

THESIS OF THE DOCTORAL (PhD) DISSERTATION

INVESTIGATING THE INTERRELATIONSHIPS BETWEEN SOCIAL-MEDIA USE AND SOCIAL-MEDIA FATIGUE AS ON PROCRASTINATORY BEHAVIOR & WORK-LIFE BALANCE IN PAKISTAN'S CORPORATE SECTOR

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CHAPTER 1: INTRODUCTION

Social media usage has a significant impact on people's lives. The study of how these technologies is impacting social dynamics and the daily lives of social media users is becoming increasingly popular in the social science fields (Cummings et al., 2002). Social media usage through social networking sites is a type of communication where users build profiles on various social networks. These social media platforms, like Twitter, LinkedIn, Facebook, and others, allow users to interact by viewing, consuming, and producing user-generated content through their connections (boyd & Ellison, 2007). These platforms also contain user-supplied content or occasionally system-provided data that can be publicly articulated to form connections among social media users.

The International Telecommunication Union (ITU) estimates that 4.4 billion people, or 50 percent of the world's population, utilise the internet, with 3.5 billion of those people accessing social media. However, young people (aged 15 to 24) use the internet at a rate that is significantly greater (71%) than the rate (48%) of the general population. Although industrialized countries have a bigger percentage of all active internet users than developing countries do, the difference is closing quickly, especially as developing nations like China and India see a growth in the number of internet users. Similar to this, 16% of Pakistan's population, or 30 million people, had access to the internet as of the end of 2016 (ITU, 2017; Statista, 2019), which is nearly twice as many as the country's 16 million internet users in 2010.

Numerous research has looked at social media's psychosocial correlates as a result of its widespread use. According to certain research, using social media negatively impacts a person's subjective well-being. These negative effects include reduced life satisfaction, depressive symptoms, disturbed body image, procrastination and low moods (Kross et al., 2013; Liu & He, 2021;

Sagioglou & Greitemeyer, 2014). Dependence on technology has impaired people's ability to interact with other people (Murtaza & Molnár, 2021).

The term "procrastination" is used to describe dysfunctional or unreasonable delay, especially if it is long-term and has the potential to cause more harm than benefit. At the workplace, employees are deliberately delaying their important tasks and giving their precious time to social media for temporary satisfaction and social need fulfillment. The time which employees call "spare time" is the work time for which company is spending huge amounts of money. As a result, the employees take this extra amount of unfinished work back home and disturb their work-life balance as well.

It has been said that procrastination, which involves delaying starting or finishing a planned course of action, is pervasive in many facets of contemporary life (Zer et al., 2009). An example from economics demonstrates that most people spend over a quarter of their working days procrastinating (D'Abate & Eddy, 2007; Nguyen et al., 2013). According to medical research, postponement on the side of patients is mostly indicated by postponing medical checkups, practicing fewer health preventive behaviours, and seeking treatment (F. M. Sirois & Tosti, 2012). According to Rozental and (Rozental & Carlbring, 2014) between 70% and 80% of college students report engaging in significant academic procrastination, and they commonly display dilatory behaviours when completing activities like writing term papers, revising for exams, and other similar ones (Kim & Seo, 2015).

This viewpoint emphasizes the importance of controlling one's emotions when utilizing social media. According to the meta-emotion and related concepts and theories (GOTTMAN et al., 1997; Maio & Esses, 2001), how people deal with their emotions differs depending on their experience, which causes them to assess their feelings differently than other people. Some people tend to

become overpowered by their emotions, but others find it more convenient to control them and express them in socially acceptable ways (GOTTMAN et al., 1997) In addition, taking into account how different people's emotions is related to people's preparedness and capacity to get satisfaction from the experience of emotion, which depends on the situation a person encounters. In order to seem to even be able to modify what is frequently thought of as the most fundamental part of emotional experience, meta-emotions are experienced as a result of meta-processes that appear to modify the initial emotion.

Reappraising emotions and suppressing emotions have both been employed as techniques for emotion regulation. In order to lessen the detrimental effects of social media fatigue on procrastination and work-life balance, this research emphasizes the relevance of cognitive reappraisal as a way to cope with the emotions experienced while experiencing social media fatigue. According to academics (Bartsch et al., 2008; Wirth et al., 2007), evaluating one's emotions when using social media is a crucial consideration. The tendency to indulge in a better emotional state despite suffering from social media fatigue is considered to be the result of positive self-evaluation of one's own feelings while using social media. This can have a favourable impact on procrastination and work-life balance. The emotion appraisal theories elaborate on the concerns in light of this circumstance, such as how some people have better individual dispositions in various situational contexts, which shapes their concerns regarding emotion regulation, and how these concerns influence the appraisal of emotions during social media use (Bartsch et al., 2008).

Topics & Objectives

This chapter seeks to illustrate the study's significance, goals, objectives, questions, and research background.

1.1 Aims of the Research:

This dissertation aims to determine the social media use as “mindful” of “mind full” by empirically studying the impact of social media usage on fatigue and how it effects procrastination and work-life balance of workers employed in multinational firms in Pakistan. This research will also study the critical role of emotional reappraisal as a moderator to cope up with social media fatigue.

1.2 Research Questions:

The questions of this research arise from the gaps in existing literature. These questions serve as guidelines and pillars for the empirical study as well as the findings of this dissertation.

1. Does extensive social media usage influence social media fatigue?
2. Does Social Media fatigue mediate the relation between social media usage, procrastination and work-life balance.
3. How does emotional regulation moderate the relation between social media fatigue, procrastination, and work-life balance.

1.3 Research Objectives.

This dissertation has the following objectives:

- To investigate the impact of social media use on social media fatigue (quantitative)
- To investigate the impact of social media fatigue on procrastination behavior (quantitative)
- To investigate the impact social media fatigue on work-life balance (quantitative)
- To investigate the mediating impact of social media fatigue between social media use and procrastination behavior (quantitative)

- To investigate the mediating impact of social media fatigue between social media use and work-life balance (quantitative)
- To investigate the moderating impact of cognitive emotion appraisal between social media fatigue and procrastination behavior (quantitative)
- To investigate the moderating impact of cognitive emotion appraisal between social media fatigue and work-life balance (quantitative)

1.4 Research Approach

This dissertation has adopted a deductive model to review. It has used a quantitative research design to accomplish the research objectives. The theories linked with the variables were examined quantitatively, measuring their relationship among each other. The flow of literature review starts with establishing base line theories and then building a model on them. In addition to this, deductive research has been conducted to test these theories (Creswell, 2017).

The combination of three research streams—social media use and tiredness, procrastination, work-life balance, and emotional reappraisal—that have mostly developed independently of one another is represented by the current thesis, as stated in Chapter 1. The current chapter offers a thorough analysis of the body of research, demonstrating the importance and applicability of the research issues stated in Chapter 1's introduction. A review of social media and its widespread use will set the stage for this debate, which will then address social media weariness and how it relates to work-life balance and procrastination habits. The literature around the most intriguing variable, emotional reappraisal, is then thoroughly examined to ascertain its place in the study paradigm. The use of social media, social media weariness, procrastination habits, and work-life balance are all pertinent theories that support the current theory. Next, relevant theories underpinning the

present thesis, including social media usage, social media fatigue, procrastination behavior, work-life balance and emotional reappraisal are presented. The next step is the introduction of an integrative multi-theoretical conceptual framework. A summary follows the conclusion of this chapter.

