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EFFECT OF INTRINSIC AND EXTRINSIC MOTIVATIONS ON CYBER-MARKET MAVENISM: THEIR ROLE IN INFORMATION- SHARING BEHAVIOR

Abstract

This paper aims to investigate the association between variables of intrinsic and extrinsic motivations, cyber-market mavenism, and information sharing behavior, particularly among social network sites (SNS) users in Iraq.

This study depends on a quantitative method to test the variables. The sample contains 388 Iraqi customers or users using social network sites to share information about different products and services. The study conducts a purposive sample to determine the characteristics of users who have much information about different products and services. A questionnaire was prepared based on previous research and distributed to participants. The statistical analysis program (SPSS) for descriptive statistics and PLS-SEM were used to analyze the measurement and structural models to test the hypotheses.

The study results showed that altruism, moral obligation, and self-efficacy as intrinsic motivations influence cyber-market mavenism. However, self-enjoyment appears to have no impact on cyber-market mavenism. Moreover, reputation and social interaction also influence cyber-market mavenism. In addition, reciprocity and belongingness have no effect among Iraqi users. Thus, cyber-market mavenism plays a significant role in information-sharing behavior. The reason for such an outcome may develop a competitive advantage for marketers through understanding the market maven behavior on social network sites.

Keywords

intrinsic motivation, extrinsic motivation, market
mavenism, information-sharing behavior, structural
equation modeling

JEL Classification

C83, M15, M31

INTRODUCTION

Organizations have emphasized the concept of information sharing to guide people or groups in improving task-related work processes, developing new ideas, or providing task knowledge and expertise to solve challenges through collaboration (Xiang et al., 2013). SNSs have greatly enhanced information sharing between individuals. Therefore, the concept of information sharing on SNSs needs to be seriously examined (Cho et al., 2015).

A member's desire to participate in knowledge and information sharing may be shaped by motivation (Chih et al., 2013). Previous studies on information sharing and knowledge transfer have discovered several incentives influencing user behavior. Extrinsic and intrinsic motivations are the most common sources of such motivations (Ryan & Deci, 2020). Extrinsic motivational factors include peer recognition, reciprocity, financial benefit, and reputation. In comparison, intrinsic motivation means performing an activity for intrinsic satisfaction with the activity itself (Rode, 2016).

Motivation and behavior are advanced and represent an expert with different information about different products and services. As long as market mavens are not normal users to share any information, they are knowledgeable customers with different levels and behavior in sharing information (Harikrishnan et al., 2014; Kiani & Laroche, 2019; Price et al., 1995). Price et al. (1995) mentioned that a market maven mediates the relationship between the antecedent construct's altruism and marketplace involvement, leading to information sharing. In an Indian context (Harikrishnan et al., 2014), it contributes to marketing by building established and proven partnerships so managers can leverage the beneficial relationship to increase revenue.

However, there are few studies on understanding market maven behavior from an abroad motivational perspective of sharing information especially online environment. The market mavenism in marketing has resulted in considerable research conducted via modern web-based channels (Albinali, 2016; Barnes & Pressey, 2012; Belch et al., 2005) and physical channels, i.e., in the real world (Abratt, 1995; Feick & Price, 1987). However, no research explains how to market mavens behave by sharing information in the virtual worlds and new social media platforms using intrinsic and extrinsic motivations.

1. LITERATURE REVIEW AND HYPOTHESES

The term "information sharing" refers to the act of seeking to communicate data, which includes searching for data to distribute it to others. Organizations have emphasized the concept of sharing information to help others who need information, generate ideas, or provide knowledge and expertise to solve specific difficulties by collaborating with others (Chang et al., 2014). Recently, SNSs have greatly improved the information interaction of individuals. Then, information sharing in SNSs needs to be further explored (Cho et al., 2015).

Individuals possess valuable knowledge, which they can share to convey to other individuals and groups, as well as from generation to generation. Numerous studies have been conducted to persuade individuals to share information by examining the antecedents of information-sharing behaviors (Nguyen et al., 2019). It was found that an individual's motivation is critical for information sharing (Kankanhalli et al., 2005; Wasko & Faraj, 2005). Some researchers have examined the role of other factors, such as system support and information feedback, in promoting intrinsic motivation; others have considered only intrinsic motivation. The influence of psychological perceptual factors on intrinsic motivation is poorly understood. Even with the concept of planned behavior, the study explores the motivations for sharing actions on SNS (Chen & Yuan, 2020).

