

THE ROLE OF INTRINSIC AND EXTRINSIC MOTIVATIONS ON CYBER-  
MARKET MAVENISM'S INFORMATION SHARING BEHAVIOR

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MARKET MAVENISM'S INFORMATION SHARING BEHAVIOR

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## DEDICATION

*This thesis is dedicated to both my parents, who taught me that the best kind of knowledge to have been that which is learned for its own sake and even the largest task can be accomplished if it is done one step at a time.*

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## ABSTRACT

Motivation is extensively regarded as the most important factor affecting individual behavior due to its determining impact on the intensity, strength, persistence, purpose, or direction of customer behavior, especially on social network sites (SNS). Building strategic marketing communications to share knowledge and information about products and services online revealed the role of the market maven in sharing information. Research on the motivation of market mavenism is a relatively new phenomenon, and the current literature on cyber-market mavenism is minimal. Research on multiple areas of market mavenism needs to be expanded. This study investigated the association between intrinsic motivations (altruism, self-enjoyment, moral obligation, and self-efficacy) and extrinsic motivations (reputation, reciprocity, belongingness, and social interaction) and their role in cyber market mavenism, which leads to information sharing behavior. Also, the research aims to study the influential factor of the moderators, including demographic characteristics such as gender and age. The conceptual model for this study was developed by leveraging the theoretical perspectives, namely the motivational theory and social theory. The positivism doctrine through the deductive method is utilised to test the hypothesis. The sample size was chosen based on statistical power. The model for the current research includes ten constructs. Therefore, a sample size of more than 189 was appropriate. An online survey via Google form was used to collect data from Iraqi SNS users. There was a total of 431 responses, with a response rate of 86%. After checking the data for outliers, cleaning, normality, and missing data, 372 responses were selected. To empirically investigate the theoretical model, both SPSS and SmartPLS have been used to analyze the collected data for the quantitative analysis. Furthermore, multigroup analysis (MGA) was used to analyse the moderation effect of gender and age. The empirical findings confirmed that altruism and self-efficacy from intrinsic motivations and reputation and social interaction from extrinsic motivations have a significant and positive effect on cyber market mavenism. The results also show that cyber market mavenism does have an impact on information sharing behavior. In addition, the results on the moderation effect using MGA revealed significant and nonsignificant differences for gender and age in the whole model, respectively. Researchers and academics can use this research to strengthen theories and models adoption in better understanding the role of cyber market mavenism in buying behavior. The limitation of this study is it only focused on the positive elements of the propensity to cyber market mavenism. However, future research could address the antecedents and effects of the negative aspects of the tendency to cyber market mavenism.

## ABSTRAK

Motivasi dianggap sebagai faktor terpenting yang mempengaruhi tingkah laku individu kerana kesannya kepada intensiti, kekuatan, kegigihan serta tujuan atau arah tingkah laku pelanggan, terutamanya di laman rangkaian sosial (SNS). Membina komunikasi pemasaran strategik untuk berkongsi pengetahuan dan maklumat tentang produk dan perkhidmatan dalam talian merupakan peranan pasaran mavenisme dalam berkongsi maklumat. Penyelidikan mengenai motivasi pasaran mavenisme adalah fenomena yang agak baru dan kesusasteraan semasa tentang pasaran siber mavenisme adalah sangat terhad. Penyelidikan ke atas pelbagai bidang pasaran mavenisme perlu diperluaskan. Kajian ini bertujuan untuk menyiasat hubungan antara pembolehubah motivasi intrinsik (altruisme, keseronokan sendiri, kewajipan moral, dan efikasi sendiri) dan pembolehubah motivasi ekstrinsik (reputasi, timbal balik, kepunyaan, dan interaksi sosial) yang mempengaruhi pasaran siber mavenisme yang membawa kepada tingkah laku perkongsian maklumat. Selain itu, kajian ini bertujuan untuk mengkaji pengaruh faktor penyederhana, termasuk ciri demografi seperti jantina dan umur. Model konseptual bagi kajian ini dibangunkan dengan memanfaatkan perspektif teori iaitu teori motivasi dan teori sosial. Untuk menguji hipotesis, doktrin positivisme melalui kaedah deduktif telah digunakan. Saiz sampel dipilih berdasarkan kuasa statistik. Model untuk penyelidikan semasa merangkumi 10 konstruk. Oleh itu, saiz sampel lebih daripada 189 adalah sesuai. Tinjauan dalam talian menggunakan borang Google untuk mengumpul data daripada pengguna SNS di Iraq. Terdapat sejumlah 431 maklum balas, dengan kadar maklum balas 86%. Selepas menyemak data untuk outlier, pembersihan, normaliti dan data yang hilang, 372 respons telah dipilih. Untuk menyiasat model teori secara empirikal, SPSS dan SmartPLS telah digunakan untuk menganalisis data yang dikumpul untuk analisis kuantitatif. Tambahan pula, analisis berbilang kumpulan (MGA) digunakan untuk menganalisis kesan kesederhanaan jantina dan umur. Dapatan empirikal mengesahkan bahawa altruisme, dan efikasi sendiri daripada motivasi intrinsik, dan reputasi dan interaksi sosial daripada motivasi ekstrinsik mempunyai kesan yang signifikan dan positif terhadap pasaran siber mavenisme. Keputusan juga menunjukkan bahawa pasaran siber mavenisme mempunyai kesan ke atas tingkah laku perkongsian maklumat. Di samping itu, keputusan mengenai kesan penyederhanaan menggunakan MGA mendedahkan bahawa perbezaan yang ketara dan tidak ketara untuk kedua-dua jantina dan umur dalam keseluruhan model. Penyelidik dan ahli akademik boleh menggunakan penyelidikan ini untuk mengukuhkan teori dan penggunaan model untuk lebih memahami peranan pasaran siber mavenisme dalam tingkah laku membeli. Batasan kajian ini adalah ianya hanya tertumpu kepada elemen positif kecenderungan kepada mavesim pasaran siber. Walau bagaimanapun, penyelidikan masa depan boleh menangani kesan dan anteseden aspek negatif kecenderungan kepada pasaran siber mavenisme.

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## LIST OF ABBREVIATIONS

AT	-	Altruism
AVE	-	Average Variance Extracted
B	-	Belongingness
CMB	-	Common Method Bias
CMM	-	Cyber-Market Mavenism
CR	-	Composite Reliability
ISBE	-	Information Sharing Behavior
KMO	-	Kaiser – Mayer Olkin
MGA	-	Multi Group Analysis
MO	-	Moral Obligation
PLS-SEM	-	Partial Least Squares Structural Equation Modeling
R	-	Reputation
RE	-	Reciprocity
SE	-	Self-Enjoyment
SEF	-	Self-Efficacy
SI	-	Social Interaction
SPSS	-	Statistical Package for the Social Sciences

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

Motivation is the most critical factor affecting individuals' behaviors due to its determining impact on the intensity, strength, persistence, purpose, or direction of human behaviors. The broad classes of motivation (extrinsic and intrinsic) (Ryan and Deci, 2020; Singh, 2016) encourage individuals to act due to their contribution to achieving valued outcomes distinct from the activity itself, including improved pay, job performance, or promotions. Economically or more accurately, opportunistically, it can argue that customers tend more to perform a specific activity, in our case, sharing knowledge on social network sites (SNS), if they positively perceive individual outcomes of this activity (Shen *et al.*, 2016). Extrinsic motivation is "performing an activity that affects behavior externally, which includes peer recognition, reciprocity, financial benefit, and reputation". In comparison, intrinsic motivation "means performing an activity for intrinsic satisfaction with the activity itself." In this case, motivation is the same as performing an activity due to personally challenging, interesting, exciting, involving, or satisfying behavior. For example, inherent motivational factors include internal satisfaction, the feeling of autonomy and competence, enjoyment, and altruism (Rode, 2016).

According to market maven as expert consumers, the term was introduced by Feick and Price in concept in 1987 (Price and Feick, 1987). The term "mavens" refers to a class of consumers with generalized information about the marketplace who are highly interested in sharing this with others (Rezaei, 2018). Therefore, mavens critically spread product information and share their knowledge with others, often more credibly than several other sources of traditional marketing communications. Consequently, mavens intend to share product information and knowledge with others. At the same time, information sharing behavior is their actual attempt to exchange

information, which includes searching for information to provide information to others in (SNS) (Farzin *et al.*, 2020).

Since market mavenism could help describe patterns of innovative consumers' adopting innovations in the marketplace, it has been prominent among practitioners and scholars. Some consumers tend to have a special participation in the market. They obtain information about places to shop, several types of products, and other aspects of the market and participate in conversations with other consumers about the product to share their knowledge (Akbari *et al.*, 2013).

The existence of the market maven in marketing has led to extensive research through both the modern web-based channels (Barnes and Pressey, 2012; Belch *et al.*, 2005) and physical channels, i.e., real-world (Abratt, 1995; Feick and Price, 1987b). Barnes and Pressey (2012) confirmed that there are no studies to understand market maven behavior through alternative communication channels. However, finding new means of recognizing mavens and targeting them in the 21st century is essential, raising several questions about how to identify the extent to which the market maven behavior is retained among the social and physical network channels. It means identifying a maven's behavior in the virtual world and its difference from the physical world (Albinali, 2016).

Researchers also summarize the market mavens' characteristics among social networks. It is planned effectively to make the mavens different from other influencers, such as innovators, opinion leaders, and early adopters, by observing their activities based on their general knowledge rather than focusing on a particular product category (Albinali, 2016). According to recent observations (Barnes and Pressey, 2012), one can relatively predict and stabilize the mavens' personalities over time. Still, it should be mentioned that there is not always a matching between the market maven behavior in social networks and the physical world channels. Barnes and Pressey (2012) noted that no studies make us understand the behavior of market mavens in alternative communication channels, particularly virtual worlds and new social media platforms. Barnes and Pressey (2016) examined the maven propensity in cyberspace, particularly to explore individuals' tendency to transfer market mavenism to the virtual world and

the 'cybermarket space' a personal capability or role called the 'cyber-maven' to extend the market maven concept.

