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Online Safty concerns' influence on women's satisfaction with social media

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Abstract

As social media becomes more integrated into daily life, knowing the elements that influence customer satisfaction is critical, especially for women who may face specific problems. This study investigates how online safety concerns affect women's satisfaction with social media, focusing on five key factors such as “Risk of Cyber Harassment (RH)”, “Privacy Concerns (PC)”, “Digital Literacy and Skills Gap (DS)”, “Cybersecurity Awareness and Training (CT)”, and “Representation and Inclusivity in Digital Media (RI)”. Multi-stage stratified random sampling ensures reliable and statistically sound results. The survey included 320 women respondents from the north, central, and south zones of Kerala: Kozhikode from the north, Trissur from the central region, and Trivandrum from the south zone. The chi-square test was performed to assess how demographic characteristics affect women's enjoyment of social media. The computed regression model in our study has a sufficient goodness of fit, particularly when it comes to predicting the variation in women’s satisfaction with social media, with a value of 53.788. The multiple regression model reveals that all six factors significantly influenced overall satisfaction. Using a multiple regression model, we show that both the risk of cyber harassment and privacy concerns have a negative impact on women's satisfaction with social media, with effect coefficients of -0.36 and -0.29, respectively. In contrast, online safety awareness and training had the greatest positive impact on satisfaction, with a value of 0.51. These findings indicate that, while concerns about harassment and privacy might detract from satisfaction, more training greatly increases it. The study highlights the importance of addressing these factors to increase women's enjoyment and participation in social media environments.

Keywords: Gratification, Multiple regressions, Online safety, Social media, Women.

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1. Introduction

In today's world, the internet is the infrastructure that is expanding the quickest in terms of daily use. In essence, the Internet is a network of networks used by people to share and communicate files. A person, item, or concept connected to the computer and information era is referred to as "cyber." It has to do with computer networks or systems. In essence, a computer network is an arrangement of nodes that communicate with one another and facilitate data transfer. Computers, laptops, cell phones, and other devices might be the nodes at any given moment. A crime is defined as illegal conduct that is subject to legal penalties. Cybercrime is characterized as a kind of criminal activity in which offenders utilize a computer as a tool and the internet as a conduit to accomplish various goals, including piracy, spamming, downloading music and movies illegally, and so on. When internet services are misused or used incorrectly, cybercrime results. Merriam-Webster defines cybercrime as any illegal activity using computers or networks [1, 2].

Conger et al. [3] state that sharing rates in information and communication technologies are rising in the modern era. Personal data processing and archiving have advanced to a degree never seen before. People are aware that social media is an online platform that makes it easier for users to connect and obtain information. Considering the age, range of brands, and application design, 4.5 billion individuals, or 60% of the global population, use the Internet and various social media apps nowadays [4-7]. Social media has a significant impact on people's everyday lives and has taken over many areas of daily life, such as email, business, education, and shopping. Online media where users can readily link to one another include blogs and social networking sites. Social media platforms like Facebook and Twitter have become essential news sources, and journalists and their organizations have had to adapt accordingly. The term "mass media" describes a range of communication networks or technologies that enable the dissemination of information to large audiences. Consequently, the term "mass media" encompasses a wide range of social media platforms, including radio, television, cinema, newspapers, and magazines. Social networking services allow users to reconnect with friends, acquaintances, and former coworkers. In addition to meeting new people, users can exchange information, including audio, video, and photo files. The current study, based on secondary data, aims to analyze the influence of social media on society in general and women in particular, noting that women tend to use prominent social media platforms like Facebook, Twitter, YouTube, Skype, LinkedIn, and WhatsApp more often among women than among men, the current study, which is based on secondary data, intends to analyze the influence of social media on society in general and women in particular [8, 9]. With 560 million active Internet users as of 2019, India is the second-largest online market after China. By 2021, there will likely be about 560 million active internet users in India. The majority of internet users in India use mobile phones, which they use as a cheap alternative to expensive broadband and Wi-Fi connections that require a PC, laptop, and other equipment. Indian mobile data users consume an average of 11 gigabits (GB) of data per month, which is the highest amount globally, ahead of markets like China, the US, France, South Korea, Japan, Germany, and Spain. This reveals the importance of social media usage among the youngsters.