At present, the effects of intrinsic motivations (altruism, self-enjoyment, moral obligation, self-efficacy) on sharing knowledge about behaviors and intentions (Rode, 2016) sharing information about services and products (Cho et al., 2015) is vital to understand.

Altruism is a motive that eventually seeks to improve the well-being of one or more persons rather than one's own (Rajabion et al., 2019). Altruism is the tendency to assist and help others, which drives information-sharing activity. Individuals' satisfaction and enjoyment in cyber groups and online platforms such as social networking sites (SNS) increase when they help other customers share their expertise and knowledge (Farzin et al., 2020; Farzin & Fattahi, 2018). Pleasure or self-enjoyment is described as "the extent to which an individual feels pleasant, joyous, pleased, or satisfied in a circumstance" (Nguyen et al., 2019).

Additionally, according to Barnes and Pressey (2011), the extent to which people can enjoy themselves has a favorable effect on their positive attitude about the expected consequences of experience, their willingness to experiment, as well as their ability to deal with the complexity of information. Also, the personal norm, described as feeling ethically obligated to perform an activity, is similar to commitment-based intrinsic motivation (van der Werff et al., 2013). Additionally, Kim et al. (2010) discussed the effect of knowledge self-efficacy on people's intentions and behaviors related to information sharing.

Whereas extrinsic incentives resulted in a greater proclivity to share in the experiment (Vilnai-Yavetz & Levina, 2018), extrinsic motivations depend on extrinsic rewards that affect behavior, such as reputation, reciprocity, belongingness, and social interaction.

Psychologically, reputation is a phenomenon that occurs for simplification and is a type of reassurance against the inherent feeling of unease. Market mavens want to share their market knowledge with people in their social networks more than non-mavens (Walsh et al., 2004). Mavens are also outgoing and personable, contributing to their reputation and ability to act out their vibrant social personalities in their networks (Price et al., 1995). A prior study showed that reciprocity is valued by individuals who share information in online communities. Hence, as long as the market maven is willing to help others, they are expected to tend to reciprocal actions (Thomas, 2020).

In addition, belongingness is an external motivation that arises from the environment, not an inherent motivation. A sense of unity and belonging is strengthened by exchanging knowledge and information between members of social networks as the same community's members feel committed to exchanging the information. Market mavens can be defined as a type of customers who have innovativeness, self-confidence, and motivation to share information (Abbas et al., 2020a, 2020b, 2021, 2022; Chelminski & Coulter, 2007; Clark et al., 2008; Clark & Goldsmith, 2005; Feick & Price, 1987b; Goldsmith et al., 2006; Mowen et al., 2007; O'Sullivan, 2015; Stokburger-Sauer & Hoyer, 2009; Walsh et al., 2004). According to Zhang and Lee (2014), market mavens believe that it is their responsibility to share knowledge with other community members and feel they belong to that community. Finally, Chiu et al. (2006) identified social interaction ties as an extrinsic incentive symbolizing the strength of relationships, the amount of time invested, and the frequency of contact between virtual community members. In cyberspace, ideal platforms appropriate for mavens are provided due to the facilitation of social interactions by these platforms; they facilitate social connections and enhance the ability to disseminate market knowledge (Farzin et al., 2020).

1.1. Social networking sites (SNS) in Iraq

Marketers have started to attract happy consumers to share information about their brands and products, overcoming the indifference of social media consumers to targeted advertising (Harrigan et al., 2021). Marketers will instigate, direct, and evaluate what repeat consumers think and share information about their products with each other helping others on social network sites (Barnes & Pressey, 2016). The traditional wisdom of information sharing holds that its more effective and efficient in targeting decision-makers, influencers, and market mavens (Yang, 2016). SNS of this type has recently gained popularity in Iraq (Fadhil et al., 2020). SNS is a community that fosters individual connection; therefore, individual involvement is the guiding premise, and much social networking (Harrigan et al., 2021) initially refused to allow a business to participate.

Moreover, according to Statista (2020), Iraq's social media audience grew 9.8% year-over-year in 2020, making it the fastest-growing major social media marketer worldwide. In comparison, the number of people using social media in the United States grew by only 1.3% year-over-year. It shows that Iraq is considered one of the countries where social media usage has snowballed over the years. In addition, that gives a chance to identify the role of market mavens in Iraqi social media. Facebook, Twitter, and other social media pages were registered as businesses in Iraq, and new social media platforms where businesses and individuals could engage began to emerge (Ahmad, 2020; Fadhil et al., 2020). As a result, businesses can join SNS on a formal basis, and SNS can be used for marketing purposes.