Besides, recent research has been conducted on the presence of e-maven or the Internet maven. Therefore, the studies examining mavens in virtual worlds have naturally extended this corpus of work, helping understand if market maven behavior is potentially transferable across the channel and if the concept is universal (Barnes and Pressey, 2016). Market mavens also enjoy showing shopping behavior more than other individuals, collecting coupons from magazines and newspapers, and learning about products and services (Price and Feick, 1987). Mavens are potentially given a new channel to interact in the virtual worlds. If young adults spend long hours online, they are considered Internet mavens. Therefore, it is supposed that mavens are more interested in technology and have a higher tendency for shopping than non-mavens. Therefore, these characteristics are extended to virtual world channels (Barnes and Pressey, 2016). As long as market mavens are knowledgeable customers, this study focuses on perspectives of motivations as intrinsic and extrinsic ones who have not been studied so far in the market mavenism literature.

For this reason, the study identified two groups of intrinsic and extrinsic motivations among the cyber-market mavens. The first group concerned the antecedents, altruism, self-enjoyment, moral obligation, and self-efficacy. The characteristics that result from such behaviors and tendencies are the second group, reputation, reciprocity, belongingness, and social interaction. Additionally, it means understanding the market mavens' behavior on Social Network Sites (SNS) by sharing information among Iraqi users and customers.

## **1.2 Social Networking Sites (SNS)**

Social Networking Sites (SNS) provide individuals with a fundamental or constructive community to express their everyday lives with family and friends, share their interests in different subjects, and expand their circle of acquaintances. The phenomenon of social networking is the most desirable communication environment

of this century, providing several possibilities for sharing personal information and engaging with other people (Harrigan *et al.*, 2021). A crucial argument is that social networks encourage individuals to present themselves, establish new relationships in a particular manner, and have fun and entertainment. Social and professional communication is often developed, and people with mutual interests distribute information about products and services.

Social networking websites have been increasingly growing over the past few years. For all groups of individuals, social networking websites have attracted a lot of attention. These websites allow users to encounter new people across the globe. Most of the websites for social networking are free to use. Websites for social networking are user-friendly and have consequently drawn many people (Bardakc, 2017). As technology grows, it is pretty clear that digital, mobile, and social media have become indispensable parts of people's everyday lives. According to “We are Social” (2020), more than 4.5 billion people around the globe use the Internet, whereas social media users have surpassed the mark of 3.8 billion. It shows that social media plays a substantial role in people's daily lives. Moreover, an individual spends an average of 6 hours and 43 minutes online daily, and a typical user spends more than 40% of their life daily on the Internet, while humanity as a whole spent 1.25 billion years on the Internet in 2020 (Hootsuite, 2020).

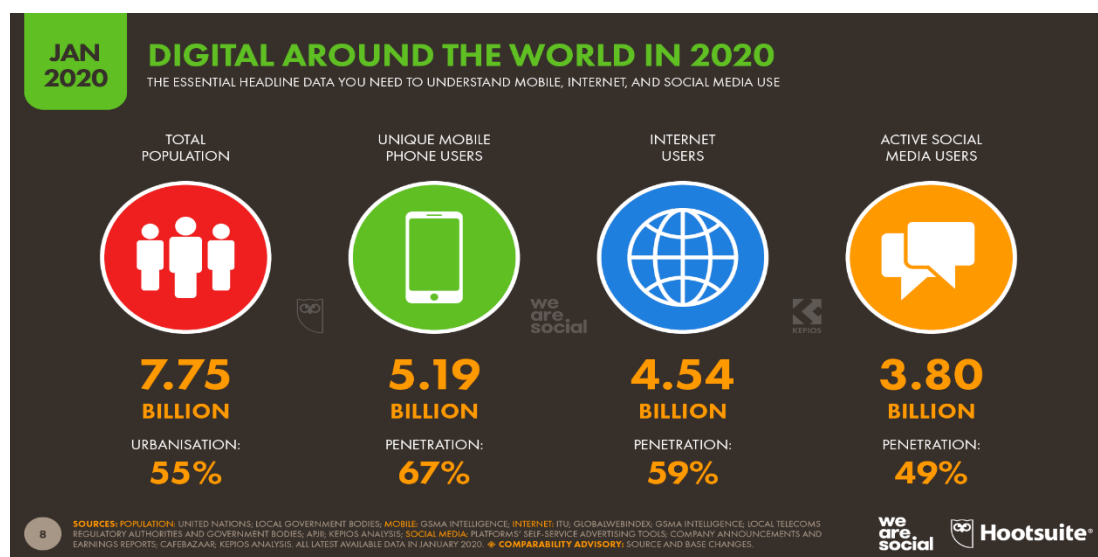


Figure 1.1 Digital around the world (We are social, 2020)



The use of social networking sites (SNSs) for online communication was investigated to capture preferred SNSs and frequency of use, as well as online purchasing behavior and information sharing. The majority of respondents (about 90 percent) reported having a Facebook account, followed by Google+ (about 37 %), Instagram (about 33 percent), YouTube (30 %), LinkedIn (22 %), and Twitter (about 22 %) (20 %). When asked which social media platform participants use the most, Facebook was mentioned about 80 % of the time, while Instagram, YouTube, and Google+ accounted for the remaining 20 % (Levina and Yavetz, 2018).

Regardless of age, location, etc., anybody can use them. Websites for social networking are primarily built for adults and teenagers, with the primary goal of providing a supportive atmosphere where they can engage wholeheartedly with each other. No limits on anybody entering these websites are imposed. Some come with additional options or features that could enable users to pay, but website users can create many other add-ons. Social networking sites (SNS) have presented the current generation with an excellent opportunity to connect without limitations or constraints. Users may share their knowledge and insights on many types of products and services and build long-term relationships on these websites around the world (Jain, 2017)

With rising numbers and high demand for social media use and its various uses of these, social media sites are also shortening the time and ease of sharing of information and advertising platforms such as (Facebook, YouTube, Instagram, Twitter, Pinterest, and LinkedIn). This study aims to determine market maven to spread information in social media through a questionnaire containing multiple questions to which the study belongs in two groups of age and gender, and to identify the most common social media used in Iraq.

### **1.2.1 Adoption and Practices of Social Networking Sites (SNS) in Iraq**

To combat social media users' disinterest in targeted advertising, marketers have begun encouraging satisfied customers to spread positive word-of-mouth about their companies and products (Harrigan *et al.*, 2021). Marketers start to guide and

analyze what returning customers believe and how they discuss their effects—on others on social media (Barnes, 2016). According to popular opinion, targeting decision-makers, influencers, and market gurus should be more effective and efficient with eWOM marketing (Yang, 2016). This type of SNS has gained popularity in Iraq (Fadhil *et al.*, 2020). SNS is a community that promotes individual connection, so individual participation is the underlying principle, and many social networks initially prohibited a company from participating (Harrigan *et al.*, 2021).

Furthermore, many social networking services, even if utilized by people, prohibit the use of commercial reasons such as adverts. Individuals who submit a diary for commercial purposes risk having their entire registered individual page removed. The primary source of money for the supplier of social networking sites is the advertising of company adverts put on the SNS, as well as revenue from users who receive games and high-performance services. Likely, they were not allowed to take part. Furthermore, because the capacity to use SNS is affordable, Iraqi people may create their own online space to chat about whatever they want, whenever they want, from wherever, which is not possible with traditional media. As shown in figure 1.2, out of the total population (39 million), Iraq has 29.82 million Internet users, 40.89 million mobile subscribers, 17 million Facebook users, 1.28 million Twitter users, 9.50 million Instagram users, and 1 million LinkedIn users as of 2019 (We are social, 2019). Whereas these figures are on the rise, and most of them are millennials and post-millennials. Additionally, the most prominent Iraqi Facebook user community (76%) is between the ages of 18 and 34 (Hootsuite, 2020; Napoleon Cat, 2020), while 46.8 percent of Iraqi Instagram users are between 18 and 24 (Napoleon Cat, 2020).

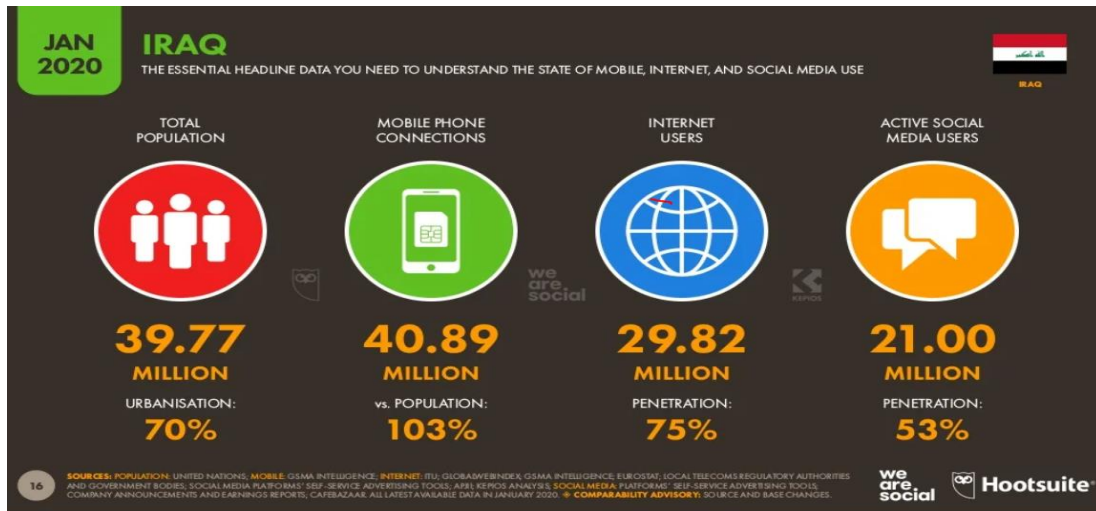


Figure 1.2 Digital growth in Iraq (We are social, 2020)

Few studies have addressed Iraqi SNS users' intrinsic and extrinsic motivation, market understanding, and information sharing behavior. No empirical study has attempted to identify Iraqi market mavens in social media. Hence, several questions regarding the role of market mavens in the current Iraqi social media environment remain unanswered. Is there a presence of market mavens in Iraqi SNS? What are the motivations of market mavens to share knowledge and information? Are Iraq market mavens more likely to help others by recommending a product or service or spreading information on social media? Do Iraqi market mavens have demographic differences (Gender, age)? Iraqi internet users demonstrate poor acceptance of all kinds of SNS display ads. Luckily, they are highly motivated by friends and family and willing to exchange information with them.