Particularly young women exude enthusiasm, are vivacious, and have a wealth of original ideas. The most important thing is to awaken, educate, and empower people so they can see the wonder. Women gained a lot of influence via social media. Technology related to social media is used by most women in society. Giving them wings to their skills and thoughts enables them to utilize social media as a powerful tool to direct their ideas and energies toward a brighter future [10, 11]. However, women, particularly young women, face numerous cybersecurity concerns when using social media. Therefore, the current study aims to assess women's satisfaction with social media use based on cybersecurity concerns.

2. Research Gap

The research gap in exploring the influence of online safety concerns on the satisfaction of women using social media is multifaceted, encompassing several critical factors. Firstly, there is limited research on how the risk of cyber harassment (RH) specifically impacts women's satisfaction with social media platforms. Cyber harassment remains a significant issue that can erode trust and engagement, yet detailed studies on its direct effects on user satisfaction are sparse. Secondly, privacy concerns (PC) are increasingly relevant as women navigate digital spaces where personal information is often at risk. However, there is a lack of comprehensive analysis on how privacy issues uniquely affect women’s experiences and satisfaction levels.

Additionally, the Digital Literacy and Skills Gap (DS) is a crucial factor that influences how effectively women can manage online safety risks. Current research does not fully address how variations in digital literacy impact women’s perceptions of safety and satisfaction. Furthermore, Cybersecurity Awareness and Training (CT) is essential for mitigating risks, yet there is a gap in understanding how the effectiveness of such training affects women's overall satisfaction and sense of security online.

Lastly, the issue of Representation and Inclusivity in Social Media (RI) remains underexplored. Women’s satisfaction with social media can be deeply influenced by how well these platforms address issues of representation and inclusivity. Research that examines how these factors intersect with online safety concerns to impact satisfaction is still lacking. Addressing these gaps is crucial for developing a nuanced understanding of how online safety concerns affect women’s experiences and for creating digital media environments that are both secure and satisfying for female users.

2.1. Importance of the Study

This study is significant for several reasons. First, it sheds light on a critical issue that affects a large segment of the population, particularly women, who may face unique challenges in the digital age. By understanding the factors that influence women's satisfaction with social media, we can identify areas where improvements are needed to create a more inclusive and positive online environment. Second, the study contributes to the growing body of research on online safety and its impact on user experience. It provides valuable insights into how online safety concerns, such as the risk of cyber harassment and privacy breaches, can affect women's engagement with digital platforms. These findings can inform the development of effective online safety measures and policies that address the specific needs of women. Third, the study highlights the importance of representation and inclusivity in social media. By examining how these factors influence women's satisfaction, the research underscores the need for diverse and inclusive content that resonates with women's experiences. This can help to create more welcoming and engaging digital spaces for all users. Overall, this study is essential for promoting women's empowerment and well-being in the digital age. By addressing online safety concerns and promoting inclusivity, we can create a safer and more satisfying online experience for women.

2.2. Need for the Study

In today's digital world, it is becoming increasingly important to research how women's satisfaction with social media is impacted by online safety issues. Women are becoming more involved in the online world, and their attitudes and experiences with online safety significantly impact their satisfaction with social media platforms as a whole. Although online safety problems are becoming more well-known, less is understood about how these risks specifically affect women's use of social media. Women often encounter particular difficulties and dangers when using the internet, such as privacy violations and targeted cyberattacks, which can negatively affect their sense of security and happiness. Addressing this disparity is crucial for improving user experience and creating digital environments that are more user-friendly and safer while remaining sensitive to women's needs. This study aims to provide insights that can guide the development of more effective security measures, foster greater trust in digital platforms, and ultimately empower women to navigate the digital world with confidence and satisfaction by examining how online safety concerns influence women's satisfaction.