Currently, few studies have investigated Iraqi SNS intrinsic and extrinsic motivation, market mavenism, and information-sharing behavior. So far, no empirical research has tried identifying Iraq market mavens in social media. Therefore, this study fills this gap.

1.2. Hypotheses

The study tested intrinsic motivations (altruism, self-enjoyment, moral obligation, self-efficacy), extrinsic motivations (reputation, reciprocity, be-

longingness, Social Interaction), and cyber-market mavenism. Moreover, it investigated their influence on information-sharing behavior. Hence, this paper proposes the following hypotheses:

- H1: *Altruism has a significant positive effect on cyber-market mavenism.*
- H2: *Self-enjoyment has a significant positive effect on cyber-market mavenism.*
- H3: *Moral obligation has a significant positive effect on cyber-market mavenism.*
- H4: *Self-efficacy has a significant positive effect on cyber-market mavenism.*
- H5: *Reputation has a significant positive effect on cyber-market mavenism.*
- H6: *Reciprocity has a significant positive effect on cyber-market mavenism.*
- H7: *Belongingness significantly and positively affects cyber-market mavenism.*
- H8: *Social interaction has a significant positive effect on cyber-market mavenism.*
- H9: *Cyber-market mavenism positively affects information-sharing behavior in social network sites (SNS).*

2. METHODOLOGY

This study’s objectives are to identify intrinsic and extrinsic motivations, their effect on cyber market mavens, and their role in information sharing behavior. A research design is a detailed plan for gathering and analyzing information and data based on the study questions and objectives. The study goals determine the research design that must be adopted.

For this topic, explanatory research was chosen. This paper also looks into cause-and-effect relationships. Finally, the explanatory analysis seeks to elucidate the links between variables and examine a specific scenario or research problem. Primary data sources are used; the primary source

is Iraqi social media users, who share information about various products and services.

This study used a purposive sampling technique. The target population comprised market mavens in electronic products who are social network site users aged 21-65 and residents in Iraq at the time of the study.

2.1. Demographic details of respondents

This study used the formula to determine the sample size developed by the National Education Association (NEA) (Krejcie & Morgan, 1970). Subsequently, a total of 388 questionnaires were distributed online using google forms among social network users in Iraq.

The findings (Table 1) indicate that 76.9% are male respondents and 23.1% are female. The results of the respondents’ age status indicate that the highest frequency belonged to a respondent aged 21-30 (17.2%), followed by 41 to 50 years (27.8%). The lowest frequency was observed for respondents aged above 51 years (11.3%). The frequency analysis results of respondents’ educational status indicate that 50% of the respondents had a master’s, 34% had a Ph.D. degree, 12.5% were bachelor’s degree holders, and 9% and 1.9% were diplomae and primary school, respectively.

Table 1. Demographic profile

Demography	Frequency	Percentage
Gender		
Male	327	76.9
Female	98	23.1
Age		
21-30 years	73	17.2
31-40 years	186	43.8
41-50 years	118	27.8
above 51 years	48	11.3
Education		
Primary school	8	1.9
Bachelor	53	12.5
Diploma	4	.9
Master	214	50.4
PhD	146	34.4

In terms of market maven information, the majority of the respondents indicated Facebook market maven as their most preferred network

(n = 321; 75.5%), followed by YouTube (n = 72; 16.9%). However, most respondents also admitted market mavens in other networks besides their preferred networks. This practice is common with social network sites (SNS) in Iraq. With regards to the length of market maven, the majority of the respondents have been patronizing that they have much information about different products and services; the majority say yes (n = 267; 62.8%). Only 37.2% indicated that they have little information about different kinds of products and services. Table 2 summarizes the most popular social network sites to share information in Iraq, as indicated by the respondents.

Table 2. Respondents' usage rate of social network sites

Items	Frequency	Percentage
Platform		
Facebook	321	75.5
YouTube	72	16.9
Twitter	12	2.8
Instagram	20	4.7
Information quantity		
Yes	267	62.8
No	158	37.2

Broadly, the demographic/screening data indicate that respondents can provide the information needed for the study. As such, the analysis can proceed to the next stage, which includes the assessment of the measurement model, and, subsequently, the structural model.

2.2. Measurement model

SEM, which links the measured values to the associated latent variables, requires the measurement model. In this sub-section, the study addresses

the theoretical underpinning and statistical investigation to establish the validity and reliability of the measurement model. The paper used SPSS and PLS-SEM to analyze the data.

2.2.1. Latent variables

The conceptual model, as shown in Figure 1, contains ten latent variables. Consequently, numerous observed items are used to measure each of the latent variables in the conceptual model.