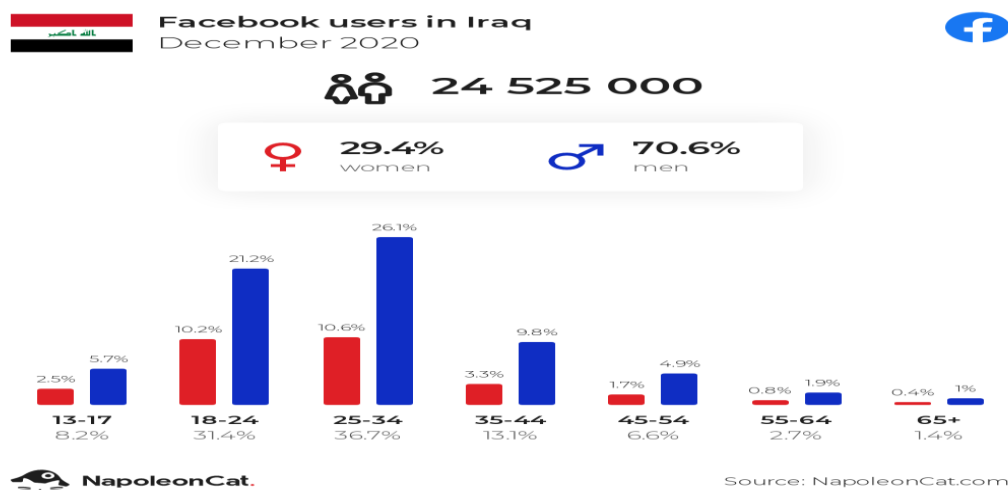


Figure 1.3 Age range of social media users in Iraq (Napoleon Cat, 2020)

According to Kemp (2020), there were 29.82 million internet users in Iraq in 2020. Also, It was stated that the suggestions of colleagues, classmates, and coworkers helped them pick social networking sites. Besides, the number of internet users in Iraq grew by 11 million (55%) between 2019 and 2020. There were 21 million social media users to share knowledge and information. It bodes well for information sharing in Iraqi social media.

In addition, according to Statista (2020), Iraq was the fastest-growing major social media marketer in the world, with a 9.8% increase in social media viewers year-over-year. Iraq is one of the countries where social media usage has increased rapidly over time see figure 1.4. And this provides an opportunity to determine the function of the market maven in Iraqi social media. Moreover, social network sites (SNS) in Iraq have been stated December 2019 - December 2020, according to Statcounter (2020), which provides a statistic about social media usage around the globe. And figure 1.5 shows the ratio of Iraqi consumers using different social network sites in the last two years. Summary Statistics research shows the percentage used to measure social media popularity in Iraq. The figure shows that Facebook and YouTube are the most popular social media among Iraqi users, and this leads that these network sites could provide and determining the Iraqi market maven who has knowledge and information about many kinds of products and services which are provided on these platforms.

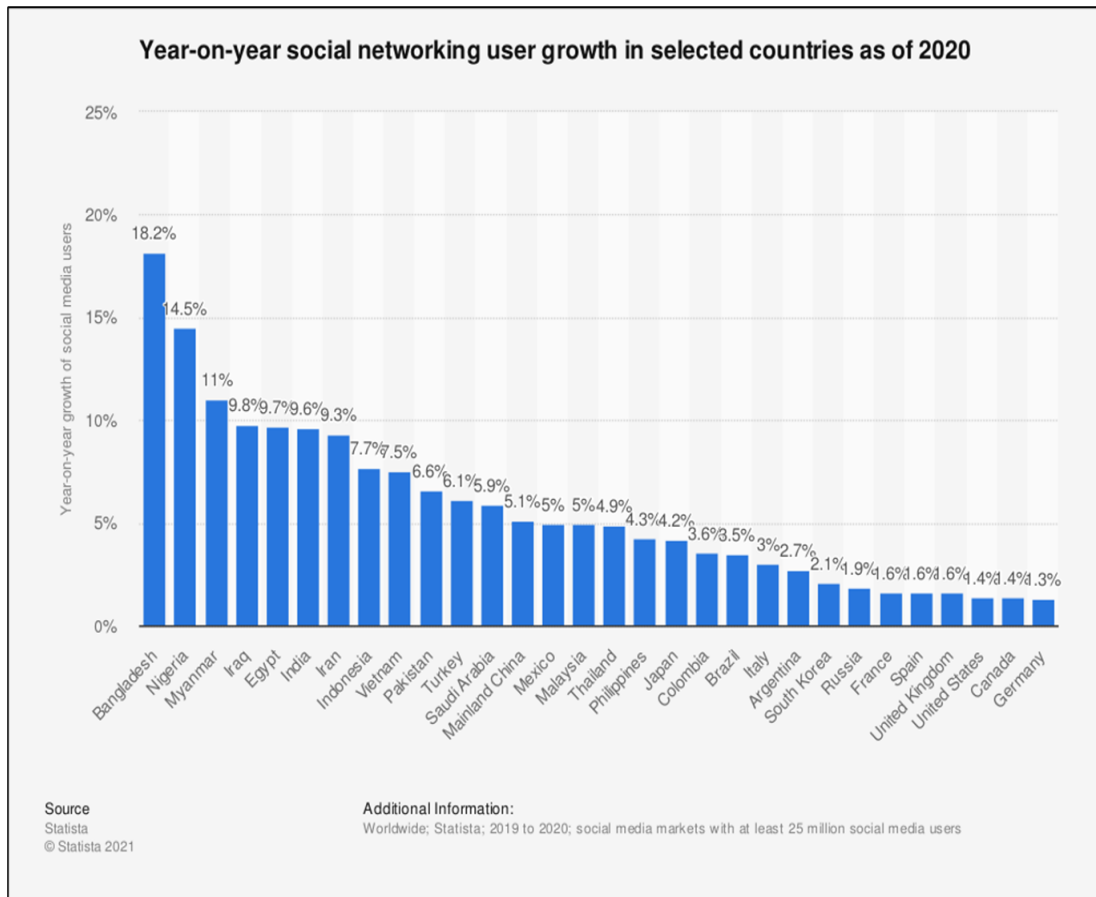


Figure 1.4 Social media growth in selected countries (Statista, 2020)

From this perspective, this study believes there is no study before determining Iraqi market mavens' intrinsic and extrinsic motivation to share knowledge and information among others and their role in helping others by spreading information about many kinds of products and services. They were also recognized by online companies or managers to understand their role in the thriving business and to promote the products and services.

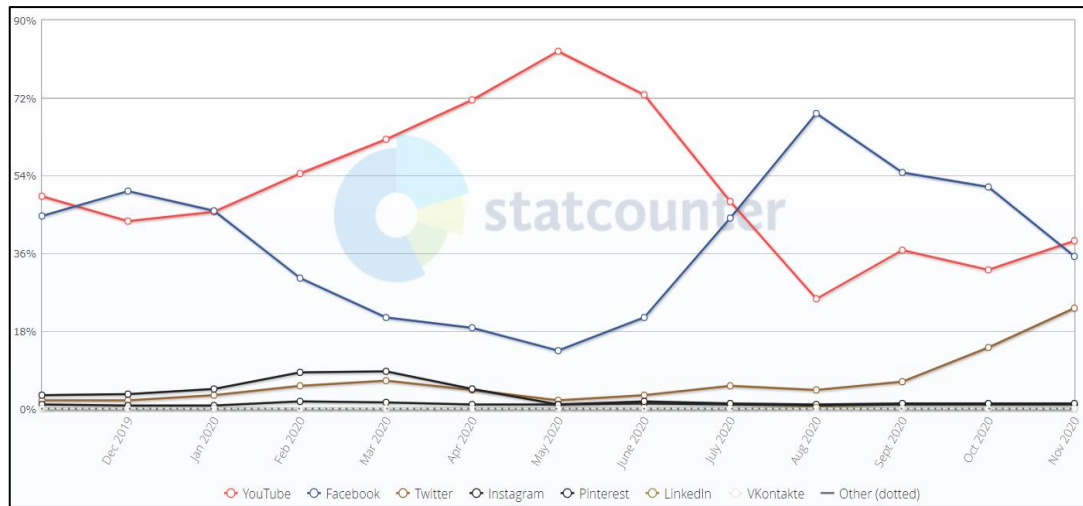


Figure 1.5 Social media state in Iraq in the last two years (Datareportal, 2020)

On the other hand, Iraqi companies have taken a step further in their social network site implementation by establishing separate foundations to take care of their role in sharing information. Table 1.1 demonstrates the percentage of social media use in the last two years as the primary source of information sharing.