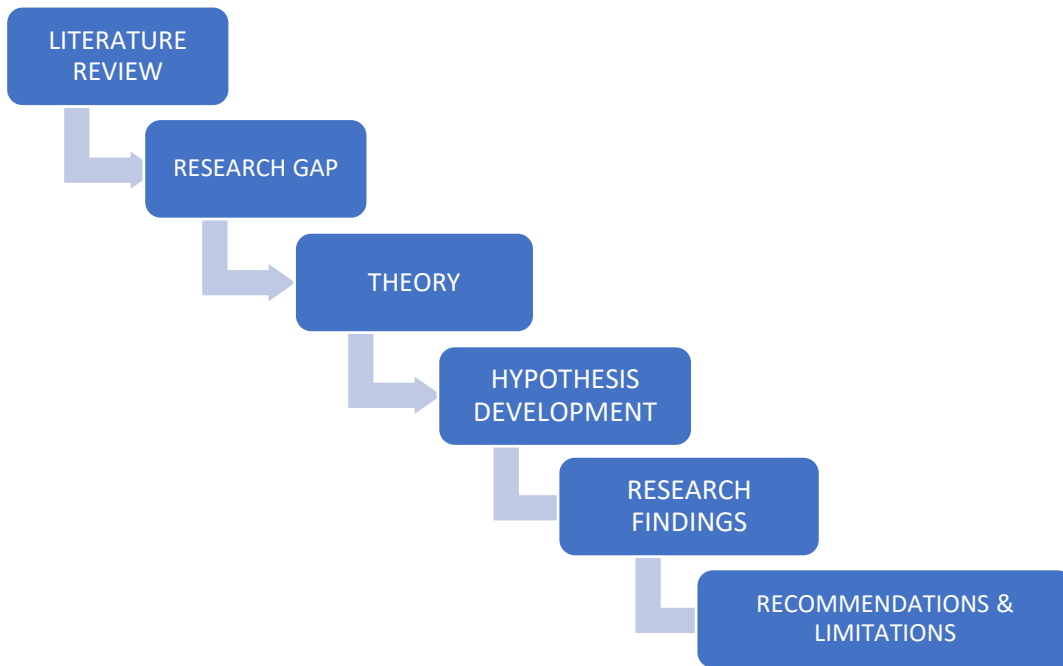


Figure 1. Research Model Applied in the Dissertation

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CHAPTER 2: LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

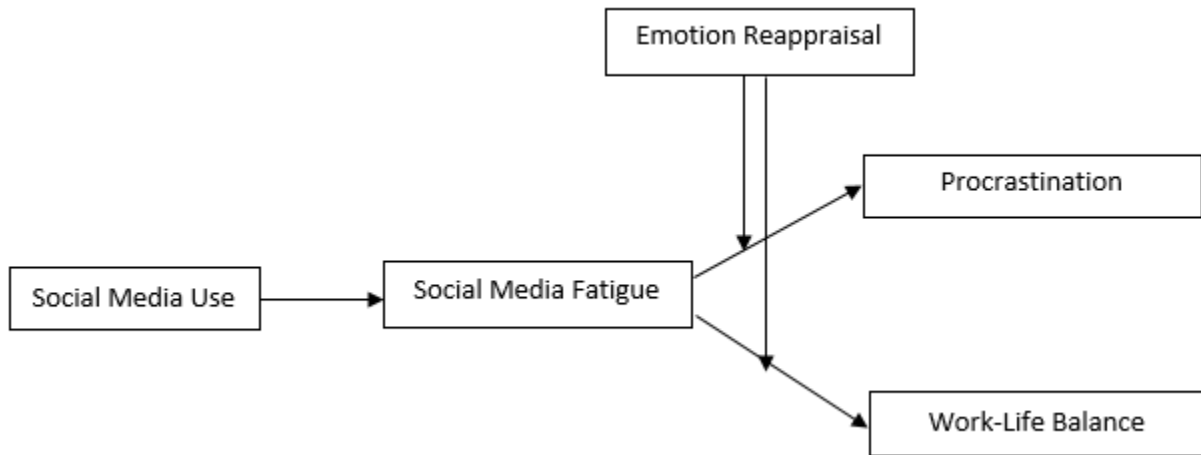


Figure 2: Theoretical Model

2.1 Hypothesized Relationships and Literature Review

The relationship between hypothesized variable will be discussed in this section from the literature support.

2.2 Social Media Use and Social Media fatigue

H1: The social media use has a significant relationship with social media fatigue

(Goasduff & Pettey, 2012) found that certain social media user segments exhibit signs of social media fatigue as a result of information overload. They conducted a survey of 6295 users between the ages of 13 and 74 in 11 developed and developing markets between December 2010 and January 2011. During the study, questions on these respondents' opinions and social media usage were asked. The study's findings indicated that social media providers should be aware of the need to innovate their platforms after consumers grow weary of them in order to maintain their interest. Social media users have a tendency to stop using social media when they feel overburdened with

too many websites, too much material, too many friends and contacts, and too much time spent keeping up with these connections, according to the definition of social media fatigue. Social media fatigue may also be influenced by users' privacy concerns and boredom (Sano et al., 2019).

2.3 Social Media Fatigue and Procrastination Behaviour

H2: The social media fatigue has a significant relationship with Procrastination behaviour

According to Steel, (2007), procrastination causes self-control failure, which is defined as "the voluntary postponement of necessary activities, despite anticipating potential negative consequences that overturn the positive consequences of the delay" (Klingsieck, 2013). Social media is frequently used as a procrastination tool, according to the most current studies in this field ((Meier, 2022; Welp et al., 2015). Due to increased usage, social media users are more prone to feel social media weariness, which raises people's propensity to put things off. Thus, procrastination's impact on psychological functioning amplifies unpleasant emotions (F. Sirois & Pychyl, 2013; Steel, 2007). Social media sites contribute significantly to characteristic procrastination in this way. Delaying crucial tasks in favour of completing less important ones is a sign of procrastination. Such deliberate postponements of significant tasks have unfavourable effects. The usage of social media has been identified as one of the precursors of procrastination, however comprehensive research to support these claims is lacking (F. Sirois & Pychyl, 2013). Procrastination and social media have a beneficial relationship(F. Sirois & Pychyl, 2013).

2.4 Social Media Fatigue and Procrastination

H3: The social media fatigue has a significant relationship with work-life balance

The link between the detrimental impacts of social media in workplace settings and other contexts has been investigated in a number of literature research (Cao et al., 2016). As it has been shown

that technology is increasingly affecting how people engage on social media platforms, more study on social media use and how social media weariness affects work-life balance is required (Yao et al., 2023). The more time people spend on social media at work, the poorer they may perform at work and in their personal lives, claim van Zoonen et al., (2017).

2.5 Social Media Fatigue as Mediator between SM Use and Work-Life Balance as well as procrastinative behaviour

H4: The social media fatigue significantly mediates the relationship between social media use and Procrastination behaviour

H5: The social media fatigue significantly mediates the relationship between social media use and work-life balance.