This study develops the conceptual framework by combining intrinsic and extrinsic motivation models (Ryan & Deci, 2020) and social cognitive theory (Bandura, 1999). Using social cognitive theory, the study analyzes the influences of maven's cognitions (for example, expectations, experiences, beliefs) and the social media network and studies their information-sharing behavior. Utilizing social cognitive theory, Darley and Lim (2018) studied information-seeking tendency, mavenism, and e-maven propensity behavior among users in a multichannel environment. The motivational theory of Ryan and Deci (2020) has defined two primary types of motivation: intrinsic and extrinsic. Whether or not a person is intrinsically motivated depends on the benefit they derive from the system's interface. Extrinsically motivated individuals are motivated by the prospect of various compensations or benefits outside the interaction between the system and the user (Awais et al., 2020).

Intrinsic motivations generally mean keeping personal ownership even following answers, which is sometimes self-interest, along with enjoyment, feelings of respect and gratitude, commitment to

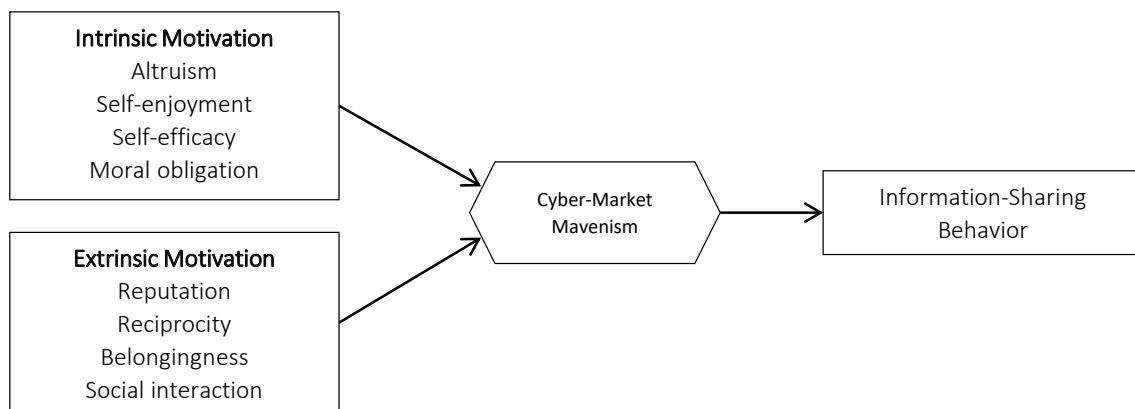


Figure 1. Study framework

a perceived social role, and prosocial transformation. This study chooses four variables (altruism, self-enjoyment, moral obligation, and self-efficacy) as intrinsic motivations. It also builds the measurement according to the previous studies on intrinsic motivation (Lee et al., 2017). On the other hand, extrinsic motivations are reputation, reciprocity, belongingness, and social interaction. According to Shang et al. (2017), Hsu and Lin (2008), Kankanhalli et al. (2005), and Nguyen et al. (2019), to build the measurement, these variables are the basics and closest to determining intrinsic and extrinsic motivation to share online information.

2.2.2. Normality check

In the study, normality tests are used to check the normality of the measured variables before constructing the measurement model, the confirmatory factor analysis (CFA) model. The normality of the data is of great importance because the estimation process in CFA (and SEM) is based on it. The null hypothesis of multivariate normality is rejected by the Mardia test (p-value 0.05). In contrast, the null hypothesis of normality is rejected by the Shapiro-Wilk test (all p-values 0.05) for all measurement items.

2.2.3. Reliability and validity

Data were collected by using an online questionnaire which is google forms. All the items are measured on a 5-point Likert scale, where "5" represents strongly agree with the statement, and "1" represents strongly disagree. After dropping two items of altruism (A4) and moral obligation (MO1) (see Table 3), 42 items were tested using exploratory factor analysis (EFA), which yielded a six-component model that was later confirmed by confirmatory factor analysis (CFA). The standardized factor loadings of the CFA model are shown in the right column of Table 3. All items were statistically significant (p-value 0.001), indicating that they accurately reflect the latent variable. This supports the convergent validity (Anderson & Gerbing, 1988). Table 3 also includes Cronbach's alpha (Cronbach, 1951) and composite reliability (CR) for each component. The values of Cronbach's alpha and CR for all factors are above the acceptable threshold of 0.70, as suggested by Hair et al. (2010).

Divergent or discriminant validity (DV) establishes that two terms (that should not be related) are unrelated. One way to confirm this is to compare the average variance extracted (AVE) with the squared correlations for all latent variables in a matrix, as shown in Table 3.