2.3. Objectives of the Study

- To assess the Variation in Overall Satisfaction (OS) among women based on demographic features.
- To examine and compare the variation in the online safety concerns of women based on the area of residence.
- To examine and compare the variation in the overall satisfaction of women on social media usage based on the area of residence
- To explore the influence of factors related to cybersecurity in the overall satisfaction of women.

3. Methodology

3.1. Data Collection

In order to gather information about women's perceptions of using social media and how the factors related to cybersecurity influence their satisfaction, a survey-based evaluation has been conducted. Data regarding women's perceptions was collected from July to August 2024 using a structured questionnaire. Precautions were taken to prevent repetition. The decision was made to focus on women who actively or mostly use social media platforms after careful evaluation of the accuracy and breadth of the data. Scheduled questionnaires were prepared for this purpose. The time taken to fill out the questionnaire ranged from 20 to 45 minutes, with an average of 25 minutes.

3.2. Sampling Procedure

The population for this research is comprised of women who use social media. 320 were targeted as a sample. According to Cattell [12], the ideal sample size for statistical analysis is at least 250 respondents. Kerala is the area under investigation at present. Qualitative, cross-sectional, correlational, and non-experimental analyses are used in this descriptive study. The women of Kerala make up the population that is being studied. Multi-stage random sampling method was used to choose a sample of women from those who use social media. Kerala has been divided into the north, centre, and south zones in order to accomplish this goal. From each zone, a district was chosen for the second phase. Kozhikode from the north region, Trissur from the central region, and Trivandrum from the south region were selected. Data collection from 329 respondents scattered over three areas was proposed. In order to provide a statistically significant result, 9 of the 329 questionnaires that were part of the investigation were eliminated. 97% of the response rate was thus attained.

3.3. Research Tool

A questionnaire was developed and used to collect data from women, which included questions on demographic factors as well as their perceptions of using social media and their overall satisfaction with it. The first part of the questionnaire focused on individual characteristics of women such as age, level of education, household income, place of residence, and frequency of usage. In the second part, which mainly includes a number of statements to determine how cybersecurity influences the usage of social media in the study area, respondents were provided with an opportunity to respond to each of the given statements or attributes using a five-point Likert scale, with options such as strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5). Prior to the final survey, the questionnaire was validated by undertaking a pilot study with 20 respondents.

In order to ensure that a questionnaire evaluates its objective properly, independent of the respondent, it must undergo a validation process. As a valid questionnaire, aims to obtain more reliable data with high comparability, which saves time as well as increases the significance of the information [13].

3.4. Statistical Analysis

Quantitative information was gathered using Microsoft Excel, and SPSS was employed for analysis. A descriptive analysis was conducted to create a socio-demographic profile of the respondents (such as age, educational level, household income, and area of residence) as well as to identify usage frequency. To assess women's perceptions of digital media, the research utilized 35 sets of items. When using a five-point Likert scale to measure each statement, an average score below 3.05 can be regarded as a cut-off point indicating disagreement. Using principal component factor analysis with varimax rotation, the 35 items and variables were grouped into several dimensions: "Risk of Cyber Harassment (RH)", "Privacy Concerns (PC)", "Digital Literacy and Skills Gap (DS)", "Exposure to Misinformation and Fake News (EF)", "Cybersecurity Awareness and Training (CT)", and "Representation and Inclusivity in Digital Media (RI)". Additionally, Bartlett's Test of Sphericity (BTS) and Kaiser-Meyer-Olkin (KMO) measures were computed to determine whether the sample was adequate. The sampling is considered appropriate or sufficient if the KMO value exceeds 0.5 [14] whereas Pallant [15] suggests that the minimum value of KMO should be greater than 0.6. At the same time, Kaiser [16] suggests a minimum requirement of 0.5.

