Personal Social Capital on Social Well-being and Social Satisfaction Among Gen New: The Mediating Role of Social Media Self-Efficacy

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Abstract

The objective of the study was to examine the relationship between personal social capital and social media self-efficacy on well-being and social satisfaction. The sample group in the study was a group of Gen New (12 to 39 years old) social media users in Thailand. It is quantitative research with a cross-sectional study using a data collection tool, a questionnaire, through 549 social media users answering questions via Google Forms. Data analysis uses statistics such as frequency, percentage, mean, and standard deviation. The relationship of variables is tested using Correlation analysis, the consistency of variables is tested with Confirmatory Factor Analysis (CFA), and the hypothesis is tested using Structural Equation Modeling (SEM). The study found that personal social capital is related to social media self-efficacy, social well-being and social satisfaction. Analysis of social media self-efficacy data as a transmission variable showed that personal social capital is connected to both social well-being and social satisfaction through self-efficacy on social media. These findings indicate that those with greater personal social capital and social media self-efficacy have higher levels of social well-being and social satisfaction.

***Keywords*:** Online social media, Personal social capital, Social media self-efficacy, Social satisfaction, Social well-being

I. INTRODUCTION

Thailand is classified as a developing country with a population of approximately 67 million people. Out of the total population, 2 main groups are considered to be the majority of the population and are important to the economic and social development of the country: 1) Gen New: This group can be divided into 2 subgroups: Gen Z is people between the ages of 12 and 24 who have a lifestyle that has embraced the digital mindset and social media since birth, and Gen Y are people between the ages of 25 and 39 who enjoy a lifestyle that values quality, career ambition and sustainability. 2) Gen Now is a population group aged 40 years and over, consisting of 2 subgroups: Gen X and Baby Boomer (Rattanawijit, 2023). Gen New (12 to 39 years old) is a group that uses social media and a variety of digital channels more than Gen Now, who focuses on using traditional communication channels and is slower to embrace new technology. From the data, it was found that both Gen Z and Gen Y have an understanding and ability to use social media and tend to engage extensively with social media. They are also a group of people who have expertise in joining social groups through social media and also prefer to use online media more than other groups (Thansettakij, 2023). In addition, the Gen New group is diverse and is made up of a mixture of people with digital skills and social media usage. At the same time, they focus on sustainability in their lifestyles (BrandNow, 2021). A person's proficiency to use social media and digital capabilities is considered personal social capital. This is because personal social capital is the ability or social resource that a person builds from connections and relationships with others in society. This includes factors such as individuals' trust in their co-workers, social connections and cooperation in social activities. Having strong personal social capital often involves the capability to build and foster positive relationships with others. It can help strengthen self-confidence and create happiness in a person's life. However, social connection in today's era often involves the use of social media such as Facebook, Tik Tok, Instagram, Line, Twitter, YouTube, and other platforms. Social media is used to build and maintain relationships with others. Social media is also used as an important channel to connect to knowledge, news, and activities that occur in the online world and affect a person's personal social capital as well. Being part of a supportive and positive online community may also enhance individual well-being and social satisfaction.

Bandura (1997) stated that self-efficacy involves various abilities, including educational success, athletic performance, and behavior to promote and care for one's own health. Nowadays, self-efficacy has been expanded to include social media and individual performance and living outcomes. Andersson (2021) stated that self-efficacy is a cognitive variable of social capital theory. Self-efficacy is the belief and ability to structure and navigate the course of action necessary to fulfill a provided outcome. Social media self-efficacy, by contrast, is a person's belief about his or her capability to achieve desired functions through the social media environment (Bandura, 1997) and is an individual's perceived ability to reach desired outcomes through social media interactions (Pang, Ruan, & Wang, 2024). A study by Iqbal, Safdar, Hayat, Ashraf, and Mehmood (2024) found that social media self-efficacy is an important factor that modulates the relationship between social capital and social well-being but there is a lack of confirmation of the findings of studies on social media self-efficacy as an important factor that influences well-being and social satisfaction.

Ruggeri, Garcia-Garzon, Maguire, Matz, and Huppert (2020) stated that social well-being is an area of great interest, especially in developing countries and is closely related to lifestyle and social satisfaction, and Hossen and Salleh (2024) support that people at greater levels