To confirm the DV, the squared correlations should be less than the AVE of each latent variable, according to Hair et al. (2010). Table 3 confirms that the DV of the latent variables, AVE, and the squared correlation are just below the cut-off criterion. However, the items measuring intrinsic and extrinsic motivations are well-established in the literature (Lee et al., 2017; Lai & Chen, 2014). Thus, the study confirms the DV of the latent variables. In addition, the study presents the descriptive statistics for each construct in Table 4 using SPSS.

2.2.4. Common method bias

Measurement errors caused by methodological difficulties are referred to as common method bias. Podsakoff et al. (2003) present several statistical treatments for common method bias, each with its advantages and disadvantages. This study used Harman's single factor test, which is the most commonly used.

When using Harman's one-factor test, the results must satisfy two basic conditions to be certified free from the usual methodological biases. First, more than one factor must exist with an eigenvalue greater than 1. Second, no single factor can explain more than 50% of the total variation emanating from an EFA analysis conducted on the scale items (Podsakoff et al., 2003). The results of the unrotated EFA were conducted on the scale items for this study. With an eigenvalue > 1, a total of ten components occurred, with the main factor accounting for only 36.42% of the total variance. Therefore, it can be concluded that CMV does not compromise the validity of the data set.

3. RESULTS

After building the measurement model, the study continues using the structural model to test the relationships between the latent variables. Figure 2 shows the calculated SEM. The ratio of chi-squared

Table 3. Measurement items and their reliability

Main Construct	Construct	Item	Outer Loading	Cronbach's Alpha	CR	AVE
Intrinsic motivations	Altruism	A1	0.915	0.804	0.883	0.718
		A2	0.902	–	–	–
		A3	0.710	–	–	–
		A4	Dropped	–	–	–
	Self-enjoyment	SE1	0.836	0.841	0.892	0.675
		SE2	0.762	–	–	–
		SE3	0.867	–	–	–
		SE4	0.818	–	–	–
	Moral obligation	MO1	Dropped	–	–	–
		MO2	0.840	0.831	0.899	0.747
		MO3	0.921	–	–	–
		MO4	0.829	–	–	–
	Self-efficacy	SEF1	0.841	0.841	0.892	0.675
		SEF2	0.909	–	–	–
		SEF3	0.879	–	–	–
		SEF4	0.712	–	–	–
Extrinsic motivations	Reputation	R1	0.903	0.899	0.930	0.768
		R2	0.902	–	–	–
		R3	0.849	–	–	–
		R4	0.851	–	–	–
	Reciprocity	RE1	0.860	0.877	0.915	0.728
		RE2	0.885	–	–	–
		RE3	0.862	–	–	–
		RE4	0.806	–	–	–
	Belongingness	B1	0.741	0.830	0.883	0.656
		B2	0.744	–	–	–
		B3	0.900	–	–	–
		B4	0.845	–	–	–
	Social interaction	SI1	0.869	0.830	0.888	0.665
		SI2	0.829	–	–	–
		SI3	0.836	–	–	–
		SI4	0.719	–	–	–
	Cyber-Market Mavenism	CMM1	0.739	0.835	0.883	0.603
		CMM2	0.839	–	–	–
		CMM3	0.802	–	–	–
		CMM4	0.749	–	–	–
		CMM5	0.748	–	–	–
Information Sharing Behavior	ISB1	0.808	0.918	0.934	0.669	
	ISB2	0.857	–	–	–	
	ISB3	0.840	–	–	–	
	ISB4	0.800	–	–	–	
	ISB5	0.781	–	–	–	
	ISB6	0.811	–	–	–	
	ISB7	0.826	–	–	–	

Table 4. Descriptive statistics

Constructs	Mean	Std. Deviation
A_ALL	3.58	.882
S_ALL	3.98	.813
MO_ALL	3.71	.927
SEF_ALL	3.74	.790
R_ALL	3.42	1.073
RE_ALL	3.68	.884
B_ALL	3.48	.871
SI_ALL	3.44	.922
CCM_ALL	3.37	.864
ISB_ALL	3.40	.872

Note: A = Altruism; SE = Self-Enjoyment; MO = Moral Obligation; SEF = Self-Efficacy; R = Reputation; RE = Reciprocity; B = Belongingness; SI = Social interaction; CMM = Cyber-Market Mavenism; ISBE = Information Sharing Behavior.

statistics to degrees of freedom (DF) should be less than three under such circumstances (Bollen & Long, 1992), as seen in the calculated SEM model (496,106/313 = 1,585), indicating successful model fit. As a result, the estimates from SEM are reliable. The variables in the model explain about 50% of the cyber-market mavenism and 10% of the information-sharing behavior.