Additionally, according to a number of research in the area, it can be difficult to comprehend complex communications when there is a surplus of information ((Biocca et al., 2007). Another study demonstrates that information overload increases with information volume. While information overload is defined as "a state brought on by a level of information beyond what a person can assimilate or process at a given time," (Jacoby et al., 1974). Griffiths (2010) notes that while some social media users use the platforms to unwind after a long day, others use them more frequently and experience social media fatigue, which can exacerbate trait procrastination and encourage people to put off important tasks (F. M. Sirois et al., 2003). This can have detrimental effects on one's performance at work and make it difficult to manage a work-life balance ((van Zoonen et al., 2017). Social media is frequently used as a procrastination tool, according to the most current studies in this field (Meier, 2022; Welp et al., 2015). Due to increased usage, social media users are more prone to become social media weary, which makes them more likely to put

off tasks. In this way, procrastination's effects on psychological processes heighten unpleasant emotions (Pychyl & Sirois, 2016; F. Sirois & Pychyl, 2013)

2.6 Emotion Appraisal as Moderator between SM Fatigue and Procrastinative Behaviour as well as between SM Fatigue and Work-Life Balance

H6: Emotion appraisal significantly moderates the relationship between social media fatigue and Procrastinative behaviour

H7: Emotion appraisal significantly moderates the relationship between social media fatigue and work-life balance.

A healthy balance between professional and personal obligations has been emphasized (Sánchez Abril et al., 2012). Studies have shown that using social media at work might lower job motivation and lead to conflicts between work and personal life (van Zoonen et al., 2017; van Zoonen & Banghart, 2018). According to numerous research, procrastination is most frequently caused by media in general and social media in particular (Panek, 2014; Reinecke & Hofmann, 2016). van Koningsbruggen et al., (2017) found that the habit of utilizing media in general and the Internet in particular leads to hasty decisions, which are likely to result in procrastinatory use of internet apps (Meier, 2022). These results demonstrate a significant prevalence of procrastinatory media use in daily life.

Emotions are seen as important factors because they have an effect on our actions, ideas, and interactions with others. Some people frequently control their emotions in a variety of ways. The ability to control one's emotions is known as emotion regulation (Salovey et al., 1995) This ability is associated with favourable outcomes, such as psychological well-being, among others (Ehrhart et al., 2012) The beliefs are crucial because they influence how we interact with the

world, particularly when it comes to emotions. The study of the relationships between emotion beliefs and associated emotional and interpersonal consequences is becoming more and more popular (Ford & Gross, 2018). The ability to manage one's emotions is stressed as a key priority in regulating one's own emotions (Salovey et al., 1995). According to various theories (Bartsch et al., 2008) sometimes the situational context makes it necessary for people to consciously control their emotion.

CHAPTER 3: METHODOLOGY

The major objective of this chapter is to provide a description of the research strategy and plan applied to the current investigation. It offers a discussion of the research approach, research design, and research philosophy for the study. The sections of this chapter go into greater detail about ontology, epistemology, and various aspects of research design, including study type, purpose, unit of analysis, sampling strategy, study population, sample size, response rate, scales of measurement, pre-testing of the questionnaire, data collection techniques, operational definition and measures, and questionnaire design. After these sections, a description of data analysis methods and the related statistical tools is provided.

3.1 Research Design

According to (Zikmund et al., 2013), research design can be characterized as a master plan that aids in outlining the methods and steps for data collecting and analysis. (Cooper & Schindler, 2013) claim that the research design of the study is the procedure that aids in addressing the research questions and achieving the research objectives. They expanded on their description of research design by describing how samples are chosen, data is collected, various constructs are measured, and data is processed. They asserted that research design helps researchers who are having problems allocating scarce resources, such as time and money. This support comes from the fact that the study design gives the researcher the freedom to choose from a variety of methodologies that can be used in the methodology section. The next sections go over a variety of research design components, including research approach, study purpose, study environment, kind of investigation, unit of analysis, and study time period.

3.2 Research Approach & Purpose of Study

For the purpose of addressing the research objectives of their studies, researchers typically use two different sorts of research methodologies. According to (Cooper & Schindler, 2013; Sekaran & Bougie, 2016; Zikmund et al., 2013), these research methodologies are referred to as quantitative research approach and qualitative research approach, respectively. The research methodology used in this study is of a quantitative nature because it tends to investigate the relationships between predictor variables (social media usage) and outcome variables (procrastination and work-life balance), as well as the impact of emotional regulation and reappraisal on the outcome variables. Similar quantitative information was acquired to conduct the analysis.

3.3 Type of Study

Both quantitative and qualitative research methodologies have distinct study significances, strengths, and shortcomings. Each research strategy's suitability is entirely dependent on the study's goals. The research methodology used in this study is of a quantitative nature because it tends to investigate the relationships between predictor variables (social media usage) and outcome variables (procrastination and work-life balance), as well as the impact of emotional regulation and reappraisal on the outcome variables.

3.4 Researcher's Interference

The interaction of the researcher with the study's environment is a crucial factor in determining the study's kind. According to (Sekaran & Bougie, 2016), the study environment has three levels of interference: excessive, moderate, and minimal. In this study, the researcher's intervention was kept to a minimum because data regarding procrastination's antecedents were acquired using self-administered questionnaires in the pilot phase, where interference was limited. The data was also obtained using self-administered questionnaires in the second portion of the study, which was the

actual data used for the project, and interference was once again low. When taking into account both study components, there was very little researcher interference.

3.5 Population, Sample and Sampling Technique

The information pertaining to the study's population and sampling is covered in this section. This section contains information on the target population and the criteria used to choose it. Determining the sample size and choosing sampling strategies that aid in creating a sample that accurately represents the population are also discussed.

3.5.1 Population of the Study

A population is a group of incidents, documents, or individuals from which the necessary information or data can be gleaned through the use of surveys, interviews, or other techniques (Cooper & Schindler, 2013). According to (Malcolm & Blerkom, 2008) population can also be defined as a group of observations or individuals who aid in the selection of a sample to examine various study factors. The population of this study is employees from Pakistan's corporate sector. Pakistan's corporate sector is made up of national and multinational companies and banks in Pakistan. Employees at all levels are included in the population since the study aims to investigate the elements that cause procrastination in all employees of Pakistan's corporate sector and further to manage work-life balance.

3.5.2 Sample Size

Sampling is a technique used to choose a sample from a certain population. It is a method for choosing components from a specified target population in order to represent the entire population as a whole (Cooper & Schindler, 2013). A sample must meet a few requirements in order to be chosen, including the following: (1) it must be drawn from the entire population; (2) it must

characterize the entire population; and (3) the conclusions must be applicable to the entire population (Ruane, 2005).

(Hair et al., 2016) gave the specifications of the minimal sample size for PLS-SEM in order to detect R^2 values of 0.75, 0.50, 0.25, and 0.10 in the endogenous construct included in a structural model with significance levels of 1%, 5%, and 10% based on (Cohen, 1988) power calculations. The complexity of the PLS path model (the number of arrows pointing at a construct) and the statistical power level of 80% were taken into account. Based on Cohen's (1992) power assessments, the minimum sample size recommendations proposed by (Henseler et al., 2014) are shown in the table.