Table 1.1 Social media use in Iraq in 2 years (Datareportal, 2020)

Date	YouTube	Facebook	Twitter	Instagram	Pinterest	LinkedIn	Vkontakte	Tumblr	Reddit
2019-11	49.23	44.68	1.86	3.23	0.92	0.01	0.04	0.03	0.02
2019-12	43.43	50.48	1.95	3.36	0.69	0.01	0.06	0.02	0.01
2020-01	45.61	45.87	3.19	4.46	0.81	0.01	0.02	0.02	0.02
2020-02	54.47	30.29	5.19	8.33	1.58	0.03	0.03	0.04	0.04
2020-03	62.45	21.13	6.43	8.56	1.34	0.01	0.04	0.02	0.02
2020-04	71.51	18.64	4.29	4.58	0.92	0.01	0.02	0.02	0.02
2020-05	82.79	13.41	1.82	1.01	0.91	0.01	0.02	0.02	0.02
2020-06	72.63	21.14	3.11	1.24	1.72	0.03	0.04	0.06	0.03
2020-07	48.11	44.18	5.37	0.95	1.22	0.08	0.03	0.03	0.03
2020-08	25.46	68.37	4.38	0.71	0.89	0.13	0.02	0.02	0.02

<b>Date</b>	<b>You Tube</b>	<b>Facebook</b>	<b>Twitter</b>	<b>Instagram</b>	<b>Pinterest</b>	<b>LinkedIn</b>	<b>Vkontakte</b>	<b>Tumblr</b>	<b>Reddit</b>
2020-09	36.65	54.75	6.18	0.97	1.26	0.11	0.03	0.02	0.03
2020-10	32.1	51.41	14.24	0.9	1.15	0.12	0.02	0.03	0.02
2020-11	38.96	35.33	23.36	1.03	1.2	0.02	0.04	0.02	0.04

Facebook and YouTube are the most commented social media used in Iraq. According to previous data, market mavens' ability to optimize eWOM campaigns on Iraq SNS. There are limited studies to understand and identify market mavens in Iraq, so this research aims to explore the geographical, psychographic, and behavioral characteristics of Iraq market mavens (general opinion leaders). And to what degree does their cyber-market mavenism affect their behavior in spreading information about products, services, and recommendations?

New social media platforms where businesses and individuals can interact have emerged, and Facebook, Twitter, and other social media sites have been registered as businesses in Iraq (Fadhil *et al.*, 2020). As a result, companies can officially join SNSs, and SNSs can be used for marketing. Since SNS is in the initial stage of adoption in Iraq, having this platform will help marketers, business owners, and decision-makers to access a significant volume of data, storing, altering, and distributing it via social media platforms. Computers have played an essential part in changing the nature of data processing; technological advancements such as smartphones, applications, software, and e-reading have influenced how we cope with information and news. Providing the requirements for success in the application of strategic plans, including the provision of the elements of knowledge management and sharing information through social media, makes them more aware and knowledgeable, like market mavens, about what they do. In addition, they are providing a simple effort and adding quality to the practical side of strategic thinking for business organizations by revealing the extent of the impact of these organizations by providing the elements of knowledgeable customers to achieve strategic success (Ahmad, 2020). according to the above literature, the business field in Iraq cannot sustain itself without the role of

social media to share information about the product and services in any industry. This thesis builds and measures a philosophical model of the motives of market mavens and their role in information sharing behavior in Iraq.

### **1.3 Problem Statement**

The most vital factor for individual behavior is usually called motivation since it determines its power, intensity, consistency, and path or objective (Ryan and Deci, 2020). Motivation Stimulates individuals to act as one of the two main types of motivation, extrinsic and intrinsic (Church *et al.*, 2012). Because it is considered essential to achieving desirable outcomes distinct from the activity itself, such as increased work efficiency, awards, or promotions, from an economic (or, more accurately, an opportunistic) point of view, it can be argued that the more willing customers are to commit a particular behavior, the more beneficial the individual perceived results of that behavior(Harrigan *et al.*, 2021).

The relationship between intrinsic and extrinsic motives is affected by multiple influences, hence the rise of academic research interests to compare the various approaches. Market mavens are known to be a large group of customers because of their unclear effect on other customers via WOM communication, as cited by Goldsmith *et al.* (2006). Companies could build strategic WOM marketing communications to provide positive knowledge and information about their products and services if they better understood the role of a market maven in personal relationships (Rode, 2016).

Research on the psychology of market mavenism is a relatively new phenomenon. According to Walsh *et al.* (2004), market mavens are motivated by a sense of need to share information, a desire to help others, and a sense of pleasure from sharing information with other consumers. Clark and Goldsmith (2005) highlighted the urge to conform, global self-esteem, consumers' susceptibility to normative interpersonal influences, and consumers' need for distinctiveness as antecedents to



market mavenism. They also confirmed the positive association between market mavenism and opinion leaders (Zinhle, 2018).

Stokburger-sauer and Hoyer (2009) stated that the desire for variety is a consequence of mavenism, contributing to the keenness to acquire market knowledge. Harikrishnan *et al.* (2014) say that marketing managers benefit from the information by approaching customers with a high trend toward market mavenism.

The research by Farzin *et al.* (2020) formulated the study conclusions and established a theoretical model, the likely relationships between the structures and variables were discussed, and the conceptual research model was drawn up based on current data and information. This model was shown to informants for interpretative validity to provide their input, based on which the model was further updated. In fact, at this stage of the study, given the theories and model created, the study sought to address the key research question on the main influencing backgrounds and implications affected by cyber-market mavenism. This research study seeks to establish the motivations of market mavens at social network site levels through an improvement of the conceptual framework adopted from various previous studies. However, the model worked only for thematic study, and the information sharing can be investigated across generations (Gender) in terms of intergenerational differences.

Moreover, Farzin and Fattahi (2018) mentioned in their study that university students do not precisely represent the whole population of members of the SNSs. In terms of intergenerational variations, explore the purpose of eWOM through generations. The authors agree that there are other similarly significant constructs in addition to the constructs used in this research that adapt it from related fields (e.g., psychology) as the antecedents of eWOM. One of these constructs is market mavenism. Also, the study suggests Complementary variables correlated with psychological and motivational differences that need more discussion, such as technological affinity, self-presentation, and market mavenism. Ideally, these research studies unveil the vital concept of motivations as antecedents and demographics as moderating factors while establishing the role of cyber-market mavenism as a mediating factor to eWOM behavior representing information sharing behavior.

The current research serves as a valuable concept to the existing previous studies through thorough integration of online information sharing motivations, market mavenism, and information sharing behavior. Phenomena in online communities are beneficial channels for customers to participate in debates, educate, and likely affect other consumers. Targeting mavens via social network sites (SNS) would seem advantageous. Online advertising and viral marketing, and sharing knowledge have significant consequences. According to Barnes and Pressey (2016), it does not only offer tremendous utility through word-of-mouth and other viral activity in a single medium. Still, it can also be helpful through transferable maven behavior through various channels (e.g., real-life, the Internet, and virtual worlds). Therefore, the understanding that such actions demonstrated by a market maven across the channel context strengthens the perception that mavens are somewhat universal in their behavior.

As long as market mavens have a favorable outlook toward an organization's marketing efforts, social media mavens respond more positively to the online marketing initiatives of a company (Aljukhadar *et al.*, 2019). Mavens are likely to be infectious on social media. Within their network, the social role of an actor is influenced not just by the web's assets and nature but also by others' behavior and content (Harrigan *et al.*, 2021). The study indicated that unconscious drives such as motivation and self-expression motivate mavenism. They centered on the concept of attribution theory and reciprocity and motivational factors. The participants who communicate with mavens can readily recognize and accept these drives.

Because knowledge sharing is viewed as a complex mechanism and is mediated by individual and contextual factors, more research is required to explore how and to what degree contextual variations impact the behavior of users in sharing information. According to Chen *et al.* (2019) extends to further online contexts and can incorporate other psychological or motivational factors.

Besides, market mavenism has been reported in psychological terms to be strongly linked to both social and personal characteristics. Social motives refer to a sense of obligation to share information with members of the group, a tendency to

conform, susceptibility to interpersonal influence, altruism, extraversion, and openness. On the other hand, High self-esteem, high self-efficacy, dispositional optimism, innovation, consumer self-confidence, the consumer need for uniqueness, materialism, perfectionism, and creative orientation are personal motives ( e.g., Brancalone *et al.*, 2007; Brockner *et al.*, 2006; Chelminski and Coulter, 2007; Clark *et al.*, 2008; Clark and Goldsmith, 2005; Geissler *et al.*, 2005). E-mavenism is motivated by the need for information and personal and professional interests (e.g., Walsh and Mitchell, 2010; Zhang and Lee, 2014). Moreover, a study designed to test the concept of market mavens concluded that male and female market mavens have different personality traits. Still, there are no significant motivational differences between market mavens and consumers who are not market mavens (Goodey and East, 2008).

Influencers simplify marketing communications in Iraq (Fadhil *et al.*, 2020). Several studies have been conducted to clarify demographic terminology, market maven or to characterize their behavior (Ryan and Deci, 2020; Oh and Syn, 2015). However, little empirical research has been devoted to revealing intrinsic and extrinsic motivation. Not only important to the scientific interpretation of market mavenism as a phenomenon that affects consumers, but from a management perspective, marketing managers do not use it as much as they should because they do not fully understand the motivations of mavens. Therefore, this study aims to define further the concept of market mavens by conducting a comprehensive analysis of their intrinsic and extrinsic motivations. And to advise managers on targeting Iraqi consumers who exhibit this propensity more successfully.

It's also important to differentiate between market mavens and influencers. A market maven is considered a consumer or user with more expertise than influencers. Moreover, the market maven has much information about different products and services. On the contrary, influencers are experts in a specific product or service. More details for the differentiation are mentioned in chapter two.

This study is designed to extend the current market maven literature and provide some much-needed consistency and coherence. The numbers and high demand

for the use of social media and the different applications of these social media platforms often shorten the time and ease of information and advertisement network sharing. (Facebook, YouTube, Instagram, Twitter, Pinterest, and LinkedIn) this research wants to assess the spread of information sharing in social media mediated by the market mavneism phenomenon. A questionnaire containing multiple questions to which the study belongs in two groups of age and gender, and the most common social media used in Iraq are Facebook and YouTube. This study tries to identify market mavens in social media platforms. And to examine the influence of intrinsic and extrinsic motivations on the information sharing behavior of market mavens in Iraq.