of well-being and social satisfaction tend to have better mental and social health. This leads to closer social relationships with others and lower levels of depression. Additionally, a study by Chadha, Ha, and Wood (2024) found that higher social well-being was also connected to a stronger feeling of belonging. As a result, people have good mental health and improved health standards (Taylor, 2007), and there is a reduction in the level of violence and stress (Candeias, Galindo, Reschke, Bidzan, & Stueck, 2024). If the level of social well-being is low, it will be associated with a lower standard of living and people will be pessimistic which leads to social inequality (Livingston, Jackson-Nevels, & Reddy, 2022). Abdellatif (2022) mentioned that social satisfaction is the satisfaction with social contact through social media networks and interaction with others in society which is an important factor affecting the quality of life, health, well-being and happiness of people. A study by Iqbal et al. (2024) confirmed that social capital is related to social media self-efficacy which is a moderator variable. Hence, the central problem driving this research is the knowledge gap concerning that how personal social capital (bonding and bridging types) influences the well-being and social satisfaction of Gen New social media users? and whether social media self-efficacy mediates these relationships. From the literature review, it was found that there is still a lack of research that uses social media self-efficacy in the role of mediator variable and the study of social satisfaction in conjunction with well-being. Therefore, this research has used such variables as personal social capital, social media self-efficacy, well-being and social satisfaction in relation to Thailand in the study by collecting data from the population in the Gen New group. The purpose of the research was to study the relationship between various variables including personal social capital, social media self-efficacy, social well-being and social satisfaction and to study the impact of social media self-efficacy as a mediator variable on the relationship between personal social capital and social well-being and personal social capital and social satisfaction in the midst of the Gen New population in Thailand. This research provides valuable insights for various stakeholders. For Gen New individuals, it highlights how building personal social capital and improving social media self-efficacy can enhance their social well-being and satisfaction. Educators and youth development professionals can apply the findings to promote digital literacy, social connectedness, and mental health among students and young people. Policymakers can use the results to design programs and policies that foster positive online engagement and community participation. Social media platforms and developers may leverage these insights to create features that support healthy digital interactions. Finally, researchers gain an empirical foundation for further study on the interplay between social capital, self-efficacy, and social outcomes in digital environments.

II. RESEARCH OBJECTIVES

1. To study relationship between personal social capital and social well-being, personal social capital and social media self-efficacy, and personal social capital and social satisfaction.

2. To determine relationship between social medial self-efficacy and social well-being, and social medial self-efficacy and social satisfaction.

3. To explore social media self-efficacy mediates the relationship between personal social capital and social well-being.

4. To investigate social media self-efficacy mediates the relationship between personal social capital and social satisfaction

III. LITERATURE REVIEW

A. Social Capital and Personal Social Capital

Bourdieu (1986) defined social capital as an assessment

of potential or existing resources that arise due to social connections and social capital is the sum of social networks and related norms of reciprocity (Putnam, 2000). Based on this definition, social capital is considered a multidisciplinary concept and has been extensively examined across social science fields (Field, 2003). Later, Lin (1999) formalized the term personal social capital as arising from interpersonal connections and relationships in social networks and defined personal social capital as resources rooted in the social structure that can be get into and used to live life according to objectives (Lin, 1999). The theory that explains this phenomenon is the Network theory of social capital, which explains social capital at the specific level. It emphasizes on the resources that individuals can access and use through their personal social networks. This theory emphasizes the structural characteristics of social networks related to the size, diversity, and strength of individual connections and how connections help people access valuable resources such as information, support, and opportunities. Putnam, Leonardi, and Nanetti (1993) and Chen, Stanton, Gong, Fang, and Li. (2009) developed and designed measures of personal social capital. It is divided into two components: social capital within families and relatives (Bonding Social Capital: BOC) and social capital between families in the community (Bridging Social Capital: BRC), which is suitable for studies in behavioral science. Therefore, this study adopted the personal social capital scale developed from Putnam et al. (1993), Chen et al. (2009), and Menardo, Cubelli, and Balboni (2022) with modifications to the questions appropriate for Gen New social media users.

B. Self-efficacy and Social Medial Self-efficacy

Self-efficacy is an individual's judgment of his or her ability to manage the behaviors (Bandura, 1997). Therefore, social media self-efficacy is defined as confidence in a person's ability to use social media effectively. The theory that explains this concept is the Self-Efficacy Theory which was created by Bandura (1997). This theory originally focused on studies to measure performance and self-efficacy. However, self-efficacy theory is now being extended to studies in social media environments to inspect how self-efficacy affects the perceptions and judgments of others. Bandura (1997) and Lopez-Garrido (2025) stated that self-efficacy on social media comes from four important sources: 1) arising from Enactive mastery experiences which are successful experiences from creating content on social media which increases self-confidence. 2) Vicarious experience: Observing the successes and failures of others on social media helps model successful behaviors. 3) Social persuasion which is the response received from others with positive feedback that increases self-efficacy and negative feedback is reduced and 4) Physiological and emotional state is a physical and emotional state that affects one's self-efficacy in using online media less than other sources. The research hypothesis is:

H1: There is a significant relationship between personal social capital and social media self-efficacy.

