



AN EMPIRICAL STUDY OF INFORMATION SHARING BEHAVIOR
TOWARDS SOCIAL MEDIA IN THAILAND

By
David Petchrothai

A thesis submitted in partial fulfillment of the requirements for the degree of
Master of Business Administration in Marketing
Graduate School of Business
Assumption University
Bangkok, Thailand

February, 2018

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Abstract

Over past decades online marketing has developed, adapted and applied to the core of the business. Many firms have utilized online marketing as the main marketing tool for getting the word out to create awareness and build the reputation to survive in the competition. Hence, it seems not successful in order to apply online marketing. Since every firm has done the online marketing, customers have their own choice to or not to participate in such activities that have been arranged by firms. However, this is an opportunity for firms to compete and win their competitors whether big or small by doing the right online marketing. Therefore, social media is the preferred tools in online marketing because the response rate of activities and less budgeting to invest. Nevertheless, many businesses feel unsuccessful to utilize social marketing. Thence, it appears necessary for businesses in this field to study the sharing behavior of content in order to result from the effectiveness of social media utilization and understanding the potential factors leading customers to share the information or content of products or the firms.

The purpose of this study is to research factors affecting sharing behavior of content towards social media in Thailand by focusing on eight potentially influencing factors such as attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship, enjoyment in helping others, and intention to share information. The descriptive analysis was applied in this study, along with non-probability sample including convenience sampling procedure. The data were collected by using questionnaires that were distributed on social media platforms and using Google Form as a questionnaires host. In total, 400 respondents who have the experience of sharing information and content on social media, aged 18 years old and above, own social media account were collected to be the sample size of the target population in this study.

The results from analyzing 400 respondents' valid samples by using Simple Linear Regression analysis and Multiple Linear Regression analysis technique showed that trust has a significant influence on trust. The researcher also found that attitude, trust, subjective norm, reciprocal relationship, and enjoyment in helping others have the significant influence on intention to share information. Moreover, the potential factors were found the significant influence on sharing behavior including attitude, trust, subjective norm, perceived behavioral control, and intention to share information. In addition, all findings were analyzed and transform to be the recommendation to enhance sharing behavior of content towards social media in Thailand.

Acknowledgment

First of all, I am using this grateful opportunity to express and announce to everyone who supported me in this study and I am thankful for the aspiring guidance, friendly advice, and invaluable constructive criticism for my study. The most important thing I would like to express my great respect to my thesis advisor and co-advisor, Asst. Prof. Dr. Kriengsin Prasongsukarn and Asst. Prof Dr. Sirion Chaipoopirutana. The door office to Asst. Prof Dr. Sirion Chaipoopirutana was always open whenever the I found an obstacle, trouble of researching methodology or trouble to complete the statistically calculation. Even suggestion in the way of life and education that I thought a few teachers will dedicate their life and valuable time to give the most precious advices to students. Also, my drawback of academic research writing that she gave advices till all of the problem was solved and steered in the right direction whenever she thought that I needed it. This thesis would not be able to complete without the assistance and cooperation of many contributors who have given and delivered me their help, supports, suggestion and understanding with the most excellent quality of suggestion during my study. Also, I would like to appreciate to the committee members in Graduate School of Business for spending their most valuable time for recommendations, and ideas for shaping and refine my thesis.

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Finally, my expression to my very profound gratitude parents and God. Without their support, I would not be able to enroll in the MBA study, be far-away from my dream and my skills would be useless. Also, friends for providing me with unfailing, undaunted continuous encouragement and support throughout my years of study. Without them this accomplishment would not have been possible, the process of writing and researching could have not been completed. Thank you.

David Petchrothai
Assumption University
April, 2018

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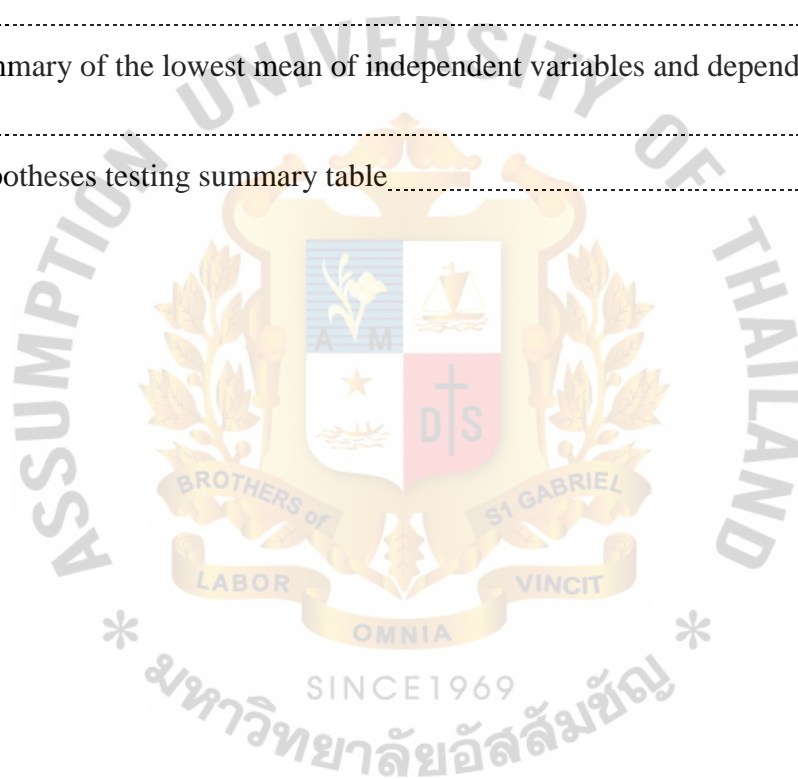
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Chapter 1

Introduction and Generalities of the Study

In first chapter of the research represents the general knowledge toward, the birth of social media, the development and growth leading to the enormous popularity and global trend. This surge also preoccupies Thailand where the researcher intends to study. Furthermore, the researcher illustrates the social media as a tool to drive business. This chapter comprises 7 parts, including introduction to the study, statement of problem, research objectives, scope of research, limitations of research, significance of the study, and definition of terms.

1.1 Introduction to the study

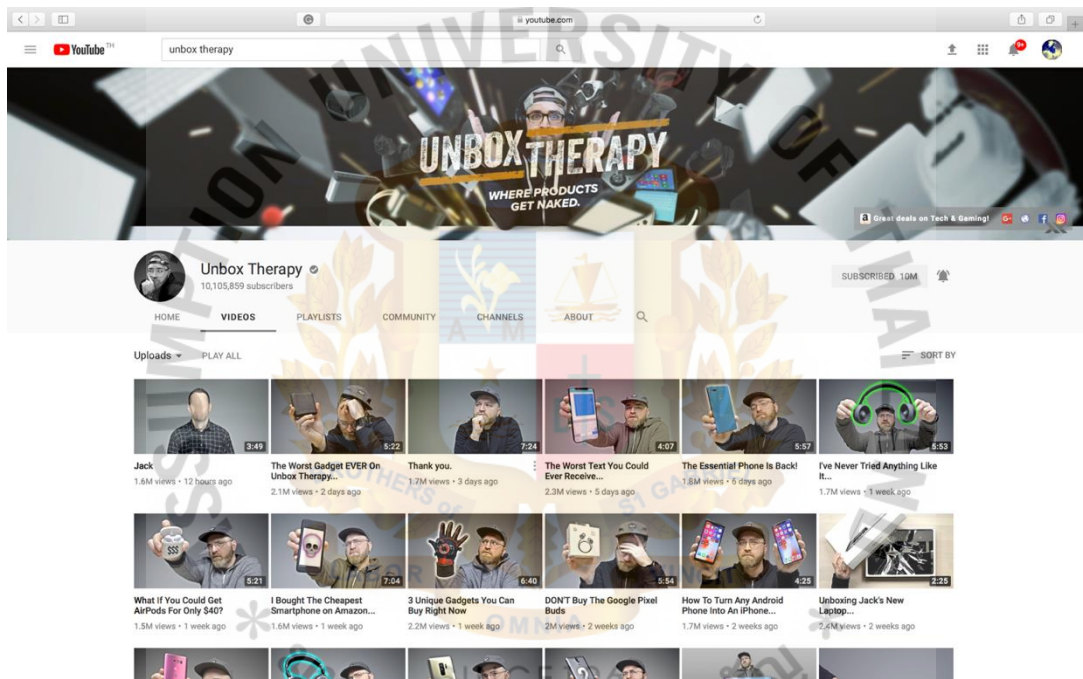
Nowadays, the core of business lies in the marketing activities, which is referred to the marketing department of the firm. Also, marketing is considered as one of the key activities that keep the business to survive and be profitable in long term. Marketing is the fundamental technique committed or proposed by the firm to deliver the best products or services to customers and make them recall or recognize the brand leading the customer to make a purchase decision, which is the key factor that lead customer and motivate them to make a purchase decision. Therefore, every business tries to apply many communicating channels as possible as it can to reach target population by advertisement, public relation, information sharing, and promotion, etc. Meanwhile, the development of social media providing one valuable communicating channel where various marketing activities can be exploited developing both awareness and motivation toward customers.

Since social media marketing activities become ubiquitous, many companies deploy influencers, reviewers, bloggers to write and express their feeling about products and services in order to achieve attention of customers. By this mean, customers' doubt or unwilling to purchase products or services can be reduced. Normally, in the digital era customers' behavior become investigative, that they will search for the information through feedback or review by follow customers as well as the influencer, reviewer, or blogger. Nevertheless, feedback or the review of these individuals can spread out rapidly on online social media through sharing of other people supporting them (followers). The purpose of sharing is not only that people agreed with these influences but also, with the intention of arguing, criticizing, denying and warning follow customers not to purchase.

(<https://www.b2bmarketing.net/en-gb/resources/blog/5-steps-understanding-your-customers-buying-process>, accessed on 11 December 2017)

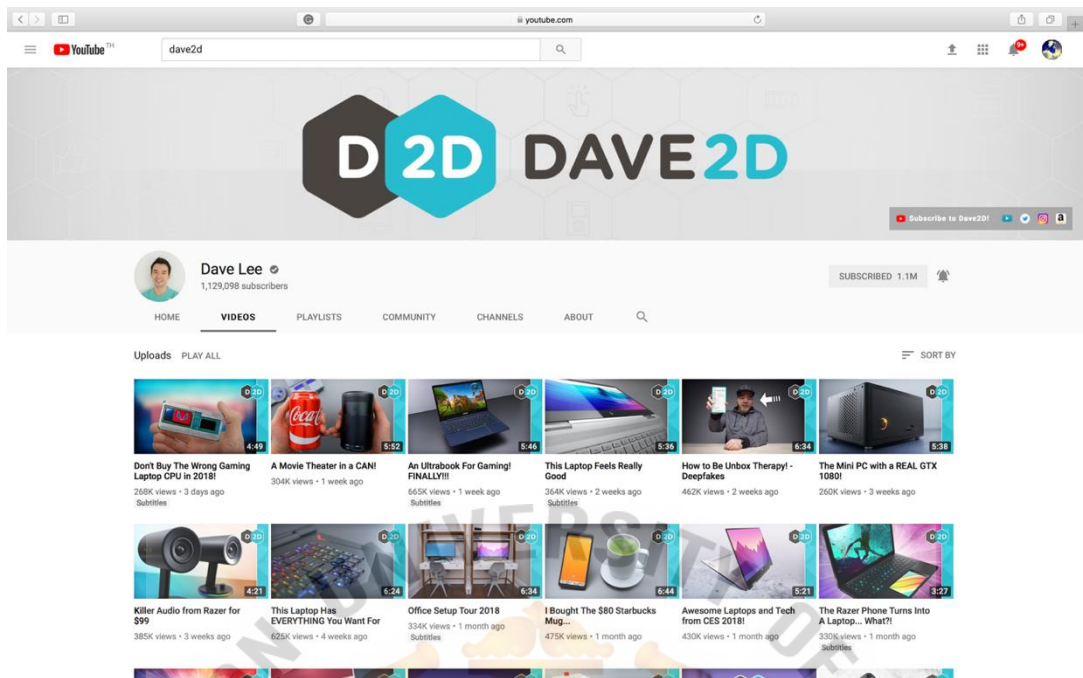
There are different kinds of influencers on social media such as celebrities, and gets, bloggers, and journalists, etc., who posting their reviews toward, specific event, product or services towards their followers enhancing purchase decision of customers. As those influencers have individual interest on particular products or service, their presentation style is also different. Most reviewers created contents and posted on their social media account, such as Unbox Therapy in which, Dave Lee known as Dave2D, Marques Brownlee known as MKBHD (see Figure 1.1-1.3). Thus, those influencers can affect customer to make a purchase decision and share with another customer.

Figure 1.1: Unbox Therapy’s channel on social media: Youtube



Source: <https://www.youtube.com/user/unboxtherapy>, accessed on 11 December 2017.

Figure 1.2: Dave Lee’s channel on social media: Youtube



Source: <https://www.youtube.com/channel/UCVYamHliCI9rw1tHR1xbkfw>, accessed on 11 December 2017.

Figure 1.3: Marques Brownlee’s channel on social media: Youtube



Source: <https://www.youtube.com/user/marquesbrownlee>, accessed on 11 December 2017.

As this study is about social media, the researcher interest in the procedure of information and content sharing. This interest lead to the investigation of sharing behavior and the researcher would like to find out the factors that affect intention to commit the sharing and lead to the behavior of sharing. The result would help many company whether big or small to create the content that are relevant to customers' thoughts and beliefs. Furthermore, this would benefit the marketers or individual social media user influencers who think of personal branding to match their audience opinion leading to share the information. Social media has been developed continuously through the time. In the beginning, social media was shaped as the analog system such as postal service, telegraph, pneumatic post, wired telephone, and radio (see Figure 1.4-1.8). All of these old fashion social media were in the period before 19th century. The older generation of social media were time consuming to carry information and reach its destination.

Figure 1.4: The picture of postal service delivered in 1908.



Source: <https://www.thevintagenews.com/2016/01/22/47384/2?full-theme=1>, accessed on 11 December 2017.

Figure 1.5: The telegraph, internet’s grandpa: beginning of information era.



Source: <https://www.kaspersky.com/blog/telegraph-grandpa-of-internet/9034/>, accessed on 11 December 2017.

Figure 1.6: Pneumatic post mail system



Source: <http://awesci.com/pneumatic-mail-systems/>, accessed on 11 December 2017

Figure 1.7: The first generation of wired telephone



Source: <http://www.telephonetalk.com.au/indexpage/Ericsson.htm>, accessed on 11 December 2017.

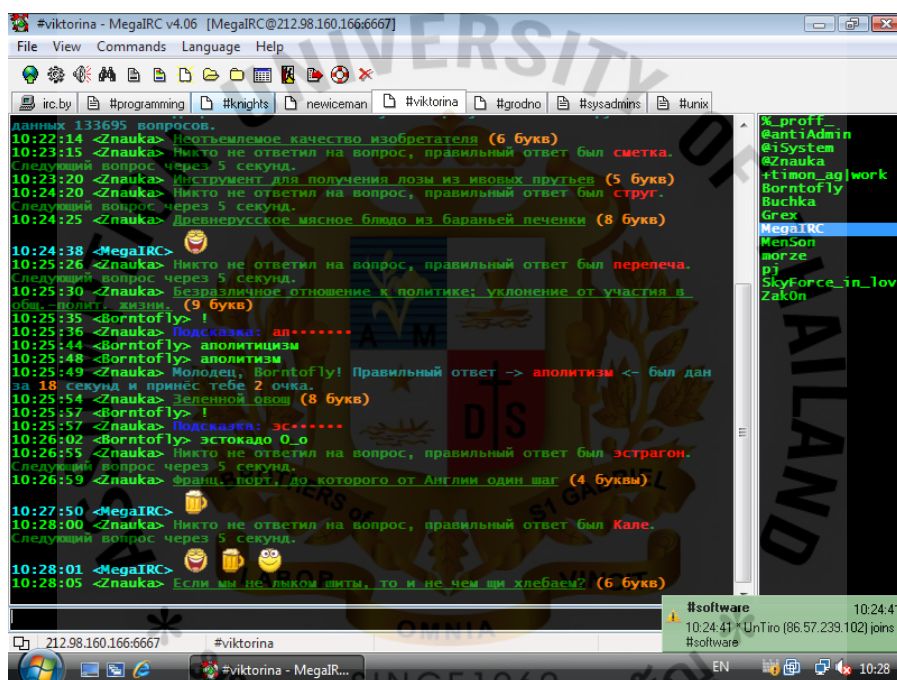
Figure 1.8: The general radio in 1952.



Source: <https://www.staff.science.uu.nl/~tel00101/FotoAlbum/RadioCorner/Articles/HeemLab.htm>, accessed on 11 December 2017.

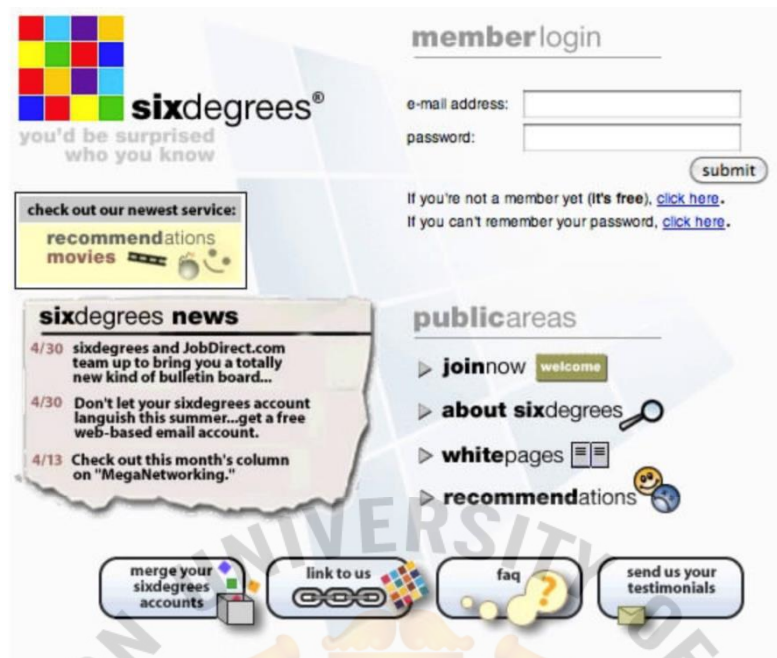
Internet service in 20th century is much different from recent internet technology in many aspects such as speed of data limitation. Available social media in last decade are mainly email, internet relay chat or IRC, and blogger website. The first social network on the internet was “Six degrees”, and blogger website (see Figure 1.9-1.10). Since then the social media have been developing till present. Rapid progress of technology in 21st century favors growth of social media which can be developed on web 2.0. Social media or web 2.0 technology can be defined as online innovative tools that augment communication and collaboration (www.jisc.ac.uk/whatwedo/topics/ web2.aspx, accessed on 11 December 2017).

Figure 1.9: MegaIRC Client by Ironfist software.



Source: <http://ironfist.ucoz.ru/megairc.htm>, accessed on 11 December 2017.

Figure 1.10: Everyone is connected to everyone “Six-degrees”



Source: <https://www.makeuseof.com/tag/social-media-did-it-really-start-with-facebook-geek-history-lesson/>, accessed on 11 December 2017.

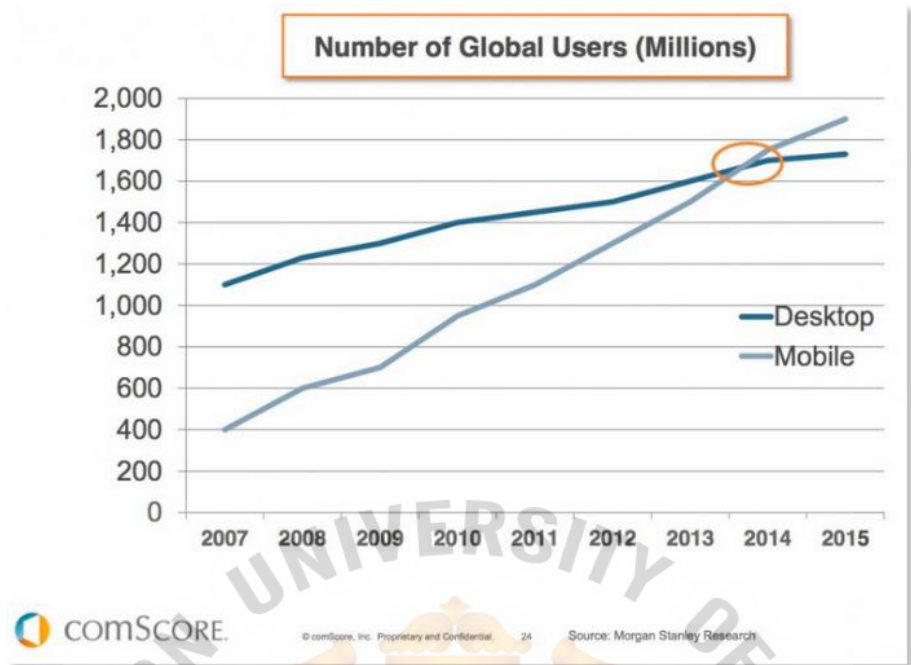
Social media or web 2.0 include the variety of tools and applications, which could be referred to as blogs, online video, and so on. Social media that created based on web 2.0 allow users to customize and post contents that embedded on the internet through their accounts. Youtube is one of the social media that became popular, which has created in the year of 2005. The purpose of Youtube is to host video online and share all over the world. Later on, Twitter and Facebook were introduced in late 2006.

(<https://avalaunchmedia.com/history-of-social-media/>, accessed on 11 December 2017)

The number of accounts is growing exponentially. In the past, the behavior of sharing may not easily identify for the factors that affect the behavior of sharing due to the limited of information compare with current era. Nowadays, there are many information and contents on the internet, people perceived and shared their thoughts on social media. Furthermore, the number of mobile users is increasing every day, due to development of mobile. This trend could be implied that people tend to spend time on mobile device and mobile application more than the desktop or personal computer (see Figure 1.11 – 1.12). Besides, this interpretation expresses that most of the social media users access social media through mobile devices.

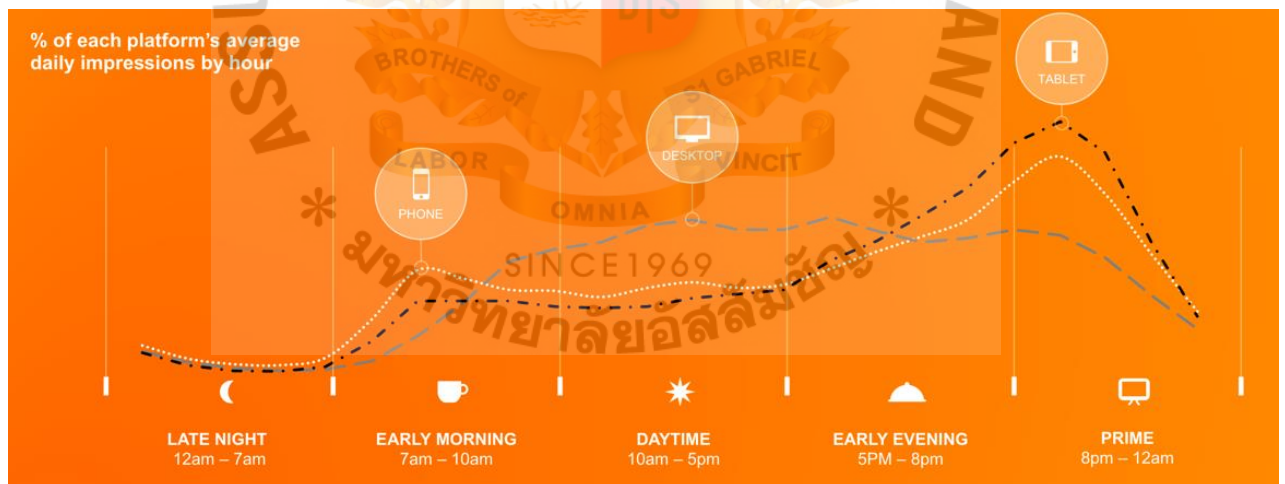
(<http://www.marketing-interactive.com/new-research-reveals-global-social-media-use-increased-21-percent-2016/>, accessed on 11 December 2017)

Figure 1.11: The growth number of mobile users globally.



Source: <https://www.smartinsights.com/wp-content/uploads/2014/03/Mobile-stats-vs-desktop-users-global.png>, accessed on 11 December 2017.

Figure 1.12: Time period spent on devices.



Source: <https://www.smartinsights.com/wp-content/uploads/2016/10/2017-Mobile-use-through-day.png>, accessed on 11 December 2017.

The rapid development of technology provides opportunities for customers with information and communication without boundaries and allows to express their thoughts and feelings through the internet and social media to others (Tsimonis & Dimitriadis, 2014). Since, rapid growth of the social media allowing every user to create and exchange the contents, business firms tend to apply social media as marketing tools for brand building activities

(Gallaughar & Ransbotham, 2010). Web-based social networking has been alleged as the most penetrating tool for relationship building with customers (Bartlett, 2010; Hackworth & Kunz, 2011; Monseau, 2009; Selina & Milz, 2009). The researchers studied the reasons why people share information and participated in the social media. The reasons are that people would like to share valuable and entertaining content to others. This lead to grow and strengthen the relationships where people keep sharing to support the brand they like (see Figure 1.13).

(<https://www.simplilearn.com/real-impact-social-media-article>, accessed on 11 December 2017)

Hence, only a few number of firms feel successful to adapt social media marketing (Kaplan & Haenlein, 2010). In addition, the opportunities are provided by social media by attaching the customers and sellers to interact and exchange information or content developing interface for business transaction (Thackeray, Neiger, Hanson & McKenzie, 2008). In addition, another benefit provided by social media is customers can have a chance to share and express information with others customers, influencing and motivating purchase decision in peer-to-peer interactions, and growing the relationship among existing customers as well as the new customers in the communities, and so on (Hlavinka & Sullivan, 2011; Lipsman, Mudd, Rich & Bruich, 2012; Mangold & Faulds, 2009; Sashi, 2012).

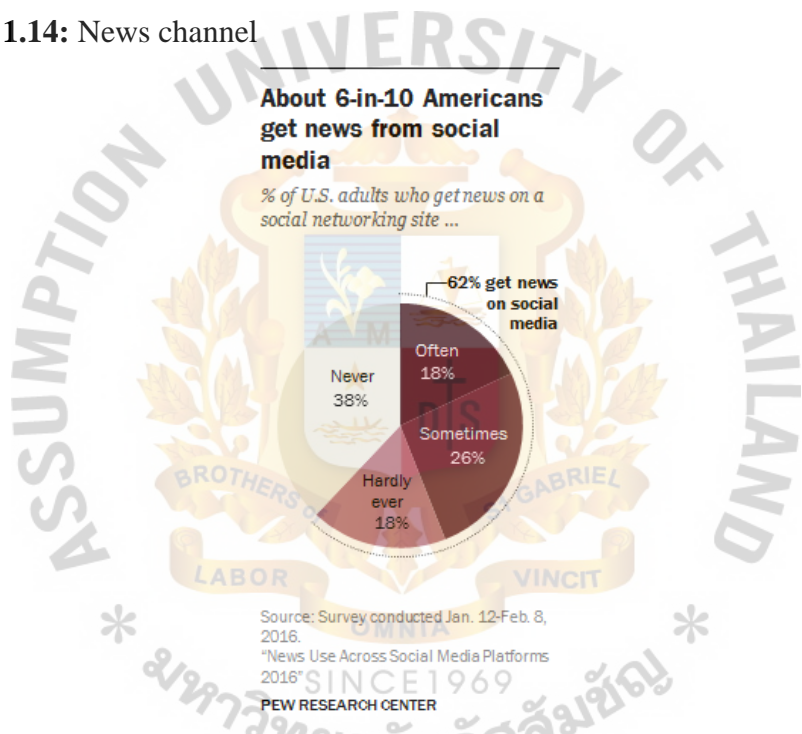
Figure 1.13: The reason people share information on social media.



Source: <https://www.simplilearn.com/real-impact-social-media-article>, accessed on 11 December 2017.

Not only social media is utilized for communication purpose to shape and maintain relationship between users but also, as a tool to shape politics, business, cultural, education, and so on. In addition, Pew Research Center conducted a study in 2016, the study showed that more than a half of American adults obtained/ followed the news from social media (62 percent) (<https://www.simplilearn.com/real-impact-social-media-article>, accessed on 11 December 2017). Therefore, the evidence showed that online communities are becoming the main source to get news, information, and content (see Figure 1.14). In the future, there will be more growth in getting online news (see Figure 1.15). Furthermore, the increase in internet usage is supported by increasing time spent with digital media increasing (see Figure 1.16).

Figure 1.14: News channel



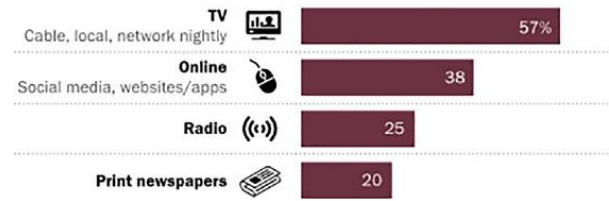
Source:[http://assets.pewresearch.org/wp-](http://assets.pewresearch.org/wp-content/uploads/sites/13/2016/05/PJ_2016.05.26_social-media-and-news_0-01.png)

[content/uploads/sites/13/2016/05/PJ_2016.05.26_social-media-and-news_0-01.png](http://assets.pewresearch.org/wp-content/uploads/sites/13/2016/05/PJ_2016.05.26_social-media-and-news_0-01.png), accessed on 11 December 2017.

Figure 1.15: News receiving category by age

About four-in-ten Americans often get news online

% of U.S. adults who *often* get news on each platform



% of each age group who *often* get news on each platform

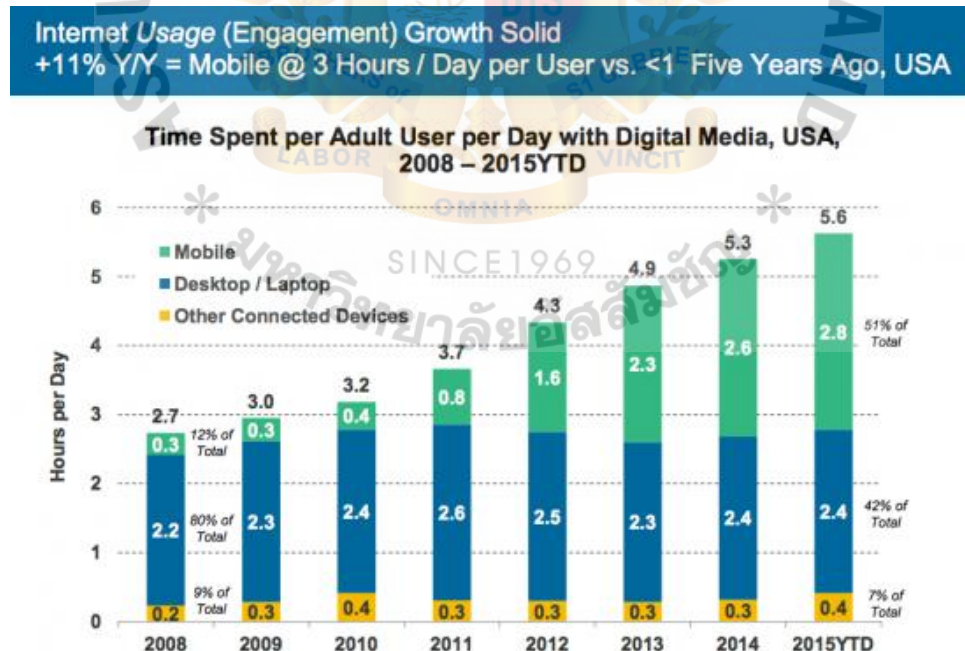
	18-29	30-49	50-64	65+
TV	27%	45%	72%	85%
Online	50	49	29	20
Radio	14	27	29	24
Print newspapers	5	10	23	48

Note: Just 1% said they never got news on any platform (not shown).
Source: Survey conducted Jan. 12-Feb. 8, 2016.
"The Modern News Consumer"

PEW RESEARCH CENTER

Source: https://www.simplilearn.com/ice9/free_resources_article_thumb/What-is-the-real-impact-of-social-media-after_2.1.jpg, accessed on 11 December 2017.

Figure 1.16: Time spent on the internet per day based on Adult users.



Source: <https://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/>, accessed on 11 December 2017

Social media not only a tool for communication but also, can affect the firms in a commercial way as areal. The article mentioned the 51th super bowl (see Figure 1.17). With reference from Statista, the spending on advertising reached \$385 million but, there was some space for social media. Tech Crunch reported that 64 million people were counted by Facebook that they had posted and interacted with the Super bowl night event and the estimation of interactions was counted around 240 million interactions (see Figure 1.18).

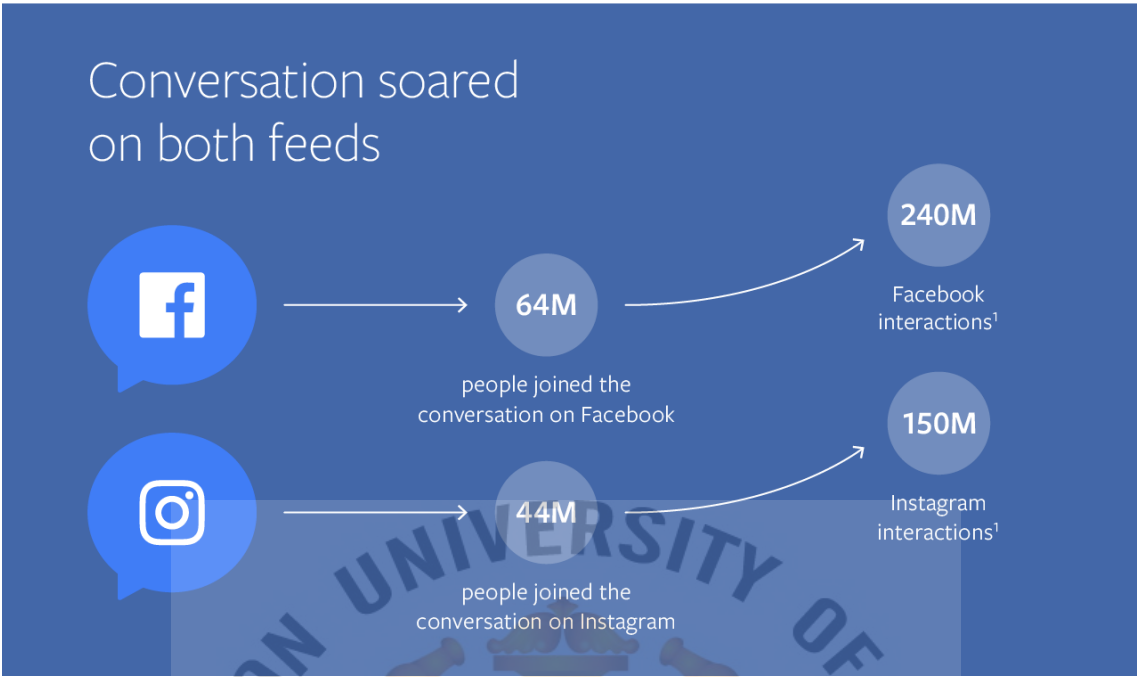
(<https://techcrunch.com/2017/02/06/super-bowl-posts-on-social-media-are-up-from-last-year-but-didnt-top-2015s-record-numbers/>, accessed on 11 December 2017)

Figure 1.17: Super Bowl 51st



Source: <http://fortune.com/2017/02/06/super-bowl-111-million-viewers/>, accessed on 11 December 2017

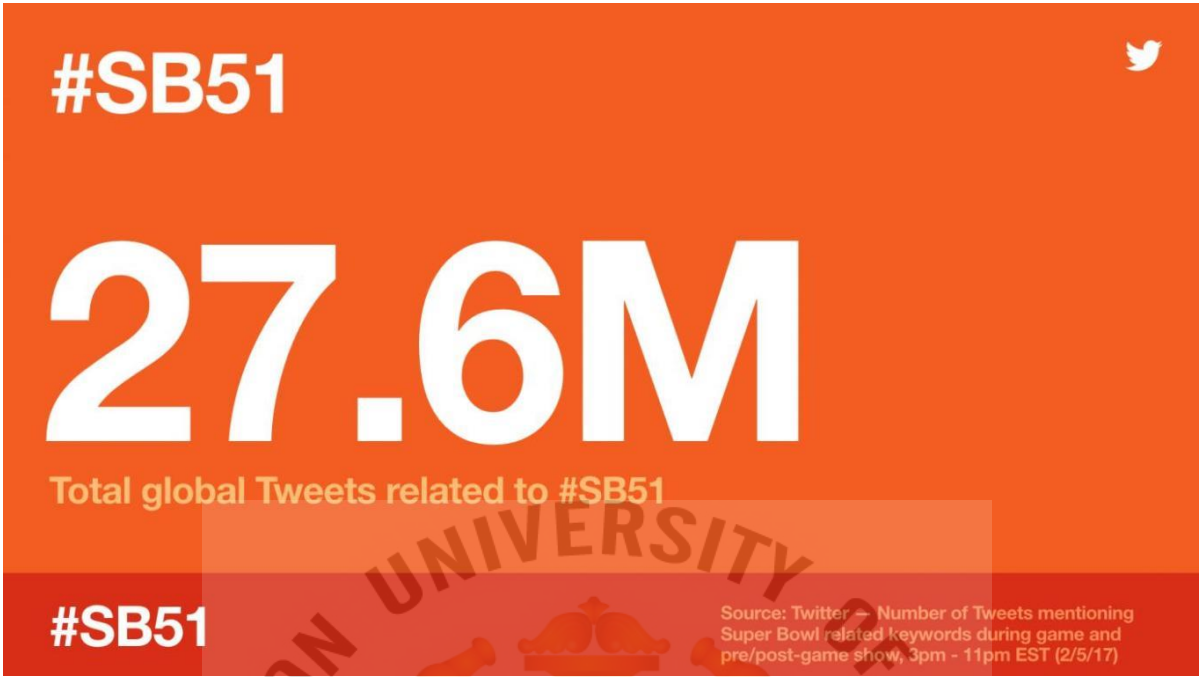
Figure 1.18: Usage of Facebook and Instagram during Super bowl 51st event.



Source: <https://tctechcrunch2011.files.wordpress.com/2017/02/sbli-infographic.png>, accessed on 11 December 2017.

Twitter stated that #SB51 was tweeted by 27.6 million people during the game and 150 million interactions interacted in the Instagram application during the game (see Figure 1.19). The statistics shows how social media taking a role in the life of people also, if the firms could be able to adopt social media the engagement rate of this particular event to the process of the firms. There will be the effective way of gaining revenue and earn profit from this tool. Furthermore, there were many benefits that were provided to the firm for implementing the social media in the business such as, live interactive responding to the customer (see Figure 1.20).

Figure 1.19: Usage of Twitter during super bowl 51st event.



Source:https://tctechcrunch2011.files.wordpress.com/2017/02/postgame_totaltweets-001.jpeg?w=1360&h=766, accessed on 11 December 2017.

Figure 1.20: The impacts of social media utilization.

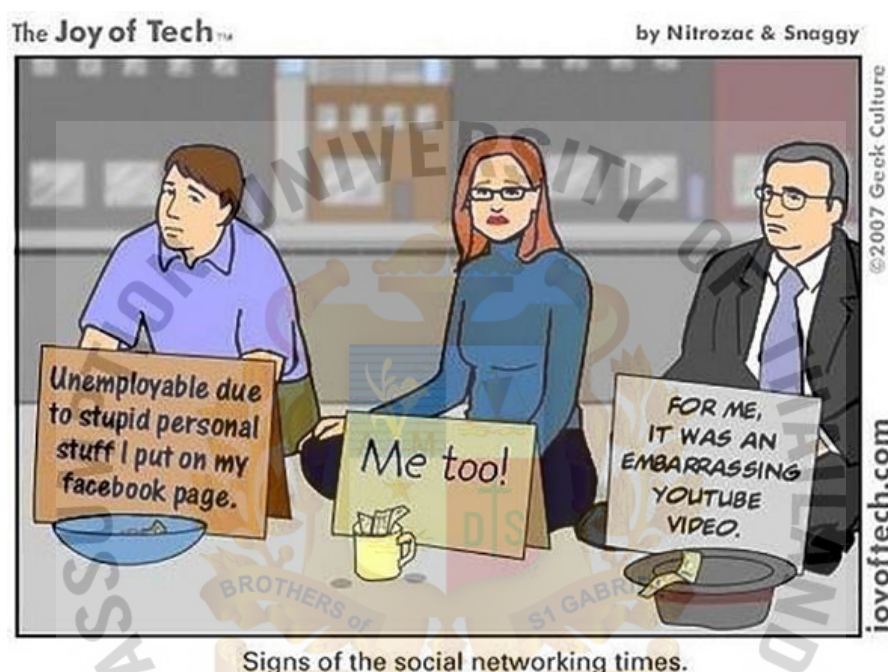


Source: https://www.simplilearn.com/ice9/free_resources_article_thumb/What-is-the-real-impact-of-social-media-after_5.1.jpg, accessed on 11 December 2017.

In contrast, social media is a double edge sword, which means that it does not only provide the positive effect for those who use it but also, provides a negative effect such as, lacking privacy, cyberbullying, and so on. These negative effects often affect the online social media users who were using them (see Figure 1.21).

(<https://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/>, accessed on 11 December 2017.)

Figure 1.21: The downside of social media usage.



Source: https://www.simplilearn.com/ice9/free_resources_article_thumb/What-is-the-real-impact-of-social-media-after_7.1.jpg, accessed on 11 December 2017.