Based on the SEM model in Figure 2, out of the nine hypotheses, the results supported six hypothesized paths, while three hypotheses were not supported. The hypothesized paths (H2), (H6), and (H7), that were not supported include the relationship between belongingness and cyber market mavenism, the relationship between reciprocity from extrinsic motivations and cyber-market mavenism, and the relationship between self-enjoyment from intrinsic motivations and cyber-market mavenism.

Intrinsic motivations the relationship between altruism and cyber-market mavenism was significant (H1) ($\beta = 0.095$ and $t\text{-value} = 1.885$, $p < 0.05$). Surprisingly, the relationship between self-enjoyment and cyber-market mavenism was not significant (H2) ($\beta = -0.085$ and $t\text{-value} = 1.619$, $p < 0.05$), as well as its relationship with moral obligation (H3) ($\beta = 0.084$, $t\text{-value} = 1.731$, and $p < 0.05$). Furthermore, it was revealed that self-efficacy has a significant relationship with cyber-market mavenism (H4) ($\beta = 0.143$, $t\text{-value} = 2.595$, and $p < 0.05$).

In addition, extrinsic motivations results showed reputation association with cyber-market ma-

venism (H5) ($\beta = 0.107$ and $t\text{-value} = 2.036$, $p < 0.05$). However, reciprocity have no significant relationship with cyber-market mavenism (H6) ($\beta = -0.002$ and $t\text{-value} = 0.033$, $p < 0.05$). Moreover, belongingness has a significant relationship with cyber-market mavenism (H7) ($\beta = -0.002$ and $t\text{-value} = 0.033$, $p < 0.05$) and social interaction (H8) ($\beta = 0.542$, $t\text{-value} = 9.657$, and $p < 0.05$). The results showed a significant relationship between cyber-market mavenism and information-sharing behavior (H9) ($\beta = 0.732$ and $t\text{-value} = 28.444$, $p < 0.05$) However, three relationships were found insignificant. Table 5 presents the hypothesis testing.

Thus, the paper used Smart-PLS software to estimate the model PLS-SEM. T-values are shown in Figure 2. At a 5% level, values greater than 1.64 (one-tail test) indicate statistical significance. The results of the hypothesis testing are summarized in Table 5.

4. DISCUSSION

This study is significant because it finds new ways of profiling and identifying the market mavens. It may be increasingly important to target marketing communications in the twenty-first century. Mavens have traditionally helped family members, friends, neighbors, co-workers, and other acquaintances in the market. However, the World Wide Web (WWW) and the Internet give mavens a relatively new method of communicating with a large number of customers to increase their impact.

Table 5. List of hypotheses and relative paths

H	Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t value	P Values	Result
H1	A → CMM	0.095	0.098	0.050	1.885	0.030	Accepted
H2	SE → CMM	-0.085	-0.083	0.053	1.619	0.053	Not accepted
H3	MO → CMM	0.084	0.083	0.049	1.731	0.042	Accepted
H4	SEF → CMM	0.143	0.142	0.055	2.595	0.005	Accepted
H5	R → CMM	0.107	0.108	0.053	2.036	0.021	Accepted
H6	RE → CMM	-0.002	0.002	0.053	0.033	0.487	Not accepted
H7	B → CMM	0.021	0.020	0.048	0.432	0.333	Not accepted
H8	SI → CMM	0.542	0.537	0.056	9.657	0.000	Accepted
H9	CMM → ISB	0.732	0.734	0.026	28.444	0.000	Accepted

Note: A = Altruism; SE = Self-Enjoyment; MO = Moral obligation; SEF = Self-Efficacy; R = Reputation; RE = Reciprocity; B = Belongingness; SI = Social interaction; CMM = Cyber-Market Mavenism; ISB = Information Sharing Behavior.