Table 1: Sample Size Recommendations (80% Statistical Power)

Maximum Number of Arrows pointing at a construct	Significance Level		
	1%	5%	10%
2	158	110	88
3	176	124	100
4	191	137	111
5	205	147	120
6	217	157	128
7	228	166	136
8	238	174	143
9	247	181	150
10	256	189	156

Source: (Henseler et al., 2014)Hair, Hult, Ringle and Sarstedt (2014)

The shaded area depicts the sample size requirements for the 6 arrows included in the model used in the current study, which are 217 for a significance level of 1%, 157 for a significance level of 5%, and 128 for a significance level of 10%. 384 respondents made up the data sample for this investigation. The studies cited above, and their recommendations show that the minimal sample size requirements are met by this investigation.

3.5.3 Sampling Size Technique

The sample for this study must be chosen appropriately since it will examine how social media exhaustion affects working life balance, procrastination, and emotional regulation as a moderator in Pakistan's business sector. Habib Bank Limited, United Bank Limited, Levi Strauss Pakistan, Telenor Pakistan, Zong China Mobile, and CCBPL (Coca Cola Beverages Private Limited) were among the businesses chosen for data collecting. Purposive sampling was utilized as the sample approach for this study because we had to make sure that those taking the survey met specific requirements that we had established.

3.6 Data Collection Method

This study used a self-administered questionnaire because it was a correlational study in nature. Self-administered questionnaires are an effective method for gathering data, particularly when the researcher is clear about the data that must be collected from the respondents (Cooper & Schindler, 2013; Sekaran & Bougie, 2016). Additionally, self-administered questionnaires give respondents the opportunity to read the questions and contact the researchers with any questions in order to complete the survey as efficiently as possible (Zikmund et al., 2013).

3.7 Measures

The first chapter already provides conceptual definitions for the terms used in the social media-procrastination model, but the researcher's goal in this section is to operationalize those definitions for the purposes of the current study. Each concept was also evaluated on a five-point Likert scale, with 1 denoting strong disagreement and 5 denoting strong agreement. Table 2 provides descriptions of the measuring scales and definitions of the constructs.

Table No. 2. Measures and Items

Social Media Use:

Adapted by: Andreassen, Torsheim, Brunborg, & Pallesen, (2012) (7items)

CMU1: Spend a lot of time thinking about social media platforms or using such platforms.

CMU2: Feels an urge to use social media more and more?

CMU3: Use of social media in order to forget about personal problems?

CMU4. Becomes restless or troubled if I am prohibited from using social media?

CMU5: Decided to use Facebook less frequently, but not managed to do so?

CMU6: Use social media so much that it has a negative impact on your job or tasks that I have to complete?

CMU7: Spent more time on Facebook than initially intended?

Social Media Fatigue:

Adopted by (Gartner 2010) (5 items)

Further adopted by a study conducted by Bright, L. F., Kleiser, S. B., & Grau, S. L. (2015) and Dhir, A., Yossatorn, Y., Kaur, P., & Chen, S. (2018)

SMF1: I am likely to receive too much information when I am searching for something on social media sites

SMF2: I am frequently overwhelmed by the amount of information available on social media sites

SMF3: I find that social media sites do not have enough detail to quickly find the information I am looking for

SMF4: The amount of information available on social media sites makes me feel tense and overwhelmed.

SMF5: When searching for information on social media sites, I frequently just give up because there is too much to deal with

Emotion Reappraisal:

Emotion regulation reappraisal 6-item scale is adopted from James J. Gross & Oliver P. John (2003). (6 items)

ERAp1: I control my emotions by changing the way I think about the situation I'm in.

ERAp2: When I want to feel less negative emotion, I change the way I'm thinking about the situation.

ERAp3: When I want to feel more positive emotion, I change the way I'm thinking about the situation.

ERAp4: When I want to feel more positive emotions (such as joy or amusement), I change what I'm thinking about.

ERAp5: When I want to feel less negative emotion (such as sadness or anger), I change what I'm thinking about.

ERAp6:

When I'm faced with a stressful situation, I make myself think about it in a way that helps me stay calm.

Work-life Balance:

Adopted by Dex, S. (2005). Measuring work-life balance and its covariates. Work, Employment & Society.

Further used by Hye Kyoung Kim (2014) in the study related to work-life balance.

WLB1: At the moment, because the job demands it, I usually work long hours.

WLB2: I have to take work home most evenings.

WLB3: Relaxing and forgetting about work issues is hard to do

WLB4: Finding time for hobbies, leisure activities, or to maintain friendships and extended family relationships is difficult.

WLB5: I would like to reduce my working hours and stress levels, but feel I have no control over the current situation.

WLB6: I often work late or at weekends to deal with paperwork without interruptions.

WLB7: I worry about the effect of work stress on my health.

Procrastination:

Adopted by Tuckman, B. W. (1991)

ProCr1: I needlessly delay finishing jobs, even when they are important.

ProCr2: When I have a deadline, I wait till the last minute

ProCr3: I manage to find an excuse for not doing something.

ProCr4: I am an incurable time waster.

ProCr5: When something is too tough to tackle, I believe in postponing it

3.7.1 Software Selection for PLS-SEM

For this study's multiple regression analysis, the researchers chose to employ SmartPLS. SmartPLS is chosen based on a variety of aspects, including resource accessibility, an intuitive user interface, the nature of the study, backup support, and sample size and measurement criteria (Chin & Newsted, 1999).

CHAPTER 4: SUMMARY OF RESULTS

This section provides a comprehensive analysis of the empirical findings derived from the study, utilizing the statistical techniques outlined in the research methodology section. In addition to crucial tests, this analysis encompasses evaluations for multicollinearity and normality as part of the analysis. The study's framework is evaluated through the application of structural equation modeling with partial least squares (PLS), which is introduced briefly within this section. Furthermore, PLS-SEM is utilized to gauge the reliability and validity of assessment items and to scrutinize the structural model in order to test the research hypotheses.

4.1 Reliability Analysis

Most academics agree that there are two methods that can be used to assess an instrument's reliability under the condition of internal consistency. For instance, one method is measuring Cronbach's alpha, which reveals how strongly the items are positively related to one another. According to (Sekaran & Bougie, 2016), dependability values between 0.7 and 0.8 are generally viewed as excellent. Values below 0.6 are typically regarded as weak. Table 3 below presents the reliability measurement's results.

Table 3. Reliability Coefficient

Constructs	Cronbach's Alpha
SMU	0.875
SMF	0.870
WLB	0.898
PROC	0.863

ER	0.886
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Subsequently, the reliability of reflected measures, evaluated through composite reliability, is examined in the next phase. Shook et al. (2004) argue that composite reliability surpasses coefficient alpha as a method because it considers both the measurement error associated with each item and its standardized loadings.

Table 4: Reflective Constructs Reliability

Construct	Composite reliability (rho_a)	Composite reliability (rho_c)
SMU	0.886	0.903
SMF	0.909	0.910
WLB	0.894	0.899
PROC	0.891	0.903
ER	0.905	0.925

In this study, we evaluate reliability using two distinct criteria, with Cronbach's alpha (α) assuming that reliability is evenly distributed across all items. The findings reveal that all constructs exhibit a Cronbach's alpha value exceeding 0.70, indicating a satisfactory level of reliability. Additionally, when compared to the benchmark value of 0.70, the composite reliability results also indicate a high level of reliability. Consequently, these results affirm the internal consistency of the measures.

4.2 Validity Results

The discriminant as well as convergent validity result assist in measuring the validity of the reflective measures over items of a variable. The level of consistency is assessed with the help of convergent validity (Phillips & Bagozzi, 1986).