C. Personal Social Capital in Social Well-being and Social Satisfaction of Social Media

The personal social capital of social media users can be effectively explained through the lens of the network theory of social capital to lead to social well-being and social satisfaction. (Hong & Bae, 2023). This is because social capital network theory focuses on creating value regarding social well-being and social satisfaction of social mediators through the structure and quality of social networks (Ko, 2021). The concept of social well-being linked to social network theory encompasses the quality and extent of a person's social relationships and sense of belonging to his or her community. According to this theory, social well-being encompasses the quality and extent of social relationships and the feeling of

belonging to a community (Haim-Litevsky, Komemi, & Lipskaya-Velikovsky, 2023). Network social capital theory explains that social media platforms increase social well-being through three conditions: (1) Network size increases opportunities for emotional support, information sharing, and social interaction; (2) Network density: High-density networks help create a strong sense of community and mutual support, and (3) Network diversity provides individuals with a wide range of perspectives and ideas. It promotes personal growth and social prosperity (Peng, Li, & Liu, 2022). In addition, social capital network theory explains that social media use can affect social satisfaction through four conditions: (1) There is greater access to resources such as information, advice, and opportunities through social media (Rayaprol, 2023). (2) Emotional support arises from frequent interactions within the network. Users can share knowledge and experiences, receive positive feedback, encouragement and sympathy from the network connections (Acoba, 2024). (3) Social interaction strengthens bonds and a sense of community (Merolla, Neubauer, & Otmar, 2024) and (4) Social comparisons help motivate users to improve their lives and feel more satisfied with their social status (Sim & Prihadi, 2020). Therefore, social capital theory explains that social media use affects well-being and social satisfaction, resulting in better social well-being and higher social satisfaction. It emphasizes the positive role social networks play in shaping individual social experiences in the digital age. The research hypotheses are:

H2: There is a significant relationship between personal social capital and social well-being.

H3: There is a significant relationship between personal social capital and social satisfaction.

D. Social Media Self-efficacy in Social Well-being and Social Satisfaction of Social Media

Jia, Liu, and Peng (2024) stated that self-efficacy is defined as an individual's belief in their ability to effectively use social media to achieve specific goals, such as communicating, gathering information, and maintaining social connections. It reflects users' confidence in navigating and benefiting from social media platforms. Moreover, social media self-efficacy is also defined as older adults' confidence in their ability to effectively use social media platforms. This includes their belief in their capacity to navigate, understand, and interact with information and people on social media (Chen & Gao, 2023). It is rooted in Bandura's concept of self-efficacy but adapted specifically to social media usage among older populations.

From the results of Jia et al. (2024), it was found that individuals with high social media self-efficacy feel more confident using social platforms, leading to greater social engagement and support. This increased support helps reduce loneliness and enhances emotional well-being, ultimately improving overall social well-being. In addition, the study by Chen and Gao (2023) showed that social media self-efficacy positively influences social satisfaction among older adults. Those with higher confidence in their ability to use social media are more likely to engage in meaningful online interactions, maintain social connections, and access useful information. This active and effective use of social media helps them feel more socially fulfilled, reducing feelings of isolation and enhancing their overall sense of social satisfaction.

Furthermore, social media self-efficacy is considered a crucial determinant of social well-being (Iqbal et al., 2024). It is also positively related to job satisfaction in life (Deniz, 2021), and high social media self-efficacy is positively associated with higher levels of well-being (Sun et al., 2022). Based on the literature reviewed, the research hypotheses are as follows:

H4: There is a significant relationship between social capital self-efficacy and social well-being.

H5: There is a significant relationship between social

media self-efficacy and social satisfaction.

E. Social Media Self-efficacy as Mediator Variable

Iqbal et al. (2024) found that social capital, which includes bonding social capital, bridging social capital, and linking social capital, has a direct and positive relationship with social well-being. Nevertheless, when social capital is analyzed together with the adjustment variable, which is the perception of self-efficacy via social media that affects social well-being, it was found that social capital—specifically bonding social capital and bridging social capital—was related to social well-being with social media self-efficacy serving as an adjusting variable. However, linking social capital was not related to social well-being when social media self-efficacy was included as an adjusting variable. Other studies on personal social capital have focused on creating instruments to measure personal social capital variables (Chen et al., 2009), examining internal and external personal social capital (Ben-Hador, Eckhaus, & Klein, 2021), and creating tools to measure social capital through both offline and online channels (Menardo et al., 2022). It can be seen that studies related to the link between personal social capital, social media self-efficacy, well-being, and social satisfaction are still limited and lack empirical confirmation of their relationships. In addition, few investigations have explored the relationship between personal social capital and social well-being and social satisfaction using social media self-efficacy as a transmission variable.

The preceding discussion for this study shows that personal social capital and self-efficacy are related to well-being and social satisfaction and represent important relationships for the existence and functioning of individuals in society. However, previous theories and literature lack confirmation that social media self-efficacy influences the relationship between personal social capital and social well-being and satisfaction. Therefore, this study examines the relationship between these variables (see Figure 1 showing the research concept). The research hypotheses are as follows:

H6: Social media self-efficacy mediates the relationship between personal social capital and social well-being.

H7: Social media self-efficacy mediates the relationship between personal social capital and social satisfaction.