#### **1.4 Research Gap**

In an electronic network of practice, information sharing happens when individuals review the questions posted, access the network, select those willing and able to answer, make an effort, cause to form their knowledge and make a contribution perspective primarily. Most studies focus on analyzing the linear relationship between intrinsic and extrinsic motivation (Ryan and Deci, 2020). Varied concepts and arguments emerge to justify the linear relationship. Still, few types of research explore the motivations of market mavens as the antecedents' factors in sharing information on social network sites (SNS). As a result, a research gap has emerged in analyzing the relationship between intrinsic and extrinsic motivation, and cyber market mavneism. Also, this study focuses on intensifying the exploration in the customer category, namely, the influence of demographic (Gender, Age) on the relationship.

Despite various forms of knowledge contribution, the present study focuses on the volume of knowledge of post-response messages and answers to the posed questions. People should believe that their contribution to others is worthwhile and that new value is created when they share knowledge and information and expect to receive some of that value for themselves. There is a deep integration of knowledge into the identity and character of an individual. A self-evaluation based on social acceptance and competence is an essential source of inherent motivation stimulating

performing activities for the activity itself, not for external rewards. Therefore, knowledge may be shared by individuals in an electronic network of practice due to their perception and interest in helping others deal with challenging problems because they feel good that they help others (Hwang *et al.*, 2019)

This study tries to understand the knowledgeable consumers called market mavens who have much information about many products and services, especially on social network sites (SNS). The previous study by Barnes (2016) also noticed that there is no understanding of market maven behavior in alternative communication channels in these studies. There has been the emergence of a new set of channels for market maven behavior since the social networking technologies such as MySpace, YouTube, Flickr, Hi5, Friendster, Bebo, Facebook, LinkedIn, 47 Things, and many more have emerged and grown.

Although marketers are highly interested in the impact of eWOM, a lack of research done on the effect of market mavens on eWOM communication (Laughlin and Macdonald, 2010), little studies done on the mediators and antecedents of e-maven propensity considering e-maven propensity as a focal construct (Darley, 2018). Advertising and marketing practitioners also should encourage social network members to participate in positive eWOM, attempt to identify market mavens, and prevent spreading the negative consumer eWOM echoing their troubling experiences with brands and products (Farzin and Fattahi, 2018). Also, Aljukhadar *et al.* (2019) suggested that future research might also explore the role of environmental and controllable variables like gender on mavenism evolution and the attitudinal and knowledge variables of a network. The study of market mavenism should benefit from the literature on social media mavenism (Kiani *et al.*, 2015). Therefore, this research focused on gender in this era to reveal observed differences.

Also, Assegaff *et al.* (2016) underlined drivers understand the role of element motivation in information sharing behavior. This research explores extrinsic (anticipated organizational reward, reciprocity, and reputation) and intrinsic (enjoy helping) motivations as primary keys that theoretically affect the actions of people sharing information. The motivational factors of sharing information according to

consumers' expertise are still unclear and need to be explored further. Moreover, the current literature on cyber-market mavenism is minimal, and by researching this concept in multiple areas, research needs to be expanded. The high cost of study and data collection has prevented various types of businesses, social networks, and respondents from being considered (Farzin *et al.*, 2020).

Researchers should explore the effects of the cross-generational divide between individuals due to the prevalence of social networks between different ages today and see if the age limit imposed on individuals is significant concerning the nature of social networks (Farzin *et al.*, 2020). Moreover, Cho *et al.* (2015) suggested studying the motivations by age and have detailed recommendations that consider age-related characteristics in social network sites (SNS).

Consequently, the study contributes in two aspects. The First aspect is testing the relationship between intrinsic and extrinsic motivations on cyber market mavenism. Also, to boost information sharing behavior through the characteristics of market maven. The second is to test the demographic factors (gender, age) as a moderator between intrinsic and extrinsic motivations and market maven. The study adopts (gender, and age) because these two factors are the most effective in understanding customer behavior of sharing information on social network sites (SNS) among market mavens.

## **1.5 Research Questions**

The preceding discussion raises the following primary research question on this thesis:

1. Do intrinsic motivations (altruism, self-enjoyment, moral obligation, and self-efficacy) positively affect cyber market mavenism?
2. Do extrinsic motivations (reputation, reciprocity, belongingness, and social interaction) positively affect cyber market mavenism?

3. Does cyber market mavenism have a positive effect on information sharing behavior?
4. Does gender moderate all relationships among variables in the research model?
5. Does age moderate all relationships among variables in the research model?

## **1.6 Research Objectives**

Market mavens as a significant group of consumers,, can help others through their extensive social networks and effectively spread word-of-mouth as a valuable target for companies, particularly regarding new services and products. Although our understanding of mavenism is considerably enhanced by the extant research, the focus is mainly on the contribution of mavens' behavior to behavior shaping in social network sites (SNS). This research aims to simultaneously examine the motivations affecting the cyber-market mavenism phenomenon as a mediator and how it affects information sharing behavior by filling the existing gap. Thus, in this study, these relationships are examined to achieve the following objectives:

1. To examine the effect of intrinsic motivations (altruism, self-enjoyment, moral obligation, and self-efficacy) on cyber market mavenism.
2. To examine the effect of extrinsic motivations (reputation, reciprocity, belongingness, and social interaction) on cyber market mavenism.
3. To examine the effect of cyber market mavenism on information sharing behavior.
4. To examine the effect of gender as a moderator in all relationships among variables in the research model.

5. To examine the effect of age as a moderator in all relationships among variables in the research model.

### **1.7 Significance of the Study**

The significance of the current research study is aligned with the research objectives and questions that are derived from the problem statement. The significance of the study is twofold: theoretical and managerial.

Concerning theoretical significance, the current study makes meaningful contributions to the existing literature on cyber-market mavensim. This study is crucial because it identifies and profiles novel methods of identifying market mavens. In the twenty-first century, marketing communications may need to be more targeted. Mavens have historically offered market help to close friends, relatives, neighbors, co-workers, and acquaintances. The Internet and the World Wide Web (WWW) offer experts a relatively new way to communicate with several other consumers, effectively extending their influence. Mavens are interestingly known to respond to find out about the market and engage in conversation with customers. In any case, the Internet offers experts a variety of ways to connect with other customers, including chat rooms, electronic bulletin boards, and e-mail (Edison and Geissler, 2012). With the introduction of "Social Networking Sites" and their rapid expansion in recent years, people's communication styles have transformed. As a result, entire virtual communities are now active in various aspects of life. SNS has become the most popular way for online audiences to get information, news, and entertainment regularly.

This investigation synthesizes well-studied theories, which are: the intrinsic and extrinsic motivation model (Ryan and Deci, 2000a, 2020), social cognitive theory, social exchange theory, and social capital theory, to gain a better understanding of maven's information sharing behavior in Iraq. Although marketing researchers are increasingly interested in market mavens because of their demographics, behavioral inclinations, psychological features, and ability to interact through digital technologies



(Flynn, 2017), few empirical studies show a link between market mavenism and information sharing behavior in Iraq. Moreover, this study contributes to the body of knowledge by incorporating market mavenism with motivational and social theories.

An important theoretical contribution of this study is the testing and validation of metrics for consumer behavior on the web proposed by (Agopian, 2019). Besides all the scales used in the study showing high reliability, scales of enjoyment, altruism, involvement, challenges, and skills of the market maven were used. They were motivated by past studies when tested in a network derived from prior research. Therefore, the study suggests future research on online consumer behavior can use these metrics with some assurance. Testing them against other important factors not included in this study advance understanding of the motivations driving the cyber-market mavenism phenomenon in social network sites (SNS).

Traditional marketing media are diffused in this environment to individual influencers – full-time bloggers, YouTubers, and Instagram influencers (Zhao, 2019). – with a —particular and rare set of social gifts that, in turn, affect the diffusion process and influence how consumers interpret information and make consumption and purchasing (Katona *et al.*, 2011; Lipschultz, 2014; Mu *et al.*, 2018). Thus, extant research on consumers' digital behavior has focused on influencers whose online behavior is measured by influence, popularity, engagement, and trust (Lipschultz, 2014). Nevertheless, as consumer influence, this new-age market maven is studied insufficiently in academia and still poorly understood by most companies (Agopian, 2019).

The study's theoretical significance is testing the validation of metrics for consumer behavior by combining motivational theory and social theories and relating the contribution of rationale (including intrinsic and extrinsic motivations) for cyber-market mavenism and familiarity with social media marketers using social media. This research fills this knowledge gap by creating a nuanced understanding of market maven motivations in SNS to share information. Also, enhance understanding cyber-market mavenism phenomenon and its role in sharing information online for genders and ages.

From a managerial point of view, the study would provide marketers and business practitioners an opportunity to engage the market maven to share information about their products or services. A social network site (SNS) is an essential platform that is widely used to spread information, enabling users to connect and strengthen relationships. In today 's digital age of data and web-based environments, more than 3 billion people are using social media, with daily social media usage averaging 135 minutes per day (Index, 2017). As social media becomes the new standard communication channel and collaboration platform in the 21st century, large amounts of data are generated and publicly available on a global scale, making consumer behavior on social media more dynamic, unique, and significantly customized (Barnes and Pressey, 2011; De Veirman *et al.*, 2017; Shareef *et al.*, 2019). As a market maven, consider an influencer. In turn, this makes pre-internet influencers seem few and far between. The digital influencer phenomenon is more eminent than ever, where personal influence is exerted through messages and word-of-mouth persuasion (Barnes, 2016; Lipschultz, 2014; Trusov *et al.*, 2008). Research on market maven has inherent, far-reaching implications for practice. Recognizing the critical impact of specific customers – social media mavens – within virtual marketplaces and implementing techniques to promote mavenism are important first steps in developing a successful social media strategy by different firms or companies.

Millions of Iraqis rely on at least one of the social media platforms to get information and interact more freely with events. The conversation area provided by social media sites is more significant than traditional media outlets. SNS provides a platform for many dynamic and energetic people to stand out by expressing their thoughts and engaging in activities in various products and services among different companies. Furthermore, these sites allow these people, known as "market mavens" to share their knowledge. The general rule of thumb for practitioners, therefore, motivations are exceedingly helpful to increase the role of cyber market mavensim of sharing information in SNS about different products and services. As a result, it enables them to strengthen their resources and increase their revenue based on the market maven's role.