Table 5: Outer Loadings and Average Variance Extracted for Constructs

Variable	Items	Loadings	AVE
Social Media Use	SMU1	0.705	0.572
	SMU2	0.766	
	SMU3	0.801	
	SMU4	0.771	
	SMU5	0.821	
	SMU6	0.698	
	SMU7	0.721	
Social Media Fatigue	SMF1	0.832	0.650
	SMF2	0.810	
	SMF3	0.804	
	SMF4	0.786	
	SMF5	0.798	
Procrastination	PROC1	0.709	0.640
	PROC2	0.809	
	PROC3	0.782	

	PROC4	0.875	
	PROC5	0.817	
Work-life Balance	WLB1	0.861	0.711
	WLB2	0.838	
	WLB3	0.859	
	WLB4	0.859	
	WLB5	0.796	
Emotion Reappraisal	ERAP1	0.816	0.628
	ERAP2	0.810	
	ERAP3	0.792	
	ERAP4	0.805	
	ERAP5	0.767	
	ERAP6	0.762	

The analysis's results, as displayed in the table, are within the range for the average variance extracted, which has a minimum value of 0.5 as a standard criterion for assessing convergent validity. It also indicates that 50% of the variance was noticed in the latent constructs during the assessment of their reliability and validity (Jr. , J. F. Hair et al., 2016).

Table 6: Constructs Correlation Matrix Heterotrait-Monotrait (HTMT) Analysis

	SMU	ERAP	PROC	SMF	WLB
SMU					

ERAP	0.148			
PROC	0.162	0.322		
SMF	0.302	0.140	0.422	
WLB	0.133	0.096	0.111	0.279

Assessing discriminant validity encompasses a range of methods, including the Fornell-Larcker criterion, cross-loadings, and Heterotrait-Monotrait (HTMT) Analysis. The obtained values from Heterotrait-Monotrait (HTMT) Analysis and the Fornell-Larcker criterion are presented in Tables 8 and 9, providing further confirmation of the presence of discriminant validity within the study.

It is essential to highlight that establishing discriminant validity extends beyond a simple examination of correlations between indicators of different constructs. Additional advanced techniques such as confirmatory factor analysis and structural equation modeling can also be deployed to thoroughly evaluate discriminant validity (Hair et al., 2016). These comprehensive assessments contribute to a robust validation of the distinctiveness of the constructs under consideration in the study).

Table 7: Fornell-Larcker criterion

	SMU	ERAP	PROC	SMF	WLB
SMU	0.756				
ERAP	-0.044	0.792			
PROC	0.120	0.310	0.800		
SMF	0.300	0.097	0.407	0.806	

WLB	-0.019	0.039	0.005	-0.223	0.843
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Henseler and colleagues argued in 2014 that these techniques effectively identify when discriminant validity is lacking in various research scenarios. The HTMT, a structural equation modeling method based on variance, was outlined by Petter et al. (2007). To ensure discriminant validity, the HTMT value should be below 0.85 (Kline, 2016) or 0.90 (Gold et al., 2001). It's worth noting that negative correlation results from the HTMT criterion are not a cause for concern.

4.3 Multicollinearity

The evaluation of the validity of formative measures in this study takes a unique approach, as highlighted by Ringle and Sarstedt (2016). According to Hair et al. (2016), there are three established methods for scrutinizing the validity of formative measures. Specifically, in this study, the assessment of formative measure validity hinges on the thorough examination of multicollinearity. It is crucial to emphasize that collinearity can exert a notable influence on not only the weight assigned to formative indicators but also their overall significance in the analysis. This underscores the importance of considering collinearity in the assessment of formative measures. Taking this into account ensures a comprehensive and accurate evaluation of their validity in the research context.

Table 8: Formative Constructs Multi-Collinearity

Variable/Constructs	Items	VIF
Social Media Use	SMU1	1.755

	SMU2	2.431
	SMU3	2.777
	SMU4	2.748
	SMU5	4.111
	SMU6	1.792
	SMU7	3.018
Social Media Fatigue	SMF1	2.511
	SMF2	2.419
	SMF3	3.863
	SMF4	2.362
	SMF5	3.637
Procrastination	PROC1	1.763
	PROC2	1.984
	PROC3	2.200
	PROC4	2.527
	PROC5	2.137
Work-life Balance	WLB1	2.672
	WLB2	2.348
	WLB3	2.694
	WLB4	2.748
	WLB5	2.245
Emotion Reappraisal	ERAP1	3.159

ERAP2	1.967
ERAP3	3.196
ERAP4	4.751
ERAP5	2.970
ERAP6	3.423

The variance inflation factor (VIF) value aids in estimating the collinearity's strength. A high score indicates problems with collinearity in the Variance Inflation Factor, which has a benchmark value of 5. According to the results, multicollinearity does not exacerbate second-order structures because all VIF values are less than the benchmark value of 5. All values fall below the benchmark value of 5.00, based on multicollinearity results.

4.4 Analysis Structural Model Estimation

The primary aim of the structural model is to investigate the research hypotheses provided, addressing the underlying research questions, and conducting an evaluation of the inner model. This examination of the inner model serves the purpose of validating the foundational theories employed in this thesis. It also enables an in-depth analysis of the model's predictive capacity and the interrelationships among the proposed variables.

The application of PLS methodology is geared towards minimizing errors and enhancing the model's capability to account for variance in dependent variables. Consequently, the validation of the structural model involves a meticulous scrutiny of path coefficients and the R² coefficient of determination. Furthermore, the proposed mediation linkages within the research model are

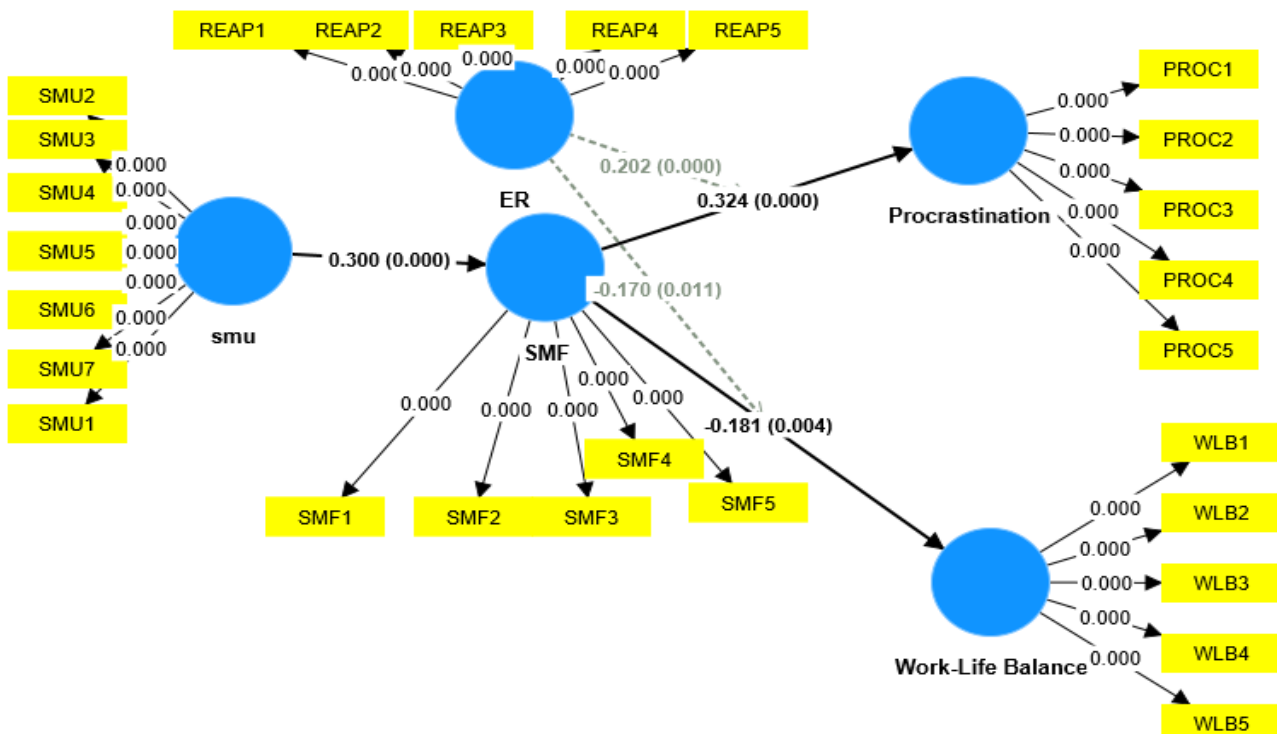
subject to thorough examination. The seven hypotheses outlined in Table 9 serve as a comprehensive framework for this evaluation.