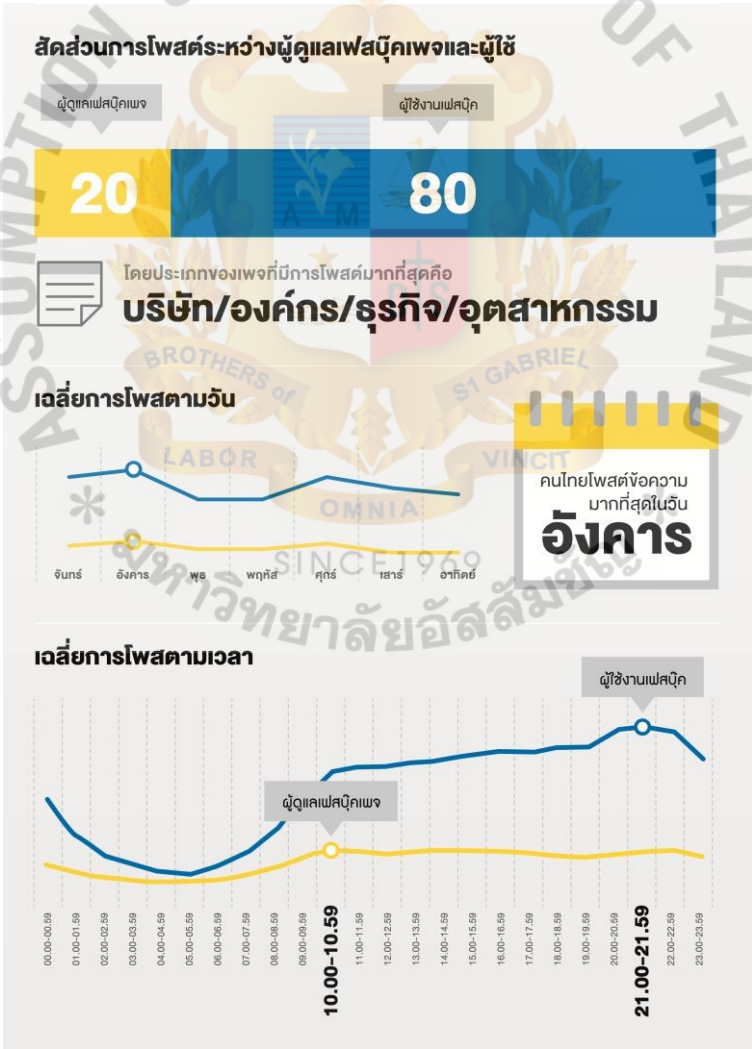
1.1.2 Social media in Thailand

Social media described as the interaction among people that they had created, shared, and exchanged the online content and information in virtual networks or virtual communities. In Thailand, there are the internet users that represent around 83.46 percent of the population or 57,000,000 internet users (<http://www.internetworldstats.com/stats3.htm>, accessed on 11 December 2017). In Thailand, the most famous social media is Facebook. As the recorded, the number of users account of Facebook in Thailand is currently 47 million users with 15% growth (see Figure 1.22 – 1.24) (<https://coconuts.co/bangkok/news/thailand-remains-top-countries-social-media/>, access on 28 December 2017). The reasons that Facebook has the largest number of accounts was the previous popular social media Thai used to spend their time, it was Hi5.

Hence, Hi5 could not provide the function of the most of the users demanded such as games, sharing content of others users, location-based check-in, and so on. Then, they moved to Facebook (<https://www.siamzone.com/board/view.php?sid=2696083>, accessed on 28 December 2017). Furthermore, OBVOC Thailand database center collects the data and declare about the usage of Facebook. The data show the usage of users and administration of Facebook page. The information is declared that most of Facebook users peak time is 9 p.m. to 10 p.m., in other hand, Facebook page administration spend time on their fan page during 10 a.m. to 11 a.m. (see Figure 1.25).

(<http://thumbsup.in.th/2012/06/infographic-facebook-and-twitter-thailand/>, accessed on 11 December 2017).

Figure 1.22: The ratio of Facebook usage between users and administration.



Source: <http://thumbsup.in.th/2012/06/infographic-facebook-and-twitter-thailand/>, accessed on 11 December 2017

Among the 47 million Thai Facebook users, 27 million users are from Bangkok followed by Chonburi, Chaing Mai, Nakhon Ratchasima, Songkhla and Khon Kaen, 1.6 million, 1.1 million, 1 million., 0.78 million, and 0.64 million, respectively (<https://coconuts.co/bangkok/news/thailand-remains-top-countries-social-media/>, access on 28 December 2017). The second largest social media in Thailand is Instagram. Instagram currently has users 11 million users, ranking 13th in the world in term of Instagram users. Instagram is simple and easy to use in which, users just snap everything as a picture and caption it with hashtag. Hashtag is widely used in Instagram allowing other to search the keyword of the pictures with hashtag at the front of the word, all result will be shown on Instagram. With the stellar development in Thailand, accounts mostly followed are Thai celebrities, which are (Ploy) Cherman, (Woonsen) Virinthipa, (Mai) Davidka Hoorne, (Chompoo) Araya A. Hargate, (Aum) Patcharapa with the number of follower 5.7 million, 5.8 million, 5.9 million, 6.8 million, and 7.6 million followers, respectively.

(<http://www.godzilist.asia/en/list/5-thailands-most-followed-people-on-instagram-2017/58994ba1b1f2120565bbd9fa>, accessed on 28 December 2017).

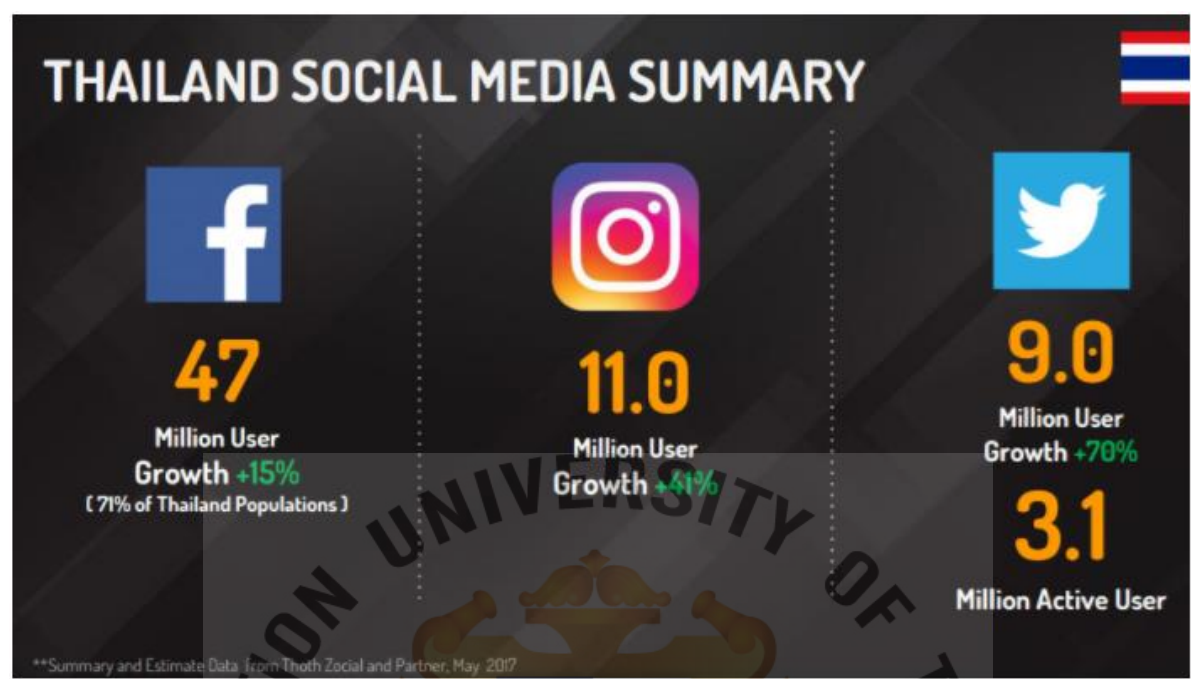
The third largest social media in Thailand is Twitter. The uniqueness of Twitter is the limitation of the characters to tweet (type) and traveling of the news is faster than any other platforms that, matched with the behavior of Thai people who watching less television to seek news than before. Furthermore, the record showed that tweets were done mostly during night time, and between 4 p.m. to 9 p.m. is the peak of the day. Apart from that, Thai also tweet when they wake up around 7 am; before they go to work (see Figure 1.25).

(<http://www.richardbarrow.com/2012/08/time-of-day-when-thai-people-tweet-the-most/comment-page-1/>, accessed on 28 December 2017).

For media sharing, the most famous platform in Thailand is Youtube. Currently Youtube does not provide the exact number of Thai channels. However, the ranking of Youtube is not rated by total number of video uploads, subscribers, or video views. According to Socialblade, the website predicts Youtuber income with some algorithm that Google, the owner of Youtube, used as the system to pay money to Youtubers. However, it is obvious that Thai love entertainment content more than any other category. In top ten ranking, 7 channels are entertainment, 2 channels are news, and a channel about kids (see Figure 1.26).

(<https://socialblade.com/youtube/top/country/th>, accessed on 28 December 2017).

Figure 1.23: Thailand social media summary of users for Facebook, Instagram, and Twitter.



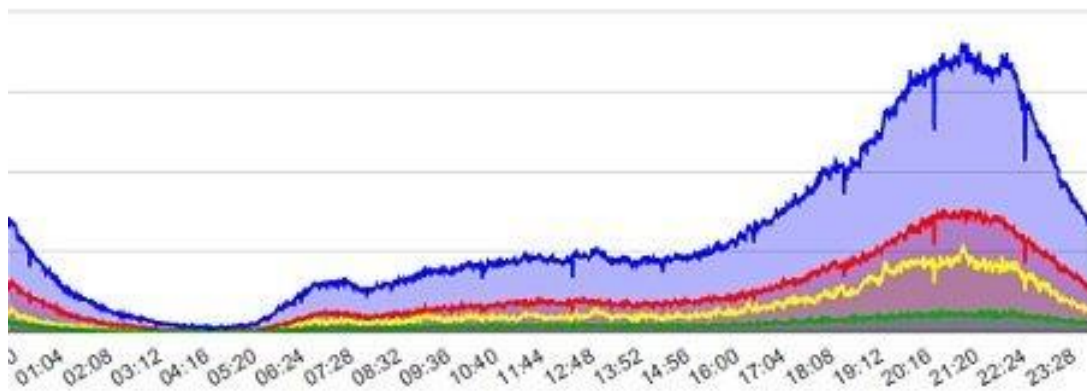
Source: <https://coconuts.co/bangkok/news/thailand-remains-top-countries-social-media/>, accessed on 11 December 2017.

Figure 1.24: Facebook Thailand Population top 20 province









Source: <https://coconuts.co/bangkok/news/thailand-remains-top-countries-social-media/>, accessed on 11 December 2017

Figure 1.25: The peak time of Twitter usage in Thailand



Source: <http://www.richardbarrow.com/2012/08/time-of-day-when-thai-people-tweet-the-most/comment-page-1/>, accessed on 11 December 2017.

Figure 1.26: Top 10th Thai Youtubers

Rank	Grade	Username	Uploads	Subs	Video Views
1st	A	 ศร ชนเหล็ก	1,591	2,143,201	2,734,271,553
2nd	A	 one31	35,307	6,788,746	4,983,184,236
3rd	A	 GRAMMY GOLD OFFICIAL	2,477	4,731,579	4,350,519,742
4th	A	 Ch3Thailand	38,592	5,806,399	7,714,044,012
5th	A	 GMM GRAMMY OFFICIAL	5,598	11,060,594	11,703,399,320
6th	A	 GMM25Thailand	10,861	3,425,707	2,711,186,602
7th	A	 ThaiCh8 : ช่อง 8	37,072	3,078,298	2,488,945,518
8th	A	 RsiamMusic : ...	1,568	8,626,552	6,202,360,135
9th	A	 AMARIN TVHD	62,771	1,794,509	1,627,982,509
10th	A	 TMG Record Channel	222	2,273,847	1,436,140,903

Source: <https://socialblade.com/youtube/top/country/th>, accessed on 11 December 2017.

1.1.3 Important risk of social media

Social media has provided us with convenient to communicate and contact to each other easily. However, there are some downside of utilizing social media network, for example, the quickening spread of gossip, misunderstanding of stories or the information sharing without any screening intentionally, and sharing small segment of story out of complete figure (see Figure 1.27). Likewise, it also could be used as a tool to steal the individual information of others social media users and using the fake account. The fake account or imitating account, could be used as tool to commit the crime. On the other hand, the owner of the identity would not accept leading to law suite. This problem is occurring not only in Thailand but also, all over the world, where internet can reach and favor social media on the platform.

(<http://www.adslthailand.com/post/เตือนภัย-ใช้-social-media-ต้องระวัง-อย่ากด-คลิก-หลงเชื่อรู้ไว้ก่อน> ดกเป็นเหยื่อภัยออนไลน์, accessed on 28 December 2017).

Figure 1.27: An example of fake news that was speeded out



Source: <http://harrison-english11.blogspot.com/2017/01/false-news-spread-on-social-media.html>, accessed on 11 December 2017.

1.2 Statement of the problem

According to the previous researches and studies, the researcher found that there were a few studies about the behavior of sharing especially in the terms of online information and content sharing in social networks and social media platforms. So, the researcher started this study with the aims to enhance the knowledge of the sharing behavior in term of online information and content sharing on social media networks and social media platforms. The researcher hopes that this study could enhance the database to have more information about the knowledge in this field. The objective of the study is to investigate, examine, and explore about the influence of attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship, enjoyment in helping others, intention to share information on the sharing behavior of social media platforms in Thailand.

The respondents or the target population of this study are people who have already experienced sharing of content and online information via the social media networks. As the criteria of the study, the target population is aged above 18 years old and has experienced the sharing of online content and information. The theories and concept of the applied variables in the conceptual framework are the theories of sharing information and online content on social media platforms. The result of this study could provide the benefit for the e-business who try to reach their customers via the information and online content. This can be, also useful for the existing business, brick and mortar business or any kind of offline business. Moreover, this also supports the individual who would like to be an influencer and gain the reputation on the social media.

Nowadays, there is high competition among electronic businesses to create the demand of the customers by motivating them to make the purchase decision toward products through the contents that are understandable, creating awareness and also, memorable. Thus, sale can be increased could gain the profit and also draw attention from the new customers. In order to analyze the factors that influence the sharing behavior of social media users in Thailand, the researcher states the questions for this study are as follows;

- Is there any influence of trust on attitude towards social media in Thailand?
- Is there any influence of attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship and enjoyment in helping other towards the intention to share information of social media in Thailand?

- Is there any influence of attitude, trust, subjective norm, perceived behavioral control and intention to share information towards sharing behavior of social media in Thailand?

1.3 Research objectives

The purpose of this study is to examine, investigate, understand, and explore the factors affecting sharing behavior of social media in Thailand. The researcher focuses on nine variables and three hypotheses in this study. The dependent variable is the sharing behavior and the independent variables are; attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship, enjoyment in helping others, and intention to share information. Furthermore, the researcher believes that the result could be able to apply in the real practice for both firm and daily life of people using social media. Therefore, the objectives of the study are developed as follows:

- To explore the influence of trust on attitude towards social media in Thailand.
- To investigate the influence of attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship and enjoyment in helping other towards the intention to share information of social media in Thailand.
- To examine the influence of attitude, trust, subjective norm, perceived behavioral control and intention to share information towards sharing behavior of social media in Thailand.

1.4 Scope of the research

In this study, the researcher studies the sharing behavior of online information and content of social media in Thailand. The objective is to find out the influence of each variable, on the sharing behavior. The target population of this study is people live in Thailand who has experienced the sharing of online information and content before, aged 18 years old and above. The researcher collects the data and information by applying the questionnaires survey. The data will be collected via the social media platforms through online survey tool, which is google form. The social media that the researcher aims to study are Facebook, Twitter, Youtube, LinkedIn, Twitch, and Instagram.

The questionnaires of this study contain four parts. The first part is the screening questions to filter the target population of this study. This part is used to screen out those who are not meet the standard or criteria of this study. The second part is the factors that affect the sharing behavior, in which the respondents will be asked to complete the questionnaires by reading and pick the choice that the respondents think the most likely for their opinion. This part contains the question of factors that affect sharing behavior. Five-point Likert scale is applied for each variable including attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship, enjoyment in helping others, and intention to share information. The third part is the question for dependent variable, which is sharing behavior. The questions will be asked about the behavior of sharing the online information and content through online communities and social media platforms. The last part is the general profile and information of respondents. In the total of the questions that the respondents have to complete, is all together 49 questions. In this study, the researcher aims to collect the primary data by sending the electronic survey via each social media platform that the researcher aims to study.

1.5 Limitations of the research

In this study, the researcher has listed the limitation of the study that should be noted. The researcher aimed to study the factors, which influence the sharing behavior in Thailand. Thus, that the study may not apply to another country because of the limitation of the geographical, but may possible for the countries with similar environment, social, and culture with the original of this study. Second, limitation is time. The researcher collects the data in 2018, and the result may cover or applied for the specific time, the result may not well apply or suite to another period of time because the result could be different from the conducted year. Thirdly, the research questionnaires were applied with Five-point Likert scale, which means that the authenticity and evidence of the research may decrease and, deeper information may not receive from the customer Fourth, the limited number of independent variables. The independent variables used in this study are attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship, enjoyment in helping others, and intention to share information. Fifth, the limitation is limited social media platforms.

This study aimed to study the sharing behavior, selected by the criteria of top 10 social media platforms using in Thailand. This means that the result could not be generalized to all social media platforms. Sixth, is the limitation of distribution of questionnaires. The researcher chooses the distribution channel via the social media platforms that relevant to this study such as Facebook, Twitter, and so on. This limitation may not reach all the population of Thailand. The questionnaires that the researcher applied may appear in the middle or the bottom of those content from each social media. Also, with the reputation of the researcher, the questionnaires could not fly fluently to anyone because of the social media algorithm would show up the content, which most users pay attention first.

1.6 Significance of the study

In this study, the researcher explores nine factors that impact on the sharing behavior of the online content and information of social media in Thailand. The result of the study could be beneficial for the improvement of social media using as a tool for marketing activities for the business of both enterprises and small-medium businesses to gain profit by increasing the awareness of the product and brand drawing attention and motivating their customers to make the decision. Moreover, this is beneficial for the individual social media user to gain the maximum benefit of social media utilization, by avoiding the misunderstanding as well as affecting the receiver emotionally. Therefore, the result could provide the benefit to many people and firms who intend to utilize social media in their life or business. Besides, the researcher also, perceived that there are few of behavior of sharing the content or information via the online channel. So, this study could be beneficial to the society as another foundation to increase and improve the digital marketing in terms of online content and information.

Lastly, the researcher could be able to provide fundamental key factors for the further researches with attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship, enjoyment in helping others, and intention to share information, which affects the sharing behavior.

1.7 Definitions of terms

Attitude: Fishbein and Ajzen (1975) defined attitude as the individual feeling, emotional with respect to given object favorable or unfavorable.

Enjoyment in helping others: Davenport and Prusak (1998) stated that enjoyment in helping others is the motivation to help others without the return expectation.

Extrinsic reward: Cameron and Pierce (1997) explained the extrinsic reward as the way to motivate and shape the behavior of the reward receiver to be rewarded based on the achievement.

Information: Levy and McInturff (1987) defined information as data that have been prepared in a prespecified way to be more significant to the potential user

Information sharing: Bunderson and Sutcliffe (2002) characterized information sharing as cognizant and consider endeavors with respect to colleagues to exchange the related data, keep each other evaluated of activities, and advise each other of key advancements.

Intention to share information: Bock and Kim (2001) described intention to share information as the level of beliefs that a person will perform the sharing of information.

Perceived behavioral control: Ajzen (1991) described perceived behavioral control as the perception of the performing the given objective with difficulty related.

Reciprocal relationship: Bock, Zmud, Kim, and Lee, (2005) described the reciprocal relationship as the craving to sustain the relationship with others in terms of knowledge endowment and response.

Sharing behavior: Lee (2001) described sharing behavior as the level to which a person actually shares the information with others.

Social media: Kaplan and Haenlein (2010) defined social media as application that allow user exchange generated content, social media were built on the ideological and technological fundamental of Web 2.0.

Subjective norm: Fishbein and Ajzen (1975) described subjective or social pressure as perceived expectations by groups or peers that important or close to a person and compiled by motivating them in order to perform or not to perform.

Trust: Cook and Wall (1980) defined trust as the willing to credit for the good purposes also confidence in either words or action of others.



Chapter 2

Review of Related Literature and Empirical Studies

In this chapter, the researcher explains the concepts, theories, and other literature that are related to this study. The objective of this chapter is to be able to depict conceptual framework. This chapter includes three parts, the literature review, related literature review, and previous studies. The first part, literature review explains the basic definitions, meaning, and quarry of all independent and dependent variable, which the independent variables are included in this study; attitude, trust, subjective norm, perceived behavior control, extrinsic reward, reciprocal relationship, enjoyment in helping others, intention to share information and dependent variable is sharing behavior. These variables, are constructed into the conceptual framework of this study. The second part explained the relationship between the variables related to the hypotheses of this study. The last part, the previous studies and other highlighted, interesting related previous studies, which the researcher reference to create and support a strong foundation and enhance more understanding of this study.

2.1 Literature review

2.1.1 Attitude

Attitude is identified as the psychological construct that represents a willingness of the person of acting or reacting in a certain way. Also, defined as predisposition psychologically that irradiated testing the intention, which neither agree nor disagree by decision on a specific object at a specific manner (Eagly & Chaiken, 1993; Jung, 1971; Schiffman, Kanuk & Wisenblit, 2010; Voon, Ngui & Agrawal, 2011). Furthermore, Pickens (2005) defined attitude as a mindset to act in a particular way that was influenced by experience and temperament, that including emotions, beliefs, and behaviors as the three components. In addition, the attitude was described by Ajzen (2005) as a disposition of responding favorably that consider being the paradigm of evaluative nature. Likewise, Schiffman *et al.* (2010) mentioned about the three elements, which are the intention, emotional factors, and cognitive factors. The cognitive component was defined as beliefs of knowledge, faith, opinion, and value system. The emotional component was described as response or feeling to object or service. The intention was described as tendency or likeliness that willing to do something. If a person would like to share an information, the intention will be based on his/her favorable or unfavorable evaluating. Moreover, Loudon and Bitta (1993) complied with attitude as a carriage of motivational, emotional, perceptual and cognitive processes that esteem to some sides of the environment.

The attitude was defined as a personal enduring, which was evaluated favorable or unfavorable of emotional, feelings, and actions toward some idea, object or person. In addition, Udell (1971) stated that the way of people was described of an attitude may incline or decline to react to a motive. Furthermore, the researchers believed that behavioral intention also influenced by an attitude and willingness to engage in a certain behavior. The relationship has developed considerable explicit advocate and result the decision to execute the action (Ajzen & Fishbein, 1980; Bock, *et al.*, 2005 Chatzoglou & Vraimaki, 2009; Chennamaneni, Teng & Raja, 2012; Kolekofski & Heminger, 2003; Kuo & Young, 2008; Pavlou & Fygenson, 2006). For the sharing intention, which was influenced by evaluative of the person's judgment. The more positive toward sharing of attitude the higher chances to occur of intention to share (Chatzoglou & Vraimaki, 2009; Chennamaneni *et al.*, 2012).

2.1.2 Trust

Rousseau, Sitkin, Burt and Camerer (1998) described trust as emotional of the human. There were various methods to add the feeling of trust, such as cognitive trust, which is the reason for the benefits trust and affective trust. Blau (1964) stated that uncertainty could be reduced by trust, which effects of consumer fears of unreliability and risks of being cheated, also being the essential for the social exchange processes. Moorman, Deshpande and Zaltman (1993) explained that trust is the swapping with others who have confidence and ready to accept. Trust was respected to be mainly of all factors (Liang and Wang, 2006). When media platform administrations and social media user have trust in each other, its provided the reliability to utilize the social media to social media users (Dwyer, Hiltz & Passerini, 2007). Moreover, trust was defined as a critical factor, which could act as barrier or facilitator that can be viewed as a specific set of views to deal with truthfulness favor and the ability of another faction (Gefen, Karahanna & Straub, 2003; Chiu, Hsu & Wang, 2006).

In addition, trust is described as the degree, which showed the reliability, liberality, and pledge, which were most important in shaping behavior. Thus, trust was speculated as the most efficient method that promoted people to share more information (Ardichvili, Page & Wentling, 2003; Sharratt & Usoro, 2003). The process of sharing began with the feeling or the will of the person, which willing to share based on the personal characteristic, such as, honesty and feeling of people that can be trusted. Also, trust was defined as a tool to motivate and encourage people to share. In addition, when the trust was existing in the group of people, Nahapiet and Ghoshal (1998) explained that there will be more willing or feel that a person tend to engage in the sharing behavior. Likewise, Nonaka (2000) stated that trust is essential

for building the atmosphere of sharing. Besides, trust has an important role in social communications and transactions, because trust could facilitate the sharing by voluntarily of the group (Montoro-Sanchez, Ortiz-de-Urbina-Criado & Mora-Valentin, 2011).

Additionally, trust is also defined as the hankering of the individual to be opened with admire to share the information. Also, trust was valuable to solve or neutralize the problem among the groups (Huang & Van de Vilert, 2006; Edelenbos & Klijn, 2007). Therefore, trust was the factor that most cited frequently in relational exchange. Also, trust was found to increase the willingness of sharing information. The researchers claimed that to exchange information or transactional of information trust is the essential factor that required (Blau, 1964; Luo, 2002; De Vries, Van den Hoff & Ridder, 2006; Chao, Yu, Cheng & Chuang, 2013; Zimmermann & Ravishankar, 2014). Lastly, trust was one of the most important key role of the elements to keep and maintain the social exchange relationships. Simply, when the trust is high information could flow freely with the reliability and accuracy of information. It is not possible to sharing content or information without having a trust (Blau, 1964; Konovsky & Pugh, 1994; Kwon & Suh, 2005; McCarter & Northcraft, 2007).

2.1.3 Subjective norm

Subjective norm is defined as a perception of the person, that should be performed like the people who are important to them. Also, reflected the perceptions of a personal behavior, which was influenced, encouraged and implemented by their influencers (Ajzen & Fishbein, 1980; Pavlou & Fygenson, 2006). Furthermore, Ajzen (1991) defined subjective norm as the social pressure that has created the behavior, which included the external factors that influence the decision to act. This statement could be confirmed by Koballa (1998) that the researcher mentioned about the social pressure that received from the external and influences a person to try the imitating or try to act as their original would like to be. Subjective norm was described by East (1997) as the understanding of the person that consider the action, which should be performed. Moreover, the relationship between subjective norm and intention of behavior was found as a positive relationship (Karahanna & Straub, 1999; Thompson, Higgins & Howell, 1991; Venkatesh & Davis, 2000; Venkatesh & Morris, 2000; Bock *et al.*, 2005; Taylor, 2006; Srite and Karahanna, 2006). In addition, subjective norm also defined as the intention of the individual that was influenced by referent group, such as family, colleague, and so on, which they belong to the community (Chennamaneni *et al.*, 2012; Chatzoglou & Vraimaki, 2009). Additionally, Ravis and Sheeran (2003) stated that subjective norm is the intention to act or perform after the discrimination of others who were important to them acted. As well as the

study of planned behavior, the subjective norm is the termination of intention to act or perform the behavior, that was referred to the influencer. Also, the higher of the norm of subjective, the more behavior tend to act will occur (Ajzen, 1991; Bock *et al.*, 2005).

Besides, Compeau and Higgins (1995) contended that the consolation, that referred to the subjective norms of others who are vital or essential to them also, can be relied upon to impact and resulted from the desires and encouraged to occur the behavior or action. In the case that others support the sharing of knowledge, it is possible that a behavior of a person that was influenced by those people will result in the occurring of behavior. Theory of planned behavior was written that subjective norm has positive effects on intention to conduct of the behavior (Ajzen, 1991). According to the study of Venkatesh and Davis (2000), the individuals may have a chance to conduct the behavior, even it is not suitable for them. In contrast, if they believe that they should conduct or act the behavior by the encouraging, which motivated by the referents (Venkatesh & Davis, 2000).

2.1.4 Perceived behavioral control

According to Ajzen (1991), the researcher defined perceived behavioral control as the potential to prophesy behavior. As this statement, the researcher explained that whenever the intention of the perceptions is under the control the more likely to occur of engagement in behavior. Based on the study of Framarin (2008), the researcher stated that to perform a behavior, the ability was demanded to perform it. According to Wasko and Faraj (2005), self-efficacy could be provided the motivation to share knowledge among the group of a person. Self-efficacy also contains the relevant definition of the perceived behavioral control, which was defined as the judgments of the capabilities to act something, that required the performances of designed (Bandura, 1986).

The higher of self-efficacy, the greater and more chances to occur or perform the activities. In the study of Bandura (1997), there are two types of self-efficacy. First is technology and second is information self-efficacy. Technology self-efficacy described as the perception of capabilities to adopt and utilize technology to complete or achieve the given task (Compeau & Higgins, 1995). In the study of Lee and Ma (2012), the researchers found the positive influence of sharing the intention of information in social media with various features of social media. The researchers contemplated that, the experience in social media may enhance confident of the user about the ability to use social media and behavior of sharing may become routine as the self-efficacy was increased.

2.1.5 Extrinsic reward

The extrinsic reward is defined by many researchers with the different perspective of the definition. Firstly, the extrinsic reward defined as the reward that motivates employee to complete and reach the higher success rate of achievement, given task or activity (Constant, Kiesler & Sproull, 1994; Cameron & Pierce, 1997; Jarvenpaa & Staples, 2000). In this case, extrinsic reward not just mentioned only the monetary reward but also mentioned to the results that make the feeling of the person who was motivated needs to be the success (Palardy, 1994; Mullins, 2007). According to Bock and Kim (2002), the researcher defined extrinsic reward as the solution that was adopted to result from instant successful, which is easy but not sustainable for correcting and shaping the behavior of reward receiver. However, most researchers found the positive relationship between extrinsic and sharing behavior as the effective factor.

According to Kankanhalli, Tan and Wei (2005), the extrinsic reward is described as the monetary, non-monetary or something that satisfies the desired of people. The rewards came in many forms both monetary, such as bonuses, profit sharing, and non-monetary, such as praise, recognition. The purpose of the reward system is to ensure that employees or the reward receiver will reach the high levels of self-efficacy to complete the given job or task. Also, encourages the reward receiver to do the sharing among the group with others, which referred to this context. The reward may need to provide with equity and fairness to motivate not only the one who received the reward but others to increase their performance as well as the reward receiver. (Bartol & Locke, 2000; Srivastava, Bartol & Locke, 2006). In addition, Bartol and Locke (2000) mentioned about the success of giving the reward, the gift has to be fairly distributed and let the challenger set their goals by themselves to win the reward. Master (1999) explained that in the large company or big size organization the reward helps to maintain the performance, which can be measured by key performance indicators. In contrast, if the reward is not existing, it could be considered as punishment and may result from the negative influence on employees' behavior also, knowledge sharing (Kohn, 1993).

2.1.6 Reciprocal relationship

According to the theory of social exchange, Blau (1964) stated that reciprocal relationship as the expectation of others to do and act the same thing for them who was provided the resources. Also, the sharing of knowledge and information of people in social media or virtual communities classically expect reciprocity (Wasko & Faraj, 2000; Wasko & Faraj, 2005). In addition, Chiu, Hsu and Wang (2006) claimed that the increase of the intended behavior rate was from the reciprocity. Blau (1964) stated that the activities of social exchange.

The study was written as one could gain in term of intangibilities such as friendships, respect for others as the benefits that gained from reciprocity. Some studies mentioned about the willingness to share knowledge to others on purpose of the development and maintain good relation, which mentioned about the reciprocal relationship (Bock *et al.*, 2005; Huang, Davison & Gu, 2008).

The reciprocal points out the benefit of sharing among the group and affected as the force that drives the accomplishment in the cooperation (Lin, 2016). Also, the researcher found that reciprocal acted as an essential factor for providing a sense of reciprocal obligation that leads and enhance others relationship (Lin, 2007). According to Bock *et al.* (2005), the researchers explained that trust was rooted in reciprocity, which affected the willingness to share information. The intention of sharing information will not be developed without reciprocity, which can be explained that people would expect something in return if they got helped by others (Blau, 1964; Wasko & Faraj, 2000; Lin, 2007). In conclusion of reciprocity, the willingness to share information or knowledge sharing between people among the group will be developed with reciprocal. Thus, Huber (2001) stated that people who tend to have the positive attitude toward the sharing, they believe that sharing could develop and improve their relationship with others.

2.1.7 Enjoyment in helping others

Many variety studies are written about the definition of enjoyment in helping others as a pleasure without expecting in return. Through the contributions of data and information, the researchers stated that a person can be joyful from the action of taking care of others' problems or issues. (Kankanhalli *et al.*, 2005; Wasko & Faraj, 2005; Yu, Lu & Liu, 2010). Dholakia, Bagozzi, and Pearo (2004) stated that when members of the group desire to involve in the virtual communities, desire could be enhanced with the gained from the enjoyment that helping others. According to Jeon, Kim and Koh. (2011), the researchers declared that enjoyment in helping others was included a pleasure as the feeling of providing help with no expected in return. The concept of enjoyment in helping others was accepted by many researchers that were from the motivation to help without the expecting anything in return (Osterloh & Frey, 2000). In addition, Chee (2009) and Lin (2007) found out that knowledge sharing behavior was impacted by enjoyment in helping others, also be the key predictor of the sharing behavior. Furthermore, Olatokun and Nwafor (2012) stated that a person who helped others by sharing knowledge will be felt pleasure to help also, had a higher tendency of knowledge sharing. Moreover, Lin (2007) found out about the enjoyment in helping others significantly impact a

person sharing behavior of knowledge. Supported by a variety of previous studies of the researchers, the relationship between knowledge sharing behavior and enjoyment in helping others had been supported with the significant relationship (Chee, 2009; Kankanhalli *et al.*, 2005; Kumar & Che Rose, 2012; Kim & Lee, 2012; Lin, 2007).

2.1.8 Intention to share information

The behavioral intention is explained as the intention of behavioral as the willingness to engage in particular action that a person tends to act. The intention is enhanced by promoting of the particular action and it is likely to scale up as the increase of the recommending to friends to buy the product or share to them (Van Den Hooff, Schouten & Simonovski, 2012; Lin & Lee, 2004; Schiffman *et al.*, 2010). Although, people will subjectively make a decision whether they will redo the behavior in the near future with a great intention that led by good experience (Ladhari, Brun & Morales, 2008; Wu & Liang, 2009). Behavioral intention refers to the particular actions that had been generated after a person experienced with goods, that supported by the theory about the experience could be generated the intention in behavior in the future (Engel, Blackwell & Miniard, 2005). Reyachav and Weisberg (2010) found a positive relationship between behavioral intention and sharing behavior is explicit or tacit. In addition, if the behavioral intention can be legitimately measured, at that point of attempts will reach extensive degree, which is anticipated the genuine practices of customers (Ajzen, 1991; Fishbein & Ajzen, 1975).

Behavioral intention can be isolated into two types, which are positive and negative. The positive behavioral intention is the expectation and tolerating paying a higher cost. The negative behavioral intention is made out of protests, investing less energy in the business (Zeithaml, Berry & Parasuraman, 1996). The behavioral intention was characterized as a planned that made to perform or not to perform for the near future (Warshaw & Davis, 1985). According to Fishbein and Ajzen (1975), the assumptions were concluded as the probability to act (Fishbein & Ajzen, 1975). In this study, behavioral intention alluded to an expectation to share data of web-based social networking clients of online networking stages, which are the center for the web-based social networking clients in Thailand.

2.1.9 Sharing behavior

Knowledge sharing is a demonstration sharing of thoughts, data, and abilities amongst people (Lin, 2007). Nonaka and Takeuchi (1995) asserted that the procedure of information sharing depends on the connection between inferred and unequivocal knowledge. Wijnhoven (1998) noted that sharing is a procedure or process of exchanging information and that the beneficiary at that point of deciphers the new things to learn or communicate with others to direct a further information exchange. When a person got information from others, it is first important to have the information and capacities to reconstruct, learn, and share the knowledge (Hendriks, 1999).

Zhang, Chen and Sun (2010) stated that in knowledge sharing process, trust assumes as a critical part of the expansion of the virtual groups. According to Wasko and Faraj (2000), the researchers stated that people in the virtual group without a supply of beneficial knowledge, which it cannot fulfill individuals and the development of the virtual group is restricted. Information sharing is a procedure of correspondence, which the knowledge creator externalizes and the information beneficiary to disguise information (Hendriks, 1999). The demonstration of knowledge sharing was identified with the ability of people, which will be imparted the gained of information to others.

The researchers showed that the adoption of information technology could be helped to oversee and share its inside knowledge (Alavi & Zmud, 2000; Pan & Leidner, 2003). Richards (2009) expressed that social programming has turned out to be broadly utilized that it is provided an approach to be able to obtain knowledge. Also, programming and the related applications could be a motivator of data and information sharing (Hsu & Lin, 2008; Yu *et al.*, 2010). Lai and Chen (2011) exhibited that the intention to utilize a blog, which is similar to the social media platforms had been turned into a vital factor in knowledge sharing behavior. Ali, Khan, Ahmed and Shahzad. (2011) found that information technology had been critical, which affect information sharing behavior. Also, the utilization of online networking inside the foundations had been considered as the powerful interior knowledge sharing.

2.2 The related literature review

2.2.1 The related literature review between trust and attitude

Trust has been characterized by the researchers as a readiness to rely upon somethings, such as items, services or products (Chen & Hung, 2010; Moorman, Deshpande & Zaltman, 1993). Punyatoya (2015) found the positive significant relationship between the study of trust and attitude of the brand. Trust was defined as a basic factor for the achievement of connections in the marketing (Macintosh & Lockshin, 1997). Trust was the factor that many academicians, experts, and researchers considered in their study, with the approaching of virtually commercial center (Gefen *et al.*, 2003; Jarvenpaa, Tractinsky & Vitale, 2000). In addition, Pennanen, Puustinen & Arvola (2017) found that attitude was influenced by the trust in the significant relationship. The researchers reasoned that attitude could be changed by the trust in a positive or negative way. From the study of Bashir and Madhavaiah (2015), the researchers examined and found a significant relationship between trust and attitude. Furthermore, the researchers claimed that trust is the critical factor for a successful business. Trust was defined as an action in the two-way communication between the trustor and another side is a trustee, which the keyword of trust is reliability to achieve the successful relationship (Lee & Turban, 2001). In addition, Limbu, Wolf and Lunsford (2012) found the significant relationship between trust and attitude. Also, the researchers mentioned about the enhancement of attitude, which is augmented by the trust. According to Al-Debei, Akroush and Ashouri (2015), the researchers studied about web quality of online shopping. The researchers examined the relationship between trust and attitude. The result showed that the higher or the increasing level of trust resulted from the positive attitude toward the sites of online shopping, which is the result of the study that explored by the researchers.

2.2.2 The related literature review between attitude, trust and intention to share information

Bashir and Madhavaiah (2015) studied the factors that influence the behavioral intention. The result showed that attitude and trust had significant relationships toward behavioral intention. Kenning (2008) studied the behavioral intention that was influenced by trust. The researcher defined trust into two perspectives, which were specific trust and general trust. The result of the study exhibited the significant level between these elements. Furthermore, the study of Limbu *et al.* (2012) resulted from the significant level of trust and attitude toward the behavioral intention. The researchers reasoned about the significant level that trust enhances the attitude towards the intention of behavior. Trust and reputation in the

literature had been prominent as a credit builder, also was approved in the online administrations (Chen *et al.*, 2008; Grazioli & Jarvenpaa, 2000; Nah & Davis, 2002; Kim & Galliers, 2004). Customers were probably going to trust and admitted the innovation that they had been utilized and shaped positive stance (Dee Dickerson & Gentry, 1983; Dabholkar, 1996). To conclude this statement, the researchers would like to conclude that trust leads to the favorable in particular behavioral intention like the new technology, if people formed favorable attitude and trust to them, the more likely they will use or behavioral occurs is more. Trust became the main or key solution to deal with the risk of uncertainty and fear. Whenever consumers feel comfortable to interact with the website, trust was developing in them through the website (Hoffman *et al.*, 1999; Jarvenpaa *et al.*, 1999).

The attitude was defined as the one predictor of intention behavior that had been characterized as a significant predictor. Also, intention to share knowledge is determined with an attitude of each person. (Ajzen & Fishbein, 1980; Chow & Chan 2008). According to Ajzen and Fishbein (1975), between attitude and knowledge sharing was the positive inclination. Also, the relationship of attitude toward knowledge sharing behavior was found a positive relationship by many researchers and mentioned by the theory of reasoned action. The sharing of knowledge will be more likely to occur if a person evaluated with the positive view (Ryu, Ho & Han, 2003; Bock *et al.*, 2005; Huang *et al.*, 2008). Chatzoglou and Vraimaki (2009) studied about the knowledge sharing behavior and found out that attitude had a positive significant relationship with the intention to share knowledge.

2.2.3 The related literature review between subjective norm, perceived behavioral control and intention to share information

Calisir, Gumussoy and Bayram (2009) studied the factors that influence behavioral intention and found the significant positive relationship between subjective norm and behavioral intention. Subjective norm was the individual's discrimination that people who were essential to a person figure that he or she ought to act out the behavior or not (Ajzen, 1991). Ryerson (2008) studied sales performance and specific behavioral intention. The researcher found that the self-efficacy of practices is decidedly related to the execution of practices. In this statement, the researcher mentioned about the self-efficacy, which in literature meaning was related to the perceived behavioral control. The researcher explained that when the intention of the action is under control, the increasing of intention to act is more. According to Lee (2009), the researcher studied in the online field about behavioral intention. The researcher found that subjective norm was significant and influenced behavioral intention. This statement

could be concluded by a person's behavior that was affected by the inspiration a person would like to act the behavioral like the one whom important to them. Lu and Hsiao (2007) uncovered that perceived behavioral control and individual result desires influenced behavioral intention. Furthermore, the researchers mentioned that perceived behavioral control be the important factor to predict behavior (Nahl, 1996; Nahl and Meer, 1997; Vijayasarathy, 2004; Hasan, 2006).

Perceived behavioral control has been considered as one of the fundamental factors in many previous types of research (Blue, Wilbur & Marson-Scott, 2001; Ryu *et al.*, 2003; Lin & Lee, 2004). Lin and Lee (2004) found that behavioral control positively affected intention to share information. The absence or lack of perceived behavioral control may unpleasantly influence intention to share information (Ryu *et al.*, 2003). Behavioral intention can be influenced by the level of control over that behavior of a person (Blue *et al.*, 2001). For a number of studies, perceived subjective norms are also among the decisive factors that influence behavior intention. Hence, the factor showed a significant relationship with sharing intention (Ryu *et al.*, 2003; Lin & Lee, 2004). Perceived subjective norms acted as a key or main role in forming the intention to share knowledge with people like to be identified and accepted by others (Yih-Tong Sun & Scott, 2005).