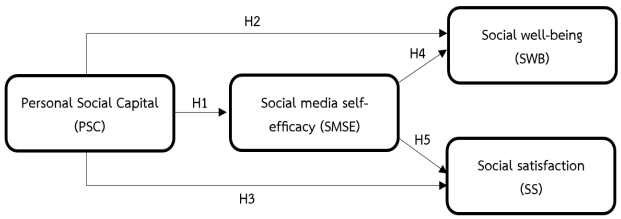

Figure 1: Research conceptual framework

IV. RESEARCH METHODOLOGY

A. Population and Sampling

The population used in this study is the population group in Thailand known as the 'Gen New' group, which includes individuals from the Gen Y and Gen Z age groups. These generations represent a large segment of the population. However, the exact number or size of the total population is unknown. In addition, the researchers intend to use advanced statistical analysis, specifically Structural Equation Modeling (SEM). Therefore, determining an appropriate and sufficient sample size is essential for the validity of the analysis. Hair, Sarstedt, Hopkins, and Kuppelwieser (2014) recommended that the sample size should be from 200 samples or more, and Kline (2012) suggested that the sample size should be 10 times the number of questions. There were a total of 25 questions in this research. The sample size should therefore not be less than 250 samples (25 questions x 10). Afterward, data were collected using purposive sampling, focusing on individuals within the “Gen New” population group, which includes those aged 12–24 years (Generation Z) and 25–39 years (Generation Y). Participants were screened based on age through a

preliminary question in the survey. Respondents who were younger than 12 or older than 39 were excluded from the study. Additionally, the online questionnaire clearly stated: *"If you are under 12 years old or over 39 years old, please do not complete this questionnaire."* The data collection was conducted using an online questionnaire distributed via Google Forms. The survey link and QR code were shared with social media users through various platforms, such as Facebook, Line, and email, between February and April 2024. A total of 549 valid responses were received, which exceeded the minimum required sample size. Therefore, the sample was considered sufficient and appropriate for the statistical analysis used in this study.

B. Research Tools

Based on the conceptual framework and research hypotheses, a research instrument—the questionnaire—was developed. It consists of four sections, with each section's questions derived from previous literature published in internationally recognized journals, as follow: Part 1: Personal information of the respondents. It is a multiple-choice question with a total of 8 questions including gender, age, education level, occupation, monthly income (estimated), most used social media platform, frequency of social media use and duration of social media use per day. Part 2: Personal social capital; it was developed and improved from the past research by Putnam et al. (1993), Chen et al. (2009), and Menardo et al. (2022). It consists of 11 questions about bonding and bridging social capital. Part 3: Self-efficacy on social media; it was modified from the scale of Bandura (1997) and Lopez-Garrido (2025) with 4 items. Part 4: Social Well-Being; it was developed and improved from the research of Keyes (1998) and Martínez-Martínez, Ramírez-López, Hernández Martínez, and Mac Kinney Romero (2023) with 5 items. Part 5: Social Satisfaction; it was improved from 5 questions by Salamat, Farahani, and Salamat (2013) and Townshend (2023). Part 1 is in the Nominal Scale and Ordinal Scale. Parts 2 to 4 use a Likert Scale as a 5-level Interval Scale, with 5 meaning strongly agree and 1 meaning strongly disagree. From the research tools and framework (see Figure 1), it is shown that this study consists of an independent variable, which is personal social capital (measured by sub-variables: bonding and bridging social capital), the mediator variable which is social media self-efficacy, and the two dependent variables are social well-being and social satisfaction. Moreover, the respondents in this study were aged between 12 and 39 years, the researchers obtained approval from the Human Research Ethics Committee of Asia-Pacific International University. The study included a statement ensuring the protection of participants' rights, and all participants were required to provide informed consent to take part in the research. Participants had the right to decline to answer any questions or to withdraw from the study at any time. For participants considered to be in a vulnerable group, parental consent was required. However, based on the data collection process, it was found that there were no respondents under the age of 18.

C. Testing the Reliability and Validity of the Instrument

In order for the tools used in this research to have reliability and confidence according to statistical conditions, the reliability of the tool was tested by 3 experts to check the content validity by measuring the index of item-objective congruence (IOC). It was found that the IOC value for each item was between 0.67–1.00, which is greater than 0.50 which shows that the questions have content validity (Rovinelli & Hambleton, 1976). After that, all questions were tested (Try out) with a sample group that had similar characteristics to the sample group from which the actual data were collected, totaling 30 samples. It was discovered that personal social capital, social media self-efficacy, social well-being,

and social satisfaction had reliability values of 0.95, 0.82, 0.83, and 0.77, respectively, and all questions had a reliability value of 0.92. However, since the survey respondents were specifically targeted from two population groups—Generation Z and Generation Y—the data collection revealed a difference in the number of respondents: 204 from Gen Z and 345 from Gen Y. Therefore, the research team conducted a non-response bias test to ensure statistical appropriateness between the two groups. This was done using a t-test to compare whether there were any significant differences in opinions between the groups regarding the variables used in the study.