By assessing the values of R², valuable insights are gained into the extent to which the PLS model successfully achieves its objectives. This analysis offers a critical perspective on the model's effectiveness in explaining the variance observed in the dependent variables, contributing to a robust evaluation of the structural model's validity.

4.5 Hypothesis Testing: Relevance and Significance of Path Coefficient

The structural model is essential for evaluating the presence and importance of path coefficients. In addition to identifying the path coefficient itself, as well as its significance and variance values, employing bootstrapping is crucial for assessing the structural model in PLS-SEM.

Figure 3: Path Analysis



To confirm the validity and reliability of the model, tests of convergent validity, discriminant validity, and reliability are carried out before testing hypotheses. Following the completion of the bootstrapping process, the structural model incorporating results is shown in Figure 3.

Table 9: Path Coefficients of Direct and Mediation Hypotheses

Hypotheses	Relationship	Path Coefficient	T-Statistics	P-Value	Significance Level	Direction
H1	SMU→SMF	0.300	3.702	0.000	***	Supported
H2	SMF→PROC	0.321	5.760	0.000	***	Supported
H3	SMF→WLB	-0.177	2.787	0.005	**	Supported
H4	SMU→SMF→PROC	0.097	4.382	0.000	***	Supported
H5	SMU→SMF→WLB	-0.054	2.630	0.009	**	Supported

4.5.1 Direct hypothesis Interpretation:

There are three direct relationship research hypotheses (H1: SMU→SMF, H2: SMF→PROC and H3: SMF→WLB) and the results of data analysis through the structural model presents that all the given direct and mediated hypotheses of this research are supported significantly. Furthermore, SMU strongly affects SMF (=0.300, p 0.000); this influence is a result of social media use's positive impact on SMF, which raises SMF. Additionally, SMF significantly influences PROC (=0.321, p 0.000); this influence is also positive as increased social media fatigue (SMF) causes

procrastinative behaviour to increase more. WLB is strongly influenced by SMF in the third direct hypothesis ($= -0.177$, $p 0.005$). Due to the decreased work-life balance caused by increased social media fatigue (SMF), this influence is significantly unfavourable.

4.5.2 Mediating Effect Interpretation:

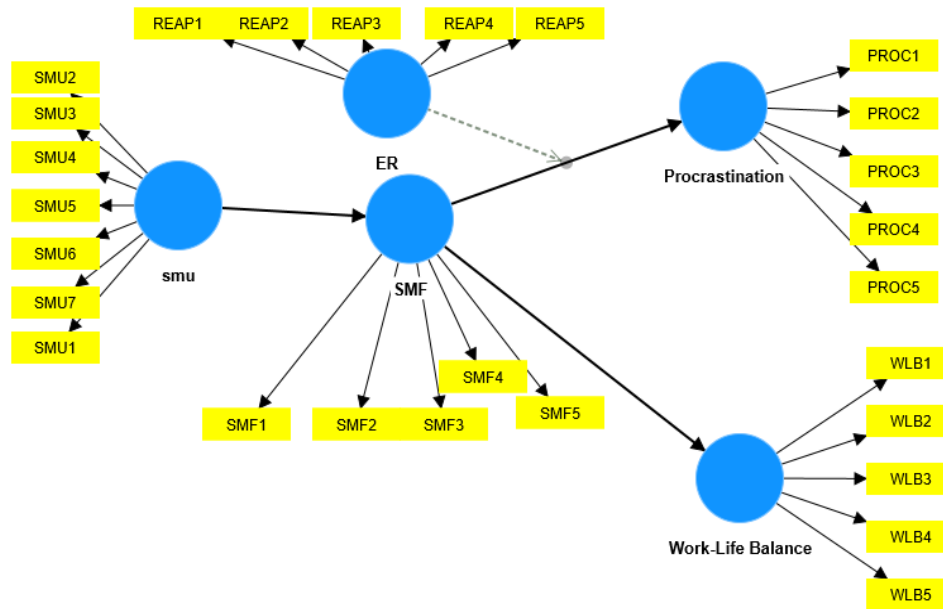
The mediating role of the study model's stated variables was examined using the mediation analysis method developed by (Preacher & Hayes, 2008). The relative importance of the direct and indirect effects was examined using the bootstrapping technique. Together with the results of the mediation study, Table 9 lists the direct, indirect, and cumulative implications of each relationship. The two partially mediated relationships in the model, SMUSMFPROC and SMUSMFWLB, exhibit significant direct and indirect impacts.

Findings from the two mediating hypotheses; Social media (H4) H:4 SMU->SMF->PROC and H5: Social Media show that fatigue has a substantial mediating role in the relationship between procrastination behaviour and social media use. The relationship between social media usage and work-life balance (SMUSMFWLB) is significantly mediated, though only partially. Social media use (SMU) causes an increase in social media fatigue (SMF), and procrastination behaviour (PROC) is dramatically rising as a result. According to the mediation hypothesis H4 (SMUSMFPROC), SMF significantly mediates the association between SMU and PROC ($= 0.097$, $p 0.000$). As per the mediation hypothesis H5 (SMUSMFWLB), the utilisation of social media (SMU) leads to an increase in social media fatigue (SMF), which in turn has an adverse effect on work-life balance (WLB). Consequently, SMF significantly mediates the connection between SMU and WLB ($= -0.054$, $p 0.009$).