2.2.4 The related literature review between extrinsic reward, reciprocal relationship and intention to share information

According to Nazir, Shafi, Qun, Nazir and Tran (2016), the researchers studied about the rewards that influence behavioral intention. In this context, specific behavior intention means the behavior of action, which depends on the situation. Thus, specific behavioral intention in this context will be referred to sharing behavior. Findings of the study proposed that fulfillment with outward advantages, help from the supervisor, had the significant effect on worker's emotional and regulating duty. Notwithstanding, full of feeling and regularizing responsibility was contrarily identified with the representative turnover goal. The researchers explained that the rewards encourage and support the relationship, which means that the more willing of the employee to work with the commitment is increasing. Likewise, if the behavioral was encouraged by rewards, the researcher explained that the reward could be able to encourage the sharing behavior.

Rehnen, Bartsch, Kull and Meyer (2017) studied the impact of reward in social media, which the extrinsic reward was included in this study. In the article of the researcher, a person who participates in social media could be able to accumulate the loyalty point through the

engagement of their online social media networking. This effect was particularly predominant as for engagements compensated with fiscal impetuses by behavioral data. The study demonstrated that compensated engagement emphatically directs the effect and inspires on dependability intention. The researchers use rewards as the loyalty point in the social media to engage with members. In addition, the study found that the rewarding impact positively to the increasing of the motivation of behavioral intention, which is loyalty in this context. According to Yuen (2004), the researcher studied about the communication and reward system. The researcher found the positive significant relationship of extrinsic reward system with the behavioral intention. Many researchers found that extrinsic motivation affected the information sharing intention positively, also claimed that extrinsic reward is critical parts in intervening the relationship. (Lai & Chen, 2011; Liu *et al.*, 2016; Zhang, Liu, Chen & Gong, 2017).

2.2.5 The related literature review of enjoyment in helping others and intention to share information

According to Arroyo-Cañada and Gil-Lafunte (2016), the researchers found that perceived enjoyment influence significantly on behavioral intention. Lee (2009) considered and found that perceived enjoyment impacts behavioral intention. This finding agrees with the contention of Hsu and Lu (2007) that enjoyment significantly affects behavioral goal. Also, the significant relationship was found by Costley and Lange (2017), the researchers found the significant relationship between enjoyment and behavioral intention. Koenig-Lewis and Palmer (2014) exhibited that satisfaction, which the definition was related to enjoyment. The factor contains the significant relationship with the behavioral intention. Liao, Palvia and Chen (2009) stated that enjoyment was the most direct inspiration for the deciding a person's behavioral intention towards information technology usage. Also, Bhattacharjee (2001) confirmed that enjoyment was an important factor of data framework continuation. When user feeling was fulfilled, they will keep on using it. The connection between satisfaction and the behavioral intention has been appeared as significant by Liao *et al.* (2007).

Furthermore, there were several researchers that also studied and provided the result of the study of satisfaction that affected positively with behavioral intention such as Lin (2016), Ryu *et al.* (2010) and some researchers applied the theory and continue the research such as Cham, Lim, Aik and Tay (2016). The researchers studied with working employees about how satisfaction affected the behavioral and intention of behavioral, which the result showed significant relationship between the elements in the study. Liang and Zhang (2012) provided the result from the study, satisfaction lead to repeat the behavioral intention not just acts. Lastly,

Roy Dholakia and Zhao (2009) tested the relationship and found the positive effect of satisfaction on behavioral intention.

2.2.6 The related literature review of intention to share information and sharing behavior

Zhang and Fai Ng (2012) studied about knowledge sharing and the researchers found out that the more intention to share is increasing, the more actual behavior is tending to occur. The result from the study showed the relationship between intention and actual behavior. In this context, actual behavior means the behavior, which was encouraged or motivated to act that depends on the situation. Weinberg (2015) confirmed that actual behavior of a person was affected by the behavioral intention significantly. Wu and Zhu (2012) provided the result of the study of intention towards knowledge sharing that affected information sharing behavior, which the result was significant. Chatzoglou and Vraimaki (2009) analyzed the connection between intention to take part in a knowledge sharing and the real behavior of sharing information, the intention of people to share information had been positively affected knowledge sharing behavior. The study of Nistor, Baltes and Schustek (2012) showed the relationship contains the significantly between the behavioral intention and actual behavior. Tohidinia and Mosakhani (2010) studied the intention of people to conduct the sharing behavior, the intention to share knowledge is determined by desired of behavior (Ryu *et al.*, 2003). Intention to share information significantly affected knowledge sharing behavior. May and Stewart Jr. (2013) found the significant relationship between intention to share information and sharing behavior. Also, Ford and Staples (2010) investigated and found the relationship in their study as the intention to actual behavior positive significantly. It could be expressed that the knowledge sharing behavioral was an important element of the intention of information sharing behavioral.

2.2.7 The related literature review between attitude, trust and sharing behavior

According to Wu and Zhu (2012), the researchers found that attitude towards knowledge sharing has significant relationship with the behavioral intention to share information. The high commitment of attitude towards knowledge sharing proposes that good attitude view may probably participate in knowledge sharing. Also, Killingsworth, Xue and Liu (2016) confirmed the relationship between attitude and sharing behavioral was the significant relationship. Furthermore, Kramer (1999) recommended that larger amount of trust improves inspiration toward the trading or exchanging of thoughts, data, and information.

Bibi and Ali (2017) studied and found the significant relationship between these variables. When the relation depends on trust, individuals are all ready to give and tune in assimilate valuable information (Cabrera & Cabrera, 2005; Mayer *et al.*, 1995; Wang, Yu & Wei, 2012). Trust often described by many researchers as fundamental part of deciding the quality and procedure of knowledge sharing (Ismail & Yusof, 2009; Javadi, Zadeh, Zandi & Yavarian, 2012). Relational trust was applied a beneficial outcome towards knowledge sharing goal and knowledge sharing behavior (Al-Shammari & Musharraf, 2014; Huang, Chiu & Lu, 2013; Politis, 2003; Kuo, 2013; Tsai & Cheng, 2012; Wang *et al.*, 2012; Wickramasinghe & Widyaratne, 2012; Wang *et al.*, 2015). Also, the study of Yasir and Majid (2017), trust is significant to the sharing behavior. Likewise, Kuo (2013) studied and tested the relationship. The researcher found that trust influence significant to sharing behavior.

2.2.8 The related literature review between subjective norm, perceived behavioral control and sharing behavior

Subjective norm was conceived as an idea that related to social setting and behavior. This idea was stressed about the significance of the social impact, which depends on a personal choice to act the behavior (Venkatesh & Davis, 2000). Subjective norm characterized as a person discernment, which will be based on a person weight moderately imperative individual to perform or not to perform the behavior (Fishbein & Ajzen, 1975). The theory of reasoned action and theory of planned behavior suggested that a factor that decidedly impacts behavioral intention is the subjective norm (Ajzen, 1991; Venkatesh & Davis, 2000).

Yasir and Majid (2017) found the relationship at the significant level between perceived behavioral control and sharing behavior. Self-efficacy was one of the essential empowering factors that contributed a critical impact on information sharing behavior (Liao *et al.*, 2013). Tan and Md. Noor (2013) studied about knowledge administration empowering, which included information self-efficacy and the relationship between factor was significant. Knowledge sharing self-viability has involved the conviction and assessment of own capabilities with respect to the share of information successfully (Van Acker, Vermeulen, Kreijns, Lutgerink & van Buuren, 2014). Many researchers clarified that trust has a noteworthy associated with information sharing. Nahapiet and Ghoshal (1998) proposed that trust was encouraged information sharing through the making of the fundamental conditions for empowering knowledge sharing. According to Van den Hooff and Huysman (2009), self-efficacy had significant to the knowledge creation and knowledge sharing.

2.3 Previous studies

Previous empirical researchers' data have been gathered, and developed as the auxiliary information for this exploration, where the researcher stated that the factors affecting sharing behavior in terms of attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship, enjoyment in helping others, intention to share information are related to sharing behavior.

2.3.1 “Effects of workplace spirituality and trust mediated by perceived risk towards knowledge sharing behaviour”

Rahman *et al.* (2016) studied about “Effects of workplace spirituality and trust mediated by perceived risk towards knowledge sharing behaviour”. The researchers examined the relationship between trust, perceived risk, workplace spirituality, and knowledge sharing behavior. The importance of this study was to give an experimental examination to clarify the connection between variables among the non-academic staff of private higher learning organizations. A quantitative methodology was used to analyze to propose the connection between trust, perceived risk, workplace spirituality, and knowledge sharing behavior. The researchers utilized information from 240 non-academic staff of private higher learning establishments in Malaysia, 50 percent were female and 50 percent were male. The key point of the respondents was from private universities for 60 percent, 40 percent were from private colleges universities. About 65 percent of the respondents involved non-official posts and the rest of the 35 percent have official posts with various authoritative positions. Strikingly, 80 percent of the respondents knew about the information sharing issues and its apparent convenience in their separate establishments and 20 percent of the respondents were insensible of knowledge sharing problems, and these staff had a place with non-official positions.

This study connected corroborative factor investigation and basic condition displaying to test the theories of the reasonable system. In this study, the observational discoveries showed that working spirituality was significant positive influenced information sharing behavior, while the trust was found to have a beneficial outcome with positive significant effect on the knowledge sharing behavior among the non-academic staff of private higher learning organizations. According to the result of the study, the researchers suggested that to increase the level of trust, the risk that staff perceived to share information had to be reduced also, facilitating workspace could be another option to optimize knowledge sharing behavior among the group of the people.

2.3.2 “What matters for knowledge sharing in collectivistic cultures? Empirical evidence from China”

Ma, Sian Lee and Hoe-Lian Goh (2014) studied about “What matters for knowledge sharing in collectivistic cultures? Empirical evidence from China”. The researchers examined the relationship between intrinsic motivation orientation, extrinsic motivation orientation, team member’s altruism, goal commitment, explicit knowledge, tacit knowledge, justice, trust, leadership style, and knowledge sharing. The importance of this study was to distinguish key factors that encouraged information partaking in collectivistic societies and further enabled to comprehend better in knowledge administration in the worldwide setting. The researchers have been utilized this study by adopting survey method, the researchers gathered information from 220 administrative workers in knowledge administration based from China, which the administrative workers including managerial, employees and project technicians. These respondents came from substantial development organizations across Liaoning Province, a territory in the north of China. Self-administered surveys were provided through HR offices or task groups' directors of these organizations, bringing about 188 usable polls, a reaction rate of 84.7 percent. Around 83 percent of all members were male and 36 percent of them have a four-year college education, which was the bachelor degree or higher capability and education level. Regression analysis was directed to study to analyze the factors on the willingness to share information among colleagues to distinguish key variables for knowledge retention.

In this study, the researchers found the significant and insignificant of the variables, 6 of 9 were significant to the knowledge sharing, which were intrinsic motivation, extrinsic motivation, team member’s altruism, explicit knowledge, tacit knowledge, and trust. All of 6 variables mentioned were significant to knowledge sharing with positive relation except, tacit knowledge, which results significant but negatively to knowledge sharing. The result demonstrated that motivators were imperative in person's choice to share information in groups even in a collectivistic culture like China and both characteristically and extraneously propelled people that they tended to impart more in knowledge sharing to their colleagues. People with high benevolence were additionally discovered more inclined to share information with others. Also, a trusting domain and expressed knowledge will encourage information sharing for better maintenance.

2.3.3 “Factors influencing knowledge sharing among information and communication technology artisans in Nigeria”

Omotayo and Babalola (2016) examined about “Factors influencing knowledge sharing among information and communication technology artisans in Nigeria”. The researchers examined the relationship between perceived benefit, social interaction, trust, social identification, shared language, age, gender, educational level, years of job experience, and knowledge sharing. The importance of this study was examined the elements that affecting knowledge sharing among information and technology for communication in Nigeria by receiving the social trading and social capital speculations. The researchers adopted survey research design. Convenience and snowball techniques procedures were utilized to choose the respondents. Altogether, 285 duplicates of the poll were appropriated to analyze in the study, 214 duplicates were viewed as helpful for information examination, giving a 75.09 for each penny reaction rate. In the study, the researchers gathered information and clarified about the respondents, 81.3 percent of this study were male while another 18.7 were female. The result of the study demonstrated that the gender of the artisans, perceived benefits, social identification, shared language, and goal had positive significant relationship with knowledge sharing.

2.3.4 “Knowledge sharing behavior and its predictors”

Tohidinia and Mosakhani (2010) inquired about “Knowledge sharing behavior and its predictors”. The researchers examined the relationship between anticipated reciprocal relationships, perceived self-efficacy, expected extrinsic rewards, organizational climate, attitude toward knowledge sharing, subjective norms regarding knowledge sharing, perceived behavioral control, intention to share knowledge, level of ICT usage, knowledge donation, and knowledge collection. The importance of this study has assessed the impact of various factors on knowledge donation and collection. The inspected factors were among those determinants, which involve distinctive parts of information sharing behavior in a hierarchical setting. In view of the broadly acknowledged hypothesis planned behavior, the researchers attempted to build up an exhaustive model. The model secured distinctive individual and organizational variables. Reactions to an aggregate of 502 polls were considered. Structure demonstrating was used to test the examination model and theories. Around ten of the 50 principle oil organizations recorded by Iran's oil service were chosen aimlessly. Due to the past researcher's involvement with this industry, the researchers anticipated the reaction rate to be in the vicinity of 35 and 45 percent. In this study, 120 representatives were randomly chosen from each of the

ten organizations and 1,200 surveys were circulated. After plans with organizations, nine out of the ten organizations favored the merchants to convey the polls actually one of the organizations asked for the surveys to be sent via mail; as needs are, the surveys were sent to that organization by expedited delivery benefit post. Likewise, the respondents had the alternative whether to convey the surveys to the individual responsible for gathering the polls or send via mail. Around 97 percent of the respondents wanted to convey the polls to the individual responsible for gathering the surveys and just 3 percent of the workers sent their polls via mail for the most part in under two weeks. Then it was significant to state that for every one of the polls, an arrival stamped envelope was encased. In the aggregate of 1,200 surveys circulated, 502 were usable, which gave a reaction rate of 41.8 for every penny.

This study tried to assess the impact of a progression of potential factors on knowledge sharing behavior. While perceived self-efficacy and anticipated reciprocal relationship positively affected attitude toward information sharing, expected extrinsic rewards did not demonstrate a significant relationship with this knowledge sharing behavior. Organizational atmosphere positively affected subjective norms about knowledge sharing. Likewise, the level of information and correspondence innovation use mirrored a constructive outcome on knowledge sharing behavior. Lastly, the significant relationship was found between the theory planned behavior components.

2.3.5 “An integrated theoretical model for determinants of knowledge sharing behaviors”

Wu and Zhu (2012) worked out on “An integrated theoretical model for determinants of knowledge sharing behaviors”. The researchers examined the relationship between behavioral beliefs, normative beliefs, control beliefs, attitude, subjective norm, perceived behavioral control, intention, and actual behavior. In this study, 180 responds from ten organizations in China were gathered. Full-time workers enlisted in the master of business administration and senior level classes in the school of administration at the Hefei University of Technology were studied. A sum of 213 respondents took an interest in the overview. Of these 213 finished reviews, 12 reactions were disposed because the respondents' position title neglected to qualify them as learning specialists. Another 21 reactions were additionally expelled from the example in because the respondents did not satisfy the accompanying criteria: effectively working knowledge administration system for more than two years; having a steady emotionally supportive system and were strong and agreeable in the execution of this investigation. Because of the disposal, the last sample comprised of 180 respondents. From total respondents, there is 55 percent were male and another 45 percent were female. The

hypothetical model was approved inside the setting of a solitary observational examination. The discoveries gave significant statistically help to the exploration and display, representing around 60 percent of the change in the behavioral intention to share knowledge and 40 percent difference in the actual information sharing behavior. The result of this study showed that 11 of the 12 hypotheses were supported, which include perceived reciprocal benefits, perceived reputation enhancement, perceived loss of knowledge power, perceived enjoyment in helping others, perceived organizational climate, tools, and technology, all of this variable were supported by the behavioral determinant and affected by the sharing behavioral except, perceived loss of knowledge power that provided negative significant relationship to the behavioral determinant. Inside of the behavioral determinant, there were the variables that the researchers studied and found the relationship, which includes attitude towards knowledge sharing, subjective norms, and perceived behavioral control that provided positive significant relationship toward the intention to share knowledge also, the intention to share knowledge and perceived behavioral control were significant to knowledge sharing with positive relationship.

2.3.6 “Factors influencing knowledge sharing among global virtual teams”

Killingworth *et al.* (2016) studied about “Factors influencing knowledge sharing among global virtual teams”. The researchers examined the relationship between about affiliation, trust, reciprocal benefits, enjoyment, attitude, nationality, computer experience, age, gender, and knowledge sharing behavior. The examination included 115 business students from three large universities in the USA, China, and Peru being allotted to worldwide virtual groups of in the vicinity of three and four individuals in a single stage and in the vicinity of four and seven individuals in a next stage. Students were required to work in virtual groups utilizing media transmission instruments to finish allocated cases. An online survey was produced to quantify the hypothetical develops. Toward the finish of each stage, students were asked to take the survey. Altogether, 78 students rounded out the overview and 6 did not complete the process, bringing about 72 usable responds. Likewise, 39 students are from Phase 1 (reaction rate, 62.9 percent) and 33 students are from Phase 2 (reaction rate, 62.3 percent). A one-way ANOVA examination was directed to think about the greater part of the variable things between these two gatherings, and no factually significant contrasts were found. In this manner, the information was pooled together for ensuing examination. Among the 72 respondents, 12 are male (16.7 percent) and 60 are female (83.3 percent). For the finding of this study, trust, reciprocal benefits, and enjoyment were essentially identified with the positive significant relationship toward attitude also, attitude provided positive significant relationship toward

knowledge sharing. Furthermore, the variables that the researchers studied also, provided the positive significant relationship toward knowledge sharing behavior, which includes nationality, computer experience, and age that the researchers characterized these variables as the control variables.

Summary of previous studies

Table 2.1: Summary of previous studies

Researchers	Title	Methodologies	Finding
Rahman <i>et al.</i> (2016)	“Effects of workplace spirituality and trust mediated by perceived risk towards knowledge sharing behaviour”	<ul style="list-style-type: none"> - Quantitative methodology - 240 primary data - AMOS - Confirmatory Factor Analysis - Structural Equation Model - Cronbrach’s alpha test 	<ul style="list-style-type: none"> - Workplace spirituality significant positive relationship to knowledge sharing behavior. - Trust significant positive relationship to knowledge sharing behavior.
Ma <i>et al.</i> (2014)	“What matters for knowledge sharing in collectivistic cultures? Empirical evidence from China”.	<ul style="list-style-type: none"> - Survey methodology - 188 primary data - SPSS - Descriptive statistic - Cronbrach’s alpha test 	<ul style="list-style-type: none"> - Intrinsic motivational orientation significant positive relationship to knowledge sharing - Extrinsic motivational orientation significant positive relationship to knowledge sharing - Altruism significant positive relationship to knowledge sharing - Explicit knowledge significant positive relationship to knowledge sharing

			- Tacit knowledge significant negative relationship to knowledge sharing
Omotayo and Babalola (2016)	“Factors influencing knowledge sharing among information and communication technology artisans in Nigeria ^[1] ”.	<ul style="list-style-type: none"> - Survey methodology - 214 primary data - SPSS - Descriptive statistic - Cronbrach’s alpha test 	<ul style="list-style-type: none"> - Gender significant positive relationship to knowledge sharing - Perceived benefits significant positive relationship to knowledge sharing - Social identification significant negative relationship to knowledge sharing - Shared language and goals significant positive relationship to knowledge sharing
Tohidinia and Mosakhani (2010)	“Knowledge sharing behavior and its predictors”.	<ul style="list-style-type: none"> - Survey methodology - 502 primary data - Confirmatory Factor Analysis - Structural Equation Model - Cronbrach’s alpha test 	<ul style="list-style-type: none"> - Self-efficacy significant positive relationship to attitude toward knowledge sharing - Anticipated reciprocal relationship significant positive relationship to attitude toward knowledge sharing -Organizational climate significant positive relationship to subjective norms regarding knowledge sharing - Level of information and communication technology significant positive relationship to knowledge sharing behavior. - attitude toward knowledge sharing significant positive relationship with intention to share knowledge. - subjective norm toward knowledge sharing significant positive

			<p>relationship with intention to share knowledge.</p> <ul style="list-style-type: none"> - perceived behavioral control significant positive relationship with knowledge sharing intention. - intention to share knowledge significant positive relationship with knowledge donation. - intention to share knowledge significant positive relationship with knowledge collection. - the level of ICT significant positive relationship with knowledge donation. - the level of ICT significant positive relationship with knowledge collection.
Wu and Zhu (2012)	<p>“An integrated theoretical model for determinants of knowledge sharing behaviors”.</p>	<ul style="list-style-type: none"> - Survey methodology - 180 primary data - Structural Equation Model 	<ul style="list-style-type: none"> - Perceived loss of knowledge power significant positive influence to attitude toward knowledge sharing. (PLK) - Perceived behavioral reciprocal benefits significant positive influence to attitude toward knowledge sharing. (PRB) - Perceived reputation enhancement significant positive influence to attitude toward knowledge sharing. (PRE) - Perceived enjoyment in helping others significant positive influence to

			<p>attitude toward knowledge sharing. (PEH)</p> <ul style="list-style-type: none"> - Facilitating information technology significant positive toward perceived behavioral control toward knowledge sharing (FTT) - Organizational culture significant positive toward subjective norm toward knowledge sharing - Attitude towards knowledge sharing significant positive toward intention to share knowledge (ATK) - Subjective norm towards knowledge sharing significant positive toward intention to share knowledge (SNK) - Perceived behavioral control towards knowledge sharing significant toward intention to share knowledge (PBK) - Perceived behavioral control towards knowledge sharing significant toward knowledge sharing (PBK) - Intention to share knowledge significant toward knowledge sharing (PBK)
Killingworth <i>et al.</i> (2016)	“Factors influencing knowledge sharing among global virtual teams”.	<ul style="list-style-type: none"> - Survey methodology - 72 primary data 	<ul style="list-style-type: none"> - Trust significant positive relationship to attitude toward knowledge sharing - Reciprocal relationship significant positive relationship to attitude toward knowledge sharing

		<ul style="list-style-type: none"> - Structural Equation Model - Cronbrach's alpha test 	<ul style="list-style-type: none"> - Enjoyment in helping others significant positive relationship to attitude toward knowledge sharing - Enjoyment in helping others significant positive relationship to knowledge sharing in global teams - Positive attitude significant positive relationship to knowledge sharing in global teams - Age significant positive relationship to knowledge sharing in global teams - Nationality significant positive relationship to knowledge sharing in global teams - Computer experience contains positive relationship to knowledge sharing in global teams
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Chapter 3

Theoretical and Conceptual Framework

In this chapter, the researcher explains about the theoretical framework, conceptual framework, hypotheses and operationalization of the variables, which has four parts in total. The first part, theoretical framework. The theoretical framework proceeds from the concepts, ideas, and theories of the previous research to support the new framework, the conceptual framework of this study. The second part, conceptual framework. The conceptual framework, which has eight independent variables, one intervening and one dependent variable. The researcher linked theories and literature review to develop a conceptual framework of this study. The conceptual framework is based on the concepts and basic of the theories. The third part, research hypotheses. After the conceptual framework is conducted, the researcher creates the hypotheses related to this study. Last part, the operationalization of the variables. The last part elaborates the table of the operationalization of the dependent and independent variables that demonstrate all ten variables' concept, operational component, and measurement scale.

3.1 Theoretical framework

The theoretical framework works as a model to search the relationship between variables in a logical pattern. The researcher has revised three research models in order to create the conceptual framework. Mafabi, Nasiimam, Muhumbise, Kasekende and Nakiyonga (2017) studied about “The mediation role of intention in knowledge sharing behavior”, which in the first research model. The researchers found that knowledge sharing is the one of the processes key to build the resources of knowledge that useful caliber resources to serve the service of organization (Gebretsadik, Mirutse, Tadesse & Terefe, 2014), also the knowledge sharing among the employees could help to mastery in learning and retain the knowledge within the organization. Notwithstanding, the knowledge sharing in the organization could be explained in a different way but depends on the different predictors, designs, and context. For example, the researchers who studied about the knowledge sharing in higher education institutions of the journal of information and knowledge management system used work culture, nature of knowledge, motivation, and attitude to explain knowledge sharing. Tohidinia and Mosakhani (2010) studied in the sector of oil, focal point of the study were the organizational factors such as climate and rewards but had not yet tested for the mediation effect on behavior intention to prophesy the action of knowledge sharing but the behavioral intention theoretically shows as a mediator of subjective norm, attitude, perceived behavioral control and actual behavior (Ajzen,

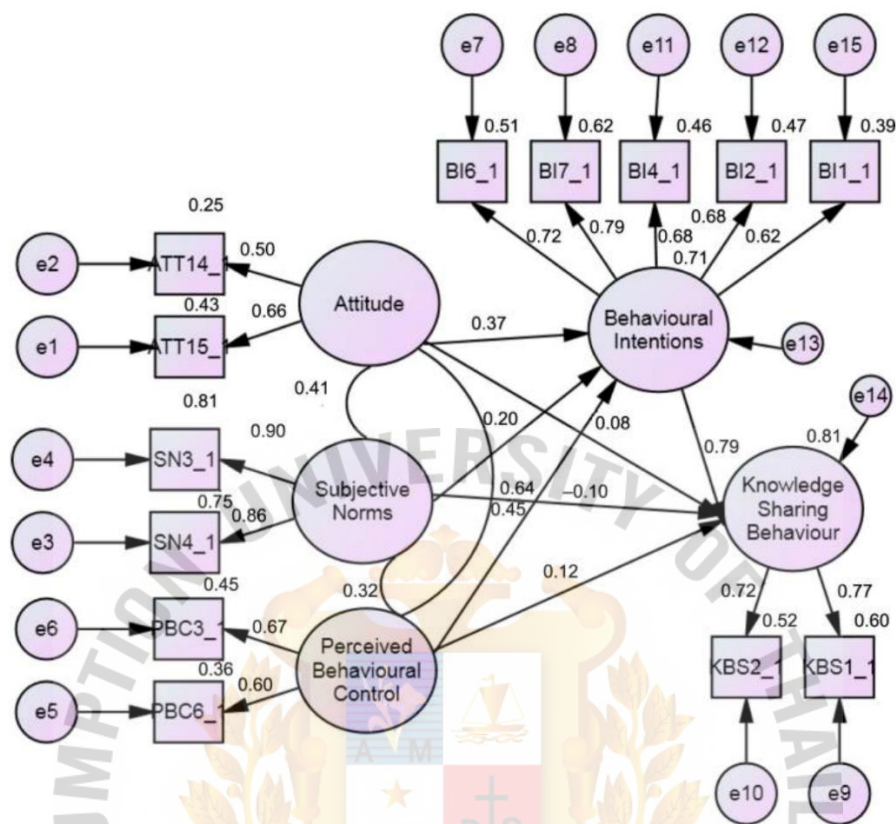
1991). However, the recent study of Gebretsadik *et al.* (2014) among the workers in the health sector, emphasized factors like the salary to predict the knowledge sharing without due regard to behavioral intention. Stenius, Hankonen, Haukkala and Ravaja (2015) researched about “Understanding knowledge sharing in the work context by applying a belief elicitation study” developed the second research model. Organizations dependence was increasing on knowledge of organizations also, they stated that knowledge is the critical resources for present day of the knowledge-based economy (Grant, 1996; Ghoshal & Nahapiet, 1998; Yi, 2009). Also, the point of view of the organization according to Sveiby (2001) stated that when the knowledge was shared that was the way of the creation of value in the organization. However, knowledge sharing was important through the system of the organization but it became clearer that knowledge-based work was how knowledgeable individually act (Wang and Noe, 2010). Chatzoglou and Vraimaki (2009) cultivated about “Knowledge-sharing behavior of bank employees in Greece” developed the third research model. The knowledge sharing was identified for successful of knowledge management initiatives and influenced differently by incentive system, culture, top management and senior leadership (Bock & Kim, 2002; Ryu *et al.*, 2003; Lin & Lee, 2004; Bock *et al.*, 2005; Kankanhalli *et al.*, 2005).

Rahman *et al.* (2016) inspected about “Knowledge sharing behaviors among the nonacademic staff of higher learning institutions: Attitude, subjective norms and behavioral intention embedded model” developed the fourth research model. In this study, the researchers applied the theory about the knowledge sharing from many previous studies such as the employees were the center of knowledge sharing instrument (Tangaraja, Mohd Rasdi, Ismail & Abu Samah, 2015; Grant, 1996; Kogut & Zander, 1996; Nonaka *et al.*, 2000; Prahalad & Hamel, 2000; Spender, 1996). Furthermore, knowledge sharing was defined by Jarvenpaa and Staples (2001) that knowledge sharing as the hankering to share the individual information with their respective in their organization and the group sharing was continuously deep-rooted in the individual behavior the person who did share. Yang *et al.* (2016) explored about “Sellers versus buyers: differences in user information sharing on social commerce sites” developed the fifth research model. In this research, the researchers introduced the emergence of social commerce sites that facilitated the exchanging and sharing of the information that are related to the product with individually sharing and sharing activities was conducted on social media, capitalization on online social capital (Liang *et al.*, 2011). As the mention of the emerging or social commerce, the researchers gave the example of Taobao.com that the more sellers shared their product information the more value creation of their product started to create interest in the social (Olbrich & Holsing, 2011). Jolaei *et al.* (2014) scrutinized about “Factors affecting

knowledge sharing intention among academic staff” developed the sixth research model. In this study, the knowledge sharing was defined as the positive force for surviving of the organization (Bock *et al.* 2005). Argote and Ingram (2000), they stated that an individual the knowledge sharing may not always happen also may not be willing to share till the organization perceived its important and understand what were the factors that made employees did knowledge sharing, as this sharing occurred the performance of organization was improved also in the competitive advantage way (Argote & Ingram, 2000), innovation (Powell, *et al.*, 1996) and organizational learning (Argote, 2012). So and Bolloju (2005) studied about “Explaining the intentions to share and reuse knowledge in the context of IT service operations” developed the seventh research model. In this study, the researchers mention about the important of the knowledge management as the key function of the modern-day organizational, as the key function means vital and significant strategic of organizational resources that could power the competitive advantage of the organization (Alavi & Leidner, 2001). In the present day, around 80 percent of Europe companies consider the knowledge as the strategic asset. And the last two studied that the researcher applied in this study are the study of Hassandoust, Logeswaran, and Kazerouni (2011) studied about “Behavioral factors influencing virtual knowledge sharing: theory of reasoned action”. The researchers examined the relationship between trust, competition, anticipated reciprocal relationship, willingness to share knowledge, attitude toward knowledge sharing, identification, collectivism, organizational culture, subjective norms, and intention to share knowledge. Cyril Eze, Guan Gan Goh, Yih Goh and Ling Tan (2013) studied about “Perspectives of SMEs on knowledge sharing”. The researchers examined the relationship between trust, formalization, knowledge technology, empowering leadership, effective reward system, motivation, attitude towards knowledge sharing, and intention to share knowledge.

(www.knowledgeboard.com/download/1935/kpmg_kmsurvey_results_jan_2003.pdf, accessed on 11 December 2017). The details of seven research models are presented as follows:

Figure 3.1: The research model of “The mediation role of intention in knowledge sharing behavior”.



Source: Mafabi, S., Nasiimam S., Muhimbise, E. M., Kasekende, F., and Nakiyonga, C. (2017). The mediation role of intention in knowledge sharing behavior. *VINE Journal of Information and Knowledge Management Systems*, 47(2), 172-193.

Mafabi *et al.* (2017) studied about “The mediation role of intention in knowledge sharing behavior”. The researchers assayed the relationship between attitude, subjective norms, perceived behavioral control, and behavioral intentions with knowledge sharing behavior. In this study, researchers have conducted ten hypotheses and five variables. The research model is shown in Figure 3.1. The researchers used five-point Likert-scale to measure the response, with “1” is “Strongly disagree” and “5” is “Strongly agree” as the rating scale. Data are gathered from nurses and doctors of Jinja referral hospital and St. Francis Hospital Nsambya in Uganda. Total of respondents include 71 doctors and 120 nurses of Jinja hospital and St. Francis hospital, via intimate visits and respondents were interceded to fill the questionnaires and this process took 1-2 weeks to complete questionnaires at their convenience. The pluralism of the respondents were nurses at the 62.8 percent, and another 37.2 percent were doctors. The response of female, which was at 64.4 percent that more than male 35.6 percent and the number

of respondents from Jinja Regional Referral Hospital was higher than those from St. Raphael of St. Francis Hospital Nsambya, 56 and 44 percent respectively.

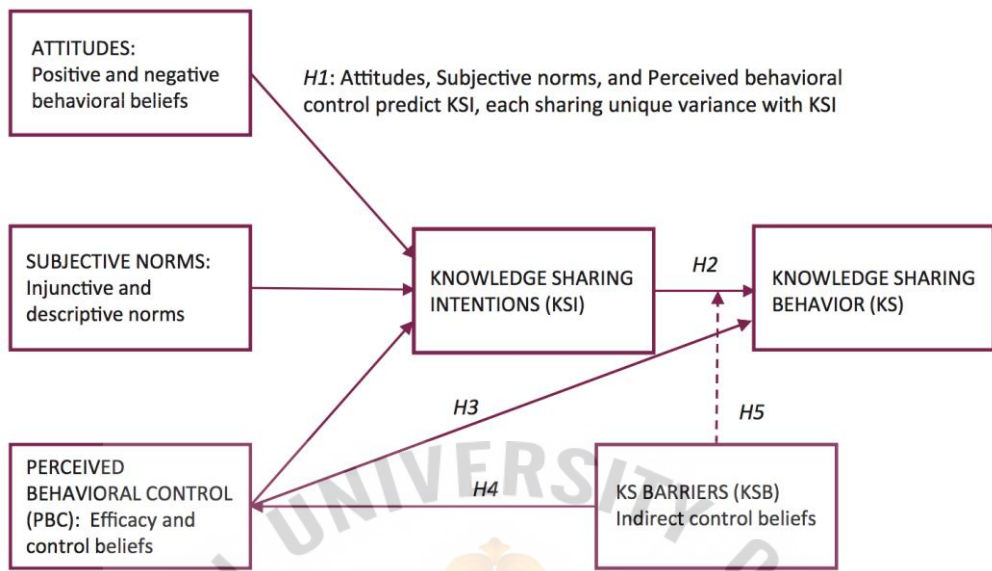
Before data ingress, the researchers checked for the completeness of the data, pertinacity also the accuracy of responses of the respondents. With this data rechecking, the researchers analyzed useful data and enter all the data in the Statistical program, Statistical Package for Social Scientists version 21. The researchers checked and looked for missing values and missing values ranged was between .5 and 1 percent, which was alleged. Later on, the analysis of missing values, the researchers brought an exploratory factor analysis and computed then tested variables for normality. The normality resulted in a normal distribution with skewness and kurtosis values 1 and 3 below, respectively. Firstly, the researchers conducted a confirmatory factor analysis that came up with a measurement model for variables, to test the fit of the theoretically based model. The results from CFA model help researchers to confirm both compound and discriminant exactness. The normed fit index was equal to .926, which indicates acceptable convergent validity, the average variance extracted is equal to .51 indicates acceptable discriminant validity. Second, the researchers conducted a structural equation model to test all of the hypotheses. All the fit index was in line with the suggested cutoff points for a model fit. The researchers tested for the compromise effect of behavioral intention between three variables and understanding sharing behavior relationship on the basis of the standardized malignant, straightway and total effects. The result was if the malignant effects reduce the direct effects when the mediator has controlled the analysis. Also, the researchers tested for mediation and compared for the competing models, the fit indices and amount of variance explained.

The researchers used regression weights to show whether there was significant relationship or not between the study variables. The result was shown the positive and significant relationships between attitude and behavioral intention with beta value of .368 and p-value less than .05, subjective norms and behavioral intentions with beta value of .201 and p-value less than .05, perceived behavioral control and behavioral intention with beta value of .451 and p-value less than .01, behavioral intention and knowledge sharing behavior with beta value of .787 and p-value less than .001. As the results have shown, the suggestion was that changed in one level of these variables were positively participatory with the scope, which an individual develops intentions to share knowledge, also the willingness to share knowledge was the same. Thereby hypotheses H1, H2, H3, and H4 were supported but the study found non-significant relationships between attitude and knowledge sharing behavior with beta value of .09 and p-value more than .05, subjective norm and knowledge sharing behavior beta value

of .095 and p-value more than .05, perceived behavioral control and knowledge sharing behavior with beta value of .123 and p-value more than .05, which means that there was no direct relationship between the predictors and behavior in planned behavior. The key finding of this study is that knowledge sharing in a community of practice could be conscious on the basis of positive evaluative thoughtfulness and community expectations about the actions and behavioral control that are perfectly processed by behavioral intentions. In conclusion, there was no other way that perceived behavioral control can define the action without the process of the behavioral intention in one person. Hospital managers need to put in place roadway for sharing knowledge effectively and could be done through the meetings, seminars, and conferences that could be more interactive for those seeking knowledge and those who possess it to pass on this expertise to another beginners or novices who seek it.



Figure 3.2: The research model of “Understanding knowledge sharing in the work context by applying a belief elicitation study”.



Source: Stenius, M., Hankonen, N., Haukkala, A., and Ravaja, N. (2015). Understanding knowledge sharing in the work context by applying a belief elicitation study. *Journal of Knowledge Management*, 19(3), 497-513.

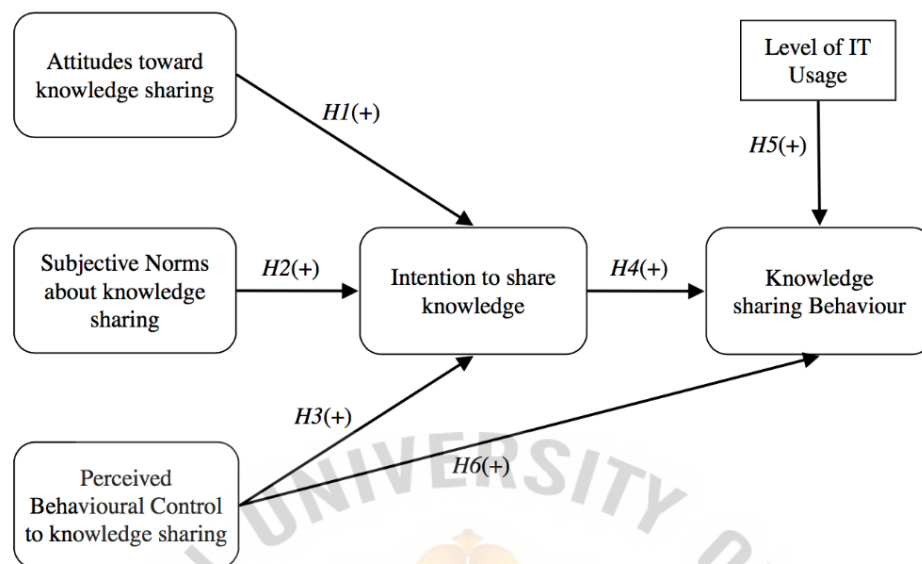
Stenius *et al.* (2015) researched about “Understanding knowledge sharing in the work context by applying a belief elicitation study”. The researchers examined the relationship between attitudes, subjective norms, perceived behavioral control, knowledge sharing intentions, and knowledge sharing barriers with knowledge sharing behavior. In this study, researchers have conducted five hypotheses and five variables. The research model is shown in Figure 3.2. The importance of this study, organizations are relying on knowledge increasingly for success and knowledge is considered as a critical resource of organization for today knowledge-based economy. The key concern of this study is how to utilize the knowledge and result in the positive upshot, such as enhanced performance, productivity or innovation capabilities.

The researchers used survey-based study in a main public-sector organization in Finland. The data collection split into two phases: the elicitation study and the survey. A sample size of 25 to 30 employees was selected in the organization. They were invited to partake in the elicitation study. Eighteen of total respondents were received back the completed questionnaires. Then analyzed and used to formulate the survey items, all employees in the organization were invited, by an email, to participate in the survey. Total 685 employees, 200 were completed the survey. This study was conducted in October 2013 and the survey in February 2014 and used Webropol Online Survey and Analysis Software. For the measure, researchers distributed

questionnaires that begin with a definition of knowledge sharing also specifically what was the meaning in terms of behavioral acts. The participants were asked to complete open-ended questions regarding the expected positive outcomes and negative outcomes that result from the behavior, normative concerns and conditions encourage the behavior. The scale of five ranged were used and defined as “very seldom” to “very often” and had good internal fit at .83. The intention to share knowledge at .92 and making a referral to the definition of knowledge sharing. Survey was used in this study, the survey included direct and indirect measures. The indirect measure was based on the frequent mention and the direct measure was used but not for attitude. These questionnaires were measured with a scale of seven ranging were used from “completely disagree” to “completely agree”. All of the data were entered and analyzed by using SPSS to examine the survey item. For the demographic information of this study, the average age at 49.3 years. They all were at the very high of education level. For 58.0 percent of the respondents had a higher in the academic degree, 31.5 percent was a bachelor degree or equivalent. For over 55 percent of the participants had the experience in working with the organization for more than 10 years.

The pronouncement of this study showed that only the managerial position and the years of the current job that correlated significantly with knowledge sharing intentions and knowledge sharing. For the finding of this research all independent variables, except negative attitudes, correlated significantly with knowledge sharing intentions. Multiple regression was used to analyze the relationships. Granting the support to H1, perceived behavioral control was the strongest at the beta value of .46 and the p-value less than .001, but both positive attitudes, which beta value at .24 and the p-value less than .001 and subjective norms, which beta value at .20 and the p-value less than .001. In this study, the model clarified 47.7 percent of the variance in knowledge sharing intentions. Knowledge sharing intentions and knowledge sharing behavior were shrilly correlated at 0.71 and p-value less than .001. Granting support to H2, knowledge sharing intentions subsumed all shared variance of the other predictors except for perceived behavioral control, which also shared independent variance with KS behavior. H3 was supported, from overall the model explained 55.2 percent of the variance in KS behavior but the correlation between knowledge sharing barriers and perceived behavioral control was negative and significant at the correlation of -.30 and the p-value less than .001, granting support to H4. In conclusion, behavior always gets placed in a content also exposing the affordances and limitations in a specific work environment may prove useful. Whereas the generalizability of the findings to other contents may be limited. The things that researchers got is actionable information that can be used to develop the specific work content.