To determine the consistency of the items in a group, reliability analysis has been undertaken. The extent to which a measurement process yields consistent results when it is repeated under similar circumstances is known as reliability [9, 17]. In Cronbach [18] created the alpha statistic as a measure of the internal reliability of a test or scale, which is a value between 0 and 1. Alpha scores between 0.7 and 0.8 are considered appropriate for group comparisons. At the same time, the value of alpha for clinical application must be substantially higher. An alpha of 0.95 is preferred in this instance; the minimum is 0.90 [19]. If there are few questions and the items are not related to each other, then the alpha value will be low [20]. For each of the items, a mean ranking was determined in order to identify the women's perception.

3.5. Multiple Linear Regression Model

A multiple linear regression model was proposed to determine the influence of various factors on the overall satisfaction of women using social media in the study area. A generalization of simple linear regression, when there is more than one predictor variable, is known as multiple linear regression [21]. The relation between regressand and regressor factors is expressed by the following equation in a multiple linear regression model, where there are explanatory variables [22].

$$Yi = \beta_0 + \beta_1 x_{1i} + \beta_2 x_{2i} + \beta_3 x_{3i} + \ldots\ldots\ldots + \beta_p x_{pi} + e_i \quad (1)$$

Where;

β_0 = Constant term

e_i= error term

β_1 to β_p are the partial regression or partial slope coefficients associated with p independent variables to the relevant variable. The partial regression coefficient has the following definitions: for instance, β_1 represents or measures the change in the mean value of Yi (dependent variable) per unit change in x_1 (independent variable) [23].

In the current study, the multiple model regression includes the following equation:

$$Y = \beta_0 + \beta x \quad (2)$$

Where Y (dependent variable) is the observed level of satisfaction among women x, β_0 is the constant, x is the set of dimensions/ perception factors/ independent variable and β= the set of estimated regression coefficients.

The multiple coefficients of R^2 are employed to measure the percentage of the total variance that the regression model is able to account for. To validate the fitted regression model, an ANOVA with a significant F-statistic is used. The F-test is often performed to determine whether the computed regression coefficient is statistically significant [17].

4. Results and Findings

4.1. Effects of Women's Demographics on Overall Satisfaction in Using Social Media

Table 1 displays the results of chi-square tests that demonstrate no significant association between demographic variables and the overall satisfaction of the sample of women. These variables include age, level of education, and marital status. The p-values were all greater than 0.05.

Table 1.
Demographic influences on Women's satisfaction.

Demographics	Chi-square	p-value
Age	63.214	0.369
Employment	73.458	0.245
Area of Residence	84.005	0.745

4.2. Sector-Wise Comparison of Overall Satisfaction

The MANOVA test was used to examine the differences in cybersecurity concerns among women in based on their area of residence. Tables 2, 3, and 4 present the analysis's findings.

Table 2.
MANOVA (CS).

Effect		Value	F-value	Sig.
Intercept	Pillai's Trace	0.815	11285.784[b]	0.000*
	Wilks' Lambda	0.007	11285.784[b]	0.001*
	Hotelling's Trace	125.641	11285.784[b]	0.001*
	Roy's Largest Root	125.641	11285.784[b]	0.000*
Institution Type	Pillai's Trace	0.051	3.458	0.000*
	Wilks' Lambda	0.945	3.566[b]	0.000*
	Hotelling's Trace	0.054	3.684	0.002*
	Roy's Largest Root	0.042	4.251[c]	0.004*

Note: *Significant at 5 per cent level.

Table 3.
Tests of Between-Subjects Effects- (CS).

Source	Dependent Variable	Mean Square	F	Sig.
Area of Residence	"Risk of Cyber Harassment (RH)"	115.245	6.478	0.002*
	"Privacy Concerns (PC)"	75.484	4.571	0.041*
	"Digital Literacy and Skills Gap (DS)"	45.285	3.287	0.007*
	"Cybersecurity Awareness and Training (CT)"	101.987	4.014	0.012*
	"Representation and Inclusivity in Digital Media (RI)"	126.241	3.697	0.005*

Note: *Significant at 5 per cent level.

Table 4.
Mean scores of CS variables.