## 1.8 Scope of the Study

The scope of the study entails assessing the relationship between intrinsic and extrinsic motivations, cyber-market mavenism, and information sharing behavior with the moderating factors of gender and age in social network sites (SNS). This study seeks to extensively explore the dynamic concepts that underlie psychological motivations as intrinsic and extrinsic motivations. This study aims to derive insights based on a critical analysis of the relationship to determine the importance of further research on the consumer as a market maven. And assist people operating in the companies' marketing sectors and advertising agencies in developing their advertisements based on the characteristics of cyber-mavens extending their messages to consumers. Relationships between consumers and brands can be built and established through a channel created by social networks. Also, Social networks create a channel to build and establish relationships between consumers and brands, which is valuable to understand the motivations of market mavens.

The research used a sample of individuals using social network sites. The choice of social network sites (SNS) as a reference point is due to the significantly growing use of SNS in Iraq. Since the deregulation of the internet in 2003, Available statistics indicate that there were 29.82 million internet users in Iraq in 2020. It states that the suggestions of colleagues, classmates, and coworkers helped them pick social networking sites. Besides, the number of internet users in Iraq grew by 11 million (55%) between 2019 and 2020. There were 21 million social media users to share knowledge and information. It bodes well for eWOM in Iraqi social media (Kemp, 2020). The users of social networking sites among those with at least some college education that figure rises to about two-thirds (65.5%); men, younger adults, and Kurdish Iraqis are also particularly likely to use social networks weekly or more. Facebook is the most popular social networking site, with almost all social media users (94.3%). The next most popular is Google+ at 41.8% and Twitter at 25.8% (Khorsheed *et al.*, 2020). the study focuses on SNS to identify market mavens and understand their motivations and role in information sharing behavior.

## 1.9 Operational Definitions

**1.9.1 Intrinsic motivation** is defined as doing something without obvious external rewards because it is enjoyable and exciting rather than because of an extrinsic incentive or pressure to do it, such as altruism, moral obligation, and self-efficacy (Ryan and Deci, 2020; Singh, 2016).

**1.9.1.2 Altruism** is defined as the degree of willingness of an individual to help others on social network sites (SNS) without anticipating returns (Farzin and Fattahi, 2018; Hung *et al.*, 2011; Ma and Chan, 2014; Shang *et al.*, 2016)

**1.9.1.2 Self-enjoyment** is defined as the sense of happiness or playfulness obtained from sharing information with other members on social network sites (SNS) (Bilal, 2016; Moghavvemi *et al.*, 2017; Shang *et al.*, 2016)

**1.9.1.3 Self-efficacy** is defined as an individual's belief in their ability to share knowledge or information on social network sites (SNS) (Assegaff *et al.*, 2016).

**1.9.1.4 Moral obligation** is defined as the degree of an individual's duty or obligation to the community to share knowledge or information (SNS) (Farzin and Fattahi, 2018).

**1.9.2 Extrinsic motivations** are defined as the Engaging process in an activity with expectations to receive a reward separate from the activity itself or to accomplish something to make an impression on others by showing competency. Such as reputation, reciprocity, belongingness, and social interactions (Ryan and Deci, 2020; Singh, 2016).

**1.9.2.1 Reputation** is defined as the degree to which an individual believes that involvement could benefit individuals of a recognized name or stand for merit for sharing information in (SNS) (Hung *et al.*, 2011; Wasko and Faraj, 2005).

**1.9.2.2 Reciprocity** is defined as the process of exchanging information with other people to gain a mutual benefit (Hung *et al.*, 2011; Kankanhalli *et al.*, 2005)

**1.9.2.3 Belongingness** is defined as the degree to which individuals perceive themselves as part of the group by sharing information with others in the (SNS)(Cheung and Thadani, 2012; Farzin and Fattahi, 2018).

**1.9.2.4 Social interaction** is defined as the strength of the relationships, the amount of time spent, and communication frequency among members of virtual communities (Zhang *et al.*, 2020).

**1.9.3 Cyber- Market mavenism** is defined as the characteristic of individuals to have a great knowledge of different kinds of products and services and are eager and have the desire to share that information with others in SNS (Abbas *et al.*, 2020; Awais, Samin, Gulzar, Hwang, *et al.*, 2020; Farzin *et al.*, 2020)

**1.9.4 Information Sharing Behavior** is defined as the action of providing a variety of different kinds of information to help other customers with product decision problems, evaluating alternatives, and making the final product choice (Harikrishnan *et al.*, 2014; Kiani and Laroche, 2019; Price *et al.*, 1995).

## **1.10 Organization of Thesis**

This research is structured into five different chapters:

Chapter one is the introduction of the research, and it gives an overview of the thesis. It includes elements such as the background of the study, a statement of the problem, the scope, research questions, objectives, and the operational definitions of the terms used in the thesis.

The second chapter reviews the available literature on motivation. It also gathers theories related to the topic of study. Moreover, it discusses issues of cyber-market mavenism. Under this topic falls the definition and overview of market maven, the significance of market maven, the definition and analysis of intrinsic and extrinsic motivations, and the association between intrinsic and extrinsic motivations and market maven. Moreover, the chapter discusses the elements of intrinsic and extrinsic motivations. At the end of the chapter, the researcher discusses a framework used to develop the hypotheses.

Chapter three is the research plan illustrating and justifying the thesis's questions, objectives, data, and structure. It is a brief outline of the methodology used in the study. The methodology of this thesis contains elements such as the research design, study location, population, determination of the sample size, the sampling procedure, and the instruments to be used during the process. The chapter also contains information such as the translation procedure, validity, reliability, pilot study, data collection process, and analysis.

The fourth chapter provides the presentation of the results of data analysis made up of descriptive statistics, the findings of the research, and the testing of the hypothesis. The chapter also specifies the data analysis technique and the software to use.

Chapter five is the last one, and it answers the research question. Additionally, it presents the contribution of the study, its implication, limitations, and recommendations arising from the process.



Figure 1.6 Structure of the thesis

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### Survey Questionnaire

#### **THE EFFECT OF INTRINSIC AND EXTRINSIC MOTIVATIONS ON CYBER-MARKET MAVENISM'S INFORMATION SHARING BEHAVIOR**

This survey investigates the relationship between intrinsic and extrinsic motivations, cyber-market mavenism, and information sharing behavior with Iraqi users using Social Network Sites (SNS). It is a survey that will contribute to understanding Iraqi users' behavior on Social Network Sites (SNS). On the one hand, it will help establish the influence of intrinsic and extrinsic motivations among users to share their knowledge and information online about different products and services. On the other hand, it will help determine the Iraqi market's maven. Therefore, I kindly request that you answer the questions correctly and note that your responses are confidential.

Thank you for your cooperation.

Yours sincerely,  
**Alhamzah Fadhil Abbas** (PBS183031)

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**Instructions:**

- 1) There are four (4) sections in the questionnaire. Kindly answer ALL questions in ALL sections.
- 2) It will only take you 10 minutes to complete this form.
- 3) Please note that the response content from the questionnaire will be kept strictly confidential.

**Section A: Demographic Profile**

*In this section, we would like you to fill in some details. Please tick (✓) your answer, which will be kept strictly confidential.*

<b><u>1. What is your gender?</u></b>	
A. Male ( )	B. Female ( )

<b><u>2. Please select your age group:</u></b>	
A. 21 – 30 ( )	B. 31 – 40 ( )
C. 41 – 50 ( )	D. Older than 51 ( )

<b><u>3. What is the highest level of your education?</u></b>	
A. Primary school ( )	B. Secondary school ( )
C. College ( )	D. Undergraduate ( )
E. Postgraduate ( )	

<b><u>4. What is the most social media do you use?</u></b>	
A. Facebook ( )	B. YouTube ( )
C. Twitter ( )	D. Instagram ( )



**Section B: Intrinsic and extrinsic motivations**

*This section seeks your opinion regarding the important motivations for sharing information on social network sites (SNS). Respondents are asked to indicate the extent to which they agreed or disagreed with each statement using 5 Likert scale [(1) = strongly disagree; (2) = disagree; (3) = neutral; (4) = agree and (5) = strongly agree] response framework. Please mark (√) in the appropriate cell to indicate the extent to which you agree or disagree with the below factors.*

Intrinsic motivations						
No.	Factor (Altruism)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I like to help other people on social network sites (SNS).					
2	I enjoy helping others on social network sites (SNS).					
3	I give my time to help other members through social network sites (SNS) when needed.					
4	I often participate in tasks that are not required but help other members of social network sites (SNS).					
No.	Factor (Self-Enjoyment)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I have fun sharing information on social network sites (SNS).					

2	The actual process of sharing information on social network sites (SNS) is enjoyable.					
3	It feels good to help someone by sharing information on social network sites (SNS).					
4	I am happy to share my knowledge on social network sites (SNS).					
<b>No.</b>	<b>Factor (Moral obligation)</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
1	My conscience tells me that I have to share information to help other members of social network sites (SNS) that I am a member of it.					
2	I would feel guilty about not sharing information with others on social network sites (SNS).					
3	I morally feel obliged to share my knowledge on social network sites (SNS).					
4	I should participate if I could contribute to sharing knowledge on social network sites (SNS).					

No.	Factor (Self-Efficacy)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I am confident about my abilities to provide the information that other fellow members of social network sites (SNS) consider valuable.					
2	I have useful information for others on social network sites (SNS).					
3	I have outstanding abilities in sharing my knowledge on social network sites (SNS).					
4	I can provide more valuable information than most other members.					

Extrinsic motivations						
No.	Factor (Reputation)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Sharing knowledge through social network sites (SNS) improves my image.					
2	I feel that participation in sharing knowledge improves my status on social network sites (SNS).					
3	Sharing knowledge on social network sites (SNS) improves how others recognize me.					
4	Sharing knowledge through social networking sites (SNS) will make other members respect me.					