Figure 3.3: The research model of “Knowledge-sharing behaviour of bank employees in Greece”.



Source: Chatzoglou, P. D., and Vraimaki, E. (2009). Knowledge-sharing behaviour of bank employees in Greece. *Business Process Management Journal*, 15(2), 245-266.

Chatzoglou and Vraimaki (2009) researched about “Knowledge-sharing behaviour of bank employees in Greece”. The researchers examined the relationship between attitude toward knowledge sharing, subjective norms about knowledge sharing, perceived behavioural control to knowledge sharing, intention to share knowledge and level of information technology usage with knowledge sharing behavioural. In this study, researchers have conducted six hypotheses and five variables. The research model is shown in Figure 3.3. The importance of this study is to develop an understanding of the factors that influence knowledge-sharing behaviour within an organizational framework, using widely accepted social psychology theories. It is important because understanding the factors that influence individuals’ behaviour toward knowledge sharing is significant of implement successful knowledge management preliminaries.

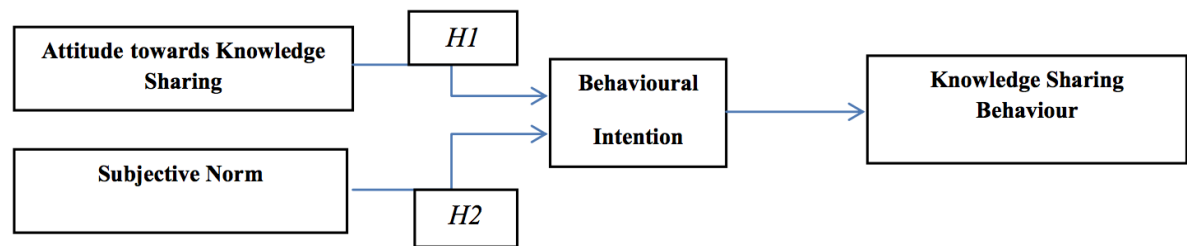
In this study, the population was comprised of employees who work at banks in Greece with both state-owned and private bank branches, total 600 questionnaires were distributed using the in-person drop-off method, for those who work in the remote area questionnaires were sent by e-mail or post. For post questionnaires, it is also included with pre-paid postal disposals. This process took one or two weeks to collect the data but participators could not complete all questionnaires in time so, the survey questionnaires were distributed and collected between October 2004 and June 2005. The questionnaire including a cover letter, seven-page questions, and general questions on the last. The primary section was constructed by the

“structured questionnaire format” and divided into five parts. Total of respondents that usable at the response rate of 46 percent.

The results showed that there is no significant difference in the characteristics of the respondents who answered the questionnaire within the period of time or the place that respondents work also those who answer the questionnaires via the internet (e-mail). The research results, attitudes, and subjective norms were found to positively influence individuals' intention to share knowledge, attitude toward knowledge sharing is the primary factor influencing intention to share knowledge depends on his/her personal favorable or unfavorable and the direct effect of perceived behavioural control to knowledge sharing result positive. Furthermore, the suggestion that the stronger the intention to engage in a behaviour the more tend to increase the performance. In concluding, the research findings with both the current study and past researcher on knowledge-sharing behavior. The result of the analysis showed that H1 and H2 provided a positive influence of attitude and subjective norms toward intention to share knowledge.

The result showed that there was a strongest direct effect of attitude toward knowledge sharing on the intention to share knowledge with the coefficient of .57 then followed by subjective norms .29. They were strong coefficient significant at the p-value less than .05. H3 has examined the effect on behavioural intention. The coefficient was estimated .14, interpretation as a small positive direct effect on intention to share knowledge, however, it was not significant at the p-value less than .05 level. Indicated that the partially supported of hypotheses even the relationship was found to be positive. H4 has examined the relationship, it resulted in a positive effect on knowledge-sharing behavior with the coefficient of .16, interpreted with a positive but weak relationship but the results were not significant at the p-value less than .05 level. H6 was examined and showed that it had a superior weak direct effect at .01 but it was significant at the p-value less than .05. However, this weak relationship was not contradicting the theoretical propositions. Finally, H5 was examined. A positive relationship between the IT use and knowledge sharing behavior. Summary, this research indicates that attitude and subjective norm positively influence on the intention to share knowledge as this study investigated the bank employees in Greece, and the suggestion was made that the climate creating would help the individually develop more the attitude of knowledge sharing and perceived the social pressure by organization members

Figure 3.4: The research model of “Knowledge sharing behaviors among non academic staff of higher learning institutions: Attitude, subjective norms and behavioral intention embedded model”.



Source: Rahman, M. S., Osmangani, A. M., Duad, N. M., and AbdelFattah, F. A. M. (2016). Knowledge sharing behaviors among non academic staff of higher learning institutions: Attitude, subjective norms and behavioral intention. *Library Review*, 1(2), 65-83.

Rahman *et al.* (2016) inspected about “Knowledge sharing behaviors among the non academic staff of higher learning institutions: Attitude, subjective norms and behavioral intention embedded model”. The researchers examined the relationship between attitude towards knowledge sharing, subjective norms, and behavioural intention with knowledge sharing behavior. In this study, researchers have conducted two hypotheses and three variables. The research model is shown in Figure 3.4. In this study, researchers develop and combined an understanding of the antecedents of knowledge sharing behavior among the non-academic staff of different higher learning institutions in Malaysia.

The researchers have conducted two hypotheses and three variables. This study is a cross-sectional study. The target respondents were non-academic staff that has been collected from both public and private universities located in Malaysia. The researchers applied convenience sampling because the population size is too big, which is a non-probability sampling technique. In that regard, this research distributed 250 questionnaires randomly to the non-academic staff. The researchers only gathered the response for 220 completed from the targeted respondents. From a total of 220 respondents, 65 percent of the sample were female respondents. The majority of the respondents’ age was 80 percent within 20 to 30 years, another 20 percent of the respondents’ ages were more than 40 years and above. As a yield, a number of respondents were 50 percent of entry-level managers, 30 percent who were mid-level managers and 20 percent who were higher-level managers. The majority of the respondents belong to personal learning institutions, followed by public higher learning institutions, 70 and 30 percent respectively. The survey instrument was measured by using an ordinal (Five-point Likert) scale, with “1” is “Strongly disagree” and “5” is “Strongly agree”. The results of this

study is able to contribute to other industries that the antecedent of knowledge sharing behavior by considering factors like attitude, subjective norms and intention. As this study result, academic institutions felt that the knowledge sharing among the non-academic staff is still low, they can use the variables of this study as a tool to demonstrate the knowledge sharing among them.

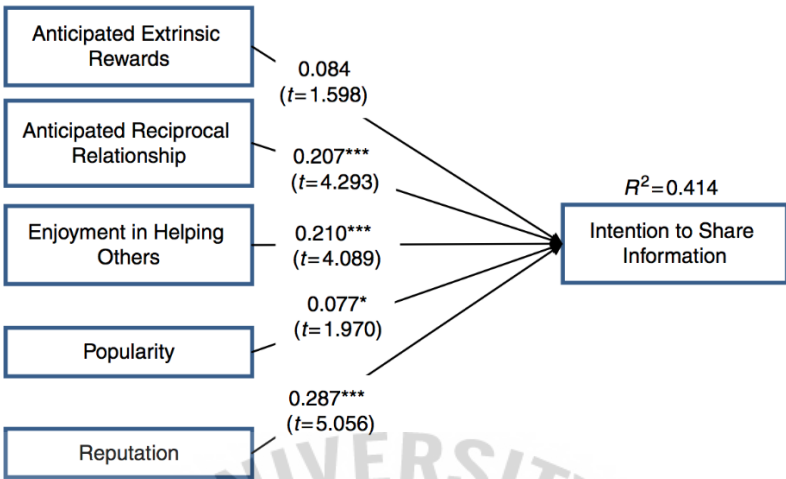
The results from descriptive statistics showed that staff who work in the academic field of higher learning institutions represented their attitude of knowledge sharing behavior. The result showed with a mean of 4.65 out of 5, of respondents agreed that sharing knowledge is valuable with their colleagues. The attitude to perform wisely their sharing activities of knowledge within the group members with the mean rating of 4.56 but the mean value of knowledge sharing behavior with experience is low with the mean of 3.98. The participators believed that knowledge sharing was needed and should be shared with their members with the mean rating of 4.98. In this research, the participators perceived that the position of managers or superior was aware of the knowledge sharing within the department with mean rating 4.68. The majority of the participators would like to carry out their leader decision in solving the problems, those majority participators were the non-academic staff of higher learning institutions. They agreed that sharing knowledge with their colleagues was the way of solving problems of mean rating 4.58.

Furthermore, the non-academic staff agreed that they need to volunteer to share their knowledge with their colleagues with the mean rating of 4.88. All of these research's results showed that sharing behavior is efficient with the mean of 4.78. Finally, most of the participators decided that knowledge sharing behavior was important as they perceived the sharing culture that benefits to everybody with the mean rating of 4.68. To test all of the hypothesis, the researcher applied the SEM with the using of standardized estimation of the model. The result showed that the attitude of knowledge sharing and subjective norms in terms of knowledge sharing among the staff in the higher learning were influenced significantly by the knowledge sharing behavior, with the beta value of attitude .68 and the p-value less than .01, the beta value of subjective norms .39 and the p-value less than .01.

Incidentally, the analysis showed that the behavioral intention was significant and positive to the knowledge sharing behavior with the beta value of .84 and p-value less than .01. For the determination of mediating role of behavioral intention between attitude, subjective norms and knowledge sharing behavior, the researcher applied direct, indirect and total effect measurement through the bootstrapping technique. The effect among the relationship of attitude, intention to share knowledge and knowledge sharing behavior was .74 in total, .5 with

an indirect effect and .24 with direct effect. To conclude, the role of behavioral intention is notable with the relationship among these variables. Also, the relationship between the subjective norms, behavioral intention, and knowledge sharing behavior was .85 in total, with indirect effect .6 and direct impact .25. Thus, the conclusion made by the researchers. The indirect effect of behavioral intention takes a significant role to strengthen the relationship between subjective norms and knowledge sharing behavior among the higher learning institutions nonacademic staff. In conclusion, the research showed that to construct the knowledge sharing behavior among the non-academic staff, superiors need to empower the authority of knowledge transmission among the staff through the process of sharing. In higher learning institutions, the knowledge sharing culture could not be forced by the superiors but the research showed that the superiors must foster a knowledge sharing culture among the staff with the facilitating different motivation that associated with staff intention to share knowledge with others. Furthermore, the researcher believed that sharing attitude among the members of department was a greatest source of intention that benefit them to share and occur the behavior and the researcher thought and believed that knowledge sharing behavior can generate a competitive benefit for all staff to provide the superior service to their customers and solving the work-related problems in working environment as well.

Figure 3.5: The research model of “Sellers versus buyers: differences in user information sharing on social commerce sites”.



Source: Yang, J., Sia, C. L., Liu, L., and Chen, H. (2016). Sellers versus buyers: differences in user information sharing on social. *Information Technology & People*, 29(2), 444-470.

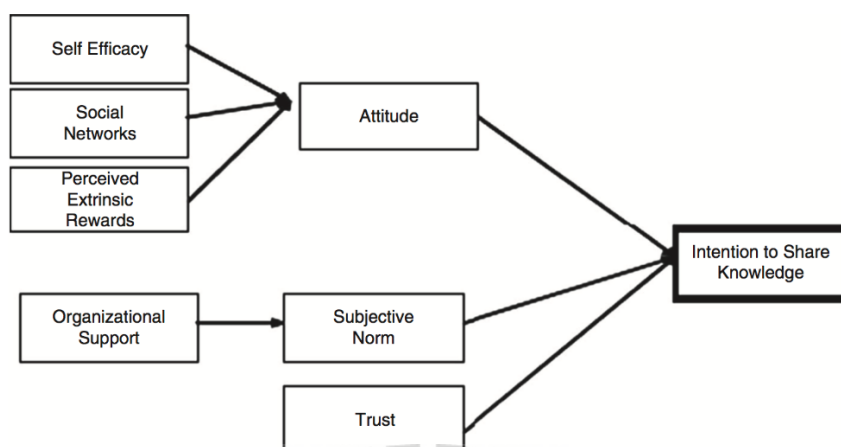
Yang *et al.* (2016) explored about “Sellers versus buyers: differences in user information sharing on social commerce sites”. The researchers examined the relationship between anticipated extrinsic rewards, anticipated reciprocal relationship, enjoyment in helping others, popularity and reputation with the intention to share information. In this study, the researchers have conducted five hypotheses and five variables. The research model is shown in Figure 3.5. The importance of this study is to advance the theoretical understanding of user information sharing by investigating differences in motivations between the different user types of social commerce sites: sellers and buyers, and the impact on social commerce.

In this study, the researchers validate this research into two parts: study one aims to assert whether different user types behave differently in the social commerce sites by using panel data; study two aims to validate the research model by conducting an online survey. The researchers gathered the data for both studies from Meilishuo.com. For the first study, to get the understanding about the differences in user types. This first study endeavors to diagnose whether sellers and non-sellers differ in certain aspects on social commerce sites by randomly gathered some objective data from the social commerce site. The researchers gather the data with 892 users (372 sellers and 520 non-sellers). For the second study, an online survey was conducted in the same website following study one. The study used a multi-method approach to collect data, identified by their network IP addresses at the time of connection to the online survey questionnaire also respondents’ user IDs on each respondent from the website. The

questionnaires were total distributed via online-survey by a data collection service, which provided in China. This service has access to over two million samples from search engines, and forums or web boards. The data were collected from the sampling pools by this survey service and considerably as reliable. The total number of completed responses is 1,170, of which 390 respondents owned an online store as sellers, 523 respondents who did not own an online store and had ever purchased products on Meilishuo.com, and another part of respondents 913 responses were included in the data analysis. In the total of the 913 respondents, 92.4 percent were females that could be defined as the primary target of Meilishuo.com as female users are linked to the gender profile of users on the website. The pluralism of this research respondents was aged between 20 and 29, 83.5 percent, and 77.8 percent of this research respondents had the level of education above the university or equal. For the measurement was measured using multi-item perceptual scales and investigated using a seven-point Likert scale, ranging from “1” is “Strongly disagree” to “7” is “Strongly agree”.

The researchers calculated with a t-test to compare the relationship within the group between buyer and seller. All hypotheses were supported. Firstly, anticipated extrinsic rewards were significant for buyers, but not significant for sellers, with the coefficient for the buyers' group significantly higher than that of the sellers' group at the beta value of .02 and the p-value less than .001. Therefore, the result of hypothesis 2 was not supported. Anticipated reciprocity was found to be insignificant for buyers but significant for seller also significantly different with the coefficient that results to be higher in seller group more than the buyer group with the beta value of .136 and the p-value less than .001. For H3, enjoyment in helping others was significant for both groups but at the different level, and the difference of the coefficient of buyer and seller at the beta value of .139 and the p-value less than .001. For H4, the effect of popularity was higher significant in seller group with the beta value of .119 and p-value less than .001. Lastly, the effect of reputation was significant at the different level with the beta value of .064 and p-value less than .001. In conclusion, consistent with all hypotheses, sellers are motivated by anticipated reciprocity, popularity and reputation than buyers are. On the other hand, buyers are motivated more by enjoyment in helping others, enjoying the pleasure offered by sharing information on social commerce sites. Astonishingly, anticipated extrinsic rewards do not have strong effect on sellers. There is one possibility to explain this is that the rewards are virtual rewards from the social commerce sites so, sellers may prefer more for actual revenues in the reality instead of virtually. Furthermore, the research found that rewards provide more intangible value to users instead of instrumental value, that could be the explanation why the effect is much stronger for buyers.

Figure 3.6: The research model of “Factors affecting knowledge sharing intention among academic staff”.



Source: Jolae, A., Md Nor. K., Khani, N., and Md Yusoff, R. (2014). Factors affecting knowledge sharing intention among academic staff. *International Journal of Educational Management*, 28(4), 413-431.

Jolae *et al.* (2014) scrutinized about “Factors affecting knowledge sharing intention among academic staff”. The researchers examined the relationship between self-efficacy, social networks, perceived extrinsic rewards, attitude, organizational support, subjective norm, and trust with the intention to share information. In this study, the researchers have conducted seven hypotheses and seven variables. The research model is shown in Figure 3.6. The importance of this study is utilizing the theory of reasoned action (TRA) as the underlying research framework. There are three main objectives. First, examine the relationships with knowledge sharing intention. Second, with attitude toward knowledge sharing intention, and third, figure out the relationship between organizational support and subjective norm.

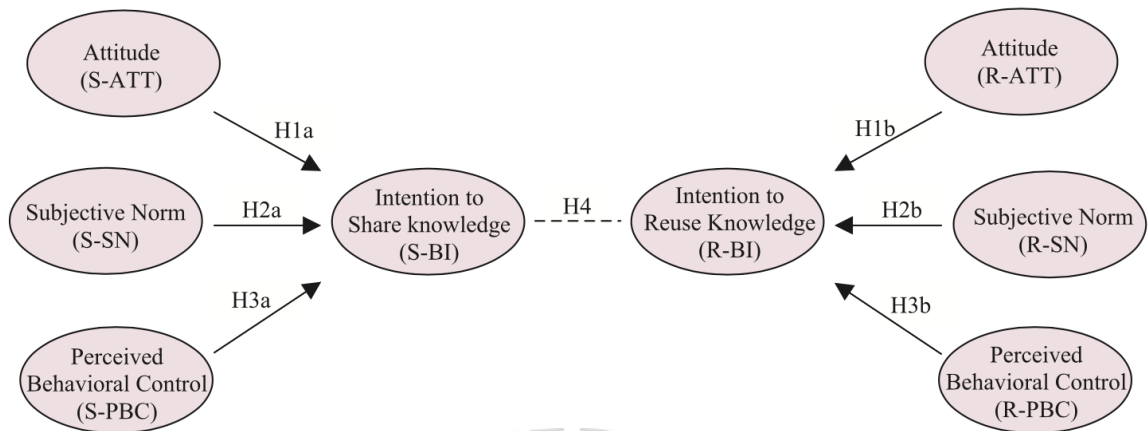
The researchers tested the research model with data gathered via a cross-sectional survey of academic staff of three social science faculties at one university in Malaysia. The questionnaire was privately distributed to the office of the respondents including a letter requesting for participation. With the stratified random sampling technique, researcher provided 200 questionnaires from, with 117 questionnaires returned at response rate of survey equal to 58.5 percent. Respondents around 55 percent were below the age of 45 years, females represented 47 percent and males’ 53 percent of the respondents, and 54 percent of the respondents had above ten years academic experience.

In this study, as the result of hypotheses testing, the result showed that attitude has a significant impact on knowledge-sharing intention. Organizational support has a significant relationship on subjective norm but it did not show any significant effect on the knowledge

sharing-intention. For another testing of hypothesis, social networks and self-efficacy have a significant effect on the attitude toward knowledge sharing. Extrinsic rewards had not shown the significant effect on attitude. Lastly, the hypothesis of trust as an influential factor was not supported on knowledge sharing. As the information mentioned above, there were three factors that significantly affect at the p-value less than .01, which were attitude toward intention to share knowledge, social network toward attitude and organizational support toward attitude with the coefficient of .265, .278 and .251 respectively. Furthermore, there were one significant at the p-value less than .05, which was self-efficacy with the coefficient of .153, and those another three factors, which were extrinsic rewards toward attitude, the subjective norm toward intention to share knowledge and trust toward intention to share knowledge were found the insignificant relationship. In this research, a paper-based questionnaire was in English because it is broadly used as the academic language in Malaysian universities. The first phase of data collection was done with the period of the pretest of the measures was established via a panel of four senior academic staff from participating faculties. After completing the pre-testing, the questionnaire was modified by the researcher and repeat the loop again with another five participants.

The study has satisfied its three main objectives. The results indicated that attitude was positively and significantly related to knowledge sharing intention. In contrast with subjective norms and trust did not significantly affect knowledge sharing intention. For other factors, only social network and self-efficacy affect significantly toward knowledge sharing intention and organizational support has strong influence on subjective norms.

Figure 3.7: The research model of “Explaining the intentions to share and reuse knowledge in the context of IT service operations”.



Source: So, J. C., and Bolloju, N. (2005). Explaining the intentions to share and reuse knowledge in the context of IT service operations. *Journal of Knowledge Management*, 9(6), 30-41.

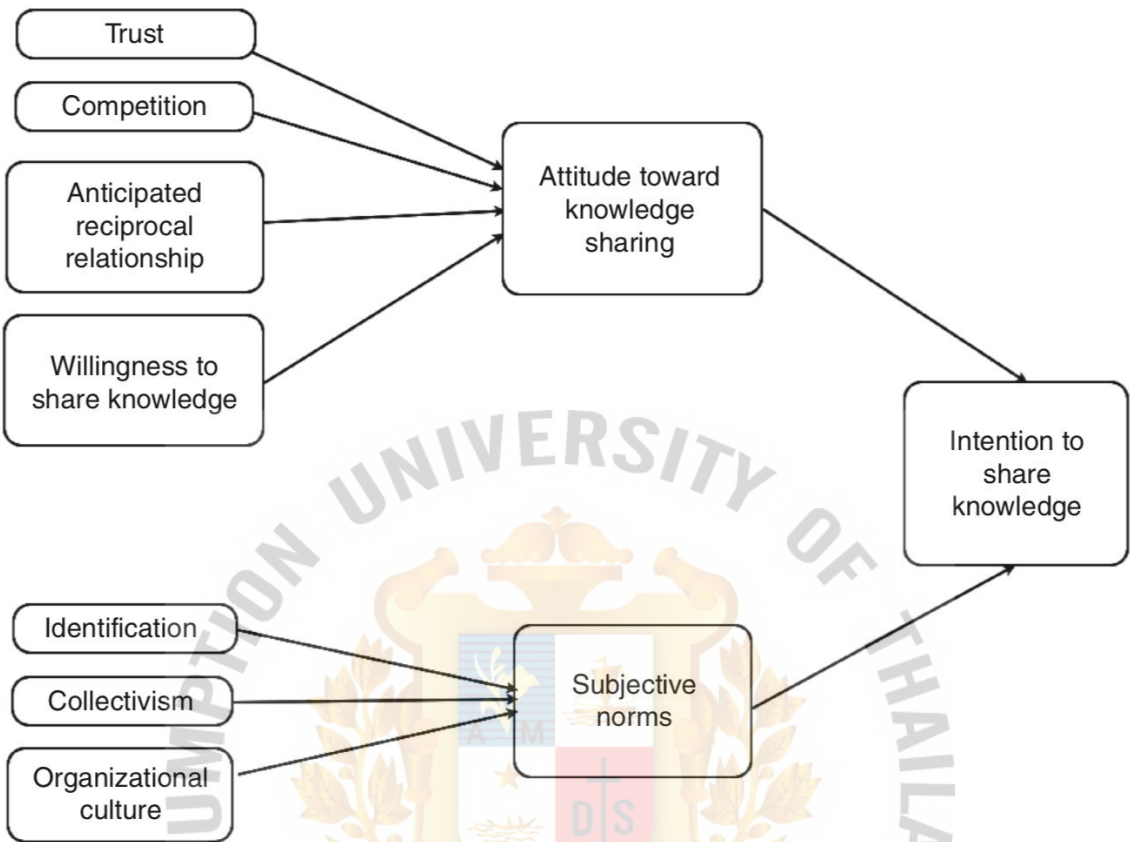
So and Bolloju (2005) studied about “Explaining the intentions to share and reuse knowledge in the context of IT service operations”. The researchers examined the relationship between attitude, subjective norm and perceived behavioral control with the intention to share knowledge and intention to reuse knowledge. In this study, the researchers have conducted three hypotheses and three variables. The research model is shown in Figure 3.7. The importance of this study is to provide an understanding of professionals’ intentions to share and reuse knowledge in the context of information technology service operations. In this research, an online survey was used to collect data. The introductory notes of the survey included the definition of information technology service operation and some example of activities in information technology service operation that demanding to share and reuse knowledge. The survey consisted of two sections. The first section is sharing one’s information technology service operation. The second section is reusing others’ information technology service operation expertise and the respondents were asked to complete both first and second sections.

The questionnaire used in this study is based on prior studies. The scales developed by Taylor and Todd (1995) and Ajzen (2002) were used for measuring the variables. Using a seven-point Likert scale ranging from “1” is “Strongly disagree” to “7” is “Strongly agree”. In the survey, the respondents were asked the same question but different wordings in both sections. There are 170 working IT professionals were sent E-mail requests for completing the online survey, who were studying a part-time master degree program at a large university. The

reason to choose those target respondents is that they had relevant working experience and familiar with the operations. The online questionnaire was available for 18 days. A reminder e-mail was sent six days and three days before the due date respectively. The survey data were analyzed by partial least squares (PLS) that related to the structural equation modeling technique that accesses the measurement within the content of the structural model but only 40 were completed with the response rate of 24 percent.

In this study, the results of the hypotheses testing were shown all were accepted both intention to share knowledge and intention to reuse knowledge except the subjective norm toward the behavioral intention of the intention to share knowledge. For the intention to share knowledge there were supported at the p-value less than .01 level only one factor, which was perceived behavioral control with the coefficient at .861. One factor, which significant at the p-value less than .01, attitude toward behavioral intention with the coefficient at .693. For the intention to reuse knowledge, there were three factors that significant with the p-value less than .01, which was attitude toward behavioral intention, subjective norm toward behavioral intention and perceived behavioral intention with the coefficient at .514, .307, .259 respectively. Finally, the researchers found that between the intention to share knowledge and intention to reuse knowledge there was significant relationship at the p-value less than .01 with the coefficient at .77. Amid the respondents that the researchers collected the data. 72.5 percent were male and 27.5 percent were female. Those who had experience in working is 9.04 years' average (SD 1/4 4:22). The researchers found that respondents are mainly working in the computer, technology and internet industry followed by banking and finance and government/public utilities 25, 20 and 15 percent respectively. Respondents around 32.5 percent are system analysts, 20 percent are managers and 17.5 percent are analyst programmers. Job duties as the main of the respondents included development, maintenance and system administration 32, 24 and 16 percent respectively. The results from this research paper indicated the theory of planned behavior is an adequate model for examining behavioral intentions of knowledge sharing and reuse in the context of information of technology service operations. All direct terminals of intention to share knowledge, exclude subjective norm in terms of sharing, and intention to reuse knowledge were significant.

Figure 3.8: The research model of “Behavioral factors influencing virtual knowledge sharing: theory of reasoned action”.

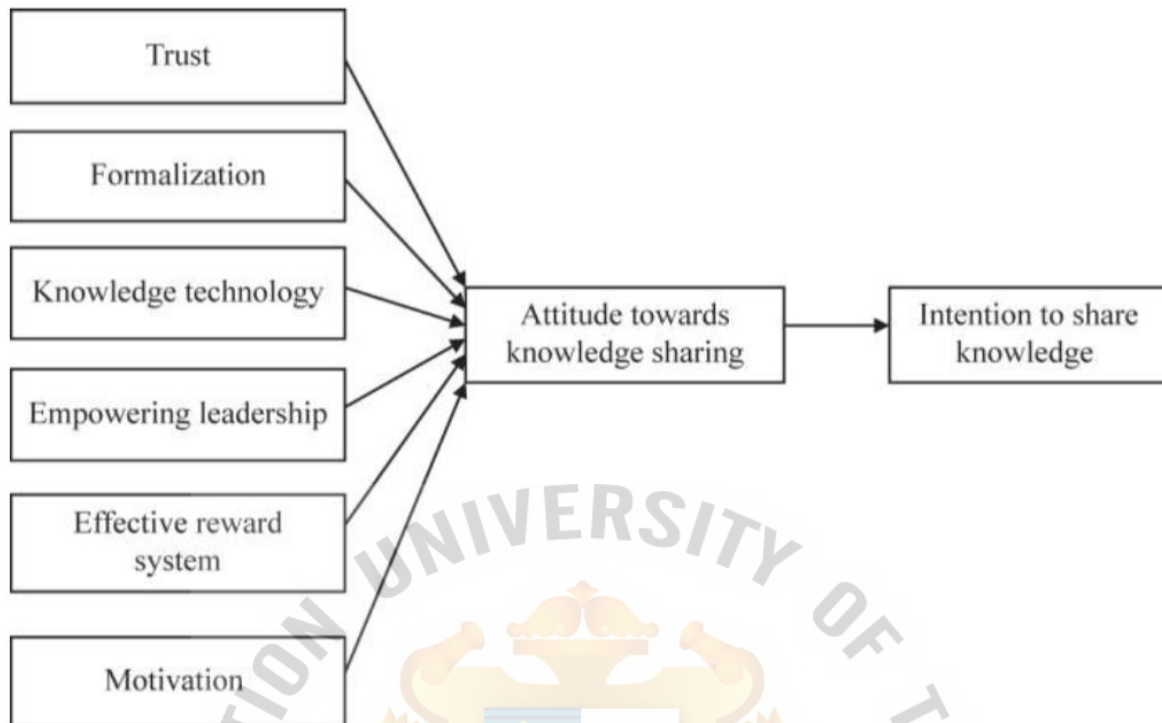


Source: Hassandoust, F., Logeswaran, R., and Farzaneh Kazerouni, M. (2011). Behavioral factors influencing virtual knowledge sharing: theory of reasoned action. *Journal of Applied Research in Higher Education*, 3(2), 116-134.

Hassandoust *et al.* (2011) studied about “Behavioral factors influencing virtual knowledge sharing: theory of reasoned action”. The researchers examined the relationship between trust, competition, anticipated reciprocal relationship, willingness to share knowledge, attitude toward knowledge sharing, identification, collectivism, organizational culture, subjective norms, and intention to share knowledge. In this study, the researchers have conducted nine hypotheses and nine variables. The research model is shown in Figure 3.8. The importance of this study is to provide the results of an investigation of behavioral factors in relation to virtual knowledge sharing among University multimedia students, in Malaysia, which this study based on the theory of reasoned action. In this research, the researchers applied questionnaires to collect data. The researchers collected for the empirical test of proposed model with pilot study for 50 participants. Then the researchers collected another 250 participants as the main data to analyze for this study. In the distribution of questionnaires, the

researchers designed and placed the questionnaires on web site “Survey Gizmo”. So, the researchers could have forwarded URL of questionnaires to students via e-mail, which the researchers claimed this method could increase the response rate. Additionally, some of questionnaires distributed were sent to undergraduate classes student manually. The questionnaires used in this study, the researchers applied Five-Point Likert scale ranging from “1” is “Completely disagree” to “5” is “Completely agree”. In the survey, the researchers received useable and complete questionnaires from online survey at response rate of 25 percent and by handed at response rate of 90 percent. The result from data analysis of this study provided and indicated that hypotheses H1, H3, and H4, which are trust towards attitude, anticipated reciprocal relationship towards attitude and willingness to share knowledge towards knowledge sharing are significant at the p-value less than .001 with positive relationship. Therefore, the researchers concluded there are only three factors, which are trust, anticipated reciprocal relationship, and willingness to share knowledge that are acceptable with the significant relationship, while other are discovered no positive relationship. Also, the researchers stated that their research contain the limitation that they studied for the students in only one university, which the results may showed as self-selection bias as one university was sampled in this study.

Figure 3.9: The research model of “Perspectives of SMEs on knowledge sharing”.



Source: Cyril Eze, U., Guan Gan Goh, G., Yih Goh, C., & Ling Tan, T. (2013). Perspectives of SMEs on knowledge sharing. *Vine*, 43(2), 210-236.

Cyril Eze *et al.* (2013) studied about “Perspectives of SMEs on knowledge sharing”. The researchers examined the relationship between trust, formalization, knowledge technology, empowering leadership, effective reward system, motivation, attitude towards knowledge sharing, and intention to share knowledge. The research model is shown in Figure 3.9. The importance of this study is to find the factors that influence knowledge sharing among the small and medium-sized enterprises in Malaysia. Also, the objective of this study is to meet the challenges of dynamic environment of business. In this research, the researchers applied survey method and distribute questionnaires directly to selected 680 manufacturing sector of SME Corporation Malaysia business. The researchers received 250 valid responses that yielding 36.75 percent of response rate. Then the researchers analyze for the reliability before hypotheses testing. The researchers applied Five-Point Likert scale for the questionnaires of this study, which ranging from “1” is “Strongly disagree” to “5” is “Strongly agree”. For the results of this study, the researchers found that all hypotheses between dependent and independent variables are in significant relationship but the researchers concluded that knowledge technology, motivation, effective reward systems, trust, and empowering leadership explain with 60.2 percent for the observed in attitude toward knowledge sharing. In

addition, the researchers provided the limitation of the study, which the researchers studied in the manufacturing sector of SMEs that excluded SMEs in service sector. So, the researchers recommend for further study to enlarge the scope to cover another sector of SMEs.

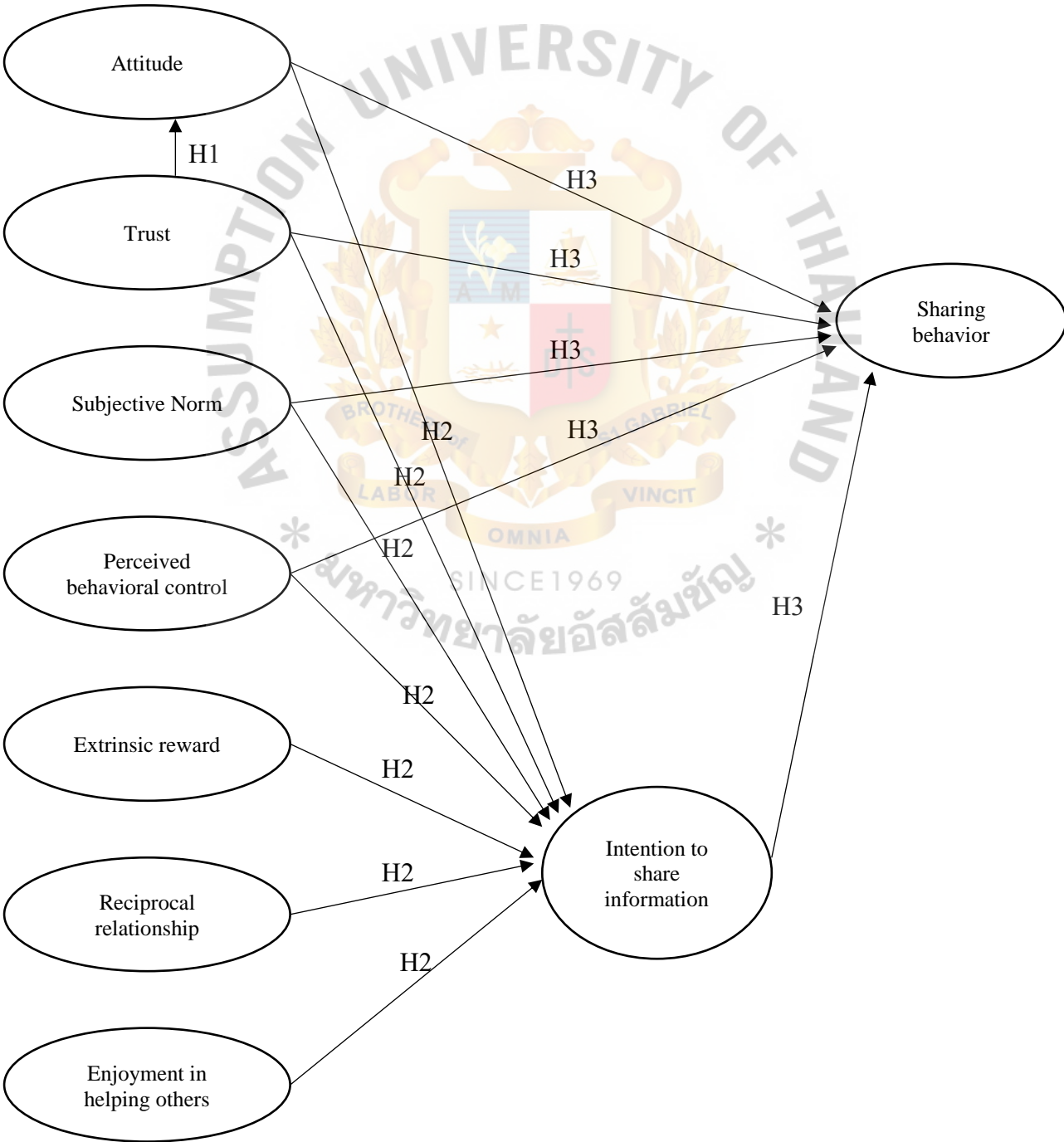
3.2 Conceptual framework

The conceptual framework is the research model developed by the researcher that seven theoretical models to conduct this conceptual framework. Sekaran and Bougie (2016) stated that a dependent variable is the one that affected by the independent variable neither positive nor negative way, as this statement the conceptual framework is the helper to explain the relationship between independent and dependent variables. The researcher has selected variables as the main focus to develop the conceptual framework that advocated sharing behavior. According to the Figure 3.1 to 3.9, those theoretical models provided many factors that advocated sharing behavior but the researcher has taken only nine independent variables, which are attitude, subjective norm, perceived behavioral control, trust, extrinsic reward, reciprocal relationship, enjoyment in helping others, and intention to share information. In this study, the dependent variable is sharing behavior.

The researcher has applied all the five variables from the first theoretical model. The five variables are attitude, subjective norms, perceived behavioral control, knowledge sharing intentions and behavior intention, which was developed by Mafabi *et al.* (2017). The five variables, which from the second theoretical model are attitudes, subjective norms, perceived behavioral control, knowledge sharing behavior, which was developed by Stenius *et al.* (2015). The five variables from the third theoretical model, which are attitudes toward knowledge sharing, subjective norms about knowledge sharing, perceived behavioural control to knowledge sharing, intention to share knowledge and knowledge sharing behavioural, which was developed by Chatzoglou and Vraimaki (2009). The four variables from the fourth theoretical model, which is an attitude towards knowledge sharing, subjective norm, behavioural intention and knowledge sharing behavioural, which was developed by Rahman *et al.* (2016). The five variables from the fifth theoretical model, which are anticipated extrinsic rewards, anticipated reciprocal relationship, enjoyment in helping others, and intention to share information, which was developed by Yang *et al.* (2016). The four variables from the sixth theoretical model, which are attitude, subjective norm, trust and intention to share knowledge, which was developed by Jolaei *et al.* (2014) and four variables from the seventh theoretical model, which are attitude, subjective norm, perceived behavioral control and intention to share knowledge in the sharing section developed by So and Bolloju (2005). The four variables from

eighth theoretical model, which are trust, attitude towards knowledge sharing, subjective norms, and intention to share knowledge that developed by Hassandoust *et al.* (2011). The three variables from the ninth theoretical model, which are trust, attitude towards knowledge sharing, and intention to share knowledge, and intention to share knowledge that developed by Cyril Eze *et al.* (2013). Finally, the researcher conducted the modified conceptual framework as presented in Figure 3.10 from all theoretical research.

Figure 3.10: Modified conceptual framework of “The factors that influence sharing behavior towards online social media in Thailand”.



3.3 Research hypotheses

Venkatesh and Davis (1996) defined hypotheses as “conjectural statements of the two or more variables relationship that contain clear implication for the testing of the statement relates.” The definition of the hypothesis was defined as “a possible or proposition solution of the problem that guesses to solve the problems” (Zikmund, Babin, Carr & Griffin, 2013). There were two types of hypotheses, alternative and null hypotheses. H_0 is defined as null hypotheses and H_a is defined as alternative hypotheses, these hypotheses were the key answer in this study

According to the objective of this research, there are three hypotheses. There are two types of hypothesis. Hypothesis one, which will be tested by using Simple Regression Analysis and hypotheses two and three, which will be tested by using Multiple Regression Analysis. The details of the statistical hypotheses are as follows:

Hypothesis 1:

H_{10} : Trust is not statistically significantly influence on attitude

H_{1a} : Trust is statistically significantly influence on attitude

Hypothesis 2:

H_{20} : Attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship and enjoyment in helping other are not statistically significantly influence on intention to share information.

H_{2a} : Attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship and enjoyment in helping other are statistically significantly influence on intention to share information.

Hypothesis 3:

H_{30} : Attitude, trust, subjective norm, perceive behavioral control and intention to share information are not statistically significantly influence on sharing behavior.

H_{3a} : Attitude, trust, subjective norm, perceive behavioral control and intention to share information are statistically significantly influence on sharing behavior.

3.4 Operationalization of the variables

In this study, the independent variables are the attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationships, enjoyment in helping other and intention to share information. This paper purpose is finding the relationship between these variables with sharing behavior which is the dependent variable of this study. The following table provides the variables, concept of variables, operational components and measurement scale of all variables.

Table 3.1: Operationalization of the Variables.