The results of the t-test showed no statistically significant differences between Gen Z and Gen Y respondents, indicating that the two groups did not differ in their responses. The significance (Sig.) values for the variables—personal social capital, social media self-efficacy, social well-being, and social satisfaction—were 0.86, 0.94, 0.67, and 0.17, respectively.

D. Data Analysis

Data analysis for this study used a computer program consisting of descriptive statistics analysis, including Frequency, Percentage, Mean and Standard Deviation, and Confirmatory Analysis: CFA to analyze the questions to meet the conditions of the measurement index with a weight factor loading greater than 0.70 (Fornell & Larcker, 1981; Hair et al., 2014), examining the relationship between variables with correlation analysis, determining the reliability of measuring instruments with convergent validity and discriminant validity, and testing hypotheses with Path Analysis based on structural equation models. The harmony of the research concept data with the empirical data is tested according to the specified criteria.

V. RESEARCH RESULT

The outcomes of the analysis of demographic data of 549 Gen social media users found that the majority of respondents were female, 352 people, accounting for 64.1 percent, aged between 25 years and 39 years, 345 people, accounting for 62.8 percent, graduated with a bachelor's degree, 335 people, accounting for 61.0 percent. There were 414 students, accounting for 77.2 percent. There were 409 people who had a monthly income of less than 10,000 Baht, accounting for 74.5 percent. The most used social media was Facebook 172 people, accounting for 31.3 percent. The frequency of using social media is every day, 402 people, accounting for 73.2 percent, and the duration of using social media per day is 4–6 hours, 195 people which accounts for 35.5 percent, respectively (See Table 1).

Table 1: Demographic data of respondents

Variable	n	%
Gender		
Male	197	35.9
Female	352	64.1
Age		
12–29 years	204	37.2
30–49 years	345	62.8
Education level		
Below bachelor	200	36.4
Bachelor	335	61.0
Higher bachelor	14	2.6
Occupation		
Student	424	77.2
Farmer	9	1.6
Business owner	17	3.1
Governor	23	4.2
Employee	40	7.3
Other	36	6.6
Income		
Below 10,000 Baht	409	74.5
10,001–20,000 Baht	87	15.8
20,001–30,000 Baht	23	4.2

Table 1: Demographic data of respondents (Cont.)

Variable	n	%
Income		
30,001–40,000 Baht	14	2.6
More than 40,001 Baht	16	2.9
Social media platforms used		
Facebook	172	31.3
TikTok	126	23.0
Instagram	171	31.1
Line	17	3.1
Twitter	10	1.8
YouTube	53	9.7
Frequency of social media usage		
Sometime	36	6.6
Often	111	20.2
Everyday	402	73.2
Time spent on social media (per day)		
Less than 1 hour	25	4.6
1–3 hours	168	30.6
4–6 hours	195	35.5
More than 6 hours	161	29.3

Measuring the reliability of the study model consists of analyzing convergent validity and discriminant validity. Convergent validity (CV) is a check on the reliability of the questions that have been adjusted to see if they are related to the theory that is being measured. The convergent validity analysis will be considered from three data analyses: Factor loading analysis, Composite reliability (CR) analysis, and Average variance extracted (AVE) analysis (Hair et al., 2014).

Analysis of element weights (Factor loading) involves finding relationships between indicators (Item) that have the elements (Factor) by evaluating the acceptable factor loading value of 0.40 and above (Hair et al., 2014). For data analysis in practice, the factor loading value should be between 0.70 and above for the indicator to pass the criteria. Some questions were eliminated in the variables: personal social capital (PSC) cut items as follows PSC_12, PSC_21 and PSC_26, the social well-being (SWB) variable cut one item which is SWB_5, and the social satisfaction (SS) deleted one item which is SS_1 because the factor loading is below 0.70. Therefore, the acceptable factor loading value of the questions is in the range of 0.70–0.85 and the average of all questions is more than 3.00, showing that the respondents have a “very high level” of opinion on the questions.

Composite reliability (CR) evaluation should be greater than 0.70 to be an acceptable value (Fornell & Larcker, 1981; Hair et al., 2014) (see Table 2). It shows that the CR values of all latent variables for the research are within an acceptable range, ranging from 0.86–0.94. Average variance extracted (AVE) estimates should be equal to or greater than 0.50 (Fornell & Larcker, 1981; Hair et al., 2014). Table 2 shows that the AVE values of all latent variables for this research were within the acceptable range between 0.60–0.66 and Discriminant Validity was examined by considering the square root of AVE, which shows the diagonal values (In italics). Moreover, it must be greater than the Correlation value between the variables in the table. Correlation values that appear in the table are between 0.44–0.69 and the square root of the AVE value is between 0.77–0.81. Therefore, the square root of the AVE value shows that every latent variable has values according to conditions (See in Table 2).