CS Variables	Area of Residence	Mean	Std. Error
"Risk of Cyber Harassment (RH)"	Rural	56.148	0.235
	Urban	58.478	0.471
"Privacy Concerns (PC)"	Rural	54.696	0.698
	Urban	63.988	0.145
"Digital Literacy and Skills Gap (DS)"	Rural	63.214	0.269
	Urban	60.178	0.784
"Cybersecurity Awareness and Training (CT)"	Rural	56.987	0.897
	Urban	58.996	0.641
"Representation and Inclusivity in Digital Media (RI)"	Rural	54.894	0.712
	Urban	59.236	0.298

The aggregate mean scores of women on the four cybersecurity-related factors for the two forms of area of residence were significantly different, as shown in Tables 02, 03, and 04, respectively. At the 5% level, the potent Pillai's Trace test-driven MANOVA is significant (p = 0.01). When the five sector-based variables are considered independently, the variation is statistically significant for all variables in the test of between-subject effects (p = 0.002, 0.041, 0.007, 0.012, 0.005). The estimated marginal means of the CS variables show that women residing in urban areas have higher levels of Risk of Cyber Harassment (RH), Privacy Concerns (PC), Cybersecurity Awareness and Training (CT), and Representation and Inclusivity in Digital Media (RI) than women residing in rural areas.

4.3. Area-Wise Comparison of Overall Satisfaction

A one-way ANOVA was used to assess the variation in the "overall satisfaction" of women in using social media and the cybersecurity concerns they face based on the area of residence, and the findings are shown in Tables 5 and 6.

Table 5.
Area-wise Estimated Marginal Means of Overall Satisfaction.

Sectors (Independent variable)	Mean	Std. deviation
Rural	44.5697	3.6987
Urban	45.9877	4.7895
Total	45.2787	4.2441

Table 6.
ONE-WAY ANOVA.

Tests of Between-Subjects Effects					
Overall Satisfaction (Dependent Variable)					
Source	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Between sectors	126.942	4	54.897	4.516	0.024
Within sectors	5698.146	315	15.474		
Total	5825.088	319			

Note: **Significant at 5 per cent level.

The ability of women in managing cybersecurity concerns and formulating overall satisfaction significantly depends on the area of residence in which they work, as seen in Tables 050 and 06 above. The average satisfaction scores for women residing in rural and urban areas are 44.5697 and 45.9877, respectively. At a 5 percent level, the mean variation is statistically significant (F value 4.516, $p < 0.05$). Thus, it can be stated that with regard to area of residence, urban women's residences have a higher level of satisfaction than those in rural areas.

4.4. The Effect of Cyber Security Concern on Overall Satisfaction

Five distinct factors are related to cybersecurity concerns, which influence the overall satisfaction of women using social media. A multiple linear regression model was used to examine how CS influences overall satisfaction Tables 7, 8, and 9 present the analysis's findings.

Table 7.
Model Summary.

Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	0.721[a]	0.5378	0.549	3.12657

Note: a. Predictors: (Constant), "Risk of Cyber Harassment (RH)", "Privacy Concerns (PC)", "Digital Literacy and Skills Gap (DS)", "Cyber security Awareness and Training (CT)", and "Representation and Inclusivity in Digital Media (RI)".

Table 8.
ANOVA[b].

Model	**Sum of squares**	**df**	**Mean Square**	**F**	**Sig.**
Regression	2546.713	4	693.185	81.745	0.000[b]
Residual	3102.478	315	9.855		
Total	5649.191	319			

Note: a. Predictors: (Constant), "Risk of Cyber Harassment (RH)", "Privacy Concerns (PC)", "Digital Literacy and Skills Gap (DS)", "Cybersecurity Awareness and Training (CT)", and "Representation and Inclusivity in Digital Media (RI)".
b. "Dependent Variable: Overall satisfaction"

Table 9.
Coefficients[a].