Variables	Concept of variables	Operational components	Measurement scale
Attitude	Attitude is the beliefs that determine the willingness, predilection, feel, opinion, or voluntariness to engage in an inevitable behavior, which result to execute the action (Chatzoglou & Vraimaki, 2009; Chennamaneni <i>et al.</i> , 2012).	I feel safe to share online content with my colleagues. I share new online content with my colleagues because it makes me feel proud. Whenever my colleagues and I share same online content I feel closer to them. I consider sharing online content with my colleagues is a good thing to do. It just comes automatically that whenever I get any new online content, I share it with my colleagues.	Interval scale
Trust	Generally, trust is commonly defined as the willingness to be vulnerable based on positive expectations of	Overall, the people in online community group are very trustworthy. The online content and information that I get from	Interval scale

	<p>others' action, trust is an important element in organization that mean to be an important for associations and effective relationships (Gambetta, 1988; Ghoshal & Bartlett, 1994; Riegelsberger et al., 2003).</p>	<p>the online community is trustworthy and respectable.</p> <p>I share my ideas, experience, information and online content with my colleagues.</p> <p>I believe that privacy of my online content is well protected by the host of social media.</p> <p>I believe that host of social media will not use my online content for any other purpose.</p> <p>I believe, social media that I use is a secure platform for sharing online content.</p>	
Subjective Norm	<p>The individual intention to statute that influenced by expectations of the referent group, such as friend, colleague or other that belongs to and the develops intentions to act after a perilous analysis how others act (Chatzoglou & Vraimaki, 2009; Chennamaneni <i>et al.</i> 2012; Rivis & Sheeran, 2003).</p>	<p>I share the information and online content based on the people with whom I connect on social media platform.</p> <p>When I want to share, or read contents. I'd like to access what influential people have contributed and shared.</p>	Interval scale
Perceived Behavioral Control	<p>Perceived behavioral control was defined as one of the antecedents about the intentions to</p>	<p>Online content sharing with my colleagues is within my control and it is always possible.</p>	Interval scale

	engage in behavior, motivation, and willingness to betroth in specific behavior as long as that behavior is controlled of the actor (Ajzen, 1991).	<p>I have the resources I need to enable me to share online content with colleagues.</p> <p>I am proficient in sharing information and online content with the community.</p> <p>I feel confident that I can share valuable information and online content with the community.</p> <p>Encouraging information and online content with colleagues is within my control.</p>	
Extrinsic Reward	Extrinsic reward was defined as an additional compensate for successful achievement of the given activities or task. Extrinsic reward was described as easy tool to use but not effective over the long-term (Bock & Kim, 2002; Cameron & Pierce, 1997; Constant <i>et al.</i> , 1994; Jarvenpaa & Staples, 2000).	<p>I will receive monetary rewards in return for my knowledge sharing^[1].</p> <p>I will receive monetary rewards in return for my knowledge sharing^[1].</p> <p>Other people would like to visit my profile to access the content I shared as a social reward to increase my social network.</p>	Interval scale
Reciprocal Relationships	Reciprocity was described as an action that is faction on rewarding interaction from others and that halt	My sharing would get me well acquainted with new and other members.	Interval scale

	when these expected reactions are not prepared, to help in building relationships with others and gain benefits from them (Blau, 1964; Wickramasinghe & Weliwitiigoda, 2011).	My sharing would expand the scope of my association with other members.	
Enjoyment in Helping Other	Babin <i>et al.</i> (1994) stated that enjoyment in helping other is the kind of emotion that evoked while the information sharing process, this enjoyment of helping other to share or act something in online communities has been conceded as motivation that explains individuals' willingness to share.	<p>I enjoy sharing the online content with others through the social media.</p> <p>I enjoy helping others by sharing their online content through the social media.</p> <p>It feels good to help someone or some organization by sharing their online content through social media.</p> <p>Sharing with others through the social media gives me pleasure.</p>	Interval scale
Intention to Share Information	Intention as willingness of individuals to espouse in the sharing behavior, the stronger the intention to engage in a behavior, the more that is likely to act and share the information and online content (Van den Hooff <i>et al.</i> , 2012; Ryu, <i>et al.</i> , 2003).	<p>I intend to share online content with other members more frequently in the future.</p> <p>I intend to share online content with other members more frequently in the future.</p> <p>I intend to share online content with other members more frequently in the future.</p>	Interval scale

		I intend to share online content with other members more frequently in the future.	
Sharing Behavior	Sharing behavior was defined as the process of involving aspiration or voluntarily to provide, share, exchange or assistance information and online content by an individual with colleagues in their organization (Connelly & Kelloway, 2003; Davenport & Prusak, 1998; Hansen & Avital, 2005; Jarvenpaa & Staples, 2001).	<p>Whenever I learned or found something new, I share it with my colleagues.</p> <p>I share my information and online content with my colleagues when they ask.</p> <p>I always engage in meetings (e.g. party, dinner, group meetings, and so on), so as to share information and online content with my colleagues.</p> <p>I usually spend a lot of time conducting information and online content sharing activity in online community.</p> <p>When something important happens, I let the community and colleagues know about it within a short period of time.</p> <p>It is important to share information or online content with others for the benefit of all.</p>	Interval scale

Chapter 4

Research Methodology

In this chapter, the researcher presents the methodology that is used to collect and conduct the research, in order to complete the research objective, seeking for the appropriate style and design of the collecting of the data and how the researcher will analyze the data that have been collected, which including seven-parts are methods of research used presents the research methods that suitable for this study, respondents and sampling procedures which presents the detail of explanation about the target population of this study, research instrument and questionnaires that are applied in this research, pretest, collection of data, statistical treatment of data, and summary of statistical techniques used in testing the hypotheses. This chapter provides the explanation of the statistical techniques used in the study and how researcher apply techniques and interpretation to collect data and testing hypotheses.

4.1 Methods of research used

The method of research used, the researcher adopted the descriptive research. The researcher adopts the descriptive research, which was described by Hair, Celsi, Ortinau and Bush (2008), “as the use of scientific methods and procedures to gather, collect data to explain, determine, describe and identify the characteristics of the target population.” Malhotra (2011) defined descriptive research as the type of definitive research that in used to describe characteristics or function of something. Descriptive is the describing of the significant feature of the measurement (Bowerman, O’Connell, Murphee, Huchendorf & Porter, 2003). Descriptive research was defined as the endeavor to define or describe of group of problems, people, or events by creating a profile of each, through the data collection and the tabulation of the frequencies on variables of research or the interaction; descriptive discloses what, when, where, who, or how much the concern a question or hypothesis, which will be asked for the size, form, distribution, or existence of the variable (Cooper & Schindler, 2014), which is similar to Burn, Bush and Sinha (2014), who implied that descriptive research is conducted to display the results of the question; what, when, where, who, and how.

Also, the including of the quantitative data gathering for the researching questions (Zikmund *et al.*, 2013). Grbich (2013) defined descriptive research as an appliance that used in research and enables the data to be explained in a purposive way. Furthermore, to the descriptive research could be able to help the researcher to make finalities from the data that have been collected and be readied to analyze and present. For this study, the researcher adopts

the sampling methodology for demeanor this study as a sampling method that could be helpful for the researcher to make the researcher more understanding of the target population instead of the whole population. As Zikmund *et al.*, (2013) stated that the questionnaire is defined as collecting the primary data by contacting directly to the target respondents as well as the collecting the data directly to the primary target or target population.

The method of survey research has been applied to gather and collect the perception, insight opinions and tenets from the target respondents by questionnaires distributing. The survey research method is the procedure to gather and collect the large amounts of data with the question and answer style or interview (Hair *et al.*, 2008). Survey research, all of the questions are sequenced and designed to ask to target respondents for the testing of the hypotheses, the data analyzing, the presenting of population and measurement scale of the research (Cooper & Schindler, 2014). The survey method is applied to this study because the advantage of efficient, economical and accuracy in terms of time, budget and the accurate techniques of appraising the results, advices, and suggestions from the target respondents (Zikmund *et al.*, 2013).

In this study, the researcher distributes the questionnaires by applied self-administered questionnaires to compose and reach the target respondents. The respondents who participate in this study will be asked to read and complete all of the questionnaires, which means respondents who participate in this study complete by filling the answer by themselves without any leads or guides from the assistance of the researcher (Zikmund *et al.*, 2013; Hair *et al.*, 2008; Burns *et al.*, 2014).

For the structure of the questionnaires of this study, the researcher applied the Likert scale for all of the questionnaire in the part of measuring of each variable. The Likert scale was defined as the ordinal scale format that indicate, which the respondents neither agree nor disagree with either mental belief or behavior belief about the given objects or questions to perceive the very positive and very negative attitude towards the factors or statement, also express the level of agreement on each question (Hair *et al.*, 2008; Zikmund *et al.*, 2013; Cooper & Schindler, 2014). The questionnaire for the survey include four parts, which are screening question, factors that affecting sharing behavior, the questions of sharing behavior, and general profile of respondents or the demographic factors. In this study, the researcher will collect the data from people who live in Thailand and have experience in sharing of information and online content on the social media platform before. The researcher also translates the question to Thai for the respondents who prefer to complete the questionnaire in Thai and avoid any bias response of the study.

4.2 Respondents and sampling procedure

In this part, the research provides the explanation about the details of the respondents and sampling procedure including of target population, sample unit, sample size, and sampling procedure.

4.2.1 Target population

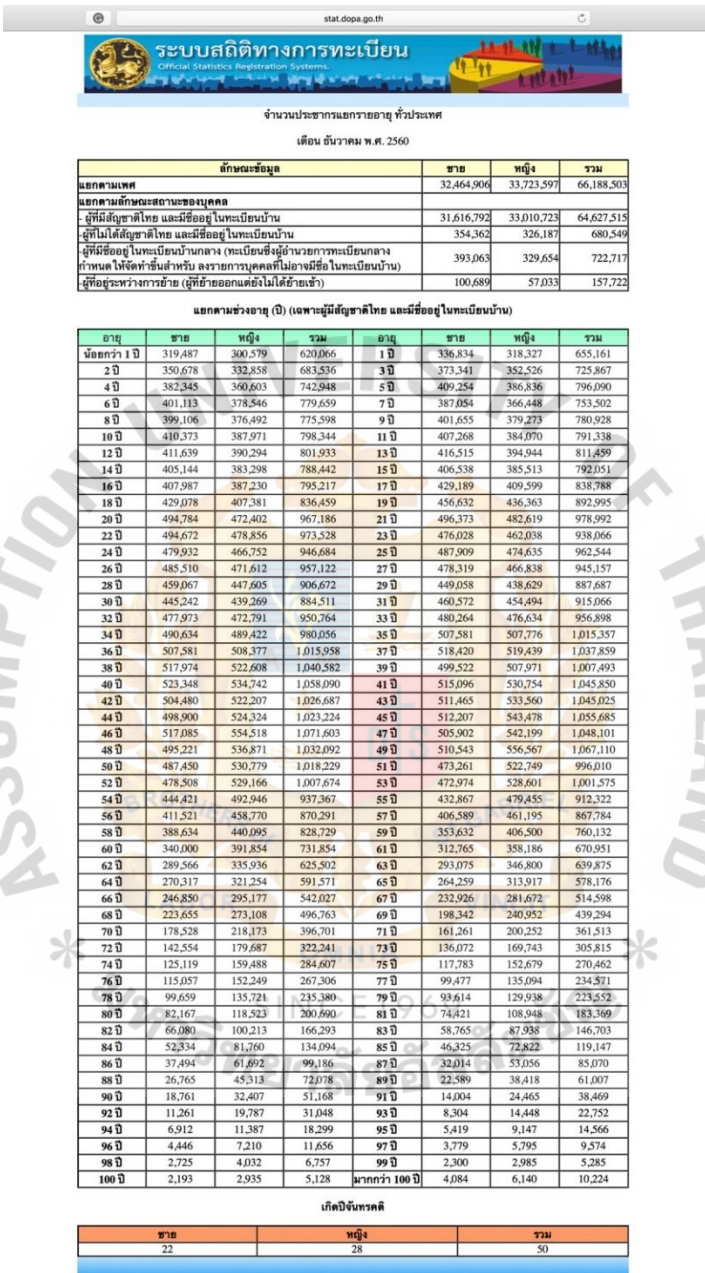
The target population are group of people, events, records, or the collection of elements that are specified and contain the key or the desired information, which questions can be observed or asked to be sought by the researcher for data, and information to improve, or development the study (Cooper & Schindler, 2014; Hair *et al.* 2008; Malhotra, 2011). Also, Bryman and Bell (2015) defined target population as “the collection of units that chosen to be the sample for the study, which will be selected from the collection of industries, cities, countries, geographic areas, etc.” Zikmund *et al.* (2013) described the target population as the group of the entire population that shares in common. Furthermore, the target population can be described as the data or information that have been collected from this group to analyze for the objective of the scrutiny (Hair *et al.*, 2008). Based on the conceptual framework of the research, the researcher investigates the factors that affecting the sharing behavior of information and online content in social media platform of target population who live in Thailand. The scope of the study of social media in Thailand that the researcher aims to study are Facebook, Twitter, Youtube, Linkedin, Twitch and Instagram, which all of this social media was classified as the most popular social media in Thailand (Figure 4.3). All of the social media that mentioned above are mentioned frequently except the social media called “Twitch”, which just booming in the mid-late of the year of 2017, so there was not much information to confirm that, but most people would spend more time in Twitch community more than Youtube and almost equal to Facebook because Twitch user interface and system is much friendlier for the content makers and content consumers.

(<https://nowloading.co/p/the-real-reason-youtubers-are-leaving-for-twitch/4159102>, accessed on 10/03/2017).

Thailand is a center of the ASEAN community in the South-East Asia (Figure 4.2), not only CLMV but also, another country in the world that was attracted, and draw the attention to visit Thailand whether they are tourists or business man. Thailand has a population of about 64.627 million people (2017) but the target population of this study are people who are aged above 18, meaning the whole population in Thailand excluding people are under the age is about 50.06 million people (see Figure 4.1).

(http://stat.dopa.go.th/stat/statnew/upstat_age_disp.php, accessed on 26 February 2018).

Figure 4.1: Thai demographic age category.



ระบบสถิติทางการทะเบียน
Official Statistics Registration Systems

จำนวนประชากรแยกอายุทั่วประเทศ
เดือน ธันวาคม พ.ศ. 2560

ลักษณะข้อมูล	ชาย	หญิง	รวม
แยกตามเพศ	32,464,906	33,723,597	66,188,503
แยกตามลักษณะสถานของบุคคล			
ผู้มีสัญชาติไทย และมีชื่ออยู่ในทะเบียนบ้าน	31,616,792	33,010,723	64,627,515
ผู้ที่ไม่ได้สัญชาติไทย และมีชื่ออยู่ในทะเบียนบ้าน	354,362	326,187	680,549
ผู้มีชื่ออยู่ในทะเบียนบ้านกลาง (ทะเบียนสิ่งผิดกฎหมายการทะเบียนกลางกำหนด ให้จัดทำขึ้นสำหรับ รายงานการบุคคลที่ไม่อาจมีชื่อในทะเบียนบ้าน)	393,063	329,654	722,717
ผู้ที่อยู่ระหว่างการย้าย (ผู้ที่ย้ายออกแต่ยังไม่ได้อายเข้า)	100,689	57,033	157,722

แยกตามช่วงอายุ (ปี) (เฉพาะผู้มีสัญชาติไทย และมีชื่ออยู่ในทะเบียนบ้าน)

อายุ	ชาย	หญิง	รวม	อายุ	ชาย	หญิง	รวม
น้อยกว่า 1 ปี	319,487	300,579	620,066	1 ปี	336,834	318,327	655,161
2 ปี	350,678	332,858	683,536	3 ปี	373,341	352,526	725,867
4 ปี	382,345	360,603	742,948	5 ปี	409,254	386,836	796,090
6 ปี	401,113	378,546	779,659	7 ปี	387,054	366,448	753,502
8 ปี	399,106	376,492	775,598	9 ปี	401,655	379,273	780,928
10 ปี	410,373	387,971	798,344	11 ปี	407,268	384,070	791,338
12 ปี	411,639	390,294	801,933	13 ปี	416,515	394,944	811,459
14 ปี	405,144	383,298	788,442	15 ปี	406,538	385,513	792,051
16 ปี	407,987	387,230	795,217	17 ปี	429,189	409,599	838,788
18 ปี	429,078	407,381	836,459	19 ปี	456,632	436,363	892,995
20 ปี	494,784	472,402	967,186	21 ปี	496,373	482,619	978,992
22 ปี	494,672	478,856	973,528	23 ปี	476,028	462,038	938,066
24 ปี	479,932	466,752	946,684	25 ปี	487,909	474,635	962,544
26 ปี	485,510	471,612	957,122	27 ปี	478,319	466,838	945,157
28 ปี	459,067	447,605	906,672	29 ปี	449,058	438,629	887,687
30 ปี	445,242	439,269	884,511	31 ปี	460,572	454,494	915,066
32 ปี	477,973	472,791	950,764	33 ปี	480,264	476,634	956,898
34 ปี	490,634	489,422	980,056	35 ปี	507,581	507,776	1,015,357
36 ปี	507,581	508,377	1,015,958	37 ปี	518,420	519,439	1,037,859
38 ปี	517,974	522,608	1,040,582	39 ปี	499,522	507,971	1,007,493
40 ปี	523,348	534,742	1,058,090	41 ปี	515,096	530,754	1,045,850
42 ปี	504,480	522,207	1,026,687	43 ปี	511,465	533,560	1,045,025
44 ปี	498,900	524,324	1,023,224	45 ปี	512,207	543,478	1,055,685
46 ปี	517,085	554,518	1,071,603	47 ปี	505,902	542,199	1,048,101
48 ปี	495,221	536,871	1,032,092	49 ปี	510,543	556,567	1,067,110
50 ปี	487,450	530,779	1,018,229	51 ปี	473,261	522,749	996,010
52 ปี	478,508	529,166	1,007,674	53 ปี	472,974	528,601	1,001,575
54 ปี	444,421	492,946	937,367	55 ปี	432,867	479,455	912,322
56 ปี	411,521	458,770	870,291	57 ปี	406,589	461,195	867,784
58 ปี	388,634	440,095	828,729	59 ปี	353,632	406,500	760,132
60 ปี	340,000	391,854	731,854	61 ปี	312,765	358,186	670,951
62 ปี	289,566	335,936	625,502	63 ปี	293,075	346,800	639,875
64 ปี	270,317	321,254	591,571	65 ปี	264,259	313,917	578,176
66 ปี	246,850	295,177	542,027	67 ปี	232,926	281,672	514,598
68 ปี	223,655	273,108	496,763	69 ปี	198,342	240,952	439,294
70 ปี	178,528	218,173	396,701	71 ปี	161,261	200,252	361,513
72 ปี	142,554	179,687	322,241	73 ปี	136,072	169,743	305,815
74 ปี	125,119	159,488	284,607	75 ปี	117,783	152,679	270,462
76 ปี	115,057	152,249	267,306	77 ปี	99,477	135,094	234,571
78 ปี	99,659	135,721	235,380	79 ปี	93,614	129,938	223,552
80 ปี	82,167	118,523	200,690	81 ปี	74,421	108,948	183,369
82 ปี	66,080	100,213	166,293	83 ปี	58,765	87,938	146,703
84 ปี	52,334	81,760	134,094	85 ปี	46,325	72,822	119,147
86 ปี	37,494	61,692	99,186	87 ปี	32,014	53,056	85,070
88 ปี	26,765	45,313	72,078	89 ปี	22,589	38,418	61,007
90 ปี	18,761	32,407	51,168	91 ปี	14,004	24,465	38,469
92 ปี	11,261	19,787	31,048	93 ปี	8,304	14,448	22,752
94 ปี	6,912	11,387	18,299	95 ปี	5,419	9,147	14,566
96 ปี	4,446	7,210	11,656	97 ปี	3,779	5,795	9,574
98 ปี	2,725	4,032	6,757	99 ปี	2,300	2,985	5,285
100 ปี	2,193	2,935	5,128	มากกว่า 100 ปี	4,084	6,140	10,224

เกิดปีจันทร์ศั

ชาย	หญิง	รวม
22	28	50

Source: http://stat.dopa.go.th/stat/statnew/upstat_age_disp.php, accessed on 26 February 2018.

As the study, the researcher selected the target population who have experience in sharing information and online content on online social media platform, which are Facebook, Twitter, Youtube, Linkedin, and Twitch. However, the researcher also has another criterion to classify the target population, which are people who age above 18 years old. According to the

Thai underage civil law written by King Bhumipol, someone under legal age, which is generally 18 years old and does not have much experience and knowledge, also lack of the control ability, which mean that those thinking and opinion are not strong and consistent as the normal people even they own the social media account and experience the sharing of online content before. Also, confirm by the law that people who are aged below 18, any action that is not the usual to live, they have to be approved by their parents first. If the action is not approved, for example, kid buy a car by him/her self this action will be ineffective. The researcher decides to collect the data with the online survey tool by using google form to collect the data. The online survey tool provides the benefit to the researcher to collect the data with the problem less about the distance, affordable, accuracy and time efficient.

(<https://www.genderindex.org/country/thailand/>, accessed on 3 October 2017).

4.2.2 Target population summary

In order to collect the data, the target population that the researcher selected is people who are age more than 18 years old, which is 78.911 percent of the entire population. The researcher applies the online survey tool by using Google Form for gathering the data from target population for this study. The researcher aims to collect data from all social media users that already experienced sharing of information and content via social media and the respondents who are aged above 18 years old.

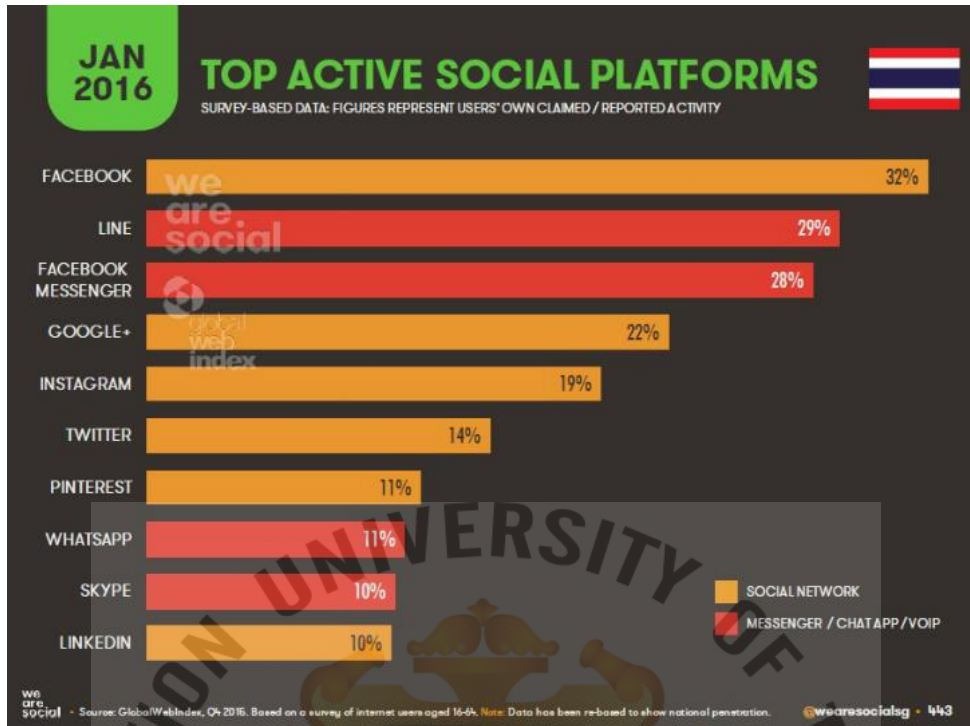
Figure 4.2: Map of ASEAN community countries.



Source:

https://static.seekingalpha.com/uploads/2016/9/7/37628986-14732546547280142_origin.jpg, accessed on 3 October 2017

Figure 4.3: Top active social media platform in Thailand.



Source: <http://www.veedvil.com/news/digital-in-thailand-2016/>, accessed on 3 October 2017.

4.2.3 Sampling units

Since the whole population is too large for the study, the researcher selected the group of target population to be the sample unit of this study. Hair *et al.* (2008) defined sampling units as the elements that are available to be selected during the sampling process. Malhotra (2011) stated that the sampling units are the units that contain the elements of population and available to be sampled. Cooper and Schindler (2014) described sampling units as group of participants, events, records or cases that selected to represent the population. The target population of the study is the individual respondent and contain the same elements as the whole population. Furthermore, the sample unit was described as the sample group of people that participating in the study of the researcher or the group participating that they participate in the research that represent the entire or the whole population of potential respondents (Zikmund *et al.*, 2013). Furthermore, the sampling units are the part of the object or group that draw from the entire population of the research that useable to be chosen to be the representative of the entire population.

The researcher collects the data by designing to use survey technique via distributing questionnaires to the target respondents who have already experienced the sharing of online

content and information in social media such as Facebook, Twitter, Youtube, LinkedIn, and Twitch. In this study, the researcher studies the dependent variable is sharing behavior with eight independent variables, which are attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship, enjoyment in helping others, and intention to share information.

4.2.4 Sample size

The target population of this research are all social media users that already have experience of sharing online content and information. The sample size is the amount or number of the elements that are include in the study, most of all the research should be between 30 to 500, the sample size has to be large enough that could be represent for the whole amount of population, as the more and larger of sample size and the more questionnaires are distributed to sampling unit, the errors that will occur and show in the research are less, which affect the reliability and accuracy of the study. However, the size of sample is depended on the research design and, also statistical design (Zikmund *et al.*, 2013; Sekaran & Bougie, 2016). According to Hair *et al.* (2008), exploratory research is the research designed that collect or gain background information as the primary data, also secondary data for the interpretation. Hence, the researcher applied exploratory research by reference the sample size of the research papers to refer the amount of sample size that should be collected for the study. Rahman *et al.* (2016) researched about “Effects of workplace spirituality and trust mediated by perceived risk towards knowledge sharing behaviour”. The researchers examined the relationship between trust, workplace spirituality, perceived risk with knowledge sharing behaviour. The researchers distributed questionnaires to their respondents, of 250 questionnaires were distributed but 240 were complete.

According to Al-Busaidi and Olfman (2017) who studied about “Knowledge sharing through inter-organizational knowledge sharing systems”. The researchers examined the relationship between knowledge workers, peers, IOKS system, organization, sector with IOKSS knowledge sharing. The researchers gathered the data by distributed the questionnaires to workers for each sector for 250 questionnaires and 101 were useable for the study. Ma *et al.* (2014) mulled about “Understanding news sharing in social media: An explanation from the diffusion of innovations theory”. The questionnaires were distributed to examine the relationship between opinion leadership, opinion seeking, tie strength, homophile, perceived credibility, perceived liking, perceived relevance with news sharing intention, the

questionnaires were distributed for the participants who voluntary, about 318 responses were collected for this study.

Also, Akhavan, Rahimi and Meharalian (2013) explored about “Developing a model for knowledge sharing in research centers”, the researchers tested the relationship between intrinsic motivation, extrinsic motivation, intention to methods of knowledge sharing, intention to knowledge sharing behavior and knowledge sharing behavior. The questionnaires were distributed to the target population of the study for 400 questionnaires but 317 of the questionnaires were useable for the study. Omotayo and Babalola (2016) studied about “Factors influencing knowledge sharing among information and communication technology artisans in Nigeria”. The researchers distributed 285 copies of questionnaires but only 214 copies were returned to the researchers. In this study, the researchers examined the relationship between perceived benefit, social interaction, trust, social identification, shared language and goals, age, gender, educational level, years of job experience with knowledge sharing. Rahman *et al.* (2015) studied about “Trust and work place spirituality on knowledge sharing behavior: Perspective from non-academic staff of higher learning institutions”. The researchers tested the relationship between trust, workplace spirituality, perceived risk with knowledge sharing behavior and questionnaires were initialed distributed to 250 respondents, which were useable only 230 questionnaires.

In addition, Hassandoust *et al.* (2011) explored about “Behavioral factors influencing virtual knowledge sharing: theory of reasoned action”. The researcher distributed 287 questionnaires to participants but only 250 were completed and returned to the researcher to continue the testing relationship between trust, competition, anticipated reciprocal relationship, willing ness to share knowledge, attitude toward knowledge sharing, identification, collectivism, organizational culture, subjective norms with intention to share knowledge. Yuan and Liu (2017) mulled about “The influence of contextual support on persistent sharing willingness of QQ group members: Mediating effect of autonomous motivations”, the researchers investigated relationship between autonomy support, perceived usefulness, relatedness support, reciprocity, learning, altruism with sharing willingness. The researchers distributed questionnaires for the study to QQ group members with 400 in total of questionnaires but 317 were completed and return to the researchers. Kim and James (2016) studied about “The theory of planned behaviour and intention of purchase sport team licensed merchandise”. The researchers distributed to participants about 384, which including men and women, 248 and 136, respectively for the purpose of testing the relationship between attitudes, subjective norms with perceived behavioral control. Razmerita *et al.* (2016) scrutinized about

“What factors influence knowledge sharing in organizations? A social dilemma perspective of social media communication”. The researchers tested relationship between individual factors, organizational factors, technological factors, demographics with frequency of knowledge sharing and the questionnaire were distributed to the participants of this study. A total of 116 responses were collected within four-month period. However, only 114 responses were useable for the study.

Accordingly, Rahman *et al.* (2016) inspected about “Knowledge sharing behaviors among the non academic staff of higher learning institutions: Attitude, subjective norms and behavioral intention embedded model”. The researchers examined the relationship between attitude towards knowledge sharing, subjective norms, and behavioural intention with knowledge sharing behavior. The researchers collected the data by distributing 250 questionnaires randomly to the non-academic staff but the researcher gathered only 220 respondents that completed the questionnaires. Endres and Rhoad (2016) studied about “What makes a high performer share knowledge?” The researchers examined the relationship between motivation, ability, opportunity with knowledge sharing, the questionnaires were distributed with the randomly prize to win \$25 gift card. The researchers received 59 responses out of 245 that were selected. Heath, Ardestani and Nemati (2016) studied about “Sharing personal genetic information: the impact of privacy concern and awareness of benefit”. The researchers examined the relationship between attitude, perceived control, subjective norm with intention to share. The questionnaires were distributed to 350 potential participants but only 273 questionnaires were collected from this distribution.

Moreover, Jolaei *et al.* (2014) scrutinized about “Factors affecting knowledge sharing intention among academic staff”. The researchers examined the relationship between self-efficacy, social networks, perceived extrinsic rewards, attitude, organizational support, subjective norm, and trust with the intention to share information. The researchers provided 200 questionnaires but only 117 were returned. So and Bolloju (2005) who studied about “Explaining the intentions to share and reuse knowledge in the context of IT service operations”. The researchers examined the relationship between attitude, subjective norm and perceived behavioral control with the intention to share knowledge and intention to reuse knowledge. The researchers were provided the questionnaires to those who work in the IT professional with the total number of 170 within 18 days plus the reminder e-mail to those who participated and the researchers got the result of the respondents in total 40 that were completed.

Therefore, in this study, the researcher decided to distribute the questionnaires in total 400 questionnaires. Not only the previous researches are supported to design the sample size, but also the formula to find the sample size are supported the sample size of this research (Yamane, 1967) (see Figure 4.4). According Yamane (1967), if the population is equal to 1,000 the sample size will be 286 at the allowance error of 5 percent. If the population size is equal to 100,000 the sample size will be 398 at the allowance error of 5 percent. However, if the population size is more than 100,000 the sample size will be 400 (Yamane, 1967) (see Figure 4.4). Based on this formula that Yamane calculate for the sample size, the formula use as shows below;

$$n = \frac{N}{1 + N(e)^2}$$

Where:

- n = sample size required
- N = number of people in population
- e = allowance error (%)

Figure 4.4: Taro Yamane table

ขนาดประชากร	ขนาดของกลุ่มตัวอย่างที่ขนาดความคลาดเคลื่อน (e)					
	± 1%	± 2%	± 3%	± 4%	± 5%	± 10%
500	*	*	*	*	222	83
1,000	*	*	*	385	286	91
1,500	*	*	638	441	316	94
2,000	*	*	714	476	333	95
2,500	*	1250	769	500	345	96
3,000	*	1364	811	517	353	97
3,500	*	1458	843	530	359	97
4,000	*	1538	870	541	364	98
4,500	*	1607	891	549	367	98
5,000	*	1667	909	556	370	98
6,000	*	1765	938	566	375	98
7,000	*	1842	959	574	378	99
8,000	*	1905	976	580	381	99
9,000	*	1957	989	584	383	99
10,000	5000	2000	1000	588	385	99
15,000	6000	2143	1034	600	390	99
20,000	6667	2222	1053	606	392	100
25,000	7143	2273	1064	610	394	100
50,000	8333	2381	1087	617	397	100
100,000	9091	2439	1099	621	398	100
∞	10000	2500	1111	625	400	100

Source: <https://sites.google.com/site/bb24559r/khnad-khxng-klum-tawxyang-thi-hemaa-sm>, accessed on 4 October 2017.

4.2.5 Sampling procedure

In this study, the researcher applies two techniques of research, which is non-probability and probability technique. Non-probability method is defined as the sampling group selection technique, which has four type of sampling techniques by using convenience sampling only because this study has no limit for physical boundaries, location or how far the distance that the researcher has to go and collect the data. Non-probability provides the alternative to the researcher to pick and select the sampling unit with the researches judgment, also provides the opportunity to the researcher to select sampling purposively, which the researcher wanted to study with more accuracy (Malhotra, 2011). Non-probability sampling design is the methods of sampling unit, which is unknown and based on the assessment of the researcher (Hair *et al.*, 2008). The researcher applies non-probability sampling in this research to select and find the sample who already had experience in sharing information and online content through the social media, so the researcher applies convenience sampling as the technique to collect the data. Also, non-probability sampling provides the benefit for the researcher as the most easy and efficient way to conduct the survey.

Convenience sampling

Convenience sampling defined as a non-probability sampling that refers to the procedure of collecting data from people, unit, or group that are most available (Zikmund *et al.*, 2013). Convenience sampling is expressed as the method that asking people who are available, comfortable or willingly to complete or answer the question or object that will be asked (Bryman & Bell, 2015). Cooper and Schindler (2014) defined convenience sampling as the chosen of available and ready to response person as participants for the study or survey question. Also, Hair *et al.* (2008) explained that the researcher selects the participant as the convenient of researcher, the definition of convenience sampling. As the benefit that Burns *et al.* (2014) defined, the convenience sampling provides access to a large number of the respondents with quickly and more efficiently. The convenience sampling also called accidental or haphazard sampling. In this research, the researcher will distribute the questionnaires in total of 400 with another bumper for reservation of the incomplete response, the convenience sampling provides the advantage to the researcher as an inexpensive way and easy to carry out and collect the data from those who most available and willing to complete the questionnaires for the researcher but the convenience sampling also contain the disadvantage if respondents are not willing, rushing or busy the questionnaires that they

completed will result in bias but the researcher will be collected 50 more respondents to reserve those bias result

(<http://dissertation.laerd.com/convenience-sampling.php>, accessed on 4 October 2017).

In this study, the researcher applies convenience sampling technique by distributing 400 and another 50 to the participants who are available, comfortable, and willingly to complete the questionnaires by passing the link of the questionnaires to the respondents' e-mail or the social media platform inbox.

The process of questionnaire responding by online survey tool (Google form).

The example of the process, or collect the question by using the online survey, participants can answer step by step following these step (see Figure 4.5 to Figure 4.9)

Figure 4.5: First part: Screening question. Online survey tool: Google form, desktop version (left), mobile version (right).

The figure displays two versions of a Google Form titled "The factors that influence sharing behavior towards the online social media in Thailand". The desktop version (left) shows a screening question: "Are you 18 years old or older?". It has two radio button options: "Yes, I am (Please continue to the next question)" and "No, I am not (Please return the questionnaire)". Below this is another question: "Do you own the online social media account?". It also has two radio button options: "Yes, I do own the account. (Please continue to the next question)" and "No, I do not own any online social media account (Please return the questionnaire)". The mobile version (right) shows the same form but with a different layout. It includes a section titled "Factors affecting sharing behavior." and a question: "In part II the question will be asked about the factors that affect the sharing behavior. Please answer the following question by choosing the measurement scale that you think is the truth in your opinion and complete all question. For the measurement scale, the researcher designs to use 5-point Likert Scale, which are 5 = strongly agree, 4 = agree, 3 = neither agree or disagree, 2 = disagree and 1 = strongly disagree." Below this is a question: "I feel safe to share online content with my colleagues." with a 5-point Likert scale (1 to 5) for response.

This questionnaire will be used “Yes” and “No” to answer the screening question. If the participant chooses “Yes” Please continue to do the next part of questionnaire in part II. If participant have selected “No” please return the questionnaire to the distributor or exit the page for online survey google form.

Participants would be asked to complete the questionnaires by choosing the most correct answer and clicking on the choice to select. For this part, as the first part of the questionnaire. Participants have to select the answer that most correct based on respondents' characteristics and opinions. When participants have selected all the answer, to reach next part of this questionnaire participants have to click “NEXT”. If Google form does not let participants pass the current part, participants have to check that participants answer all of the question, then participants can try again.

Figure 4.6: Second part: Factors affecting sharing behavior part. Online survey tool: Google form, desktop version (left), mobile version (right).

The factors that influence sharing behavior towards the online social media in Thailand

**Required*

Factors affecting sharing behavior.

In part II the question will be asked about the factors that affect the sharing behavior. Please answer the following question by choosing the measurement scale that you think is the truth in your opinion and complete all question. For the measurement scale, the researcher designs to use 5-point Likert Scale, which are 5 = strongly agree, 4 = agree, 3 = neither agree or disagree, 2 = disagree and 1 = strongly disagree.

Attitude

I feel safe to share online content with my colleagues. *

1 2 3 4 5

Strongly disagree Strongly agree

I share new online content with my colleagues because it makes me feel proud. *

1 2 3 4 5

Strongly disagree Strongly agree

Part 1: Screening question

This questionnaire will be used "Yes" and "No" to answer the screening question. If the participant chooses "Yes" Please continue to do the next part of questionnaire in part II. If participant have selected "No" please return the questionnaire to the distributor.

Are you 18 years old or older? *

☐ Yes, I am (Please continue to the next question)

☐ No, I am not (Please return the questionnaire).

In part 2 the question will be asked about the factors that affect the sharing behavior. Please answer the following question by choosing the measurement scale that you think is the truth in your opinion and complete all question. For the measurement scale, the researcher designs to use 5-point Likert Scale, which are;

- 5 = strongly agree
- 4 = agree
- 3 = neither agree nor disagree
- 2 = disagree
- 1 = strongly disagree.

Figure 4.7: Third part: Sharing behavior. Online survey tool: Google form, desktop version (left), mobile version (right).

The image displays two side-by-side screenshots of a Google Form titled "Sharing behavior". The left screenshot shows the desktop version, which features a clean, wide layout with a purple header. The form contains four questions, each followed by a 5-point Likert scale with radio buttons. The questions are: "Whenever I learned or found something new, I share it with my colleagues.", "I share my information and online content with my colleagues when they ask.", "I always engage in meetings (e.g. party, dinner, group meetings, and so on) so as to share information and online content with my colleagues.", and "I usually spend a lot of time conducting information and online content sharing activities in these online communities". The right screenshot shows the mobile version, which has a narrower layout and a more compact design, also featuring a purple header and the same four questions with Likert scales. The mobile version's interface is optimized for smaller screens, with text and buttons being more condensed.

In part 3 the question will be asked about the factors that affect the sharing behavior. Please answer the following question by choosing the measurement scale that you think is the truth in your opinion and complete all question. For the measurement scale, the researcher designs to use 5-point Likert Scale, which are;

- 5 = strongly agree
- 4= agree
- 3 = neither agree nor disagree
- 2 = disagree
- 1 = strongly disagree.

Figure 4.8: Fourth part: General profile of respondents). Online survey tool: Google form, desktop version (left), mobile version (right).

The figure shows two side-by-side screenshots of a Google Form titled 'General profile of respondents'. The left screenshot is the desktop version, displaying a full-width layout with sections for Gender, Age, Income level/ Pocket money, and Education level. The right screenshot is the mobile version, showing a narrower layout with the same sections. The mobile version's 'Age' section only lists the first five age ranges (18-22 to 38-42 years old), while the desktop version lists all eight ranges up to 'Above 52 years old'.

In part 4 the question will be asked about the general information about respondents. Please answer the following question by choosing the measurement scale that you think is it the truth in your opinion and complete all question.

Figure 4.9: Finishing page of online survey. Online survey tool: Google form, desktop version (left), mobile version (right).

The figure shows two side-by-side screenshots of the finishing page of a Google Form. The left screenshot is the desktop version, displaying a message box that says 'The factors that influence sharing behavior towards the online social media in Thailand' and 'Your response has been recorded.' with a 'Submit another response' button. The right screenshot is the mobile version, showing the same message in a larger, more prominent box. The mobile version also includes Thai text: 'เราได้รับบันทึกคำตอบของคุณไว้แล้ว' (We have recorded your answer) and a link 'ส่งคำตอบเพิ่มอีก' (Send more answers).

After the participants finish all of the questionnaire, then press submit and this page will show up to ensure that participants' record has been recorded.

4.3 Research instruments/ Questionnaires

In this study, the researcher used the questionnaires as the main instrument to collect the data and information from the target population. Questionnaires are used to collect the data about the sharing behavior. Hair *et al.* (2008) stated that questionnaire is the composed of a set or collection of questions and scaled that designed by the research framework and promulgate primary information or data from respondents to achieve the research objective. Questionnaires defined as an instrument that delivered to participants or respondents through personal either or non-personal and completed by the participants or respondents (Cooper & Schindler, 2014). Questionnaires were conceived by Bryman and Bell (2015) as the integration of questions that distributed to participants or respondents, also entitled as a self-completion questionnaire. The researcher applied the theory of closed-ended questionnaires that supported by Zikmund *et al.* (2013), the benefit that closed-ended provided to the researcher and target population of this study, the fast decisions that chosen by themselves' agreement among several options.

Interpretation, the questionnaires are based on the previous studies that have established and announced, the questionnaires were conducted also relevant to the conceptual framework of this study through adapting and minor changing of questionnaires for the appropriate of this study and target population of this study. The questionnaires are divided into four-parts, which are the screening questions, the measuring of each variable, the sharing behavior questions, and general profile of respondents and the questionnaires consist of simple category scale, five-point Likert scale, and multiple choice: single response scale.

Part 1: Screening questions

The screening questions were defined by Cooper and Schindler (2014) as the questions that help the researcher accesses the qualifications and abilities of respondents to complete the questionnaires. Also, screening questions were conducted to screen participants of the study and find out, which they were neither qualified nor non-qualified for the completion of the questionnaires (Burns *et al.*, 2014). In this study, the screening questions were applied with the simple category scale, included only two options of response, which were either 'yes', 'no', 'agree', 'disagree', 'good', 'bad', or 'like', 'dislike' (Zikmund *et al.*, 2013; Kurpius and Stafford, 2005).

According to the characteristics of sampling unit, the criteria was set into 5 questions in order to confirm that the respondents are the target population that the researcher aimed to study. The screening questions were conducted to ensure that target population who voluntary to be participants and willing to complete the questionnaires that they have owned the online

social media, they have experienced the sharing of information and online contents before, which social media or social networking that the respondents spend time the most and the respondent's nationality is neither Thai nor non-Thai with all 'yes-no' question except the question that asks respondents of the most time spent on social media (Question 1-5). For the response, if the participants answer 'no', the researcher would ask the participants to return or close the questionnaires but 'yes', participants may continue till the end of this questionnaire.