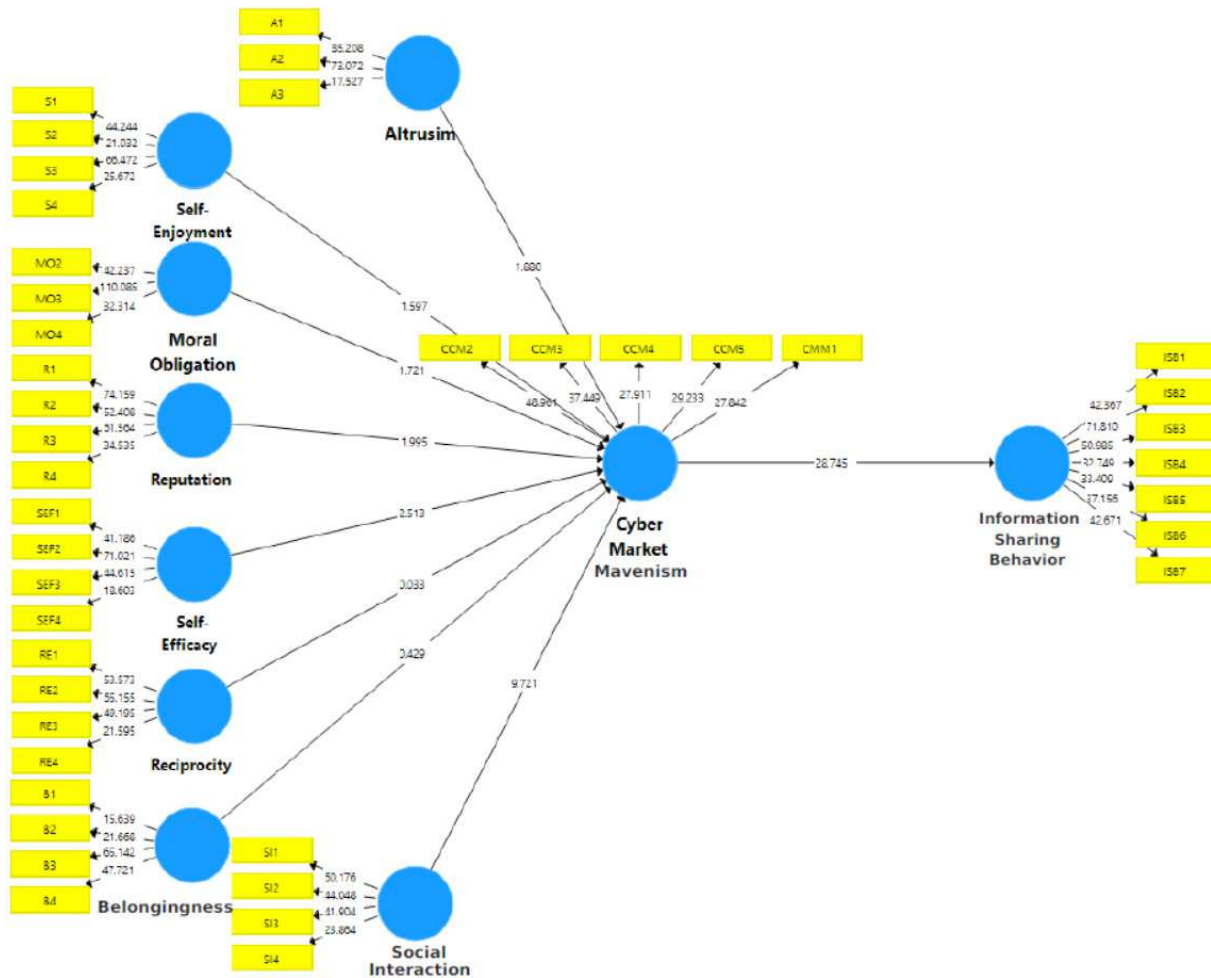


Figure 2. Estimated model

Mavens are known for responding to requests for market information and initiating conversations with consumers. In any case, the Internet gives mavens many ways of interacting with other consumers via email, electronic bulletin boards, and chat rooms (Edison & Geissler, 2012).

In this study, a sample of 388 Iraqi social network users was chosen. Male respondents represented 76.9% of the total sample, and 23.1% were female. The results of the respondents' age status indicate that the highest frequency belonged to the respondent aged between 21 to 30 years (17.2%), followed by 41 to 50 years (27.8%), and the lowest frequency was observed for respondents aged above 51 years (11.3%). Furthermore, their motivations varied, and this is related to Orchard et al. (2014), who recognized gender and age as critical variables in the SNS study. Thus, these variables were investigated as potential modifiers. Both self-report and experimental data revealed distinct age differences. Therefore,

while mavens of both genders feel informed and experienced with their product categories, they have not connected the queries to a broad range of products, which is more consistent with the original concept of market mavens. Future studies can add age and gender as moderators between motivations and cyber-market mavenism.

Regarding intrinsic motivation, altruism has a significant relationship with cyber-market mavenism (P-value = 0.030), and its similar to intrinsic motivation in Price et al. (1995) and Walsh et al. (2004). Much information about various products is acquired and shared by the consumers with a higher score on market mavenism irrespective of whether they have personally used the products, they are ready to help others (Price et al., 1995).