Table 2: Descriptive statistics and correlations between latent variables

Items	Convergent Validity			Discriminant Validity			
	AVE	CR	α	PSC	SMSE	WB	LS
PSC	0.66	0.94	0.94	*0.81*	-	-	-
SMSE	0.64	0.88	0.88	0.45**	*0.80*	-	-
SWB	0.60	0.86	0.86	0.44**	0.52**	0.77	-
SS	0.61	0.86	0.85	0.49**	0.40**	0.69**	0.78

Note: AVE = Average Variance Extracted, CR = Composite Reliability, α = Cronbach’s Alpha

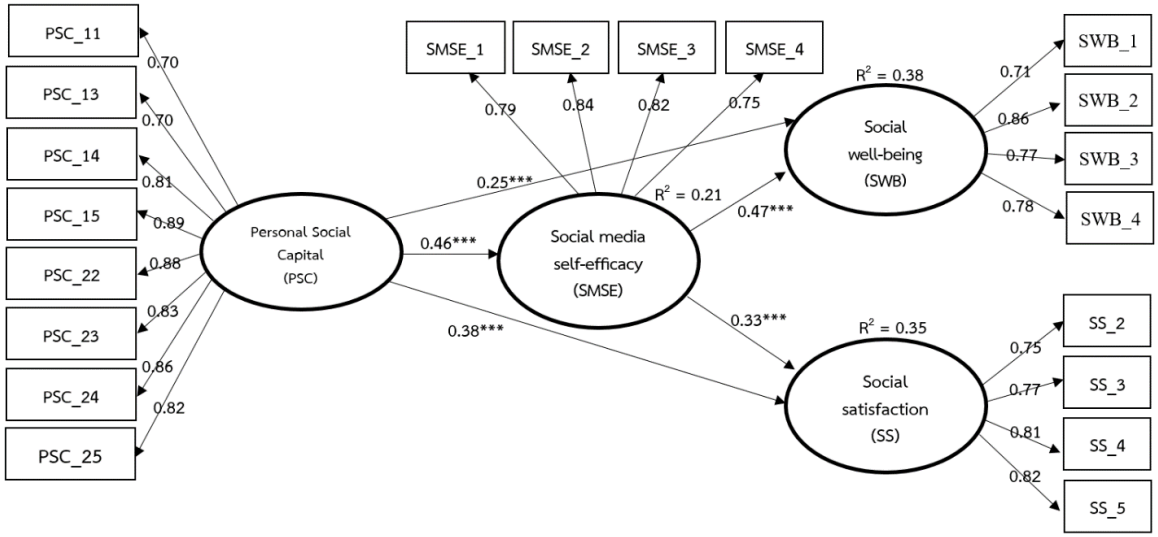

Figure 2: Proposed structural model for path analysis

Analysis of the goodness-of-fit tests of the models of personal social capital, social media self-efficacy, well-being, and social satisfaction are summarized in Table 3. It displays that the Initial model test results have Absolute fit indices that do not meet the conditions, which have a p-value equal to 0.00, GFI value less than 0.90, and χ^2/DF value greater than 3.00 (4.36). As for the Parsimonious fit and Incremental fit index values, they meet the conditions. Therefore, the model was adjusted into the Final Model. It turned out that all index values were consistent with the conditions.

The purpose of this study was to examine the relationship between personal social capital and social media self-efficacy that affect well-being and social satisfaction. Figure 2 shows the results of testing the relationship between variables using structural equation analysis to test the set hypotheses. Results from testing Hypothesis 1 (H1) revealed that personal social capital has a positive direct relationship with social media self-efficacy (γ = 0.46, p < 0.001). Therefore, Hypothesis 1 was accepted. Next, Hypothesis 2 (H2) showed that personal social capital has a positive direct relationship with social well-being (γ = 0.25, p < 0.001). Therefore, Hypothesis 2 was accepted. As for Hypothesis 3 (H3), personal social capital was found to have a positive direct relationship with social satisfaction (γ = 0.38, p < 0.001). Therefore, Hypothesis 3 was accepted. Hypothesis 4 (H4) showed that social media self-efficacy has a positive direct relationship with social well-being (β = 0.47, p < 0.001). Therefore, Hypothesis 4 was accepted. Hypothesis 5 (H5) showed that social media self-efficacy has a positive direct relationship with social satisfaction (β = 0.33, p < 0.001). Therefore, Hypothesis 5 is accepted.

Testing Hypothesis 6 (H6) found that social media self-efficacy as a mediator variable had a positive direct relationship between personal social capital and social well-being (β = 0.47, p < 0.001). Therefore, Hypothesis 6 was accepted. Testing Hypothesis 7 (H7) found that social media self-efficacy as a mediator variable has a positive direct relationship between personal social capital and social satisfaction (β = 0.53, p < 0.001). Therefore, Hypothesis 7 is accepted. See details in Figure 2 and Table 3 showing the analysis of the relationship between the variables.