Part 2: Factors affecting sharing behavior

This part of the questionnaire, all of the questions are according to the independent variables of this study. For this part, factors affecting sharing behavior. There will be 31 questions to measure all of the independent variables, which are attitude (questions 6-10), trust (questions 11-16), subjective norm (questions 17-18), perceived behavioral control (questions 19-23), extrinsic reward (questions 24-26), reciprocal relationship (questions 27-28), enjoyment in helping others (questions 29-32), and intention to share information (questions 33-36). Likert scale was defined as an attitude measurement that allow respondents to rate neither agree nor disagree of how strong they are, also ranging from very positive to very negative attitudes toward the subject or object that the researcher study (Zikmund *et al.*, 2013). In addition, Hair *et al.*, (2008) defined Likert scale as the special format that respondents will be asked to indicate, which they are agree or disagree with the statements that have been mentioned. The Likert scale is applied as rating scales to describe either favorable or unfavorable perception toward the topic that the researcher study, also Likert scale is the most popular method because the clearly to understand, simple, and easy to construct (Cooper & Schindler, 2014).

All variable questions applied the 5-point Likert scale, which indicate "strongly agree", "agree", "neither agree nor disagree", "disagree" and "strongly disagree". All of the standardized of five points rating are described as follows:

5 = Strongly agree

4 = Agree

3 = Neither agree nor disagree

2 = Disagree

1 = Strongly disagree

Attitude

In this part, the researcher developed the questions from previous research (questions 6-10) to measure the attitude of respondents towards sharing behavior of the social media platforms in Thailand. These questions are adapted from the previous researches, “Knowledge-sharing intention in Vietnamese organizations” by Dong, Gia Liem, and Grossman (2010), “Using IT to share knowledge and the TRA” by Casimir (2012), “Factors affecting knowledge sharing intention among academic staff” by Jolaei *et al.* (2014), and “The mediation role of intention in knowledge sharing behavior” by Mafabi *et al.* (2017). The researcher applied Five-point Likert scale was adapted and applied for respondents to indicate opinions and the score of the Five-point Likert scale are as follows:

5 = Strongly agree

4 = Agree

3 = Neither agree nor disagree

2 = Disagree

1 = Strongly disagree

Trust

In this part, the researcher developed the questions from previous research (questions 11-16) to measure the attitude of respondents towards sharing behavior of the social media platforms in Thailand. These questions are adapted from the previous researches, “Perspectives of SMEs on knowledge sharing” by Cyril Eze, Guan Gan Goh, Yih Goh and Ling Tang (2013), “Factors affecting knowledge sharing intention among academic staff” by Jolaei *et al.* (2014), “Members’ satisfaction and continuance intention: a socio-technical perspective” by Chen and Qi (2015), “Impact of privacy, trust and user activity on intentions to share Facebook photos” by Malik, Hiekkänen, Dhir and Nieminen (2016), “Social capital, motivations, and mobile coupon sharing” by Zhao *et al.* (2016), and “An information sharing theory perspective on willingness to share information in supply chains” by Zaheer and Trkman (2017). The researcher applied Five-point Likert scale was adapted and applied for respondents to indicate opinions and the score of the Five-point Likert scale are as follows:

5 = Strongly agree

4 = Agree

3 = Neither agree nor disagree

2 = Disagree

1 = Strongly disagree

Subjective norm

In this part, the researcher developed the questions from previous research (questions 17-18) to measure the attitude of respondents towards sharing behavior of the social media platforms in Thailand. These questions are adapted from the previous researches, “Knowledge-sharing intention in Vietnamese organizations” by Dong *et al.* (2010), and “Factors affecting knowledge sharing intention among academic staff” by Jolaei *et al.* (2014). The researcher applied Five-point Likert scale was adapted and applied for respondents to indicate opinions and the score of the Five-point Likert scale are as follows:

5 = Strongly agree

4 = Agree

3 = Neither agree nor disagree

2 = Disagree

1 = Strongly disagree

Perceived behavioral control

In this part, the researcher developed the questions from previous research (questions 19-23) to measure the attitude of respondents towards sharing behavior of the social media platforms in Thailand. These questions are adapted from the previous researches, “The mediation role of intention in knowledge sharing behavior” by Mafabi *et al.* (2017). The researcher applied Five-point Likert scale was adapted and applied for respondents to indicate opinions and the score of the Five-point Likert scale are as follows:

5 = Strongly agree

4 = Agree

3 = Neither agree nor disagree

2 = Disagree

1 = Strongly disagree

Extrinsic reward

In this part, the researcher developed the questions from previous research (questions 24-26) to measure the attitude of respondents towards sharing behavior of the social media platforms in Thailand. These questions are adapted from the previous researches, “Knowledge-sharing intention in Vietnamese organizations” by Dong *et al.* (2010), “Using IT to share knowledge and the TRA” by Casimir (2012), “Exploring knowledge sharing in virtual communities” by Liao *et al.*, (2013), “Factors affecting knowledge sharing intention among academic staff” by Jolaei *et al.* (2014), “What factors influence knowledge sharing in organizations? A social dilemma perspective of social media communication” by Razmerita *et al.* (2016), and “Sellers versus buyers: differences in user information sharing on social commerce sites” by Yang *et al.* (2016). The researcher applied Five-point Likert scale was adapted and applied for respondents to indicate opinions and the score of the Five-point Likert scale are as follows:

- 5 = Strongly agree
- 4 = Agree
- 3 = Neither agree nor disagree
- 2 = Disagree
- 1 = Strongly disagree

Reciprocal relationship

In this part, the researcher developed the questions from previous research (questions 27-28) to measure the attitude of respondents towards sharing behavior of the social media platforms in Thailand. These questions are adapted from the previous researches, “Behavioral factors influencing virtual knowledge sharing: theory of reasoned action” by Hassandoust *et al.* (2011), “Members’ satisfaction and continuance intention: a socio-technical perspective” by Chen and Qi (2015), and “Sellers versus buyers: differences in user information sharing on social commerce sites” by Yang *et al.* (2016). The researcher applied Five-point Likert scale was adapted and applied for respondents to indicate opinions and the score of the Five-point Likert scale are as follows:

- 5 = Strongly agree
- 4 = Agree
- 3 = Neither agree nor disagree
- 2 = Disagree
- 1 = Strongly disagree

Enjoy in helping others

In this part, the researcher developed the questions from previous research (questions 29-32) to measure the attitude of respondents towards sharing behavior of the social media platforms in Thailand. These questions are adapted from the previous researches, “Exploring knowledge sharing in virtual communities” by Liao *et al.* (2013), “Factors affecting information sharing in social networking sites amongst university students: Application of the knowledge-sharing model to social networking sites” by Kim *et al.* (2015), and “Sellers versus buyers: differences in user information sharing on social commerce sites” by Yang *et al.* (2016). The researcher applied Five-point Likert scale was adapted and applied for respondents to indicate opinions and the score of the Five-point Likert scale are as follows:

5 = Strongly agree

4 = Agree

3 = Neither agree nor disagree

2 = Disagree

1 = Strongly disagree



Intention to share information

In this part, the researcher developed the questions from previous research (questions 33-36) to measure the attitude of respondents towards sharing behavior of the social media platforms in Thailand. These questions are adapted from the previous researches, “Knowledge-sharing intention in Vietnamese organizations” by Dong *et al.* (2010), “Behavioral factors influencing virtual knowledge sharing: theory of reasoned action” by Hassandoust *et al.* (2011), “Using IT to share knowledge and the TRA” by Casimir (2012), “Factors affecting knowledge sharing intention among academic staff” by Jolaei *et al.* (2014), “Impact of privacy, trust and user activity on intentions to share Facebook photos” by Malik *et al.*, (2016), “Social capital, motivations, and mobile coupon sharing” by Zhao *et al.* (2016), “Sellers versus buyers: differences in user information sharing on social commerce sites” by Yang *et al.* (2016), “Investigating the moderating effects of organizational culture and leadership style on IT-adoption and knowledge-sharing intention” by Tseng (2017), and “The mediation role of intention in knowledge sharing behavior” by Mafabi *et al.* (2017). The researcher applied Five-point Likert scale, which adapted and applied for respondents to indicate opinions and the score of the Five-point Likert scale are as follows:

5 = Strongly agree

4 = Agree

3 = Neither agree nor disagree

2 = Disagree

1 = Strongly disagree

Part 3: Sharing behavior

In this part, the researcher developed the questions from previous research (questions 37-42) to measure the attitude of respondents towards sharing behavior of the social media platforms in Thailand. These questions are adapted from the previous researches, “Knowledge-sharing behavior of bank employees in Greece” by Chatzoglou and Vraimaki (2009), “Knowledge sharing in wiki communities: an empirical study” by Wang and Wei (2011), “Using IT to share knowledge and the TRA” Casimir (2012), “Knowledge sharing behaviors among non academic staff of higher learning institutions: attitude, subjective norms and behaviorual intention embedded model” by Rahman *et al.* (2016), and “The mediation role of intention in knowledge sharing behavior” by Mafabi *et al.* (2017). The researcher applied Five-point Likert scale was adapted and applied for respondents to indicate opinions and the score of the Five-point Likert scale are as follows:

5 = Strongly agree

4 = Agree

3 = Neither agree nor disagree

2 = Disagree

1 = Strongly disagree

Part 4: General profile of respondent

In this part of the questionnaires, respondents will be asked for general demographic information, which including questions about gender, age, income level or pocket money, education level, marital status, employment status and the time estimation that respondent spends on the social media (questions 43-49). Category scale was applied in this part of the questionnaires. Category scale is rating scale that composed a variety of response, which classify and provided to respondents to indicate respondents’ opinions (Zikmund *et al.*, 2013). All of the questions of this part are in close-ended question. Close-ended question was defined by Bryman and Bell (2015) to make the question clearer and to reveal the relationship between types of respondents and variables of the questions. The questions include nominal scale and ordinal scale.

The questions were firstly prepared in the English version and checked for the accuracy, grammar correction by distributing to the researchers’ friends. If the questions are understandable the questions will be checked by expertise in English for adjusting and improve the quality of questionnaires and requested for the approval of the questionnaires. Later, the questionnaires were translated into Thai version for those who may feel uncomfortable to

complete the questionnaires in English version with the same scale as the English version being.

Table 4.1: Arrangement of questionnaire

Part	Variables	Questions	Numbers of questions	Scale used
Part 1	Screening questions	1-5	5	
	18 years old or older	1	1	Simple category scale
	Own social media account	2	1	Simple category scale
	Experience in sharing information and online content	3	1	Simple category scale
	Online social media that spend the most	4	1	Category scale
	Nationality	5	1	Simple category scale
Part 2	Attitude	6-10	5	Five-point Likert scale
	Trust	11-16	6	Five-point Likert scale
	Subjective norm	17-18	2	Five-point Likert scale
	Perceived behavioral control	19-23	5	Five-point Likert scale
	Extrinsic reward	24-26	3	Five-point Likert scale
	Reciprocal relationship	27-28	2	Five-point Likert scale
	Enjoyment in helping others	29-32	4	Five-point Likert scale

	Intention to share information	33-36	4	Five-point Likert scale
Part 3	Sharing behavior	37-42	6	Five-point Likert scale
Part 4	Demographic questions	43-49	7	
	Gender	43	1	Category scale
	Age	44	1	Simple category scale
	Income level/ Pocket money	45	1	Simple category scale
	Education level	46	1	Simple category scale
	Marital status	47	1	Simple category scale
	Employment status	48	1	Simple category scale
	Time spending on social media	49	1	Simple category scale

4.4 Pretest

The pretest was stated by Cooper and Schindler (2014) as the practice of discovering errors of questionnaires, questionnaire sequencing, and so on. The pretest was conducted to examine, identify, and eliminate the problems that may occur on the questionnaire (Malhotra, 2011). The questionnaires that the researcher used in the study were needed to test for the reliability, which may apply the coefficient alpha or Cronbach's alpha test, which will result the coefficient from 0 to 1 and the value less than .6 generally indicated as unsatisfactory consistency reliability (Zikmund *et al.*, 2013). Hence, to test the reliability of questionnaires the researcher also need to apply the data and information in the Statistic Package Social Science or SPSS. The reliability is used to define and measure the indissolubility of the instrument that the researcher used in the study as the questionnaires, which the result will prove that the instrument is reliable or unreliable and repeatable of particular instrument (Hair *et al.*, 2008). The reliability is vitally important before administering all questionnaires to the target population, so the researcher could have the opportunity to perceive the quality,

reliability, which question needed to be eliminated also the questions that are not clear and needed to be adjusted before they are distributed.

Furthermore, the pretest was defined as trials keep that testing to the target population to detect the problems of the questionnaires, instructions or instrument design, that the researcher has to create the accurate intercommunication between respondents and the researcher through the questionnaires through a small, representative group of respondents (Hair *et al.*, 2008). So, the researcher perceives the benefit of the pilot study and begin to collect the data for the pretest phase of this study based on the Vanichbuncha (2006) that suggest collecting within 20 to 100 respondents as the pilot study of this research to obtain the result of the result of reliability testing. The researcher started to collect the primary data in the first week of October 2017. Reliability of testing was tested with the Cronbach’s coefficient Alpha test for Part 2, and 3 in the questionnaires with the data collection of 50 respondents as samples, in order to get the accuracy and quality of the instrument. The researcher collected 50 respondents as the sample for reliability testing of questionnaires by distributed questionnaires via Google Form online survey tools, then send the URL or link directly to respondents in social media. The detailed of reliability analysis or the alpha value for each variable and the standard of reliability are as follows;

Alpha coefficient	Strength of association
$.5 > \alpha$	Unacceptable
$.6 > \alpha > .5$	Poor
$.7 > \alpha > .6$	Questionable
$.8 > \alpha > .7$	Acceptable
$.9 > \alpha > .8$	Good
$.9 \geq \alpha$	Excellent

The pretest of the reliability of the questionnaire was conducted to test for the reliable. Based on the study all variables have been tested, which are attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship, enjoyment in helping others, intention to share information and sharing behavior. The result that tested and contains the Cronbach’s alpha level more than or equal to .6 are considered as the reliable question (Sekaran and Bougie, 2016). The result of the Cronbach’s alpha level of each variable is as follow:

Table 4.2: The reliability testing result of the pilot study.

Variable	Cronbach's alpha (α)
Attitude	.815
Trust	.844
Subjective norm	.783
Perceived behavioral control	.815
Extrinsic reward	.829
Reciprocal relationship	.829
Enjoyment in helping others	.839
Intention to share information	.927
Sharing behavior	.758

The researcher applied the data from the gathering from the target population in the SPSS program to code and process the data to find the reliability of the questionnaires. According to Table 4.2, the result of the reliability testing of each variable showed that the Cronbach's alpha level of each variable is of the attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship, enjoyment in helping others, intention to share information and sharing behavior, respectively. The researcher found that the Cronbach's alpha level of each variable is above .6, which is considered as the reliable. The research concludes that all of the questionnaires was reliable to be distributed to the target population.

4.5 Collection of data

The collection of data is described as a preparing of the process to collect the data for the particular purpose from various sources. There are two types of the data collection, which are primary and secondary data. Primary data described as the data via observed, collected or assembled the first time for the specific purpose of the study (Hair *et al.*, 2008). According to Zikmund *et al.* (2013), primary data were obtained for the particular intention or purpose from the origin, also useful for the analysis of the particular research. Furthermore, primary data gathered from the survey or questionnaire that have been conducted and gathered from the research projects to address the specific problems with the accuracy information for the researchers (Cooper & Schindler, 2014). Likewise, Burns *et al.* (2014) stated that primary data are the data from the collection of the present research or study. In this study, the researcher

applied the theory of primary data by employed the survey technique for collecting the primary data. The questionnaires will be distributed by the researcher via the online survey tool (Google form), also provided the explanation to complete the questionnaires. According to Zikmund *et al.* (2013), survey means gather the information by using the appropriate questionnaire. The distribution of questionnaire, the researcher asked the participants first the willingness to complete the questionnaire and if possible, the researcher asks the participants to distribute the questionnaire again to their surroundings. According to Vanichbuncha (2006), the first 50 survey were collected for the pretest phase of this study for testing the reliability of the questionnaires. The researcher found that some of the questions were not reliable for this study as the standard of reliability higher than .6, so the researcher revises all questionnaire again to have the reliable questionnaire for this study. After the pretest phase, if the questionnaire is reliable the researcher would collect more 400 copies of the questionnaire to complete the amount of sampling unit for the target population that reference from Yamane (1967) and previous study of many researchers, also another 50 copies to reserve for the bias data. For the secondary data, the researcher collected from the journals, text, website, etc. which details are included in this paper also, being some important reference for this study. The questionnaires will be distributed directly to the respondents via inbox or posting in the new feed or respondent profile during November and December 2017.

Based on this study, the researcher applied the online survey tool for the primary data collection. The researcher sent the link to participants via e-mail or social media platforms inbox such as are Facebook, Twitter, Youtube, Linkedin, Twitch and Instagram inbox or private chat with participants to complete the questionnaires.

The secondary data described as the historical data that are collected from previous research and reused in the different context that recorded, gathered, or assembled of data by someone that purpose of the collection was the same as the purpose of the study, which provides the benefit as less cost, less time and effort (Hair *et al.*, 2008). The secondary data were gathered by another researcher for other specific purpose or intentions that not for the present research but could be reached for the potential information that could be adapted in the present study (Burns *et al.*, 2014; Bryman & Bell, 2015). The benefit provided to the researcher according to Zikmund *et al.* (2013), the secondary data are efficient and easy to access. Hence, the researcher gathered the secondary data and information as the literature reviews, results, analysis, implications, conclusions, and recommendations. Also, these secondary data and information were gathered from the articles, journals, website, internet and academic textbooks that relevant to this study.

4.6 Statistical treatment of data

After all the data are gathered and coding is applied to analyze the summary of interpretation and testing the hypotheses. SPSS is the software that fully integrated analysis of survey system, designed to solve and provide the solution for specific applications. In this study, the researcher used descriptive analysis and inferential analysis, which the researcher will use Simple Linear regression, Multiple Linear regression, the coefficient of multiple determination, and adjusted coefficient of multiple determination.

4.6.1 Descriptive statistics

Descriptive analysis is used to describe the data that the researcher collected from the sampling unit. The analysis is used to transform the raw data into a result that understandable for the interpretation and generate descriptive information (Zikmund *et al.*, 2013). Descriptive statistics are the way that the researcher can summarize the data in the form of quantitative/numerical information into the number that can be need to make measurements and interpretations, also providing the scores along the bottom and vertically as x and y-axis to draw on a graph. Hair *et al.* (2008) stated that descriptive analysis is the way that data have been collected, classified, summarized and presented. Also, descriptive statistics show the response of the dataset in the form of the percentage, frequency, and distribution of the respondents' demographic information (Burns *et al.*, 2014). The descriptive analysis described as the using of percentage, bat chart, frequency table, and so on, which the summarizes the raw data into the understandable and clear form to be described, analyzed and interpreted the data. In this researcher, the descriptive analysis is using to describe the parameters of participators also their demographic personal information (Aaker *et al.*, 1999). The researcher applied the most common for tabulating data and used for describes the demographic profile such as age, gender, income level, and so on, the technique that the researcher applies are mean, percentage, and standard deviation. In this study, the researcher applied descriptive statistics to analyze and interpret the general profile information of the respondents of this study are as follows:

$$\text{Mean} = \bar{x} = \frac{\sum_i x_i}{N}$$

$$\text{Percentage (\%)} = \frac{x \cdot 100}{n}$$

$$\text{Standard Deviation (SD)} = \sqrt{\frac{\sum_i (x_i - \bar{x})^2}{n-1}}$$

Where;

X = Individual data values or frequency

\bar{X} = Mean

n = Sample size

N = Population size

SD = Standard Deviation

4.6.2 Inferential statistics

The inferential analysis is the processing of showing the conclusion of the gathered data, which used to test the hypothesis and making the estimations of using sample data. The inferential analysis is applied to conclude the characteristics of the target population by analyzing and testing for the population parameters and hypotheses (Burns *et al.*, 2014). Inferential analysis including the prediction the value of population and testing for the hypotheses of the study (Cooper & Schindler, 2014). Zikmund *et al.* (2013) stated that the inferential statistics is applied for the purpose of forecasting the characteristics of the sample, which represented for the entire population. Hypotheses are explicitly testable about the relationship among the variables to provide the explanation of the studied relationship between variables. The goal of testing the hypotheses that the researcher formulates and investigate is to determine the accuracy of the hypotheses, which the researcher applied simple linear regression, multiple linear regression, the coefficient of multiple determination, adjusted coefficient of multiple determination, and independent T-test.

4.6.2.1 Simple linear regression analysis

The simple linear regression analysis is the depicted of how much the dependent variable affected by the independent or explanatory variable. Simple linear regression defined as the determination of relationship strength of the dependent and independent variable in the study, also defined as a measurement of direct that examine the straight-line relationship between dependent variable and independent variable (Wilson, 2010). Zikmund *et al.* (2013) described simple linear regression is a procedure that making difference between dependent variable and independent variable, which Y is the dependent variable with X independent variable in the continuous interval scale of the dependent variable. The formula for simple linear regression is as follow;

$$Y = \beta_0 + \beta_1 X + \varepsilon$$

Where;

Y = dependent variable

X = independent variable values

β_0 = Y-intercept for linear function regression coefficient

β_1 = slope for linear function

ε = random error

According to Cooper and Schindler (2014), β_0 and β_1 are the parameter that has been called as regression coefficient. β_1 is provided the changing by the change in dependent variable for a unit change in the independent variable. β_0 is the value that crosses the Y-axis when $X=0$. The formula to calculate β_1 , β_0 , and ε are as follow;

$$\beta_1 = \frac{\Delta Y}{\Delta X} = \frac{Y_c - Y_d}{x_c - x_d}$$

Where;

ΔY = changes in ratio Y

ΔX = changes in ratio X

$$\beta_0 = \bar{Y} - \beta_1 \bar{X}$$

Where;

$$\bar{Y} = \frac{\sum Y}{n}$$

$$\bar{X} = \frac{\sum X}{n}$$

\bar{Y} = mean of Y variable

\bar{X} = mean of X variable

$$\varepsilon = y_i - \hat{y}_i$$

Where;

ε = random error

y_i = observed value of dependent variable

\hat{y}_i = estimated value of dependent variable

4.6.2.2 Multiple linear regression analysis

The multiple linear regression analysis is the analyzed relationship between dependent variable and independent variable, which the relationship is many-to-one, means more than one independent variables that affect dependent variable (Hair *et al.*, 2008). Multiple linear regression is the statistical technique that utilized when the variables in the study are the data that can be appropriately transferred (Aaker *et al.*, 1999). Multiple linear regression is the modification of bivariate regression analysis, contain more than one independent variable, and acting as the powerful analyzing tool to describes the relationship of each dependent factors and variables (Bryman & Bell, 2015). Zikmund *et al.* (2013) stated that the analysis of multiple linear regression is a simultaneous analyzed of two or more independent variables with a dependent variable. The dependent and independent variables selected for calculating the multiple linear regression is upon on the theoretical relationship of the study, which the equation of multiple linear regression is as follow;

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \varepsilon$$

Where;

Y = dependent variable
X₁, X₂, X₃, ..., X_n = independent variable values
 $\beta_1, \beta_2, \beta_3, \dots, \beta_n$ = regression coefficient
 ε = random error

4.6.2.3 Test on Individual Regression Coefficients

The test on individual regression coefficients described as the used of check for the significance of individual regression coefficient that be more effective when significant variable is added, which mean that this model will not be effective when non-significant variable is added. The statement of the hypothesis that used to test the level of significance for the individual regression coefficient is β_n , which displays the following:

$$H_0: \beta_n = 0$$

$$H_a: \beta_n \neq 0$$

The test statistic based on T distribution and the equation for t-test is following:

$$t_n = \frac{b_n}{S_{bn}}$$

Where;

b_n = estimation of unknown regression coefficient

S_{bn} = the standard error of b_n

4.6.2.4 Standard error of estimate

The standard error of estimate showed the accuracy of compares and prediction the observations that predicted the values on the regression line, also provided higher precision of the sample with smaller error of estimates (Aaker *et al.*, 1999; Cooper & Schindler, 2014) The formula is as follows;

$$S_x = \sqrt{\frac{SSE}{N - K - 1}} = \sqrt{MSE}$$

Where;

SSE = sum of squared error prediction

N = number of observations

K = number of independent variables

MSE = mean square error of regression

4.6.2.5 Coefficient of multiple determination

The coefficient of multiple determination is explained as the percentage indicating the total sum of the square that will be interpreted by estimated regression model, the coefficient was obtained as the assessment of the design that applicate in regression analysis and the ratio of the line that best fit with the error occurred by utilizing Y to investigate for effectiveness and predicting by comparing mean of dependent variable. Furthermore, the coefficient measure by doubling the correlation of coefficient that fractions for the total variance of the relevant variable to another variable (Zikmund *et al.*, 2013; Hair *et al.*, 2008; Cooper & Schindler, 2014). Whenever R^2 is zero, Y can be neither predicted nor estimated by X. Hence, the value of R^2 is one Y can be projected by X without error. The formula is as follow;

$$R^2 = \frac{SSR}{SST}$$

Where;

R² = coefficient of multiple determination

SSR = sum of squares due to regression

SST = the sum of squares total

4.6.2.6 Adjusted coefficient of multiple determination

The adjusted coefficient of multiple determination indicated the variation of percentage in dependent Y, which explained all independent variables influencing in the model also, minimize the occurring of errors of the more independent variable (Hair *et al.*, 2008). The formula of adjusted coefficient of multiple determination is as follow;

$$\begin{aligned} R_a^2 &= 1 - \left[\frac{(n-1)}{n-(k+1)} \right] (1 - R^2) \\ &= 1 - \left[\frac{(n-1)(1 - R^2)}{n - k - 1} \right] \end{aligned}$$

Where;

R²_a = adjusted coefficient of multiple determination

n = number of observation in sample

k = number of independent variables

R² = coefficient of multiple determination

4.6.2.7 Content of ANOVA table

The analysis of variance, which is called ANOVA including means square, the sum of square, F-ratio, and freedom, which are denoted as MS, SS, F, and df, respectively. The ANOVA is mentioned by Saunders (2011), that the degree of freedom is the varying number, which the researcher aims to compute to get the statistical results. Also, Hair *et al.* (2008) stated that this tool is used to compare the deviation, which explained and unexplained by regression.

Table 4.3: The ANOVA application table

Sum of Square Regression: SSR	Sum of Square Error: SSE	Sum of Square Total: SST
$\sum_{i=1}^n (\hat{Y} - \bar{Y})^2$	$\sum_{i=1}^n (Y - \hat{Y})^2$	$\sum_{i=1}^n (\hat{Y} - \bar{Y})^2$

Table 4.4: Summary Table of ANOVA

Model	Sum of Squares	Degree of freedom	Mean Square	F Ratio
Regression	SSR	1	$MST = \frac{SSR}{1}$	$\frac{MSR}{MSE}$
Residual(Error)	SSE	n-2	$MSE = \frac{SSE}{n-2}$	
Total	SST			



4.7 Summary of statistical tools used in testing hypotheses

In this part, the researcher summarizes the statistical tools that the researcher used to test all hypothesis in this research, which the test of hypotheses between dependent variables and dependent variable whether being accepted or rejected. For the significance level, if the number of significant level displays more than .5, the null hypothesis is failed to reject. On the other hand, if the number of significant level shows less than .5 the null hypothesis will be rejected. The three hypotheses of this study are shown in the following table:

Table 4.5: Statistical method used for the research hypotheses

Null hypothesis	Null hypothesis description	Statistical technique used
H1 ₀	Trust is not influence on attitude	Simple linear regression
H2 ₀	Attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship and enjoyment in helping others are not influence on intention to share information.	Multiple linear regression
H3 ₀	Attitude, trust, subjective norm, perceive behavioral control and intention to share information are not influence on sharing behavior.	Multiple linear regression

Chapter 5

Presentation of Data and Critical Discussion Result

In this chapter, the researcher presents the findings in order to fulfill the objective of this study by, answering the research questions and research hypotheses. The collected data are analyzed by using Statistical Package for the Social Sciences program. In this chapter, presentation of data and critical discussion of result are described in three main parts, including are a descriptive analysis of the general profile of respondents, the variables that are applied in this study, and the inferential analysis of results from hypotheses testing that applied in this study.

5.1 Descriptive analysis

In this study, the researcher applied descriptive analysis in order to explain and present the demographic and general profile of respondents. Zikmund *et al.* (2013) stated that “Descriptive analysis refers to the transformation of the raw data into a form that makes them easy to understand and interpret”. Descriptive analysis is defined as the process to collect, classify, summarize, and present data, which provides a better understanding of data analysis. Malhotra (2011) explained that descriptive analysis would help to organize the information about the respondents and explained in frequency and percentage. Furthermore, descriptive analysis is applied to illustrate the information that gathered from respondents and explained in a statistic way such as mean and, standard deviation (Leon & Frankfort, 2017).

The researcher collected data by distributions of the questionnaire survey. The total amount of 400 respondents. The researcher collected who already experienced the sharing of information and online content via social media in Thailand. All the respondents are age above 18 years old according to the criteria which filter by screening questions. To obtain general profile information of respondents, respondents were asked to complete all questions regarding gender, age, income level/ pocket money, education level, marital status, employment status.

5.1.1 Frequency of demographic characteristics

In this part, the information and general profile of respondents were collected and analyzed by using frequency and percentage. The tables provided below illustrate the percentage of demographic information of the respondents who have experience of sharing information and online content via social media platform.

Table 5.1: The analysis of age level using frequency and percentage

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-22	125	31.3	31.3	31.3
23-27	244	61.0	61.0	92.3
28-32	21	5.3	5.3	97.5
33-37	6	1.5	1.5	99.0
38-42	2	.5	.5	99.5
43-47	1	.3	.3	99.8
48-51	1	.3	.3	100.0
Total	400	100.0	100.0	

Figure 5.1: The analysis of age level using frequency and percentage

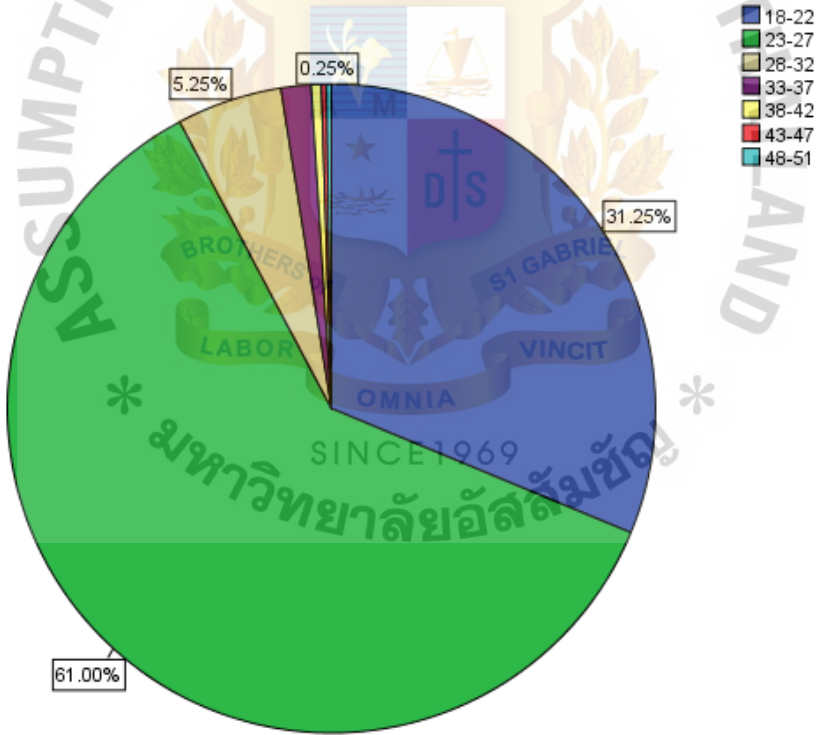


Table 5.1 and Figure 5.1 present the different in age levels of respondents participated in this study. The majority number of respondents' age level is 23-27 years old with 244 (61percent), followed by the age level of 18-22 years old, which is 125 (31.3percent), 28-32 years old is 21 (5.3percent), 33-37 years old is 6 (1.5percent), 38-42 is 2 (.5percent), 43-47 and 48-51 years old is 1 (.3percent) equally.

Table 5.2: The analysis of income level using frequency and percentage

	Frequency	Percent	Valid Percent	Cumulative Percent
ValidBelow 15,000	73	18.3	18.3	18.3
15,001-20,000	274	68.5	68.5	86.8
20,001-25,000	26	6.5	6.5	93.3
25,001-30,000	13	3.3	3.3	96.5
Above 30,000	14	3.5	3.5	100.0
Total	400	100.0	100.0	

Figure 5.2: The analysis of income level using frequency and percentage

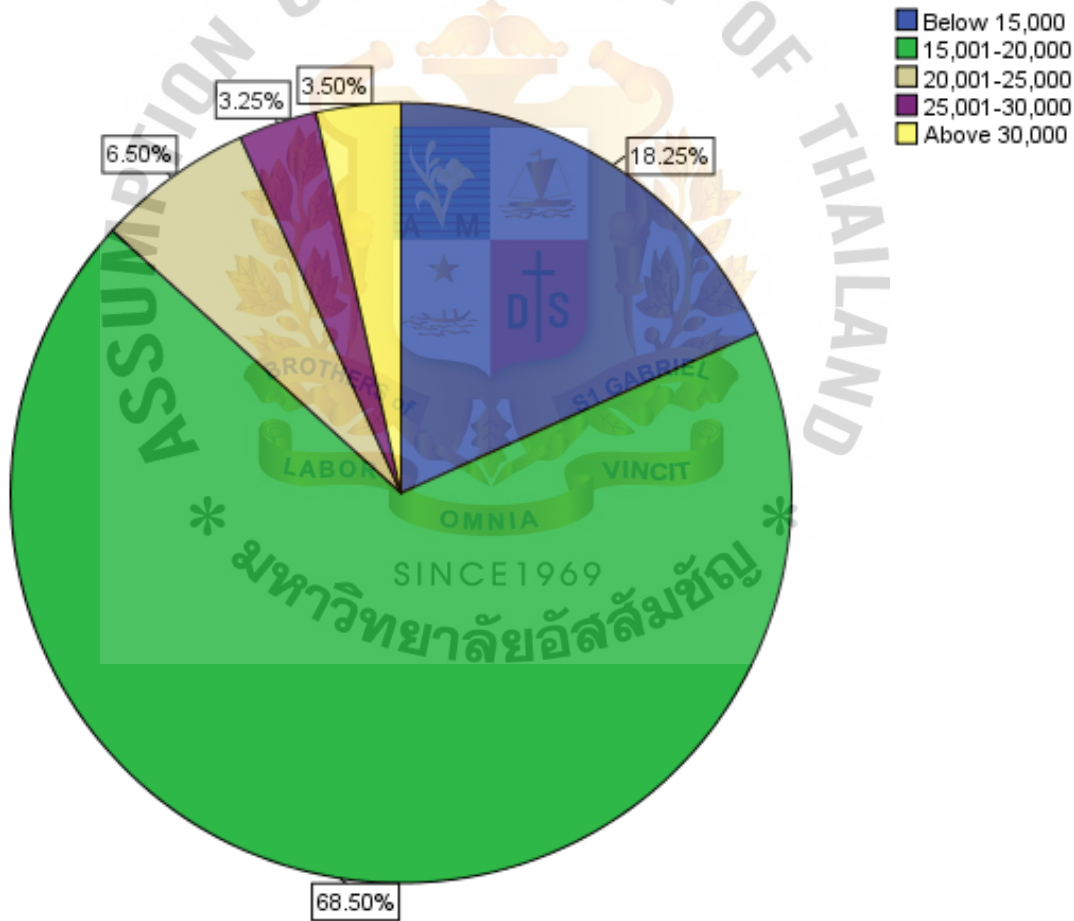


Table 5.2 and Figure 5.2, the largest income level group, 15,001-20,000 THB is 274 (68.5percent), followed by the income level less than 15,000 THB is 73 (18.3percent), the income level of 20,001-25,000 THB is 28 (6.5percent), the income level of 25,001-30,000 THB is 13 (3.3percent), and the income level of more than 30,000 THB is 14 (3.5percent).

Table 5.3: The analysis of education level using frequency and percentage

	Frequency	Percent	Valid Percent	Cumulative Percent
ValidHigh school graduate or lower level	3	.8	.8	.8
Bachelor's degree	359	89.8	89.8	90.5
Master's degree	37	9.3	9.3	99.8
Doctorate degree	1	.3	.3	100.0
Total	400	100.0	100.0	

Figure 5.3: The analysis of education level using frequency and percentage

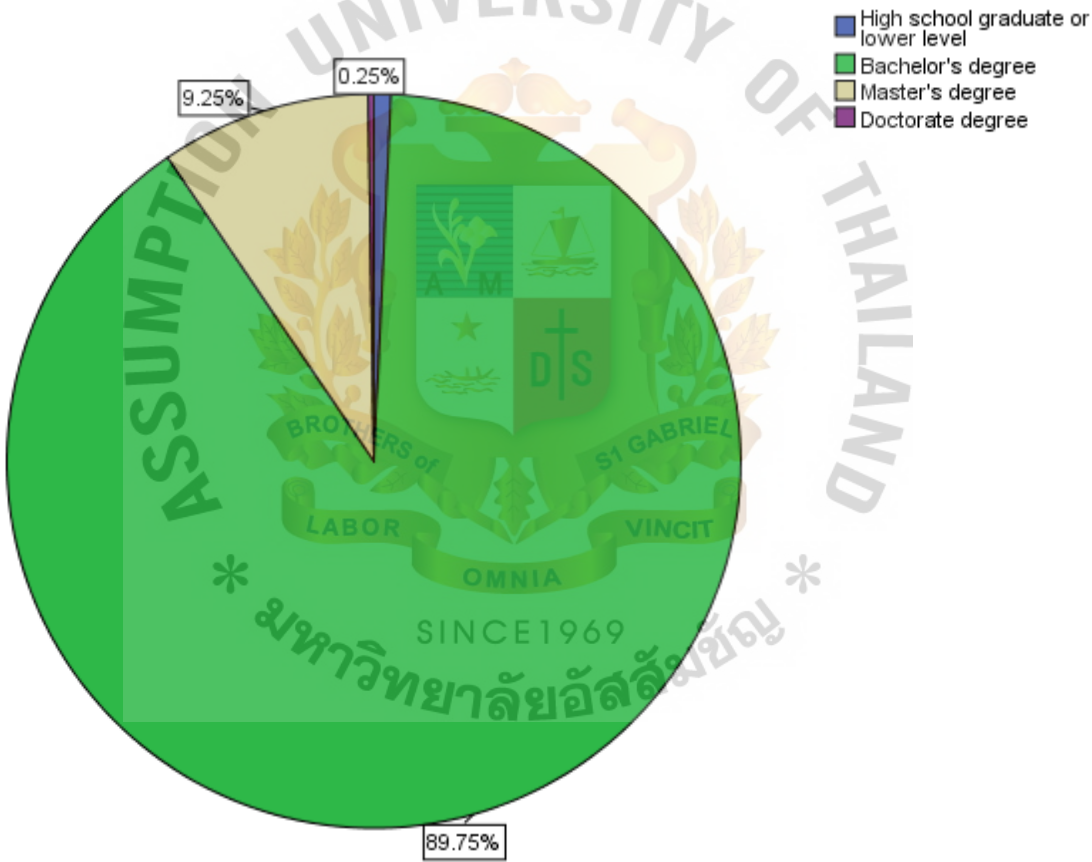


Table 5.3 and Figure 5.3 present the education level of the respondents. The largest group who holds a bachelor degree is 359 (89.8percent), followed by master degree is 37 (9.3percent), high school graduate of lower level is 3 (.8percent), and doctorate degree is 1 (.3percent).

Table 5.4: The analysis of gender using frequency and percentage

	Frequency	Percent	Valid Percent	Cumulative Percent
ValidMale	195	48.8	48.8	48.8
Female	205	51.2	51.2	100.0
Total	400	100.0	100.0	

Figure 5.4: The analysis of gender using frequency and percentage

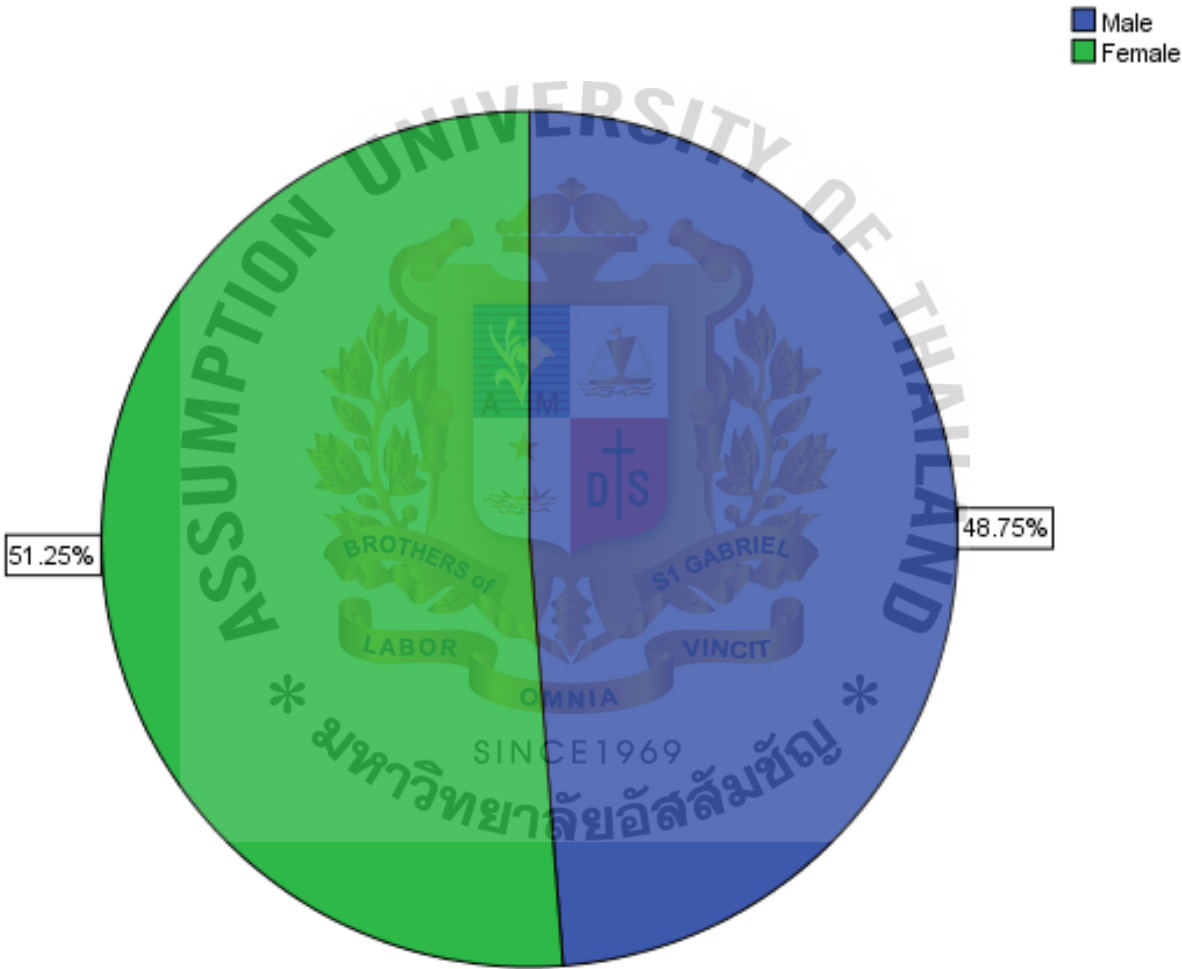


Table 5.4 and Figure 5.4 present the gender of respondents that include male and female with the number of 195 (48.8percent) and 205 (51.2percent), respectively.