		Unstandardized Coefficients		**Standardized Coefficients**		
Model		**B**	**Std. Error**	**Beta**	**t**	**Sig.**
	(Constant)	7.854	2.111	2.146	4.569	0.000*
	"Risk of Cyber Harassment (RH)"	0.198	0.048	-0.036	2.148	0.024*
	"Privacy Concerns (PC)"	0.121	0.074	-0.029	2.695	0.014*
	"Digital Literacy and Skills Gap (DS)"	0.139	0.125	0.132	2.471	0.011*
	"Cybersecurity Awareness and Training (CT)"	0.114	0.146	0.51	2.974	0.049*
1	"Representation and Inclusivity in Digital Media (RI)"	0.165	0.222	0.224	2.311	0.015*

Note: a. "Dependent Variable: Overall satisfaction"
*Significant at 5 per cent level of significance.

Tables 7, 8, and 9 demonstrate that the regression is acceptable. It explains 53.7% of the variation in women's satisfaction in using social media. We can infer that the regression offers a plausible explanation because the F value (81.745) is statistically significant at the 5% level. For Risk of Cyber Harassment (RH), Privacy Concerns (PC), Digital Literacy and Skills Gap (DS), Cybersecurity Awareness and Training (CT), and Representation and Inclusivity in Digital Media (RI), all relevant t-values and coefficients are significant (observed P value is less than 0.05). Thus, it can be concluded that all facets of cybersecurity-related factors have a significant impact on women's satisfaction in using social media, as indicated in the study to formulate effective strategies.

5. Conclusion

The study underscores the critical role of online safety concerns in shaping women's satisfaction with social media. The findings reveal a complex interplay between various factors, including the risk of cyber harassment, privacy concerns, digital literacy and skills gaps, online safety awareness and training, and representation and inclusivity in social media.

Specifically, the study demonstrates that women's satisfaction with social media is negatively impacted by the perceived risk of cyber harassment and privacy concerns. These factors create a sense of unease and vulnerability, which can deter women from fully engaging with digital platforms. Conversely, online safety awareness and training emerge as a significant positive influence on satisfaction. By equipping women with knowledge and skills to navigate the digital landscape safely, these initiatives can mitigate their concerns and foster a more positive experience. Moreover, the study highlights the importance of addressing the digital literacy and skills gap among women. This gap can exacerbate their vulnerability to cyber threats and limit their ability to benefit from digital opportunities. By providing targeted training and support, organizations can empower women to overcome these challenges and participate more confidently in the digital world. Finally, the study emphasizes the significance of representation and inclusivity in social media. When women see themselves reflected in the content they consume, they are more likely to feel connected and engaged. By promoting diversity and inclusivity, organizations can create a more welcoming and inclusive digital environment for women.

5.1. Suggestions

Based on the findings of this study, several recommendations can be made to improve women's satisfaction with social media and address their online safety concerns:

1. Enhance online safety awareness and training: organizations should invest in comprehensive online safety education programs tailored to women's needs. These programs should cover a wide range of topics, including online safety, privacy best practices, and how to identify and respond to cyber threats.
2. Address the digital literacy and skills gap: Organizations should provide targeted training and support to help women develop the digital skills they need to navigate the online world safely and effectively. This could include workshops, tutorials, and mentorship programs.
3. Prioritize privacy and data protection: organizations should adopt robust privacy policies and implement strong security measures to protect users' personal information. They should also be transparent about their data collection and usage practices.
4. Organizations should strive to create digital content that reflects the diversity of women's experiences. This includes featuring women in various roles and ensuring that their perspectives are represented.
5. Organizations should foster a culture of safety and support: creating a supportive environment where women feel comfortable reporting and addressing cyber harassment and other online threats. This could involve implementing clear reporting procedures and providing access to resources for victims.
6. Collaborate with government and industry: Governments and industry should work together to develop and implement policies and standards that protect women's privacy and security online. This could include measures to combat cyber harassment, improve digital literacy, and promote diversity and inclusivity in digital media.

By addressing these issues and implementing these recommendations, organizations can create a more secure, inclusive, and satisfying digital experience for women.

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