No.	Factor (Reciprocity)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	When I share my knowledge on social networking sites (SNS), I believe that Others share their knowledge with me when I need that information.					
2	When I share my knowledge through social network sites (SNS), I expect somebody to respond when needed.					
3	When I give information to social network sites (SNS), I expect to get back information when I need it.					
4	When I share my knowledge through social network sites (SNS), I believe my requests for information will be answered in the future.					

No.	Factor (Belongingness)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I have a strong sense of belonging to members of social network sites (SNS) that I am a member of it.					
2	I share knowledge to stay part of a group on social network sites (SNS).					
3	My friendship with other fellow members on social network sites (SNS) is very meaningful for me.					
4	by sharing knowledge, I keep up with the latest trends relevant to the group on social network sites (SNS).					

No.	Factor (Social interaction)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I maintain close social relationships with some social network sites (SNS) members.					
2	I spend much time interacting with some social network sites (SNS) members.					
3	I frequently communicate with some members on social network sites (SNS).					
4	I know some social network sites (SNS) members at a personal level.					

### Section C: cyber-market mavenism

*This section seeks your opinion regarding the cyber-market mavenism in social network sites (SNS). The respondents are asked to indicate the extent to which they agreed or disagreed with each statement using 5 Likert scale [(1) = strongly disagree; (2) = disagree; (3) = neutral; (4) = agree and (5) = strongly agree] response framework. Please mark (√) in the appropriate cell to indicate the extent to which you agree or disagree with the below factors.*

Cyber-Market Mavenism						
No.	Factor	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I like to use information collected from social network sites (SNS) to introduce new brands and products to other members.					
2	I like to help others using social network sites (SNS) to provide them with information about various products and services.					
3	Other members often ask me to search for them using social network sites (SNS) to provide them with information about products, places, and sites to shop, sell, etc.					
4	If someone wanted to know which social network sites (SNS) had the best bargains on various products and services, I would be happy to tell him or her.					
5	Other members think of me as a good source of information from social network sites (SNS) SNSs regarding new products, sites to visit, sales, etc.					



## Section D: Information Sharing Behaviour

*This section seeks your opinion regarding information sharing behavior on social network sites (SNS). The respondents are asked to indicate the extent to which they agreed or disagreed with each statement using 5 Likert scale [(1) = strongly disagree; (2) = disagree; (3) = neutral; (4) = agree and (5) = strongly agree] response framework. Please mark (√) in the appropriate cell to indicate the extent to which you agree or disagree with the below factors.*

Information Sharing Behaviour						
No.	Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I recommend information about the product or service that I was pleased within social network sites (SNS).					
2	I suggest different brand information to someone looking for a product on social network sites (SNS).					
3	I suggest information about stores with the best prices on social network sites (SNS).					
4	I offer facts about products or services to others on social network sites (SNS).					
5	I start a conversation with someone about a product I think they could use on social network sites (SNS).					

6	I inform someone about the prices of different brands on social network sites (SNS).					
7	I explain to someone how goes about shopping for a particular product on social network sites (SNS).					

\*\* Please make any further comments in the following space

**TANK YOU FOR TAKING THE TIME TO COMPLETE THIS SURVEY**

## APPENDIX B ARABIC QUESTIONNAIRE VERSION



### استبيان

تأثير الدوافع الداخلية والخارجية على خبراء السوق في مواقع التواصل الاجتماعي ودورها في سلوك تبادل المعلومات

الغرض من هذا الاستبيان هو التحقيق في العلاقة بين الدوافع الداخلية والدوافع الخارجية، و خبراء السوق، وسلوك تبادل المعلومات مع المستخدمين العراقيين في مواقع التواصل الاجتماعي. وهو استطلاع سيساهم في فهم سلوك المستخدمين العراقيين في مواقع التواصل الاجتماعي. من ناحية ، سيساعد على تحديد تأثير الدوافع الداخلية والخارجية بين المستخدمين لتبادل معرفتهم ومعلوماتهم عبر الإنترنت. من ناحية أخرى، الدراسة ستساعد على تحديد خبراء السوق الذين يمتلكون معلومات كثيرة عن المنتجات والخدمات في مواقع التواصل الاجتماعي في العراق. لذلك، أرجو منكم الإجابة على الأسئلة بشكل صحيح، كما أشير إلى أن ردودكم ستكون سرية للغاية والغرض منها البحث العلمي فقط.

شكرا لتعاونكم.

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**تعليمات:**

- ٤) هناك أربعة (٤) أقسام في الاستبيان. يرجى الإجابة على جميع الأسئلة في جميع الأقسام.  
٥) لن يستغرق الأمر سوى ١٠ دقائق لإكمال هذا الاستبيان.  
٦) يرجى ملاحظة أن محتوى الرد من الاستبيان سيبقى سرىاً للغاية.

**القسم أ: الملف الديموغرافي**

في هذا القسم، نود منك ملء بعض التفاصيل الخاصة بك. يرجى وضع علامة (✓) على إجابتك وسيتم الحفاظ على سرية إجابتك بشكل صارم.

<b>١. ما هو جنسك؟</b>	
C. ذكر ( )	D. أنثى ( )

<b>٢. يرجى تحديد الفئة العمرية الخاصة بك:</b>	
E. ٢١ - ٣٠ ( )	F. ٣١ - ٤٠ ( )
G. ٤١ - ٥٠ ( )	H. أكبر من ٥١ سنة ( )

<b>٥. ما هو مستوى التعليم الخاص بك؟</b>	
G. المدرسة الابتدائية ( )	H. المدرسة الثانوية ( )
I. الكلية ( )	J. المرحلة الجامعية ( )
K. الدراسات العليا ( )	

<b>٦. ما هي أكثر وسائل التواصل الاجتماعي التي تستخدمها؟</b>	
E. فيس بوك ( )	F. يوتيوب ( )
G. تويتر ( )	H. إنستغرام ( )

القسم ب: الدوافع الداخلية والخارجية

هذا القسم يسعى إلى إبداء رأيك فيما يتعلق بأهمية الدوافع لتبادل المعلومات في مواقع التواصل الاجتماعي. يطلب من المستجيبين أن يشيروا إلى مدى موافقتهم أو عدم موافقتهم على كل بيان باستخدام مقياس ليكرت الخماسي [(١) = لا اتفق تماما؛ (٢) = لا اتفق؛ (٣) = محايد؛ (٤) = موافق و(٥) = اتفق بشدة]. يرجى وضع علامة (√) في الخلية المناسبة للإشارة إلى مدى موافقتك أو عدم موافقتك على العوامل التالية.

الدوافع الداخلية						
	أوافق بشدة	أوافق	محايد	لا اوافق	لا أوافق بشدة	عامل (الإيثار)
١						أود أن أساعد الآخرين على مواقع التواصل الاجتماعي.
٢						أنا أستمتع في مساعدة الآخرين على مواقع التواصل الاجتماعي.
٣						أعطي وقتي لمساعدة الأعضاء الآخرين من خلال مواقع التواصل الاجتماعي عند
٤						غالبًا ما أشارك في المهام غير المطلوبة ، ولكنها تساعد الأعضاء الآخرين في مواقع التواصل الاجتماعي.
	أوافق بشدة	أوافق	محايد	لا اوافق	لا أوافق بشدة	عامل (التمتع الذاتي)
١						لدي متعة في تبادل المعلومات على مواقع التواصل الاجتماعي.
٢						العملية الفعلية لتبادل المعلومات على مواقع التواصل الاجتماعي ممتعة.
٣						إنه شعور جيد لمساعدة شخص ما من خلال تبادل المعلومات على مواقع التواصل الاجتماعي.
٤						أنا سعيد لمشاركة معرفتي على مواقع التواصل الاجتماعي.

أوافق بشدة	أوافق	محايد	لا اوافق	لا أوافق بشدة	عامل (الالتزام الأخلاقي)	
					ضميري يقول لي يجب علي ان اتبادل المعلومات لمساعدة أعضاء آخرين من مواقع التواصل الاجتماعي التي أنا عضو فيها.	١
					سأشعر بالذنب لعدم مشاركة المعلومات مع الآخرين في مواقع التواصل الاجتماعي.	٢
					أشعر أخلاقيا بأنني ملزم بمشاركة معرفتي على مواقع التواصل الاجتماعي.	٣
					يجب أن أشارك إذا كان بإمكانني المساهمة في تبادل المعلومات على مواقع التواصل الاجتماعي.	٤
أوافق بشدة	أوافق	محايد	لا اوافق	لا أوافق بشدة	عامل (الكفاءة الذاتية)	
					أنا واثق من قدراتي على توفير المعلومات التي يعتبرها الاعضاء الآخرون في مواقع التواصل الاجتماعي قيمة.	١
					أعتقد أن لدي معلومات مفيدة للآخرين في مواقع التواصل الاجتماعي.	٢
					لدي قدرات متميزة في تقاسم المعرفة في مواقع التواصل الاجتماعي.	٣
					يمكنني تقديم معلومات أكثر قيمة من معظم الأعضاء الآخرين.	٤

الدوافع الخارجية

الدوافع الخارجية						
أوافق بشدة	أوافق	محايد	لا اوافق	لا أوافق بشدة	عامل (السمعة)	
					تبادل المعرفة من خلال مواقع التواصل الاجتماعي يحسن صورتي.	١
					أشعر أن المشاركة في تبادل المعرفة يحسن وضعي في مواقع التواصل الاجتماعي.	٢
					تبادل المعرفة على مواقع التواصل الاجتماعي يحسن كيفية تعرف الآخرين عليّ.	٣
					تبادل المعرفة من خلال مواقع التواصل الاجتماعي سيجعل الأعضاء الآخرين يحترمونني.	٤
أوافق بشدة	أوافق	محايد	لا اوافق	لا أوافق بشدة	عامل (المعاملة بالمثل)	
					عندما أشارك معرفتي على مواقع التواصل الاجتماعي أعتقد أن الآخرين ستبادلون معرفتهم معي عندما احتاج الى تلك المعلومات.	١
					عندما أشارك معرفتي من خلال مواقع التواصل الاجتماعي أتوقع من شخص ما الاستجابة عند الحاجة.	٢
					عندما أعطي معلومات على مواقع التواصل الاجتماعي أتوقع الحصول على معلومات عندما أحتاج إليها.	٣
					عندما أشارك معرفتي من خلال مواقع التواصل الاجتماعي ، أعتقد أن طلباتي للحصول على المعلومات سيتم الرد عليها في المستقبل.	٤