Table 3: Relationship between personal social capital, social media self-efficacy, social satisfaction, and social well-being

Hypothesis	Path Analysis	Path Coefficient	Results
H1	PSC→SMSE	0.46***	Supported
H2	PSC→SWB	0.25***	Supported
H3	PSC→SS	0.38***	Supported
H4	SMSE→SWB	0.47***	Supported
H5	SMSE→SS	0.33***	Supported
H6	PSC→SMSE →SWB	0.46***	Supported
H7	PSC→SMSE →SS	0.53***	Supported

*** $p < 0.001$

VI. DISCUSSION

The objective of this study was to examine the relationship between personal social capital and social media self-efficacy that affect the well-being and social satisfaction of Gen New social media users in Thailand, focusing on the study of social media self-efficacy as a mediator variable between personal social capital and social well-being and satisfaction.

Data analysis revealed that personal social capital (i.e., bonding and bridging social capital) had a positive direct relationship with social media self-efficacy. This is consistent with the findings from past research by Liu and Ngai (2019) who found that social capital has a positive influence on self-efficacy. People with higher social capital tend to have more confidence in their own abilities including self-efficacy on social media. Barrera-Verdugo (2021) emphasizes that personal social capital such as networks and community support significantly increases self-efficacy. This increased self-efficacy results in increased confidence in using social media for both lifestyle and business purposes. Therefore, the study findings emphasize the crucial role of personal social capital in enhancing social media self-efficacy. Those with strong social media networks provide resources, support, and opportunities to develop skills. This leads to increased confidence and ability to use social media.

Personal social capital is positively direct relationship with well-being and social satisfaction. Consistent with past studies, Ahn, Kang, Kiatkawsin, & Zielinski (2023) discovered a strong relationship between social capital (with community and society). Participation in social activities and social well-being, social capital and awareness within a social group play an important role in activity participation. This increases social well-being. Lee, Huang, Wu, Yeh, and Chang (2023) found that social support and community participation are critical to enhancing well-being. This study stressed out on the importance of social capital in providing support networks that are critical to people's well-being in society. Simons et al. (2021) found that using social networks as a tool to support personal social capital is related to social well-being. It helps people in society to access information and communicate with others more easily. It fosters healthy and meaningful relationships, increasing confidence in communication within society by helping people not feel alone. There is a society that supports and understands. Strong personal social capital promotes people's social satisfaction and builds and maintains relationships in the community and society to be happier. Simons et al. (2020) found that strong personal social capital enhances positive aging in people's perception of value. Building confidence and having close relationships with others in society makes people mentally happy and able to adapt to challenging situations. It has been shown that creating and maintaining meaningful social relationships affects the development of a quality life and social satisfaction. This is consistent with the findings of Deniz (2021) who found a positive relationship between social self-efficacy and life satisfaction. It has been shown that higher social media self-efficacy results in higher life satisfaction as well. Studies indicate that people

with higher social self-efficacy are able to build and maintain social relationships better, leading to greater social well-being and life satisfaction. This is consistent with research by Sun et al. (2022) who discovered that higher social media self-efficacy was positively connected to better health communication intentions. Perception of social media skills and increased self-efficacy in using social media contribute to higher social well-being. This is because individuals feel more capable and effective in interacting and communicating online. Therefore, building and maintaining strong personal social capital is critical to social satisfaction and the development of quality of life for individuals in society.

Hypothesis testing confirmed that social media self-efficacy has a positive direct relationship with well-being and social satisfaction among Gen New social media users. Several studies have confirmed the link between social media self-efficacy, social well-being and social satisfaction. This aligns with the research done by Wong et al. (2024). It was found that social media use can have both positive and negative effects on well-being.

This is because it is influenced by factors such as how individuals use social media and the purpose of using it. Higher social media self-efficacy can help increase positive outcomes such as social support and reduced loneliness, especially during periods of social isolation, for example, the COVID-19 outbreak. It was also discovered that effective use of social media was influenced by self-efficacy. This increases social connectedness and subjective well-being. Individuals who feel confident in their social media skills tend to use platforms to strengthen social relationships and increase overall social satisfaction. Chen and Gao (2023) found that social media self-efficacy helps users facilitate receiving and sharing information. If users have low self-efficacy in social media, it will have an impact on information use and mental health. This indicates that higher social media self-efficacy is directly related to information use, reduces loneliness, and results in higher self-esteem. Social media self-efficacy also has a positive effect on happiness through the use of social media information to help reduce people's loneliness. In addition, social media self-efficacy can alleviate negative outcomes such as social anxiety and loneliness. It has been shown that people with higher social media self-efficacy are better able to use social media in ways that promote social well-being. Social media also has an overall impact on well-being. Keshavarzi, Teo, Heidari, and Mehrvarz, (2024) found a direct relationship between social media self-efficacy and social well-being. Those with higher self-efficacy in using social media reported higher levels of social well-being. This is due to the ability to use social media to facilitate effective social interaction and support. Besides, those with higher social media self-efficacy are more efficient at avoiding negative social situations and leveraging social media for positive interactions. This increases well-being and social satisfaction.