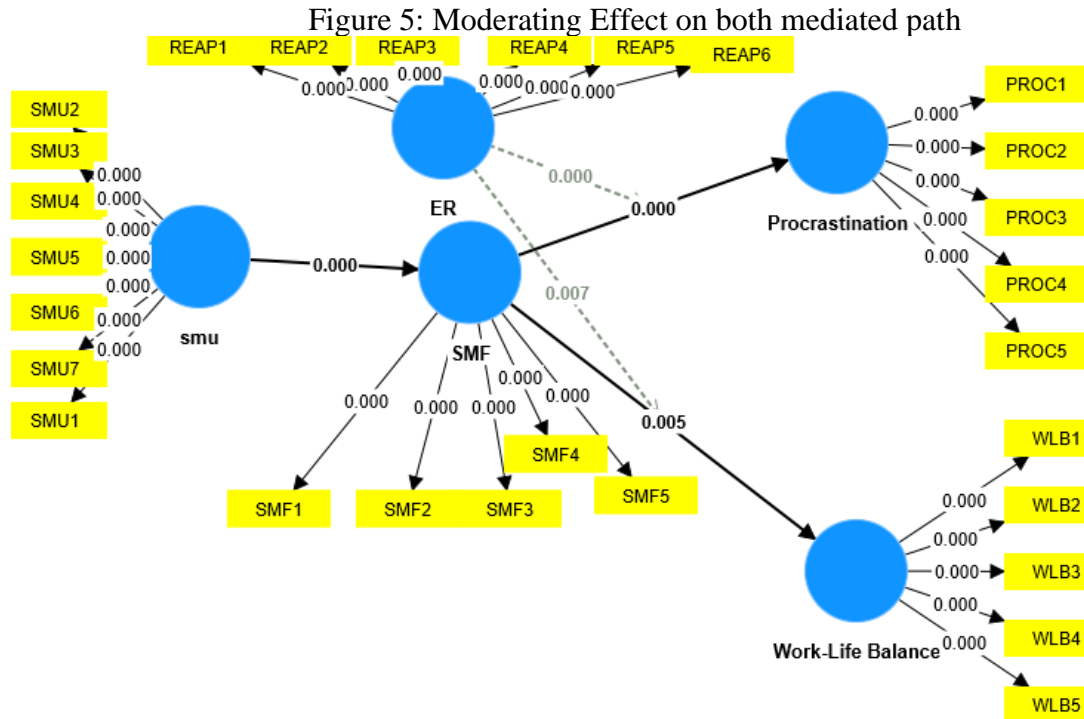
4.5.3 Moderating Effect Interpretation on mediated paths:

The results of the moderation analysis on mediated paths are shown in figures 2 and 3. Figure 2 shows moderation result on one mediated path and figure 3 shows moderation result on both at a time. The two moderated mediation relationship are $SMU \rightarrow SMF \rightarrow PROC$ with ER impacting this relationship negatively and $SMU \rightarrow SMF \rightarrow WLB$ with ER also effecting this relationship negatively.

Figure 4: Moderating Effect on one mediated path



To mitigate the adverse effects of excessive social media usage, this study investigated the regulating impact of emotion reappraisal as a self-regulation technique. The research hypothesis (H6) on moderation posited that social media fatigue would mediate between emotional reappraisal and social media use, negatively influencing the link between social media use and procrastination. However, this hypothesis is refuted due to the positive moderating influence of emotional reappraisal ($\beta= 0.202, p < 0.000$). This suggests that the presence of emotional reappraisal is connected to the adoption of a self-regulation strategy.



It was determined that the impact of emotional reappraisal as a moderating variable would influence the relationship between social media fatigue and work-life balance, leading to a reduction of the mediated path relationship and an improvement in work-life balance. The analysis result strongly supported the hypothesis ($= -0.170, p 0.011$).

Table 10: Path Coefficients of Direct and Mediation Hypotheses

Hypotheses	Relationship	Path Coefficient	T-Statistics	P-Value	Significance Level	Direction
H6	SMU→SMF→PROC (ER as moderator)	0.202	3.532	0.000	***	Rejected
H7	SMU→SMF→WLB (ER as moderator)	-0.170	2.554	0.011	**	Supported

CHAPTER 5: DISCUSSION OF RESULTS

5.1 Discussion of Direct relationship hypotheses:

First Hypothesis (H1) is significant, where SMU has a positive impact on SMF. In the current society, social media has become an integral part of people's lives, impacting their social behavior and communication patterns. Maintaining a constant online presence can be triggered by a variety of factors. One common reason is the fear of missing out, which compels individuals to stay connected to social media and other online communication channels. It can arise from a belief that disconnecting will cause them to miss out on important news, events, or social interactions. This can result in feelings of overwhelm and a sense of being constantly plugged in, causing exhaustion and stress.

The second hypothesis (H2) is significant, where Social Media Fatigue has a significant impact on Procrastination. Procrastination encompasses several distinct concepts, but they all share a common feature of postponing or delaying tasks. It is often regarded as a tendency to procrastinate and can also be understood as a type of avoidance coping strategy. While previous research has provided inconsistent findings on the link between fatigue and procrastination (Xiao & Spanjol, 2021), our study aims to fill this gap by examining the impact of continuous social media use on task delay. Our research investigates whether staying connected to social media is associated with a greater tendency to procrastinate on tasks that need to be completed. The result supported the proposed hypothesis and is accepted significantly.

According to the results, (H3) is also supported where social media fatigue can negatively affect work-life balance in both the short- and long-term. As they try to manage their work and personal obligations, workers who are suffering from social media weariness may soon see an increase in work-life conflict. This could lead to stress, burnout, and a decline in job satisfaction.

The long-term implications of social media fatigue include declining performance and productivity, increasing absenteeism and turnover rates, as well as decreased physical and mental health (Gerdtz et al., 2013) The current study provides strong evidence in favor of the hypothesized association between work-life balance and social media tiredness.

5.2 Discussion of Indirect relationship hypotheses:

According to our research, (H4) is also accepted where social media fatigue significantly mediates the relationship between social media use and procrastination. Continuing to be active on social media is linked to a higher inclination to put off finishing important tasks due to growing social media weariness. The results confirmed the theory that was put out.

Procrastination is a type of behaviour when people seek out ways to avoid carrying out a particular duty. According to this study, procrastination behaviour may be enhanced by impulsive diversions that are brought on by social media fatigue brought on by extended usage of social media. Social media fatigue is the experience of being overloaded with information and worn out as a result of using social media frequently. Ineffective self-monitoring, functional habits, unanticipated activities, a lack of motivation, and difficulties with attention can all contribute to procrastination (Junça, et al., 2022). Identifying procrastination antecedents can be challenging due to overlapping triggers, and there are several factors that can exacerbate its negative impact. In summary, procrastination is a dynamic phenomenon that is influenced by various human tendencies and inclinations which will unfold over time.

The (H5) is also supported by the results. In the current study, the hypothesized relationship between social media fatigue and work-life balance is supported significantly. Given that technology has made it possible for employees to work from anywhere and at any time and has

blurred the lines between work and home life, it is not surprising that social media platforms can result in conflicts between employees' various roles. Long-term use of technological devices to interact with social media can cause employees to become mentally stuck and unable to disengage from social media while at work or at home. This can lead to role conflict or imbalance (Messersmith, 2007) and negatively impact work-life balance.

The moderating effect of emotional reappraisal was expected to adversely moderate the association between using social media and procrastination in this study, with social media exhaustion serving as a mediator, according to the moderation research hypothesis (H6). This claim is disproved by the results, which indicated that emotional reappraisal has a positive moderating effect. This indicates that procrastinatory behavior as a result of using social media increases more as a result of social media use due to social media fatigue when emotional reappraisal is utilized as a self-regulation approach. In the discussion surrounding proposition 6, it was raised that certain studies had found that, in some situations, due to compulsive use of social media, emotional reappraisal was unable to assist stabilize the emotions and mood so that one could think clearly and carry on with daily chores.

