	2.17077	.01461	.01206
136	136	10.57428	.03063	.05875
137	137	13.80762	.31266	.07671
138	138	5.11843	.00020	.02844
139	139	2.74725	.00347	.01526
140	140	2.28754	.00225	.01271
141	141	3.54117	.01611	.01967
142	142	1.31952	.00188	.00733
143	143	1.28801	.00149	.00716
144	144	1.49823	.00029	.00832
145	145	.46126	.00029	.00256
146	146	.87795	.00556	.00488
147	147	.25873	.00019	.00144

148	148	3.15186	.00117	.01751
149	149	1.20296	.00240	.00668
150	150	4.74154	.00480	.02634
151	151	1.13362	.00002	.00630
152	152	1.81420	.00467	.01008
153	153	1.00102	.00000	.00556
154	154	4.95169	.00560	.02751
155	155	.83529	.00113	.00464
156	156	1.68821	.00343	.00938
157	157	3.59739	.00244	.01999
158	158	.31369	.00146	.00174
159	159	1.68097	.00366	.00934
160	160	3.25636	.00517	.01809
161	161	3.18919	.00076	.01772
162	162	.59136	.00000	.00329
163	163	10.49794	.00554	.05832
164	164	6.02477	.02376	.03347
165	165	2.83416	.00058	.01575
166	166	3.90302	.00068	.02168
167	167	1.03877	.00011	.00577
168	168	6.70633	.01433	.03726
169	169	2.33116	.01266	.01295
170	170	2.68722	.00008	.01493
171	171	3.41503	.02112	.01897
172	172	.67219	.02349	.00373

173	173	.88811	.00002	.00493
174	174	.55111	.00090	.00306
175	175	.78300	.00071	.00435
176	176	10.38279	.01247	.05768
177	177	1.59047	.00000	.00884
178	178	2.65102	.00997	.01473
179	179	1.72401	.00682	.00958
180	180	1.16186	.00874	.00645
181	181	.16112	.00080	.00090
Total N		181	181	181

Case summaries

Appendix O: Multiple Linear Regression (MLR) Analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.436 ^a	.190	.177	5.080	2.112

a. Predictors: (Constant), T_SMU, T_PSS, T_OSA

b. Dependent Variable: T_LS

Durbin Watson Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	8.940	2.783		3.212	.002	3.447	14.432		
	T_OSA	.066	.030	.155	2.225	.027	.007	.125	.945	1.058
	T_PSS	.417	.068	.415	6.085	.000	.282	.552	.984	1.016
	T_SMU	-.071	.034	-.145	-2.103	.037	-.138	-.004	.957	1.045

a. Dependent Variable: T_LS

Tolerance and Variance Inflation Factor (VIF)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1074.095	3	358.032	13.872	.000 ^b
	Residual	4568.248	177	25.809		
	Total	5642.343	180			

a. Dependent Variable: T_LS

b. Predictors: (Constant), T_SMU, T_PSS, T_OSA

Regression Model

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.940	2.783		3.212	.002		
	T_OSA	.066	.030	.155	2.225	.027	.945	1.058
	T_PSS	.417	.068	.415	6.085	.000	.984	1.016
	T_SMU	-.071	.034	-.145	-2.103	.037	.957	1.045

a. Dependent Variable: T_LS

Regression Coefficient