The new findings of this study that are different from past research are: Social media self-efficacy is a mediator variable with a positive direct relationship between personal social capital and social well-being and satisfaction among Gen New social media users. This aligns with previous research by Simons et al. (2020) who discovered a significant relationship between personal social capital and close relationships. Having strong relationships with people in the community or network is important to people. It is a factor that causes people's mental happiness and good mental states, such as mental happiness, self-confidence and life satisfaction. In addition, strong social capital is associated with positive aging and affects the perception of the value of close relationships. This is a factor that affects people's mental happiness and life satisfaction. Building and maintaining strong, meaningful relationships in society can help promote positive aging and enhance people's

mental happiness. Besides, according to the study of Jiang, Yan, Zhou, and Wang (2022), it was found that the important relationship found in personal social capital is the social relationship that binds people in society or networks that are important for people such as relationships with family, community friends, or people who provide social support. Strong personal social capital influences relationships to improve the quality of people's health lives and having a good relationship with family and a supportive social network can help reduce stress and promote a better quality of life.

VII. THEORETICAL IMPLICATION

The findings of this study contribute to the academic field by affirming the relationship between personal social capital and social media self-efficacy, and how these factors influence well-being and social satisfaction, particularly among the younger generations (Gen Z and Gen Y). This research supports the Network Theory of Social Capital, as it demonstrates that bonding and bridging social capital play significant roles in shaping an individual's self-perception and social media usage. Strong social networks provide essential resources and social support, enhancing individuals' ability to use social media effectively and increasing their confidence in both personal and professional life.

Additionally, the study corroborates Bandura's Self-Efficacy Theory, showing that increased self-efficacy in using social media contributes to higher levels of life satisfaction and happiness. By establishing that social media self-efficacy leads to greater social satisfaction, the study reinforces the importance of social networks and self-efficacy in improving psychological well-being. The research highlights the role of social capital and self-efficacy in fostering greater social interaction, communication effectiveness, and mental wellness, advancing the understanding of these theories in the context of digital interaction among digital-native generations.

VIII. PRACTICAL IMPLICATION

This study provides valuable insights that can be applied in various practical contexts. Educators and academic institutions can use the findings to design curricula that promote digital literacy and positive social engagement. By understanding how social media self-efficacy impacts students' well-being, instructors and counselors can create programs that foster healthy online behaviors, enhance community participation, and improve emotional resilience.

Furthermore, policymakers can leverage this research to inform digital inclusion and mental wellness initiatives. Programs aimed at youth development can be designed to strengthen social capital and build digital confidence, which aligns with broader educational and health goals. This research emphasizes the importance of fostering strong social connections and self-efficacy to improve social outcomes and mental well-being among younger generations.

In summary, the study offers a blend of theoretical and practical insights, bridging academic understanding with actionable strategies. It provides researchers, educators, and policymakers with a framework to support social and psychological well-being, particularly for digital-native generations, by leveraging the interplay between social capital, social media self-efficacy, and overall satisfaction.

IX. NEW KNOWLEDGE OF THE STUDY

This study generates new knowledge by demonstrating the significant role of personal social capital in enhancing social media self-efficacy, which in turn improves well-being and social satisfaction. It highlights how digital interactions, especially on social media, impact psychological outcomes, particularly for younger generations (Gen Z and Gen Y). The research bridges gaps in Network Theory of Social Capital and Self-Efficacy Theory, offering insights into how social networks

and digital confidence contribute to life satisfaction. Additionally, it introduces the culturally specific concept of “Gen New” in Thailand, provides practical implications for digital literacy and mental wellness, and offers policy recommendations for fostering digital inclusion and mental wellness.

X. SUGGESTIONS FOR FUTURE RESEARCH

A study on the relationship between personal social capital, social media self-efficacy, well-being and social satisfaction among Gen New social media users in Thailand has the following recommendations: Future research should investigate further on the social and psychological factors that may influence the relationship between personal social capital and well-being among the New Gen group, such as comparative studies on groups with different social characteristics and social capital to further understand the causes and consequences of this relationship in theory and practice and should present reliable and in-depth research methods to provide accurate and reliable understanding of the research field, such as mixed methods research, etc. The relationship between social media self-efficacy and the ability to perform various tasks such as success in work, teaching, or business could be studied. It includes a study of the impact of personal social capital on supporting relationships, skill development, and social connections that influence the ability to use social media. In addition, further studies on the science of the relationship between personal social capital and life satisfaction could be proposed, such as studies of social structure theory or the theory of social skill development. Those interested can use the findings of this research to develop an in-depth analysis to understand the effects and causes of the relationship between personal social capital and the well-being of Gen New people in diverse aspects of their lives.

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