The examination of the study's data revealed that emotional reappraisal inadvertently significantly moderates the relationship between social media fatigue (SMF) and WLB brought on by social media use. As a result, (H7) was supported and there will be a better balance between social media fatigue and the work-life balance that social media use has sparked.

CHAPTER 6: CONCLUSION

6.1 Findings of the Research

Today's society demonstrates the significance of social media use in both our personal and professional lives. People are becoming addicted to using social media because of the environment around us, which has been impacted by the rise in social media platforms. Due to the significant uses that social media platforms can be put to, using them is not entirely avoided; however, it is crucial to utilize them in moderation. Scholars are interested in intervening mechanisms or boundary conditions that could assist social media users in avoiding the negative consequences of compulsive use. In the study, the emotional reappraisal as boundary condition was tested on two mediating mechanisms to examine and comprehend its effect on the mediating paths. Social media fatigue significantly mediates the relationship between procrastination and social media use, demonstrating that the latter is made worse by the former.

As a result, procrastination is having a positive impact on the former and the relationship is getting better. Social media fatigue significantly mediates the relationship between use of social media and work-life balance, demonstrating that use of social media increases social media fatigue. As a result, through social media fatigue, the relationship between use of social media and work-life balance is both negatively affecting and improving. The association between using social media and procrastination would be negatively moderated by emotional reappraisal, with social media weariness acting as a mediator. The results showed that when emotional reappraisal is used as a self-regulation strategy, procrastinating behaviour as a result of social media use through social media fatigue increases more. The impact of emotional reappraisal is a moderating element in the connection between social media fatigue and work-life balance. The negative effects of social media tiredness on work-life balance are difficult to regulate since

mitigating factors have not been thoroughly explored in past studies. The study looks at how people's roles at work and at home are affected by social media fatigue and how it affects work-life balance. The study's findings indicate that emotional reappraisal improves work-life balance by moderating the association between social media fatigue and WLB.

6.2 Limitations

The data collected for this research was exclusively sourced from the corporate sector in Pakistan, which imposes certain limitations on the generalizability of the findings to other developing countries. It's important to acknowledge that business conditions in countries other than Pakistan may significantly differ. Furthermore, the study has not considered the population size and specific industry within Pakistan, which provides limited insights into human behavior within a particular industry. To address this, the study gathered data from a diverse range of manufacturing sectors.

Additionally, the study utilized a cross-sectional data approach, meaning it examined a single point in time rather than tracking changes over time. This method has limitations as it only provides a snapshot of a particular scenario or event, and it may not capture evolving trends or long-term effects.

The study constructed a theoretical model using five variables, focusing solely on these variables without considering other factors related to social media fatigue. As a result, certain aspects related to social media exhaustion beyond procrastination were not explored in this research. To comprehensively understand the complexities of social media fatigue, it may be beneficial to incorporate a broader range of relevant variables in future studies.

Another limitation of the study is use of quantitative method for data collection. A mixed method approach, if adopted, could yield deeper insights about employee behaviors in the digital age.

6.3 Future Recommendations

In this study, we employed a cross-sectional data collection method, which involved gathering responses from individual participants at a specific point in time. While we ensured that our respondents were well-informed about the study, there is always room for improvement in research methodologies. Despite our diligent efforts to comprehensively review prior literature on intense negative emotions like fatigue and procrastination, we acknowledge the potential for further refinement in developing a comprehensive procrastination model that incorporates novel concepts and variables. This study aims to provide guidance and recommendations for future investigations into this intriguing subject.

1. It is recommended that future studies extend their research to additional Asian countries as well as nations in Europe and other parts of the world to facilitate cross-cultural comparisons. This is important because people's usage patterns of social media can vary significantly from one region to another.
2. While this study focused primarily on banks and multinational corporations as subjects, it is imperative that future research expands its scope to encompass a wider range of industries, including textiles, pharmaceuticals, and others.
3. Building on the insights gained from this study and the work of Dhir et al. (2022), future research on the Fear of Missing Out (FOMO) should further explore and uncover previously undiscovered factors that contribute to FOMO and its consequential effects.
4. Conducting a longitudinal study in future research efforts would be invaluable in understanding whether customers' preferences evolve over time and if their criteria for forming partnerships with companies remain consistent.

5. Qualitative methods, such as interviews, could be adapted for data collection in future studies. Additionally, considering the multidimensional impact of procrastination could enhance the depth of future investigations.
6. The moderating influence of emotional reappraisal on procrastination and work-life balance was not addressed in this study, presenting an avenue for future research to explore.
7. Given that procrastination is a multidimensional construct, further exploration into what boundary conditions may attenuate its beneficial moderating effect and diminish the relationship between social media fatigue and procrastination is warranted.
8. To enhance the contextual relevance of future studies, it is recommended to include various control factors in the research design.
9. Investigating the Fear of Missing Out (FOMO) and its psychological implications on procrastination within a similar context represents another significant aspect that could be explored in future research endeavors.

6.4 Novelty of the Study

The dissertation intends to give an overview of the interrelationship between social media use and social media fatigue as on procrastinatory behaviour and work-life balance in Pakistan's corporate sector. The statistical analysis has yielded the following novel findings:

1. The theoretical contribution of this dissertation is the blend of eight baseline theories that have added richness, diversity and multiple avenues for future research .

2. The novelty of the study lies in the uniqueness of the conceptual framework. This model has never been used before and it provokes researchers in this field to look at this problem from a different angle.
3. Another novelty of the study is the blend of multiple sectors that have been included in it. Usually, researchers have picked a certain industry in the past which limits the applicability of the design, whereas this study provides generalization and avenues for inculcating multiple variables into the study.

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Candidate: Shah Ali Murtaza
Doctoral School: Károly Ihrig Doctoral School of Management and Business
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List of publications related to the dissertation

Articles, studies (9)

1. **Murtaza, S. A.**, Milus, P., Molnár, E.: Let's start again tomorrow: A Rapid Review on Procrastination.
Controller Info. "Accepted by Publisher" (-), 1-18, 2024. ISSN: 2063-9309.
2. **Murtaza, S. A.**, Molnár, E.: Navigating the digital divide: The impact of social media fatigue on work-life balance.
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10. Demissie, E. D., Koech, D. K., **Murtaza, S. A.**, Molnár, E.: An Expedition Towards Innovation Through Engagement Hawassa Industrial Park, Ethiopia.
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11. Rubab, S., **Murtaza, S. A.**, Hussain, M. R., Molnár, E., Al-Dalahmeh, M.: Does Ethical Leadership Impact Whistleblowing Intentions? Moderation of Locus of Control and Mediation of Organizational Identification.
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22. **Murtaza, S. A.**, Rubab, S., Mahmood, A., Molnár, E.: Impact of Ethical Leadership on Whistleblowing Intentions with Moderation of Locus of Control and Mediation of Organizational Identification.

In: 10th Jubilee Interdisciplinary Doctoral Conference 12-13th of November 2021 : Book of abstracts. Ed.: Kajos Luca Fanni, Bali Cintia, Preisz Zsolt, Polgár Petra, Glázer-Kniesz Adrienn, Tislér Ádám, Szabó Rebeka, Pécsi Tudományegyetem, Pécs, 39, 2021. ISBN: 9789634298205

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