أنتفق بشدة	اصطاح	محايد	اختلف	نختلف بشدة	عامل (الانتماء)	
					لدي شعور قوي بالانتماء إلى أعضاء مواقع التواصل الاجتماعي التي انا عضوا فيها .	١
					أشارك المعرفة للبقاء جزءا من مجموعة في مواقع التواصل الاجتماعي.	٢
					صداقتي مع أعضاء آخرين على مواقع التواصل الاجتماعي ذات مغزى كبير بالنسبة لي.	٣
					من خلال تبادل المعرفة، ابقى على اطلاع عن اخر الاحداث التي هي ذات الصلة بالمجموعة في مواقع التواصل الاجتماعي.	٤
أوافق بشدة	أوافق	محايد	لا اوافق	لا أوافق بشدة	عامل (التفاعل الاجتماعي)	
					أحافظ على علاقات اجتماعية وثيقة مع بعض أعضاء مواقع التواصل الاجتماعي.	١
					أقضي الكثير من الوقت في التفاعل مع بعض أعضاء مواقع التواصل الاجتماعي.	٢
					لدي تواصل متكرر مع بعض الأعضاء على مواقع التواصل الاجتماعي.	٣
					أعرف بعض أعضاء مواقع التواصل الاجتماعي على المستوى الشخصي.	٤



القسم ج : خبراء السوق (Market Mavenism)

هذا القسم يسعى إلى إبداء رأيك فيما يتعلق بأهمية خبراء السوق الذين يملكون معلومات كثيرة عن المنتجات والخدمات على مواقع التواصل الاجتماعي. يطلب من المستجيبين أن يشيروا إلى مدى موافقتهم أو عدم موافقتهم على كل بيان باستخدام مقياس ليكرت الخماسي [(1) = لا اتفق تماما؛ (2) = لا اتفق؛ (3) = محايد؛ (4) = موافق و(5) = اتفق بشدة]. يرجى وضع علامة (✓) في الخلية المناسبة للإشارة إلى مدى موافقتك أو عدم موافقتك على العوامل التالية

مقدار المعلومات التي يمتلكها الأشخاص في السوق الإلكتروني (Market Mavenism)					
العوامل	لا أوافق بشدة	لا أوافق	محايد	أوافق	أوافق بشدة
١ أحب استخدام المعلومات التي تم جمعها من مواقع التواصل الاجتماعي (SNS) لتقديم علامات تجارية ومنتجات جديدة إلى أعضاء آخرين.					
٢ أود أن أساعد الآخرين باستخدام مواقع التواصل الاجتماعي (SNS) لتزويدهم بمعلومات حول مختلف المنتجات والخدمات.					
٣ أعضاء آخرين غالبا ما يطلب مني للبحث في مواقع التواصل الاجتماعي (SNS) لتزويدهم بمعلومات عن المنتجات والأماكن والمواقع للتسوق					
٤ إذا أراد شخص ما أن يعرف أي مواقع التواصل الاجتماعي (SNS) أفضل لشراء أنواع مختلفة من المنتجات والخدمات، وسوف أكون سعيدا أن أقول له أو لها.					
٥ أعضاء آخرين يعتقدون اني مصدر جيد للمعلومات من مواقع التواصل الاجتماعي (SNS) فيما يتعلق بالمنتجات الجديدة، والمواقع، والمبيعات، الخ.					

القسم د: سلوك تبادل المعلومات

هذا القسم يسعى إلى ابداء رأيك فيما يتعلق بسلوك تبادل المعلومات على مواقع التواصل الاجتماعي. يطلب من المجيبين أن يشيروا إلى مدى موافقتهم أو عدم موافقتهم على كل بيان باستخدام مقياس لكيرت الخماسي (1) = لا اتفق تماما؛ (2) = لا اتفق؛ (3) = محايد؛ (4) = موافق و(5) = اتفق بشدة]. يرجى وضع علامة (✓) في الخلية المناسبة للإشارة إلى مدى موافقتك أو عدم موافقتك على العوامل التالية.

سلوك تبادل المعلومات						
	العوامل	لا أوافق بشدة	لا أوافق	محايد	أوافق	أوافق بشدة
١	اوصي بمعلومات حول المنتج أو الخدمة التي كنت سعيدًا بها عندما استخدمتها بشكل خاص في مواقع التواصل الاجتماعي.					
٢	اقترح معلومات مختلفة حول العلامات التجارية لشخص يبحث عن منتج في مواقع التواصل الاجتماعي.					
٣	اقترح معلومات حول المنتجات بأفضل الأسعار في مواقع التواصل الاجتماعي.					
٤	اعرض حقائق عن المنتجات أو الخدمات للآخرين في مواقع التواصل الاجتماعي.					
٥	ابدأ محادثة مع شخص ما حول منتج اعتقد أنه يمكنه استخدامه في مواقع التواصل الاجتماعي.					
٦	أبلغ شخص ما عن أسعار العلامات التجارية المختلفة في مواقع التواصل الاجتماعي.					
٧	شرح لشخص ما كيف يذهب لشراء لمنتج معين في مواقع التواصل الاجتماعي.					

\*\* يرجى تقديم أي تعليقات أخرى في الأسفل

شكرا لوقتكم لإكمال هذا الاستبيان

**APPENDIX C      Missing Value Analysis**

<b>Univariate Statistics</b>							
	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Missing</b>		<b>No. of Extremes<sup>a</sup></b>	
				<b>Count</b>	<b>Percent</b>	<b>Low</b>	<b>High</b>
A1	423	3.73	1.178	2	0.5	0	0
A2	422	3.82	1.159	3	0.7	0	0
A3	424	3.56	1.023	1	0.2	16	0
A4	424	3.21	1.115	1	0.2	0	0
S1	424	3.90	1.026	1	0.2	0	0
S2	421	3.89	1.039	4	0.9	0	0
S3	424	4.06	0.957	1	0.2	0	0
S4	425	4.07	0.935	0	0.0	28	0
MO1	420	4.05	1.049	5	1.2	44	0
MO2	425	3.41	1.341	0	0.0	0	0
MO3	425	3.56	1.200	0	0.0	0	0
MO4	424	3.88	0.952	1	0.2	0	0
SEF1	425	3.96	0.982	0	0.0	0	0
SEF2	425	3.76	0.930	0	0.0	8	0
SEF3	423	3.72	0.961	2	0.5	8	0
SEF4	424	3.51	0.880	1	0.2	4	0
R1	422	3.33	1.228	3	0.7	48	0
R2	425	3.30	1.254	0	0.0	0	0
R3	424	3.67	1.149	1	0.2	0	0
R4	424	3.38	1.251	1	0.2	48	0
RE1	424	3.64	1.005	1	0.2	8	0
RE2	422	3.75	1.005	3	0.7	8	0
RE3	425	3.68	1.072	0	0.0	16	0
RE4	423	3.68	1.054	2	0.5	16	0
B1	424	3.40	1.072	1	0.2	28	0
B2	424	3.30	1.048	1	0.2	20	0
B3	424	3.50	1.119	1	0.2	20	0
B4	424	3.73	1.033	1	0.2	0	0
SI1	425	3.58	1.107	0	0.0	24	0

SI2	425	3.03	1.161	0	0.0	0	0
SI3	425	3.37	1.115	0	0.0	16	0
SI4	425	3.76	1.151	0	0.0	0	0
CMM1	425	3.20	1.140	0	0.0	0	0
CCM2	425	3.40	1.035	0	0.0	16	0
CCM3	425	3.28	1.199	0	0.0	44	0
CCM4	425	3.61	1.121	0	0.0	0	0
CCM5	425	3.35	1.074	0	0.0	24	0
ISB1	425	3.62	1.096	0	0.0	20	0
ISB2	425	3.48	1.048	0	0.0	16	0
ISB3	425	3.52	0.993	0	0.0	8	0
ISB4	425	3.42	1.046	0	0.0	20	0
ISB5	425	3.16	1.141	0	0.0	0	0
ISB6	425	3.30	1.088	0	0.0	24	0
ISB7	425	3.31	1.063	0	0.0	28	0
a. Number of cases outside the range (Q1 - 1.5*IQR, Q3 + 1.5*IQR).							

## LIST OF PUBLICATIONS

- Abbas, A. F., Jusoh, A. B., Masod, A., and Ali, J. (2020a). Bibliometric analysis of global research trends on electronic word of mouth using scopus database. *Journal of Critical Reviews*, 7(16), 405–412. <https://doi.org/10.31838/jcr.07.16.49>
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- Abbas, A. F., Jusoh, A., Mas, A., Alsharif, A. H., and Ali, J. (2022a). Bibliometrix analysis of information sharing in social media. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2021.2016556>
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- Abbas, A. F., Jusoh, A., Masod, A., Ali, J., Ahmed, H., and E, A. R. H. (2021). A Bibliometric Analysis of Publications on Social Media Influencers Using Vosviewer. *Journal of Theoretical and Applied Information Technology*, 99(23), 5662–5676.
- Abbas, A. F., Jusoh, A., Mas, A., Sahi, A. M., and Khatib, S. F. A. (2023). Current Status of Market Mavens Research : A Literature Review. *Emerging Science Journal*, 7(1), 273–288. <http://dx.doi.org/10.28991/ESJ-2023-07-01-019>