Table 5.5: The analysis of employment status using frequency and percentage

	Frequency	Percent	Valid Percent	Cumulative Percent
ValidEmployed for wages	206	51.5	51.5	51.5
Self-employed	15	3.8	3.8	55.3
Student	169	42.3	42.3	97.5
Government officer	10	2.5	2.5	100.0
Total	400	100.0	100.0	

Figure 5.5: The analysis of employment status using frequency and percentage

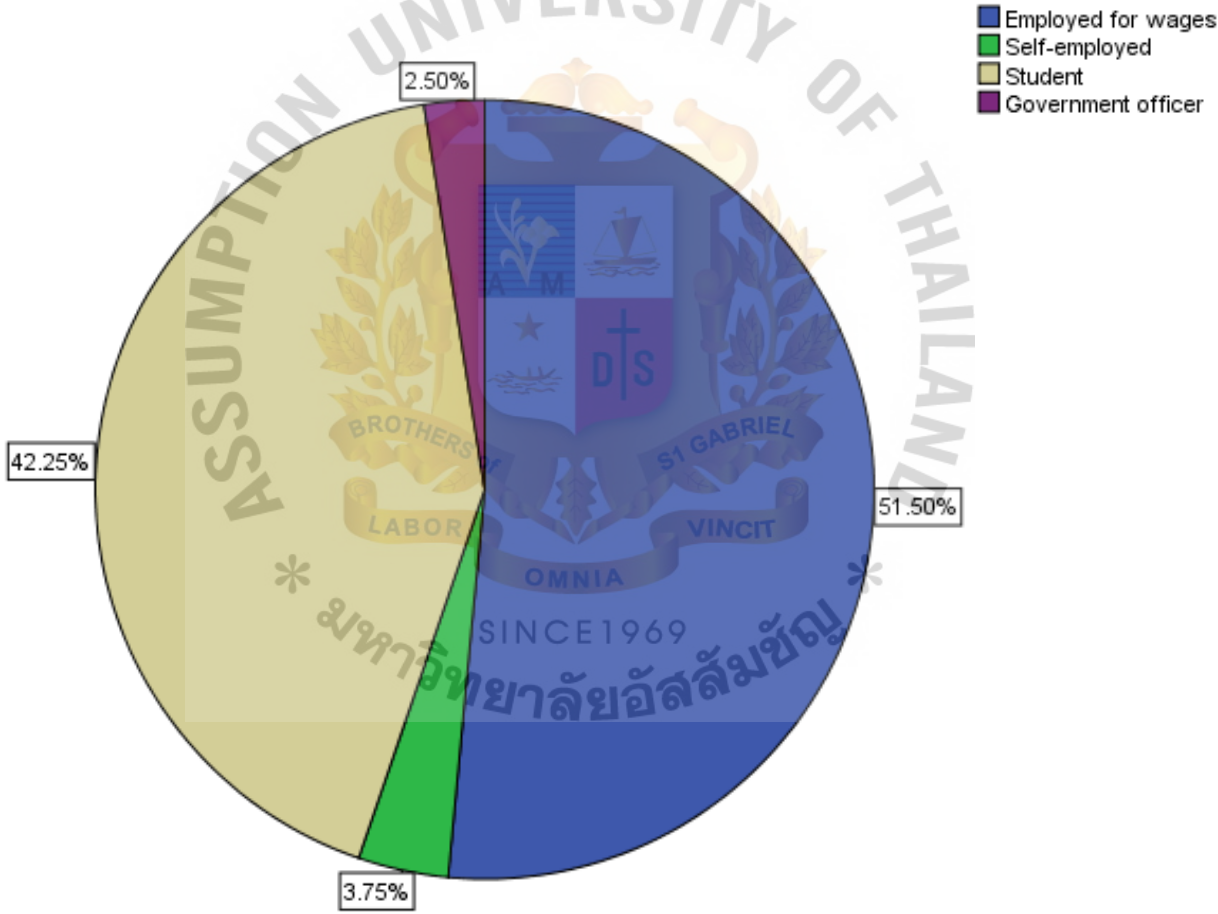


Table 5.5 and Figure 5.5 present the employment status of respondents, which include employed for wages, 206 (51.5percent), self-employed, 15 (3.8percent), student, 169 (42.3percent), and government officer 10 (2.5percent), respectively.

Table 5.6: The analysis of marital status using frequency and percentage

	Frequency	Percent	Valid Percent	Cumulative Percent
ValidSingle	389	97.3	97.3	97.3
Married	10	2.5	2.5	99.8
Divoreced/ widowed	1	.3	.3	100.0
Total	400	100.0	100.0	

Figure 5.6: The analysis of marital status using frequency and percentage

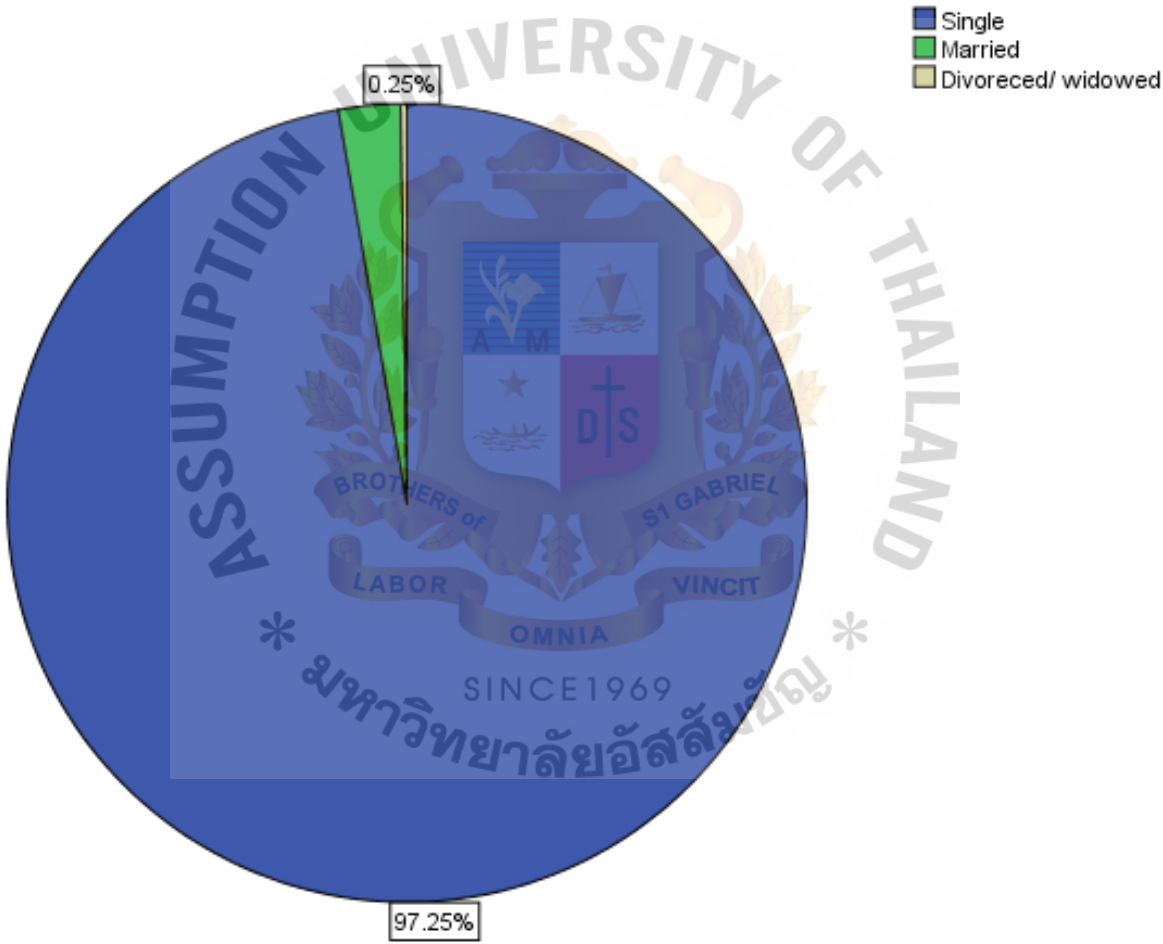


Table 5.6 and Figure 5.6 present the marital status of respondents with the largest of respondents who are single 389 (97.3percent), married is 10 (2.5percent), and divorced/ widowed 1 (.3percent).

Table 5.7: The analysis of nationality using frequency and percentage

	Frequency	Percent	Valid Percent	Cumulative Percent
ValidThai	371	92.8	92.8	92.8
Non-Thai	29	7.2	7.2	100.0
Total	400	100.0	100.0	

Figure 5.7: The analysis of nationality using frequency and percentage

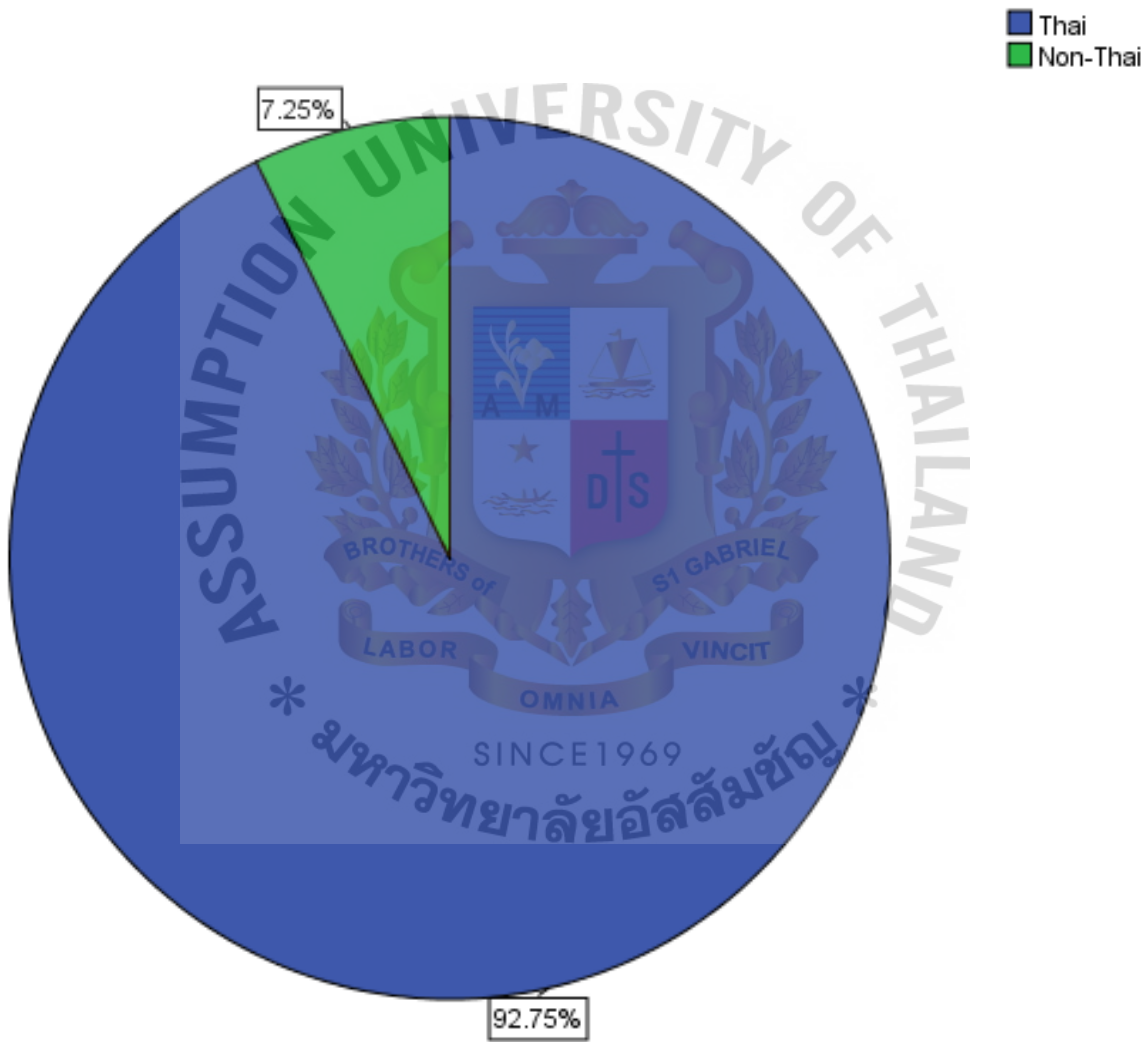


Table 5.7 and Figure 5.7 present the analysis of nationality using frequency and percentage. Thai group has 371 respondents (92.8 percent) and Non-Thai group has 29 (7.2 percent).

Table 5.8: The analysis of social media platform that respondents spend time the most using frequency and percentage

	Frequency	Percent	Valid Percent	Cumulative Percent
ValidFacebook	240	60.0	60.0	60.0
Twitter	85	21.3	21.3	81.3
LinkedIn	1	.3	.3	81.5
Twitch	64	16.0	16.0	97.5
Instagram	10	2.5	2.5	100.0
Total	400	100.0	100.0	

Figure 5.8: The analysis of social media platform that respondents spend time the most using frequency and percentage

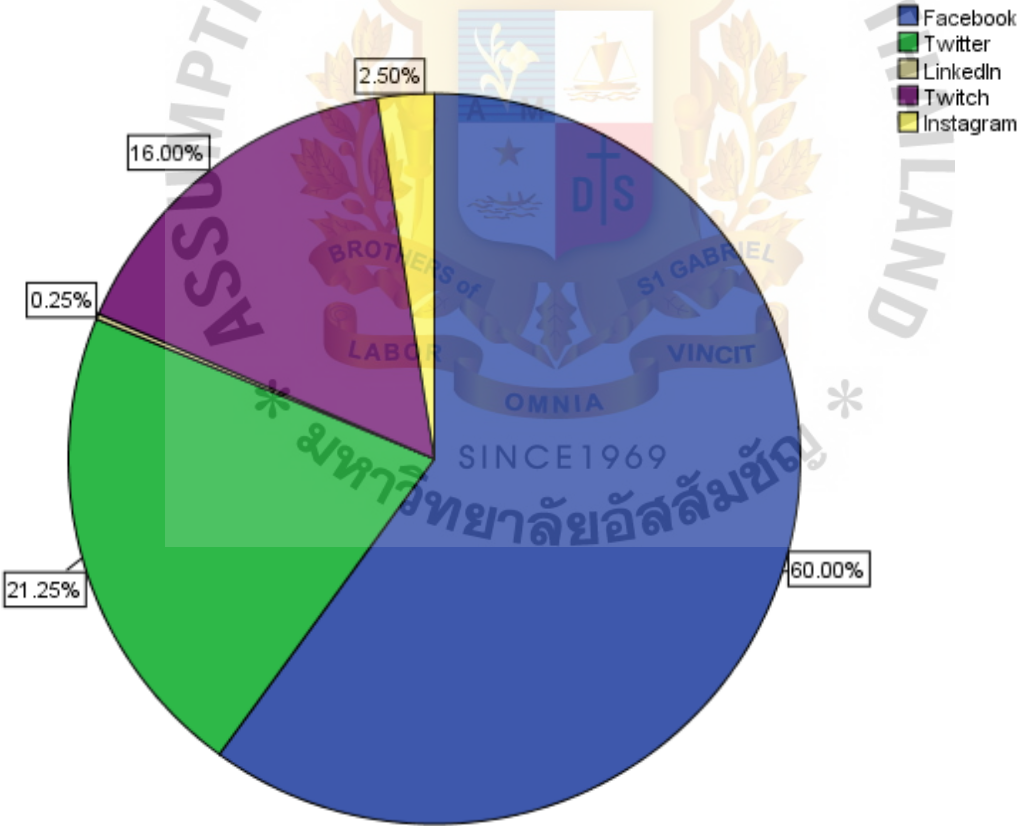


Table 5.8 and Figure 5.8 present the data of social media platform that respondents spend time the most: Facebook with the amount of 240 (60percent), followed by Twitter 85 (21.3percent), Twitch 64 (16percent), Instagram 10 (2.5percent), and LinkedIn 1 (.3percent).

Table 5.9: The analysis of time spending on social media platform using frequency and percentage

	Frequency	Percent	Valid Percent	Cumulative Percent
ValidLess than hour	13	3.3	3.3	3.3
Less than 2 hours	220	55.0	55.0	58.3
2 - 4 hours	123	30.8	30.8	89.0
More than 4 hours	44	11.0	11.0	100.0
Total	400	100.0	100.0	

Figure 5.9: The analysis of time spending on social media platform using frequency and percentage

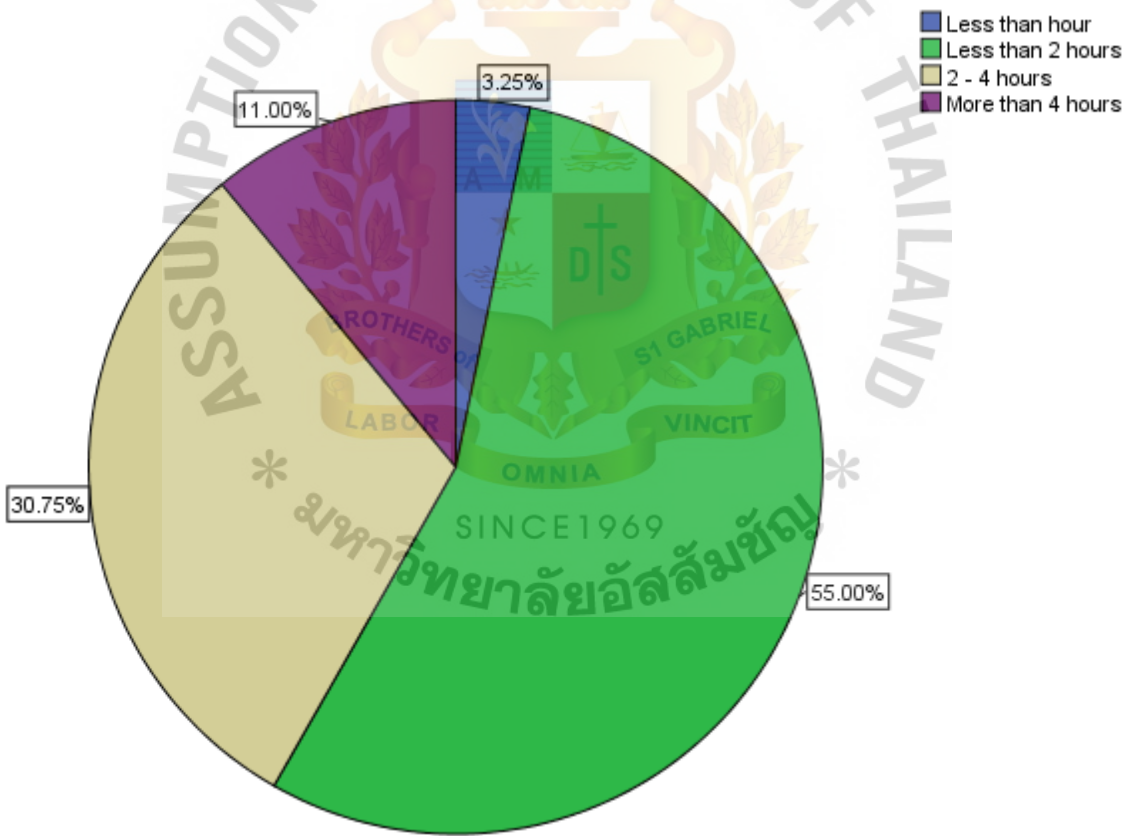


Table 5.9 and Figure 5.9 present the time that respondents spend the most in each social media platform. Spending less than 2 hours is 220 (55percent), the highest followed by 2-4 hours 123 (30.8percent), less than hour 13 (3.3percent), and more than 4 hours 44 (11percent).

Table 5.10: Summary of demographic factors by using frequency and percentage

Variables	Frequency (f)	Percentage (%)
Age level		
18-22 years old	125	31.3
23-17 years old	244	61
28-32 years old	21	5.3
33-37 years old	6	1.5
38-42 years old	2	0.5
43-47 years old	1	0.5
48-51 years old	1	0.5
Above 52 years old	0	0
Income level		
Below 15,000 baht	73	18.3
15,001-20,000 baht	274	68.5
20,001-25,000 baht	26	6.5
25,001-30,000 baht	13	3.3
Above 30,000 baht	14	3.5
Education Level		
High school graduate or lower level	3	.8
Bachelor degree	359	89.8
Master degree	37	9.3
Doctorate degree	1	.3
Gender		
Male	195	48.8
Female	205	51.2
Employment status		
Employed for wages	206	51.5
Self-employed	15	3.8
Unemployment	0	0
Student	169	42.3
Government office	10	2.5
Retired	0	0

Marital status		
Single	389	97.3
Married	10	2.5
Divorced/ Widowed	1	0.3
Nationality		
Thai	371	92.8
Non-Thai	29	7.2

According to Table 5.10, the researcher summarizes and explains the three highest result of each category. The general profile of respondents by age showed that most of respondents are 23-27 years old with 244 respondents 61percent followed by 18-22 years old with 28-32 years old, 125 respondents with 31.3percent and 21 respondents, 5.3percent, respectively. Regarding the income level category, the highest income is 15,001-20,000 baht, by 274 respondents, 68.5percent, followed by the income less than 15,000 baht and 20,001-25,000 baht, 73 respondents, 18.3percent and 26 respondents, 6.5percent, respectively. The highest education level of respondents, is bachelor degree, 259 respondents, 89.8percent followed by master degree and high school graduate or lower, 37 respondents, 9.3percent and 3 respondents, .8percent, respectively.

More than half of respondents are women 205 respondents 51.2percent and the rest 195 respondents, 48.8percent are male. In the employment status category, most of respondents are employed for wages, 206 respondents, 51.5percent, followed by students and self-employed, 169 respondents, 42.3percent and 15 respondents, 3.8percent. Most of the respondents are single 389, 97.3percent, and only few of them are married and divorced or widowed, 10 respondents, 2.5percent and 1 respondent, .3percent, respectively. The last category is nationality composed of 371 respondents, 92.8 percent are Thai and only 29 respondents, 7.2 percent

Table 5.11: Summary of social media platform and time spend on social media by using frequency and percentage

Variables	Frequency (f)	Percentage (%)
Most spend time social media		
Facebook	240	60
Twitter	85	21.3
Youtube	0	0
LinkedIn	1	0.3
Twitch	64	16
Instagram	10	2.5
Time length spend on social media		
Less than hour	13	3.3
Less than 2 hours	220	55
2 hours-4 hours	123	30.8
More than 4 hours	44	11

According to Table 5.11, the researcher found that most of the respondents 240 respondents, 60 percent spend their time most in Facebook, followed by Twitter, 85 respondents, 21.3 percent, and Twitch, 64 respondents, 16 percent. The researcher found that 220 of the respondents, 55 percent spent less than 2 hours, followed by 123 respondents, 30.8 percent spent 2 - 4 hours, and 44 respondents, 11 percent spent more than 4 hours.

5.1.2 Descriptive analysis of dependent and independent variables

Table 5.12: The analysis of attitude by using mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I feel safe to share online content with my colleagues.	400	2	5	4.16	.510
I share new online content with my colleagues because it makes me feel proud.	400	1	5	4.08	.622
Whenever my colleagues and I share same online content I feel closer to them.	400	2	5	4.19	.680
I consider sharing online content with my colleagues is a good thing to do.	400	2	5	4.15	.593
It just comes automatically that whenever I get any new online content, I share it with my colleagues.	400	1	5	4.01	.658
Valid N (listwise)	400				

From Table 5.12, the highest mean is equal to 4.19, which is “Whenever my colleagues and I share same online content I feel closer to them”. The lowest mean is equal to 4.08, which is “I share new online content with my colleagues because it makes me feel proud”. The highest standard deviation is equal to .680, which is “Whenever my colleagues and I share same online content I feel closer to them”. The lowest standard deviation is equal to .510, which is “I feel safe to share online content with my colleagues”.

Table 5.13: The analysis of trust by using mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Overall, the people in online communities group were very trustworthy	400	1	5	4.12	.618
The online content and information that i get from the online communities are trustworthy and respectable	400	1	5	4.02	.641
I share my ideas, experience, information and online content with my colleagues.	400	3	5	4.10	.546
I share my ideas, experience, information and online content with my colleagues	400	1	5	4.07	.647
I believe that privacy of my online content is well protected by the host of social media.	400	1	5	4.15	.672
I believe, social media that I use is a secure platform for sharing online content.	400	2	5	4.11	.603
Valid N (listwise)	400				

From Table 5.13, the highest mean is equal to 4.15, which is “I believe that privacy of my online content is well protected by the host of social media”. The lowest mean is equal to 4.02, which is “The online content and information that i get from the online communities are trustworthy and respectable”. The highest standard deviation is equal to .672, which is “I believe that privacy of my online content is well protected by the host of social media”. The lowest standard deviation is equal to .546, which is “I share my ideas, experience, information and online content with my colleagues”.

Table 5.14: The analysis of subjective norm by using mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I share the information and online content based on the people with whom i connect on these social media platforms.	400	2	5	4.11	.584
When I want to share, or read contents, I'd like to access what influential people have contributed and shared.	400	2	5	4.18	.592
Valid N (listwise)	400				

From Table 5.14, the highest mean is equal to 4.18, which is “When I want to share, or read contents, I'd like to access what influential people have contributed and shared”. The lowest mean is equal to 4.11, which is “I share the information and online content based on the people with whom I connect on these social media platforms”. The highest standard deviation is equal to .592, which is “When I want to share, or read contents, I'd like to access what influential people have contributed and shared”. The lowest standard deviation is equal to .584, which is “I share the information and online content based on the people with whom i connect on these social media platforms”.

Table 5.15: The analysis of perceived behavioral control by using mean and standard deviation

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Online content sharing with my colleagues is within my control and it is always possible.	4002	5	5	4.12	.514
I have the resources I need to enable me to share online content with colleagues.	4002	5	5	4.10	.598
I am proficient in sharing information and online content with the communities.	4002	5	5	4.07	.503
I feel confident that I can share valuable information and online content with the communities	4002	5	5	4.09	.572
Encouraging information and online content with colleagues is within my control	4003	5	5	4.12	.532
Valid N (listwise)	400				

From Table 5.15, the highest mean is equal to 4.12, which are “Online content sharing with my colleagues is within my control and it is always possible” and “Encouraging information and online content with colleagues is within my control”. The lowest mean is equal to 4.07, which is “I am proficient in sharing information and online content with the communities”. The highest standard deviation is equal to .598, which is “I have the resources I need to enable me to share online content with colleagues”. The lowest standard deviation is equal to .503, which is “I am proficient in sharing information and online content with the communities”.

Table 5.16: The analysis of extrinsic reward by using mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I will receive monetary rewards in return for my sharing.	400	1	5	1.85	1.106
I will receive additional points or another reward in return for my sharing such as lucky draw competition, random pick prize, etc.	400	1	5	2.03	1.085
Other people would like to visit my profile to access the content I shared as a social reward to increase my social network	400	1	5	2.54	.988
Valid N (listwise)	400				

From Table 5.16, the highest mean is equal to 2.54, which is “Other people would like to visit my profile to access the content I shared as a social reward to increase my social network”. The lowest mean is equal to 1.85, which is “I will receive monetary rewards in return for my sharing”. The highest standard deviation is equal to 1.106, which is “I will receive monetary rewards in return for my sharing”. The lowest standard deviation is equal to .988, which is “Other people would like to visit my profile to access the content I shared as a social reward to increase my social network”.

Table 5.17: The analysis of reciprocal relationship by using mean and standard deviation

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
My sharing would get me well acquainted with new and other members.	400	1	5	4.05	.591
My sharing would expand the scope of my association with other members.	400	1	5	4.13	.652
Valid N (listwise)	400				

From Table 5.17, the highest mean is equal to 4.13, which is “My sharing would expand the scope of my association with other members”. The lowest mean is equal to 4.05, which is “My sharing would get me well acquainted with new and other members”. The highest standard deviation is equal to .652, which is “My sharing would get me well acquainted with new and other members”. The lowest standard deviation is equal to .591, which is “My sharing would expand the scope of my association with other members”.

Table 5.18: The analysis of enjoyment in helping others by using mean and standard deviation

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I enjoy sharing the online content with others through the social media.	400	1	5	4.16	.563
I enjoy helping others by sharing their online content through the social media.	400	1	5	4.15	.587
It feels good to help someone or some organization by sharing their online content through social media.	400	2	5	4.15	.606
Sharing with others through the social media gives me pleasure.	400	1	5	4.09	.586
Valid N (listwise)	400				

From Table 5.18, the highest mean is equal to 4.16, which is “I enjoy sharing the online content with others through the social media”. The lowest mean is equal to 4.09, which is “Sharing with others through the social media gives me pleasure”. The highest standard deviation is equal to .606, which is “It feels good to help someone or some organization by sharing their online content through social media”. The lowest standard deviation is equal to .563, which is “I enjoy sharing the online content with others through the social media”.

Table 5.19: The analysis of intention to share information by using mean and standard deviation

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I intend to share online content with other members more frequently in the future.	400	2	5	4.12	.573
There is a strong likelihood that whenever I got the new online content I will share it with my colleagues.	400	1	5	4.18	.612
I am always set to share information and online content whenever I got them with my colleagues.	400	1	5	4.11	.620
I always encourage my colleagues to share something new whenever they have found any new information and online content.	400	1	5	4.01	.592
Valid N (listwise)	400				

From Table 5.19, the highest mean is equal to 4.18, which is “There is a strong likelihood that whenever I got the new online content I will share it with my colleagues”. The lowest mean is equal to 4.01, which is “I always encourage my colleagues to share something new whenever they have found any new information and online content”. The highest standard deviation is equal to .620, which is “I am always set to share information and online content whenever I got them with my colleagues”. The lowest standard deviation is equal to .573, which is “I intend to share online content with other members more frequently in the future”.

Table 5.20: The analysis of sharing behavior by using mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Whenever I learned or found something new, I share it with my colleagues.	400	2	5	4.19	.570
I share my information and online content with my colleagues when they ask.	400	1	5	4.22	.652
I always engage in meetings (e.g. party, dinner, group meetings, and so on) so as to share information and online content with my colleagues.	400	1	5	4.03	.671
I usually spend a lot of time conducting information and online content sharing activities in these online communities	400	1	5	4.13	.603
When something important happens, i let the communities and colleagues know about it within a short period of time	400	1	5	4.11	.630
It is important to share information or online content with others for the benefit of all.	400	1	5	4.16	.656
Valid N (listwise)	400				

From Table 5.20, the highest mean is equal to 4.22, which is “I share my information and online content with my colleagues when they ask”. The lowest mean is equal to 4.03, which is “I always engage in meetings (e.g. party, dinner, group meetings, and so on) so as to share information and online content with my colleagues”. The highest standard deviation is equal to .671, which is “I always engage in meetings (e.g. party, dinner, group meetings, and so on) so as to share information and online content with my colleagues”. The lowest standard deviation is equal to .570, which is “Whenever I learned or found something new, I share it with my colleagues”.

5.2 Inferential analysis

Saunders (2011) defined inferential analysis as an analysis that helps the researcher interpret the data that gathered from the target population into the result. Zikmund *et al.* (2013) stated that inferential analysis could help the researcher to summarize and provide a better conclusion about the data that obtained from samples.

5.2.1 Hypotheses testing result

In this part, the result of the inferential analysis will be presented. Inferential analysis was defined by Zikmund *et al.* (2013) as the process of statistical analysis or hypotheses testing tool that provides the results, which showing significances or insignificance of the variables' relationships in the study. There are three hypotheses in this study to examine the factors affecting sharing behavior towards social media in Thailand. The first hypotheses will be tested by the Simple Linear Regression and the hypothesis 2, and 3 will be tested by Multiple Linear Regression methods.

Hypothesis 1:

H1₀: Trust is not statistically significantly influence on attitude

H1_a: Trust is statistically significantly influence on attitude

The following are the results of Simple Linear Regression analysis, which comprises three sets of tables: ANOVA table, a summary of the coefficients and a regression model summery.

Table 5.21: The result of analyzing the influence of trust on attitude (model summary).

Model Summary^b

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.711a	.506	.505	.27155

a. Predictors: (Constant), xtru (Mean of trust)

b. Dependent Variable: xatt (Mean of attitude)

Table 5.22: The result of analyzing the influence of trust on attitude (ANOVA).

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.076	1	30.076	407.876	.000b
	Residual	29.348	398	.074		
	Total	59.424	399			

a. Dependent Variable: xatt (Mean of attitude)

b. Predictors: (Constant), xtru (Mean of trust)

Table 5.23: The result of analyzing the influence of trust on attitude (Coefficients).

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	The beta		
1	(Constant)	1.426	.134		10.649	.000
	xtru	.657	.033	.711	20.196	.000

a. Dependent Variable: xatt (Mean of attitude)

Based on the Regression Coefficient Table 5.23, t-statistics illustrated that the significance is equal to .000, which mean that attitude is influenced by trust. Moreover, the beta of trust is significant, which supports the previous interpretation. Therefore, the equation of regression is as follows:

$$Y = \beta_0 + \beta_1 X + \varepsilon$$

$$Y = 1.426 + .657X$$

Where;

Y = dependent variable

X = independent variable values

β_0 = Y-intercept for linear function regression coefficient

β_1 = slope for linear function

ε = random error

Based on the illustration equation, as the trust increases by 1 unit, attitude similarly increased by .657 unit.

Hypothesis 2:

H2₀: Attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship and enjoyment in helping other are not statistically significantly influence on intention to share information.

H2_a: Attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship and enjoyment in helping other are statistically significantly influence on intention to share information.

The following are the results of Multiple Linear Regression analysis, which comprises three sets of tables: ANOVA table, a summary of the coefficients and a regression model summery.

Table 5.24: The result of analyzing the influence of attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship and enjoyment in helping other on intention to share information (model summary).

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830a	.689	.683	.25168

a. Predictors: (Constant), xenj (Mean of enjoyment in helping others), xext (Mean of extrinsic reward), xrec (Mean of reciprocal relationship), xper (Mean of perceive behavioral control), xsub (Mean of subjective norm), xatt (Mean of attitude), xtru (Mean of trust).

b. Dependent Variable: xint (Mean of intention to share information)

Table 5.25: The result of analyzing the influence of attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship and enjoyment in helping other on intention to share information (ANOVA).

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.011	7	7.859	124.070	.000b
	Residual	24.829	392	.063		
	Total	79.840	399			

- a. Dependent Variable: xint (Mean of intention to share information)
- b. Predictors: (Constant), xenj (Mean of enjoyment in helping others), xext (Mean of extrinsic reward), xrec (Mean of reciprocal relationship), xper (Mean of perceive behavioral control), xsub (Mean of subjective norm), xatt (Mean of attitude), xtru (Mean of trust).

As the Table 5.25 illustrated above, the result shows that the significance is less than .05 (.000 < .05), which is equal to .000. It means null hypothesis is rejected and at least one independent variable is related to the dependent variable.

Table 5.26: The result of analyzing the influence of attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship and enjoyment in helping other on intention to share information (Coefficients).

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	The beta		
1	(Constant)	-.265	.161		-1.651	.100
	xatt	.324	.050	.280	6.504	.000
	xtru	.161	.053	.151	3.025	.003
	xsub	.081	.036	.089	2.265	.024
	xper	.020	.045	.017	.446	.656
	xext	-.015	.014	-.032	-1.086	.278
	xrec	.150	.032	.177	4.692	.000
	xenj	.333	.045	.304	7.421	.000

a. Dependent Variable: xint (Mean of intention to share information)

Based on Table 5.26, the significance for attitude, trust, subjective norm, reciprocal relationship, and enjoyment in helping others are .000, .003, .024, .000, and .000, respectively, and are less than .05. It means five independent have a statistically significant influence variable on the dependent variable, intention to share information.

The researcher aims to predict the model by using Multiple Linear Regression analysis. The result show that, there are two variables that not statistically significant. Then the researcher will rerun Multiple Linear Regression analysis and the result can be seen in the following table (Table 5.27-5.29).

Table 5.27: The result of analyzing the influence of attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship and enjoyment in helping other on intention to share information (model summary revised).

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829a	.688	.684	.25146

a. Predictors: (Constant), xenj (Mean of enjoyment in helping others), xrec (Mean of reciprocal relationship), xsub (Mean of subjective norm), xatt (Mean of attitude), xtru (Mean of trust).

Table 5.28: The result of analyzing the influence of attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship and enjoyment in helping other on intention to share information (ANOVA revised).

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.927	5	10.985	173.732	.000b
	Residual	24.913	394	.063		
	Total	79.840	399			

- a. Dependent Variable: xint (Mean of intention to share information)
- b. Predictors: (Constant), xenj (Mean of enjoyment in helping others), xrec (Mean of reciprocal relationship), xsub (Mean of subjective norm), xatt (Mean of attitude), xtru (Mean of trust).

Table 5.29: The result of analyzing the influence of attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship and enjoyment in helping other on intention to share information (Coefficients revised).

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	The beta	
1	(Constant)	-.232	.149		.120
	xatt	.322	.050	.278	.000
	xtru	.160	.052	.149	.002
	xsub	.081	.033	.089	.016
	xrec	.155	.032	.183	.000
	xenj	.336	.044	.306	.000

a. Dependent Variable: xint (Mean of intention to share information)

Based on Table 5.29, the significance for attitude, trust, subjective norm, reciprocal relationship, and enjoyment in helping others are .000, .003, .024, .000, and .000, respectively, and are less than .05. It means these five independent variables have a statistically significant influence on the dependent variable, intention to share information. Therefore, the equation for this analysis is shown as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \cdots + \beta_nX_n + \varepsilon$$

$$Y = -.232 + .322X_1 + .160X_2 + .081X_3 + .155X_4 + .336X_5$$

Where;

- Y = dependent variable
- X1, X2, X3, ..., Xn = independent variable values
- β1, β2, β3, ..., βn = regression coefficient
- ε = random error

Hypothesis 3:

H3₀: Attitude, trust, subjective norm, perceive behavioral control and intention to share information are not statistically significantly influence on sharing behavior.

H3_a: Attitude, trust, subjective norm, perceive behavioral control and intention to share information are statistically significantly influence on sharing behavior.

Table 5.30: The result of analyzing the influence of attitude, trust, subjective norm, perceive behavioral control and intention to share information on sharing behavior (model summary).

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788a	.621	.616	.24830

a. Predictors: (Constant), xint (Mean of intention to share information), xper (Mean of perceive behavioral control), xsub (Mean of subjective norm), xatt (Mean of attitude), xtru (Mean of trust).

b. Dependent Variable: xshr (Mean of sharing behavior)

Table 5.31: The result of analyzing the influence of attitude, trust, subjective norm, perceive behavioral control and intention to share information on sharing behavior (ANOVA).

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.811	5	7.962	129.142	.000b
	Residual	24.292	394	.062		
	Total	64.103	399			

a. Dependent Variable: xshr ((Mean of sharing behavior)

b. Predictors: (Constant), xint (Mean of intention to share information), xper (Mean of perceive behavioral control), xsub (Mean of subjective norm), xatt (Mean of attitude), xtru (Mean of trust).

According to Table 5.28 illustrated above, the result shows that the significance is less than .05 (.000 < .05), which is equal to .000. It means null hypothesis is rejected and at least one independent variable is related to the dependent variable.

Table 5.32: The result of analyzing the influence of attitude, trust, subjective norm, perceive behavioral control and intention to share information on sharing behavior (coefficients).

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	The beta		
1	(Constant)	.694	.155		4.469	.000
	xatt	.146	.051	.141	2.852	.005
	xtru	.249	.050	.259	4.986	.000
	xsub	-.079	.034	-.097	-2.307	.022
	xper	.127	.044	.120	2.893	.004
	xint	.398	.045	.444	8.851	.000

a. Dependent Variable: xshr (Mean of sharing behavior)

Based on Table 5.29, the significance for attitude, trust, subjective norm, perceive behavioral control, and intention to share information are .005, .000, .022, .004, and .000, respectively, and are less than .05. It means five independent variables have a statistically significant influence on the dependent variable, sharing behavior. Therefore, the equation for this analysis is shows as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \cdots + \beta_nX_n + \varepsilon$$

$$Y = .694 + .146X_1 + .249X_2 - .079X_3 + .127X_4 + .398X_5$$

- Where;
- Y

= dependent variable
- X1, X2, X3, ..., Xn

= independent variable values
- β1, β2, β3, ..., βn

= regression coefficient
- ε

= random error

Based on the illustration equation, as the attitude, trust, subjective norm, perceive behavioral control, and intention to share information similarly increase by 1 unit, intention to share information similarly to increase by .146, .249, -.079, .127, and .398, respectively.