The study posited that the relationship between self-enjoyment as one of the intrinsic motivations and cyber-market mavenism was insignificant

(P -value = 0.053) and less than 1.64 (one-tail test). This finding is different from the previous literature, which found that market mavens are motivated to share information by the received pleasure more than other consumers (Walsh et al., 2004). This means that Iraqi market mavens do not always enjoy information about different types of products and services. Thus, Iraqi people who are not intense Facebook users are more likely to generate negative feedback when they are unhappy with a product or brand online.

Moreover, the moral obligation was also significant at 0.042, and this matches Farzin et al. (2020), who believe that a sense of commitment among market maven may be enhanced further when market mavens care about the individuals in their social networks and view it as their job to assist them.

Self-efficacy was also significant at 0.005 with cyber-market mavenism. This result supports Clark et al. (2008), who suggested that the desire of market experts to act as market experts suggests that they have confidence in their ability to collect and interpret market data, which is similar to covariance-based SEM estimation.

Concerning extrinsic motivation, the study investigates the effect of the reputation factor on cyber-market mavenism. The study finds that market mavens are affected by reputation ($p = 0.021$), similarly to Walsh et al. (2004), as compared with the non-mavens' desire to share their market information on social network sites. Furthermore, mavens are also extroverted and likable, which affects their reputation and ability to be active social personalities in their networks (Feick & Price, 1987; Flynn & Goldsmith, 2017).

However, the study investigates the effect of reciprocity on cyber-market mavenism and found that reci-

procity ($p = 0.487$) is not associated with cyber-market mavenism. A prior study showed that reciprocity is valued by individuals who share information in online communities. And the results are not what Thomas (2020) expected: the study mentioned that as long as market mavens are willing to help others, they are expected to tend to reciprocal actions. However, if customers are not satisfied, their reciprocity will be inferior.

Moreover, the study found no association between belongingness ($p = 0.333$) and cyber-market mavenism. This is not what Kiani et al. (2016) claim that commitment of the market mavens to the members of their social networks is regarded by them as their commitment to helping others. Moreover, this may be because a feeling of belongingness may transform that quest into a need for peer recognition, so less recognition could lead to less belonging to a group, which leads to that belongingness not always being positive with market maven.

Finally, a positive association between social interaction ($p = 0.000$) and cyber-market mavenism was found. Also, a positive association between social interaction and cyber-market mavenism was noted. Thus, mavens are provided due to the facilitation of social interactions, leading to the spread of market information (Barnes & Pressey, 2016; Farzin et al., 2020).

Furthermore, this study measured cyber-market mavenism and information-sharing behavior. The results supported Farzin et al. (2020) and Zhang and Lee (2014), who claimed that when individuals are given similar opportunities, market mavens are expected to show more action to make recommendations about the market and information-sharing behavior as compared to the non-market mavens.

CONCLUSION

This study aimed to identify the factors of intrinsic and extrinsic motivations and their effect on cyber-market mavenism and their role in information-sharing behavior. In particular, this paper fills this gap by developing a nuanced understanding of consumers' motivations in social network sites (SNS) practices.

Based on the study results, a significant positive effect of intrinsic and extrinsic motivations was found. However, part is positive, and part is negative among Iraqi customers or users. Many factors can affect cyber-market mavenism. Altruism, moral obligation, and self-efficacy as intrinsic motivations play an

essential role in cyber-market mavenism. The reputation and social interaction as extinct motivations also affect cyber-market mavenism.

However, self-enjoyment from intrinsic motivations and reciprocity and belongingness from extrinsic motivations has not played a significant role in cyber-market mavenism. The reason may be that Iraqi market mavens do not always enjoy information about different products and services. It lets them not share information because they are unhappy with a specific product or service, do not feel they belong to a specific group on the social network sites (SNS), and are unhappy with sharing. Finally, cyber-market mavenism has a strong and positive effect on information-sharing behavior.

Future studies could explore several extensions. First, age and gender can be considered moderating variables for the relationship between incentives and cyber-market mavenism behavior. They also may use interaction moderators for specific relationships or multi-group analysis (MGA) to check the categorical variables (gender, age) and their effect on the whole model. This is interesting because men and women have different responses toward their motivations for sharing information, especially in the market mavenism phenomenon. Moreover, this study only focused on mavens' intrinsic and extrinsic motivations. Future investigations might consider other motivation variables in the information-sharing behavior studies.

AUTHOR CONTRIBUTIONS

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