Table 5.33: Summary of hypotheses testing

Hypotheses	Variables	Statistical treatment	Significant value	The beta coefficient values	Result
H1 ₀ : Trust is not statistically significantly influence on attitude	Trust	Simple Linear Regression analysis	0.000	0.711	Rejected H1 ₀
H2 ₀ : Attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship and enjoyment in helping other are not statistically significantly influence on intention to share information.	Attitude	Multiple Linear Regression analysis	0.000	0.280	Rejected H2 ₀
	Trust	Regression analysis	0.003	0.151	Rejected H2 ₀
	Subjective norm		0.024	0.089	Rejected H2 ₀
	Perceive behavioral control		0.656	0.017	Failed to reject H2 ₀
	Extrinsic reward		0.278	-0.032	Failed to reject H2 ₀
	Reciprocal relationship		0.000	0.177	Rejected H2 ₀
	Enjoyment in helping others		0.000	0.304	Rejected H2 ₀
H3 ₀ : Attitude, trust, subjective norm, perceive behavioral control and intention to	Attitude	Multiple Linear Regression analysis	0.005	0.141	Rejected H3 ₀
	Trust	Regression analysis	0.000	0.259	Rejected H3 ₀

share information are not statistically significantly influence on sharing behavior.	Subjective norm		0.022	-0.097	Rejected H30
	Perceive behavioral control		0.004	0.120	Rejected H30
	Intention to share information		0.000	0.444	Rejected H30

As the Table 5.33 shows, this table provides the information about significant level of each variable to the dependent variable for each hypothesis. The statistical treatment, significant level, the beta coefficient, and result of hypotheses are provided.



Chapter 6

Summary, Conclusions, and Recommendations

In this chapter, the researcher focusses on the explanations of research findings. The recommendation and conclusion based on the analysis that has been analyzed by the Statistical Package for the Social Sciences program in the previous chapter. This chapter includes three parts. The first part is summary of demographic analysis of respondents, which includes age, gender, income level, employment status, marital status, nationality and the summaries of descriptive analysis. The second part is the implications and discussions that will be summarized and lead to the conclusion of this study. The third part is the recommendation part according to the results of this study.

6.1 Summary of research findings

The summary of research finding part includes the illustration of the summary of the demographic analysis, which refers to the respondents of this study followed by the results of the descriptive analysis of independent variables and dependent variable. The objective of presenting the summary of research finding is to inspect the factors influencing sharing behavior of social media in Thailand.

6.1.1 Summary of demographic analysis of target population

In this first part, the researcher presents the summary of demographic analysis based on the research data by means of as frequency and percentage. All results illustrating in following tables have been obtained from 400 respondents who have experienced in sharing information and online content via social media network.

Table 6.1: Summary of highest frequency and percentage of demographic analysis

Variables	Frequency (f)	Percentage (%)
Age level		
23-17 years old	244	61
Income level		
15,001-20,000 baht	274	68.5
Education level		
Bachelor degree	359	89.8
Gender		
Female	205	51.2
Employment status		
Employed for wages	206	51.5
Marital status		
Single	389	97.3
Nationality		
Thai	371	92.8

The Table 6.1, the table illustrates the demographic factors and the highest frequency and percentage. As the summary shows, females make up the majority of respondents in this study with the total amount of 205 people (51.2 percent) who are aged between 23-27 years old (146 respondents, 36.5 percent) with the income level between 15,001 – 20,000 baht (152 respondents, 38 percent), their education level is Bachelor degree (189 respondents, 47.25 percent), employed for wages (123 respondents, 30.75 percent) and marital status as single (202 respondents, 50.5 percent).

Table 6.2: Summary of highest frequency and percentage of demographic analysis most spend time social media and time length spend on social media

Variables	Frequency (f)	Percentage (%)
Most spend time social media		
Facebook	240	60
Time length spend on social media		
Less than 2 hours	220	55

In addition, the majority of people involved in this study, spend the time mostly on Facebook social media platform (240 respondents, 60 percent) and time spending on social media estimation per day is less than 2 hours (220 respondents, 55 percent).

6.1.2 Summary of descriptive analysis

Table 6.3: Summary of the highest mean of independent variables and dependent variable

Variables	Questions	Highest mean score
Attitude	Whenever my colleagues and I share same online content I feel closer to them	4.19
Trust	I believe that privacy of my online content is well protected by the host of social media.	4.15
Subjective norm	When I want to share, or read contents, I'd like to access what influential people have contributed and shared.	4.18
Perceived behavioral control	Encouraging information and online content with colleagues is within my control	4.12
Perceived behavioral control	Online content sharing with my colleagues is within my control and it is always possible.	4.12
Extrinsic reward	Other people would like to visit my profile to access the content I shared as a social reward to increase my social network	2.54

Reciprocal relationship	My sharing would expand the scope of my association with other members	4.13
Enjoyment in helping others	I enjoy helping others by sharing their online content through the social media.	4.15
Enjoyment in helping others	It feels good to help someone or some organization by sharing their online content through social media	4.15
Intention to share information	There is a strong likelihood that whenever I got the new online content I will share it with my colleagues	4.18
Sharing behavior	I share my information and online content with my colleagues when they ask.	4.22

Table 6.3 illustrates the highest mean of question for each variable. Therefore, top three variables question, of highest mean are sharing behavior, attitude, subjective norm, and intention to share information, 4.22, 4.19, and 4.18 for both subjective norm and intention to share information, respectively.

Table 6.4: Summary of the lowest mean of independent variables and dependent variable

Variables	Questions	Highest mean score
Attitude	It just comes automatically that whenever I get any new online content, I share it with my colleagues.	4.01
Trust	The online content and information that i get from	4.02

	the online communities are trustworthy and respectable	
Subjective norm	I share the information and online content based on the people with whom i connect on these social media platforms.	4.11
Perceived behavioral control	I am proficient in sharing information and online content with the communities.	4.07
Extrinsic reward	I will receive monetary rewards in return for my sharing.	1.85
Reciprocal relationship	My sharing would get me well acquainted with new and other members.	4.05
Enjoyment in helping others	Sharing with others through the social media gives me pleasure.	4.09
Intention to share information	I always encourage my colleagues to share something new whenever they have found any new information and online content.	4.01
Sharing behavior	I always engage in meetings (e.g. party, dinner, group meetings, and so on) so as to share information and online content with my colleagues.	4.03

In Table 6.4 illustrates the lowest mean of question for each variable. Therefore, top three variables questions, among the lowest mean of all variables are subjective norm, enjoyment in helping others, and perceived behavioral control, with the mean value equal to 4.11, 4.09, and 4.07, respectively.

6.1.3 Summary of hypotheses testing

The hypotheses testing was done by utilizing Simple Linear Regression and Multiple Linear Regression to inspect influential factors to sharing behavior of social media in Thailand in terms of attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship, enjoyment in helping others, and intention to share information. The results of hypotheses testing showed that two null hypotheses are rejected from three hypotheses. The rejection of null hypotheses based on the significance level less than .05. The finding of this study is as follows:

Table 6.5: Hypotheses testing summary table

Null Hypotheses	Variables	Significant value	The beta coefficient values	Result
H1 ₀ : Trust is not statistically significantly influence on attitude	Trust	0.000	0.711	Rejected H1 ₀
H2 ₀ : Attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship and enjoyment in helping other are not statistically significantly influence on intention to share information.	Attitude	0.000	0.280	Rejected H2 ₀
	Trust	0.003	0.151	Rejected H2 ₀
	Subjective norm	0.024	0.089	Rejected H2 ₀
	Perceive behavioral control	0.656	0.017	Failed to reject H2 ₀
	Extrinsic reward	0.278	-0.032	Failed to reject H2 ₀

	Reciprocal relationship	0.000	0.177	Rejected H2 ₀
	Enjoyment in helping others	0.000	0.304	Rejected H2 ₀
H3 ₀ : Attitude, trust, subjective norm, perceive behavioral control and intention to share information are not statistically significantly influence on sharing behavior.	Attitude	0.005	0.141	Rejected H3 ₀
	Trust	0.000	0.259	Rejected H3 ₀
	Subjective norm	0.022	-0.097	Rejected H3 ₀
	Perceive behavioral control	0.004	0.120	Rejected H3 ₀
	Intention to share information	0.000	0.444	Rejected H3 ₀

The results are illustrated in Table 6.5. The result of Simple Linear Regression and Multiple Linear Regression for three hypotheses, which are related to the study of sharing behavior towards social media in Thailand. It is shown that trust is statistically significant to attitude at .000 and the beta coefficient at .711. For hypothesis one, therefore null hypothesis. According to Table 6.5. Based on hypothesis two, attitude, trust, subjective norm, reciprocal relationship, and enjoyment in helping others are statistically significant influenced at .000, .002, .024, .000, and .000, respectively. Also, these variables are significantly influenced at the beta coefficient of .28, .151, .089, .177, and .304, respectively. However, the result in hypothesis two shows that perceive behavioral control and extrinsic reward are failed to reject null hypothesis at .656, and .278, respectively. For hypothesis three, variables are statistically significant influenced at .005, .000, .022, .004, and .000, respectively. Also, these variables are significant influenced at the beta coefficient .141, .259, -.097, .120, and .444, respectively.

As Table 6.5 also illustrated, for hypothesis one where, the beta coefficient of trust toward attitude is equal to .711, which can be interpreted that when trust is changed by one unit the result affects attitude in positive way. In order to make attitude towards either social media users or customers feel positive to the contents or products of the company, attitude is enhanced by trust. For hypothesis two, among the variables, which is significant to its dependent variable, enjoyment in helping others shows the highest the beta coefficient. To interpret this result, enjoyment in helping others is seems to be the best one to predict the change of intention to share information, which can be explained as the behavior and culture of Thai by loving to help other, supporting to make things wrong to right and compassion. To make the content or information effectiveness, those data should be added or linked to help some people or some organization, for example, some portion of profit will donate to help victims from flood. For hypothesis three, the best variable among the all statistically significant variable is intention to share information. When social media users are intending to share, of course, it is likely that the specific action, which is sharing of content, will be increased as the intent of action increases.

6.2 Discussion and implication

This part includes the discussion about demographic factors, influencing sharing behavior of social media in Thailand including attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship, enjoyment in helping others, and intention to share information.

6.2.1 Discussion and implication of demographic factors of respondents

Based on the descriptive analysis, the researcher gathered data from the target population of this study; 400 respondents aged 18 years old and above, have own social media account, and experience the sharing of information, online content before. For the result of the study, most respondents are female, of 205 (51.2percent) and 195 (48.8percent) are male. According to the official statistics registration system of Thailand, there is the larger number of female population than male 33,723,597 and 32,464,906 people, respectively in Thailand. (http://stat.dopa.go.th/stat/statnew/upstat_age_disp.php, accessed on 17 Mar 2018). Furthermore, the majority of respondents are aged between 23-27 years old, followed by 18-22, and 28-32 years old. With 244 (61percent), and 125 (31.3percent), respectively. The researcher compares the data gathered for this study and the database of Thai registration and found that people that aged between, 23-27 years old, 18-22 years old, and 28-32 years old are

4,749,573 people, 4,649,160 people, and 4,544,700 people, respectively (http://stat.dopa.go.th/stat/statnew/upstat_age_disp.php, accessed on 17 Mar 2018). According to the internet and mobile devices trend, women tend to spend time use internet on their mobile devices rising to 59 percent of all women's internet using time (<http://www.bbc.com/future/story/20151001-why-women-live-longer-than-men>, accessed on 4 April 2018). In comparison, male mostly spent their time on PCs and laptops more than on the mobile devices. Therefore, it is clear that most respondents of this study are women, because women tend to spend their time on social media and tend to spend more time than male 36 percent, especially in the age group of 55 years old (<https://www.posttoday.com/it/476542>, accessed on 4 April 2018). Furthermore, there are many reasons that supported the time women spent on social media, which is more than male. Women use social media as the communication tool by means of, posting picture, selfie but male use them as the channel to discuss about the abstract, such as, political, religions, explores, and browsing for the news, with the evidence of the observations. Most status or post in social media, observed from 1.5 million posts, posts of women got more response rate than male (<https://www.socialmediatoday.com/social-networks/gender-specific-behaviors-social-media-and-what-they-mean-online-communications>, accessed on 4 April 2018). Furthermore, women expose their feeling on the social media more than male (Bamman, Eisenstein, & Schnobelen, 2014). Thus, these reasons supported that why the number of women respondents are more than male respondents.

The reasons to support demographic information of this study regarding education level, income level, and employment status could be interpreted as follows: Regarding the education level of respondents, the analysis showed that 89.8 percent are Bachelor degree, 9.3 percent are Master degree, .8 percent are high school graduate or lower level, lastly, .3 percent has Doctorate degree. The result showed that the most active social media users are holding the degree of Bachelor. According to the Social and Quality of Life Database System in Thailand, in the category of classifying labor, most people in the Thailand labor market hold Bachelor degree (http://social.nesdb.go.th/SocialStat/StatReport_Final.aspx?reportid=410&template=2R1C&yeartype=M&subcatid=7, accessed on 4 April 2018). Also, it is the biggest ratio among other education level in Thailand (http://social.nesdb.go.th/SocialStat/StatReport_Final.aspx?reportid=1247&template=3R1C&yeartype=O&subcatid=23, accessed on 4 April 2018). With regard to the income level of respondents in this study, most of the respondents have income level of 15,001-20,000-baht 68.5 percent, followed by income level below 15,000 baht to 18.3 percent, 20,001-25,000 baht

to 6.5 percent, 30,000 baht to 3.5 percent and 25,001-30,000 baht to 3.3 percent. Therefore, people who hold Bachelor degree are the biggest group in this study. With regard to employment status, the result showed that 51.5 percent of respondents are employed for wages, 42.3 are a student, 3.8 percent are self-employed and 2.5 percent are work as government officer. In addition, those who employed for wages or government officers, with the minimum wage policy that gave Thai more purchasing power to afford the smart mobile devices and internet package applicable to social media applications. That result of increasing social media using on smart mobile devices is leading to the Nomophobia “No mobile phone phobia”. Meaning that Thai addicted to the social media, cannot live without smart phone and social media (<https://www.thairath.co.th/content/422499>, accessed on 4 April 2018). Lastly, with regard to marital status respondents who are single counted to 97.3 percent, followed by married counted to 2.5 percent and divorced/ widowed counted to .3 percent. This information about respondents’ marital status could be explained, according to the Official Statistics Registration Systems of Thailand, in which the statistic of marriage certificate registration decreased in 2017 by 1.03 percent (http://stat.bora.dopa.go.th/stat/marry/sk/sk_60.html, accessed on 4 April 2018). Thus, they will have more time for what they love and in addition, social media is helpful to maintain the relationship between friends, this information can be supportive that most people nowadays prefer to be single rather than with someone (<https://www.detectteam.com/3492>, accessed on 4 April 2018). Another example that confirm Thai social media users are single, during the pass of Valentine, most Thai single social media users post on their social media profile with hashtag about being single. So, the researcher found that there were more than 195 thousand messages with the particular messages posted on social media, which showed the marital status of Thai social media users.

6.2.2 Discussion and implication of hypotheses

In this part, the researcher discusses about all of the hypotheses in this study. The researcher applied eight independent variables to test and examine each factor influence on sharing behavior. The result of Simple Linear Regression and Multiple Linear Regression analysis, showed that the independent variables of this study are statistically significant related with the dependent variable. The researcher has the discussion and implication of variables as follow;

The result showed that the contents were created and rewarded either monetarily or non-monetarily to those who participate in the activity, either by sharing, commenting, liking the content to be effective enough to draw attention of social media user. However, the reward

should be fair for all social media users. For example, when the marketers would like to create a campaign to create awareness of the brand/ products, the fastest way to spread out the information is sharing on social media by providing some incentive to those who participate in this activity. Nevertheless, marketers showed a plan before the campaign launch for the number of participators who will receive rewards. If there are lot of participators and the rewards could be able to satisfy only one-tenth of participators, they will perceive the unfairness and difficulty to win the competition leading to never or less participate the activities again.

Hypothesis 1:

Hypothesis one was tested by Simple Linear Regression. Based on the result, the researcher found that trust is statistically significant influenced on attitude at .000 significant level, at the beta coefficient of .711. Trust could be one of major factors that shapes the form of attitude whether it could be positive or negative to given object. In addition, to shape the positive attitude, trust building is always required. People will become more open and achieve better result when they feel positive (Fredrickson, 2001). In order to improve or shape attitude on social media users in the positive way the content provider must be honest and ask for the permission of everything that in tend to exceed the privacy of users. According to the respondents in this study, who mostly are Thai, Thailand is emerging country and Thai people trust online contents more than other country acquiring 39 percent, while the developed countries like Australia and New Zealand are only 19 percent and 21 percent, respectively. The reason that Thai or other people from emerging countries to trust online content because these contents are new for people in emerging country. However, trust is fragile and easy to break but difficult to regain them. Although Thai people trust in online content, this cannot be characterized that Thai are stupid or blind. In fact, to build and protect trust, the content developer needs to understand the right moment to engage with Thai people, respecting their time as valuable, and being more transparent (<https://www.bangkokpost.com/tech/local-news/1344426/survey-finds-thais-more-trusting-online>, accessed on 3 April 2018).

The result of this hypothesis, was confirmed by Hassandoust *et al.* (2011) who studied about behavioral factors that influenced virtual knowledge sharing. The researchers claimed that trust is significant influence towards attitude leading to knowledge sharing. Moreover, trust is a significant predictor of intention to share knowledge. As well as in the study of Al-Debei *et al.* (2015) who studied attitudes of consumer and the effects of trust, the researchers found that attitude towards behavioral intention was caused by trust. In addition, Dong *et al.* (2010) who studied about knowledge-sharing intention in organizations, found the significant

relationship between trust and attitude. Furthermore, the significant relationship between trust and attitude has been confirmed by Cyril Eze *et al.* (2013) who studied knowledge sharing perspectives of SMEs. The researchers suggested that trust would enhance and encourage the attitude toward knowledge sharing in organization.

Hypothesis 2:

Hypothesis 2 was tested by Multiple Linear Regression. Based on the results, the researcher found some factors do not statistically influence dependent variable. These factors are perceived behavioral control, and extrinsic reward at significant level of .656 and .278, respectively also, with the beta coefficient of .017, and -.032, respectively. This is due to the fact that, normally social media users rarely involve in sharing the contents and information, because only specific participants will randomly get the prize and the process of selecting and distributing the prize were not transparent. In Thailand, there is no regulation to control the activity that distribute reward to participants in online campaign. Hence, many firms that arranged the online marketing campaign by comment, like, and share their post, information or content may not distribute reward randomly to the participant of the campaign because they may give specific participants whom already set before the campaign start. According to this kind of preparation, the insignificant influence of extrinsic reward towards intention to share can be understood, in which Thai mostly do not believe such a campaign arranged by small or unknown company.

In contrast, even such a campaign was arranged by big or well-known company, it does not mean that social media users will participate in such campaign because the chance or opportunity to win the randomly selected reward is very thin. Thus, Thai social media users, who are the respondents of this study, do not perceive that extrinsic reward is the most important factor that encourage them to make a decision to participate or share the content and information. For perceive behavioral control, nowadays, many fake news and rumors are spread out swiftly and related to those news and rumors that people are reluctant of sharing or passing the content and information to others easily. Most of social media users will screen the information first, because they are not quite confident or proficient in sharing the content that may result the insignificant influence of perceive behavioral control. Thai usually love to discuss about the rumor or gossips in private but they never share them in public (<https://anontawong.com/2017/11/23/gossip-3/>, accessed on 3 April 2018).

On the other hand, there are several other variables, which have significant influence on intention to share information. Therefore, the researcher would like to discuss those by

grouping with beta coefficient level. When people are in the good mood to trust or believe in something, the chance of intention to share information tends to occur easily that can be influenced by attitude, reciprocal relationship, and enjoyment in helping others. When it comes to the relationship in the social media, users would like to share and feel that they are members of online community. In order to keep in touch with others, the sharing of information is important because it acts like a bridge for people to keep and maintain their relationship. By means of that, Thai love to share the information with their society that related to friends, colleagues, and family because of their collectivist nature. Therefore, social media become the platform that keep their relationship stronger (<http://www.bangkokbiznews.com/news/detail/749603>, accessed on 3 April 2018). People always feel pleasure when they help others. In this study, enjoyment in helping others by sharing the content because of the behavioral of human, which tend to feel better by helping each other with compassion. In addition, the relationship between attitude and intention to share information has been confirmed by Hassandoust *et al.* (2011) who studied the behavioral factors that influence knowledge sharing. Also, in the study of Jolaei *et al.* (2014) who studied about factors affecting knowledge sharing intention among academic staff, the researchers supported the significant influence of attitude on intention to share information. Moreover, the significant relationship between trust and intention to share information has been found in this study and also supported by Malik *et al.* (2016) who studied about the impact of privacy, trust and user activity on intentions to share photos on Facebook. Furthermore, attitude and subjective norm are found to be the significant influences toward intention to share information. These finding are supported by Dong *et al.* (2010) who studied about knowledge-sharing intention in organizations. Mafabi *et al.* (2017) who studied about the mediation role of intention in knowledge sharing behavior and Cyril Eze *et al.* (2013) who studied about knowledge sharing of SMEs perspective, confirmed the relationship between attitude and intention to share information as the researcher found in this study.

The relationship between trust and intention to share information is significant from the study of Zhao *et al.* (2016) who studied the mobile coupon sharing in social media. The researchers also explained that trust is one of the factors that increase the intention to share information. Kanzler, Niedergassel, and Leker (2012) who studied knowledge sharing in academic found the significant relationship between subjective norm and intention to share information. In addition, the relationship between attitude, subjective norm, reciprocal relationship and intention to share information is supported by Witherspoon, Bergner, Cockrell, and Stone (2013) who studied the antecedents of organizational knowledge sharing.

As well as the study of So and Bolloju (2005) who studied about explaining the intentions to share and reuse knowledge, which support the significant relationship that found in this study. Moreover, the significant relationship between attitude, subjective norm and intention to share information is supported by Heath *et al.* (2016) who studied about sharing personal genetic information. Lastly, the relationship between reciprocal relationship and enjoyment in helping others and intention to share information is found to be significant in this study. Which is supported by the study of Yang *et al.* (2016) who studied about sellers and buyers in using information sharing on social commerce sites.

Hypothesis 3:

Hypothesis 3 has tested by Multiple Linear Regression. The researcher found that all variables show statistically significant influence on sharing behavior. By examining the variables, the researcher interprets by grouping according to the beta coefficient. The result of Multiple Linear Regression indicated that intention to share information has the highest the beta value equal to .444, followed by trust and attitude, at the beta coefficient .259, and .141, respectively, which the researcher can interprets that the more intention to share causing, the more sharing behavior would be developed.

When users tend to share the content, they will ensure that their content is beneficial and reliable reference, which could be linked to hypothesis two where the perceived behavioral control of users have to ensure before they share the information and online content. Thus, these variables are regarded as the basic factors, which include in the theory of reasoned action. Moreover, these variables could be linked to theory of planed behavior. For example, in the questionnaires, the respondents were asked about the intention to conduct the sharing of information, which respondents intend to share content and information in the future. The result showed that, the respondents intend to share more news or situation, which are common and not case-sensitive. According to the hypothesis two, respondents share the information to their friends, colleagues, and family to maintain their relationship. All of the relationship between the variables is supported by Ma, Huang, Wu, Dong, and Qi (2014) who studied knowledge sharing in collectivistic culture that supported the significant relationship between trust and sharing behavior.

In addition, trust, subjective norm, and intention to share information are found, to be significant in this study, and this is supported by Witherspoon *et al.* (2013) who studied about organizational knowledge sharing. Furthermore, the researcher found the significant relationship between perceived behavioral control, intention to share information and sharing

behavior, which is similar to the findings of Chatzoglou and Vraimaki (2009) who studied knowledge sharing of bank employee. Lastly, the relationship between intention to share information and sharing behavior is found with to be significant in this study and this is supported by Mafabi *et al.* (2017) who studied about the mediation role of intention in knowledge sharing behavior.

6.3 Conclusions

This study aims to examine the important factors, influencing sharing behavior of social media in Thailand. The factors in this study include attitude, trust, subjective norm, perceive behavioral control, extrinsic reward, reciprocal relationship, enjoyment in helping others, and intention to share information. The purpose of this study is to explain the influential factors that affecting sharing behavior of social media in Thailand. The researcher started this study with three hypotheses and applied the related data collection method, using Five-Point Likert Scale alongside with Category Scale for general profile and information of respondents. In this study, 400 questionnaires were distributed via the online social media using online survey form (Google form) as a medium to reach respondents to complete the questionnaires. The target population of this study, are people aged 18 years old and above with own the social media account, who have experience in sharing of content and information online. In this study, 400 questionnaires were collected from the target population and analyzed with the statistical software. Most of the respondents in this study were female 51.2 percent, single 97.3 percent the largest number of age group is 23-27 years old (61percent), majority of income level or pocket money were between 15,001-20,000 baht at 68.5 percent, having bachelor degree 89.8 percent. Time spending on social media platform is Facebook (60 percent) and duration of time spending were less than 2 hours per day (55percent).

According to the hypotheses analysis, using Simple Linear Regression and Multiple Linear Regression, two out of three hypotheses rejected null hypotheses, while one hypothesis failed to reject the null hypothesis. Hypothesis one illustrated that attitude is significantly influenced by trust. In hypothesis three, sharing behavior is influenced by attitude, trust, subjective norm, perceived behavioral control, and intention to share information. For hypothesis two there were two, variables that failed to reject the null hypothesis, which are extrinsic reward and perceived behavioral control. They are insignificant towards the intention to share information.

6.4 Recommendations

In this study, some of the demographic factors such as income level, education level, employment status, and marital status are complex to interpret, since this study is focusing on the behavior. Hence, the study could have more data and information to interpret and recommend for the further study the digital marketing, and social media marketing. If the content or information were created for the social media marketing purpose, those contents could create based on the education level of target audience, which means that the info and detail should be understandable and easy to decode for them to keep continue sharing the content or expressing their own opinion not to cause the misunderstanding of information.

Trust is found to be the significant influence on attitude. The researcher would like to suggests that to shape the good form of attitude, firms, or marketers need to make the customer believe, by providing true facts, which are reliable and reasonable. Once firms lose the trust of customers, it would be difficult to gain back to the same level. Subjective norm is another factor that significant influence intention to share information. The recommendation to implement in marketing field is to choose suitable influencer to speak out the right content, by putting the right man in the right job. For the reciprocal relationship, the researcher found the significant influence on intention to share information. The recommendation to improve by making the content relevant to the community of the users, who is most important to them. Also, the same concept of enjoyment in helping others. The researcher would like to suggest to create content, which brings not only the profit to the company but also the awareness of responsibility to society. There are many to make or create content like SE (social enterprise), CSR (corporate social responsibility), and others that may increase the intention to share of content because people would like to help others by spreading the beneficial information to their communities.

Also, there are several recommendations to make a content interesting to the target audience. Firstly, Start with a goal. Begin by picking a target for content, at that point tailor their style and configuration around to accomplish. Also, expanding the consciousness of the image by utilizing media that recounts a tale about the people behind the company. A value proposition offers of the firm or company to explain why social media users should tap into your content to take in more about your story. For example, how is item or administration not quite the same as some other? For what reason should the users tap on the content. In addition, if the firm that selling items and marketers have to create the content for the advertisement purpose. Show people using firm products, every social media especially Facebook advertisements regularly keep running in News Feed or Instagram, appropriate alongside posts from their family and companions. To make consideration snatching the content that vibe like

a natural piece of somebody's social texture, indicate pictures of individuals profiting from your item, rather than simply the item itself. Less (text) is more, an excessive amount of content is diverting and can prompt your promotion being appealed to fewer people. Images that are uncluttered by content have the more prominent impact. Focus on the message, product firmly around the vital piece of the picture. In case you're endeavoring to fit excessively data into a solitary bit of media, consider utilizing the Carousel configuration to flaunt numerous pictures inside an advertisement. If there are many sets of an advertisement, make sure every picture have a consistent subject. Use high-resolution images, simply make certain to focus on the size and nature of the media documents. The visual substance is not just treated all the more positively in social media advertisement calculation system, but at the same time it will probably be shared and recollected than composed substance. Regardless of what kind of advertisement that created, the picture should be outwardly engaging.

Furthermore, the researcher suggests that to make a content and sharing on Facebook. Marketers should be aware and always follow the algorithm of the social media, in case they change some system so, marketers will not be wasted of their valuable time and budget to create the content. For other social media suggestion of content creation to enhance the sharing behavior. The recommendation will be based on the uniqueness of each social media platform. For example, Twitter's content highlight is the number of limited text and hashtag. So, the creation of content on Twitter the meaning of the content should be short, and clear to let the target audience understand in a few minutes. Also, marketers could add the hashtag to their content that will cause the free trending that other users, which interest in the specific hashtag those hashtag content will be seen by these users.

For Instagram, the content creation is focused on the image, so users will have spent their time less than another platform because the content is just a picture. If the picture is not gain enough awareness of user to perceive them, this could probably consider a waste of resources for content creation. For Youtube, most of the content will be spoken in the video. So, ensure that the messages are contained in the video content. Furthermore, marketers need to follow the Youtube regulation strictly, in order to pass to quality check of the content sharing. Moreover, the content could be emphasized in the description under the video output screen, which social media users could know and perceive the important detail that content creators or marketer would like to deliver to their target audience. On the other hands, Twitch which is considered as the video content provider as Youtube. So, the recommendation would be the same but the Pros of Twitch is that users can cut a part of the video and share with others. By this means, cutting a part of the video is like the expression of their idea that they would like

to share with other social media users. And the last social media LinkedIn. This social media platform was built for the professional content creation, which means that the content has to be formal in order to reach the social media users on these social media platforms. To conclude the recommendation of the social media utilization. The researcher suggests marketers or content creators learn more about the regulation of platform that marketers or content creators would like to create and share the content. Also, learn more about the algorithm of the social media platform. By this means, the study of platform algorithm will be provided the strength, weakness and opportunities point of sharing content with proficiency in the social media platform.

6.5 Further studies

In this last section, the researcher would like to postulate scope of the study, which could be useful for creating effective research in order to improve and develop on the findings, while various further researchers extending this study. There are some suggestions for the future study, and the researchers who might like to proceed in the field of digital marketing, and social media marketing. This investigation will help to enhance the knowledge that applies in the career.

There are several additional independent factors that may influence sharing behavior, such as, reputation building, the strength of social ties, size of social network, popularity, level of its usage, and use of relational screening. In addition, different conceptual framework might be developed by adding more intervening variables, such as, perceive risk, and privacy concern that may link to trust. Another intervening that could be added is the turnover intention, which will provide the opportunity for finding more factors that can predict the negative side of utilizing social marketing in the real business. Moreover, different research approach can be developed by utilizing comparison study between Thai and Non-Thai by comparing the affective only Thai nor Non-Thai. Furthermore, social media could be characterized by category, which will provide more flexible and applicable result to social media. By means of this, the researchers could be able to adapt the findings directly to specific social media because each social media has their own uniqueness. And finally, the researcher would like to recommend utilizing different research methodology such as qualitative approach in order to gain more deeper information from target respondents.

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**Appendix A: Questionnaire
(English Version)**



Questionnaire

The following questionnaire is developed by Assumption University student of Master Degree: Thesis research in Marketing. It is made to collect the data for the research on “An Empirical Study of Information Sharing Behavior towards Social Media in Thailand”. The researcher would like to thank you for your most valuable time in participating this questionnaire.

Part 1: Screening Question.

This questionnaire use “Yes” and “No” to answer the screening question. If the participant chooses “Yes” Please continue to do the next part of questionnaire in part II. If participant has selected “No” please return the questionnaire to the distributor.

1. Are you 18 years old or older?
☐ Yes, I am (Please continue to the next question).
☐ No, I am not (Please return the questionnaire).
2. Do you own the online social media account?
☐ Yes, I do own the account (Please continue to the next question).
☐ No, I do not own any online social media account (Please return the questionnaire).
3. Have you ever share the online content through online social media with your friends/colleagues?
☐ Yes, I have share the online contents with my friends/colleagues (Please continue to the next question).
☐ No, I have not share any online content before (Please return the questionnaire).
4. Which online social media you spend time the most?
☐ Facebook. ☐ Twitter. ☐ Youtube. ☐ LinkedIn.
☐ Twitch. ☐ Instagram.
5. What is your nationality?
☐ Thai. ☐ Non-Thai.

Part 2: Factors affecting sharing behavior.

In part 2 the questions will be asked about the factors that affect the sharing behavior. Please answer the following questions by choosing the measurement scale that you think is it the truth in your opinion and complete all questions. For the measurement scale, the researcher designs to use 5-point Likert Scale, which are 5 = strongly agree, 4= agree, 3 = neither agree nor disagree, 2 = disagree and 1 = strongly disagree.

Variables	Scale				
	1	2	3	4	5
Attitude					
6. I feel safe to share online content with my colleagues.					
7. I share new online content with my colleagues because it makes me feel proud.					
8. Whenever my colleagues and I share same online content I feel closer to them.					
9. I consider sharing online content with my colleagues is a good thing to do.					
10. It just comes automatically that whenever I get any new online content, I share it with my colleagues.					
Trust					
11. Overall, the people in online community group are very trustworthy					
12. The online content and information that I get from the online community is trustworthy and respectable.					
13. I share my ideas, experience, information and online content with my colleagues.					
14. I believe that privacy of my online content is well protected by the host of social media.					
15. I believe that host of social media will not use my online content for any other purpose.					

Variables	Scale				
	1	2	3	4	5
Trust (Continue)					
16. I believe, social media that I use is a secure platform for sharing online content.					
Subjective norm	1	2	3	4	5
17. I share the information and online content based on the people with whom I connect on social media platform.					
18. When I want to share, or read contents. I'd like to access what influential people have contributed and shared.					
Perceived behavioral control					
19. Online content sharing with my colleagues is within my control and it is always possible.					
20. I have the resources I need to enable me to share online content with colleagues.					
21. I am proficient in sharing information and online content with the community.					
22. I feel confident that I can share valuable information and online content with the community.					
23. Encouraging information and online content with colleagues is within my control.					
Extrinsic reward					
24. I will receive monetary rewards in return for my sharing.					
25. I will receive additional points or another reward in return for my sharing such as lucky draw competition, random pick prize, etc.					
26. Other people would like to visit my profile to access the content I shared as a social reward to increase my social network.					
Reciprocal relationship					
27. My sharing would get me well acquainted with new and other members.					

Variables	Scale				
	1	2	3	4	5
Reciprocal relationship (Continue)					
28. My sharing would expand the scope of my association with other members.					
Enjoyment in helping others					
29. I enjoy sharing the online content with others through the social media.					
30. I enjoy helping others by sharing their online content through the social media.					
31. It feels good to help someone or some organization by sharing their online content through social media.					
32. Sharing with others through the social media gives me pleasure.					
Intention to share information	1	2	3	4	5
33. I intend to share online content with other members more frequently in the future.					
34. There is a strong likelihood that whenever I got the new online content I will share it with my colleagues.					
35. I am always set to share information and online content whenever I got them with my colleagues.					
36. I always encourage my colleagues to share something new whenever they have found any new information and online content.					

Part 3: Sharing Behavior

In part 3 the questions will be asked about the factors that affect the sharing behavior. Please answer the following questions by choosing the measurement scale that you think is the truth in your opinion and complete all questions. For the measurement scale, the researcher designs to use 5-point Likert Scale, which are 5 = strongly agree, 4= agree, 3 = neither agree nor disagree, 2 = disagree and 1 = strongly disagree.

Variables	Scale				
	1	2	3	4	5
Sharing behavior					
37. Whenever I learned or found something new, I share it with my colleagues.					
38. I share my information and online content with my colleagues when they ask.					
39. I always engage in meetings (e.g. party, dinner, group meetings, and so on), so as to share information and online content with my colleagues.					
40. I usually spend a lot of time conducting information and online content sharing activity in online community.					
41. When something important happens, I let the community and colleagues know about it within a short period of time.					
42. It is important to share information or online content with others for the benefit of all.					

Part 4: General profile of respondents

In part 4 the questions will be asked about the general information about respondents. Please answer the following questions by choosing the measurement scale that you think is it the truth in your opinion and complete all questions.

43. Gender

- ☐ Male ☐ Female

44. Age

- ☐ 18-22 years old ☐ 23-27 years old
☐ 28-32 years old ☐ 33-37 years old
☐ 38-42 years old ☐ 43-47 years old
☐ 48-51 years old ☐ Above 52 years old

45. Income level/ Pocket money

- ☐ Below 15,000 baht ☐ 15,001-20,000 baht
☐ 20,001-25,000 baht ☐ 25,001-30,000 baht
☐ Above 30,000 baht

46. Education level

- ☐ High school graduate or lower level
☐ Trade/technical/vocational training
☐ Bachelor's degree
☐ Master's degree
☐ Doctorate degree

47. Marital status

- ☐ Single
☐ Married
☐ Divorced/ widowed

48. Employment status

- ☐ Employed for wages ☐ Self-employed
☐ Unemployment ☐ Student
☐ Government officer ☐ Retired

49. How much time do you spend on social media within one day (Estimation roughly)

- ☐ Less than hour
☐ Less than 2 hours
☐ 2 hours – 4 hours.
☐ More than 4 hours.

Appendix B: Questionnaire
(Thai Version)





แบบสอบถาม

แบบสอบถามชุดนี้ได้จัดทำขึ้นโดยนักศึกษาระดับมหาวิทยาลัยอัสสัมชัญโดยมีเนื้อหารวบรวมเกี่ยวกับด้านการตลาดในหัวข้อ“ปัจจัยที่ส่งผลต่อพฤติกรรมในการแชร์ข้อมูลบนสื่อสังคมออนไลน์ของประเทศไทย”ผู้วิจัยต้องขอขอบคุณที่สละเวลาอันมีค่าร่วมทำแบบสอบถามมาในครั้งนี้ด้วย

ส่วนที่ 1: คำถามเกี่ยวกับการคัดเลือกผู้ทำแบบสอบถาม

1. คุณมีอายุ 18 ปีขึ้นไปหรือไม่?

☐ ใช่ ฉันอายุ 18 ปี ขึ้นไป (โปรดตอบคำถามข้อต่อไป)

☐ ไม่ฉันอายุต่ำกว่า ,18 ปี (โปรดคืนแบบสอบถาม)

2. คุณมีบัญชีโซเชียลมีเดียหรือไม่?

☐ ใช่, ฉันมีบัญชีโซเชียลมีเดีย (โปรดตอบคำถามข้อต่อไป)

☐ ไม่, ฉันไม่มีบัญชีโซเชียลมีเดีย (โปรดคืนแบบสอบถาม)

3. คุณเคยแบ่งปัน หรือส่งต่อ ข้อมูลหรือเนื้อหาไปยังเพื่อนร่วมงาน หรือเพื่อน ๆ ของคุณผ่านสื่อสังคมออนไลน์ หรือไม่

☐ ใช่, ฉันเคยแบ่งปัน หรือส่งต่อ ข้อมูลหรือเนื้อหาไปยังเพื่อนร่วมงาน หรือเพื่อน ๆ ของฉันในสื่อสังคมออนไลน์ (โปรดตอบคำถามข้อต่อไป)

☐ ไม่, ฉันไม่เคยแบ่งปัน หรือส่งต่อ ข้อมูลหรือเนื้อหาไปยังเพื่อนร่วมงาน หรือเพื่อน ๆ ของฉันในสื่อสังคมออนไลน์ (โปรดคืนแบบสอบถาม)

4. สื่อสังคมออนไลน์ใด ที่คุณใช้เวลาเป็นพิเศษ

☐ Facebook. ☐ Twitter. ☐ Youtube. ☐ LinkedIn

☐ Twitch. ☐ Instagram.

5. คุณมีสัญชาติใด

☐ ไทย. ☐ ต่างชาติ.



ส่วนที่ 2: แบบสอบถามตามปัจจัยที่ศึกษา

ในส่วนที่สองของแบบสอบถาม จะเป็นคำถามเกี่ยวกับปัจจัยที่ส่งผลต่อพฤติกรรมการแชร์ หรือแบ่งปันข้อมูล ในการตอบคำถามจะใช้เกณฑ์การแบ่งคะแนน ดังนี้ 1(ไม่เห็นด้วยอย่างยิ่ง), 2(ไม่เห็น)(ด้วย, 3(ปานกลาง), 4(เห็นด้วย), 5(เห็นด้วยอย่างยิ่ง)

ปัจจัย	เกณฑ์คะแนน				
	1	2	3	4	5
ทัศนคติ					
6. ฉันรู้สึกปลอดภัยเมื่อฉันแบ่งปันข้อมูลหรือเนื้อหาออนไลน์กับเพื่อนของฉัน					
7. ฉันแบ่งปันเนื้อหาออนไลน์ใหม่กับเพื่อนร่วมงานของฉันเพราะมันทำให้ฉันรู้สึกภาคภูมิใจ					
8. เมื่อใดก็ตามที่เพื่อนร่วมงานและฉันแชร์เนื้อหาออนไลน์เดียวกันฉันรู้สึกใกล้ชิดกับพวกเขา					
9. ฉันควรแบ่งปันเนื้อหาออนไลน์กับเพื่อนร่วมงานของฉันเป็นสิ่งที่ควรทำ					
10. มันมาโดยอัตโนมัติว่าเมื่อใดก็ตามที่ฉันได้รับเนื้อหาออนไลน์ใหม่ ๆ ฉันจะแบ่งปันกับเพื่อนร่วมงานของฉัน					

ปัจจัย	เกณฑ์คะแนน				
	1	2	3	4	5
ความเชื่อใจ					
11. โดยรวมแล้วคนในกลุ่มชุมชนออนไลน์มีความน่าเชื่อถือมาก					
12. เนื้อหาออนไลน์และข้อมูลที่ฉันได้รับจากชุมชนออนไลน์ น่าเชื่อถือและน่าเชื่อถือ					
13. ฉันแบ่งปันความคิดประสบการณ์ข้อมูลและเนื้อหาออนไลน์กับ เพื่อนร่วมงานของฉัน					
14. ฉันเชื่อว่าความเป็นส่วนตัวของเนื้อหาออนไลน์ของฉันได้รับการ คุ้มครองอย่างดีจากโฮสต์ของโซเชียลมีเดีย					
15. ฉันเชื่อว่าโฮสต์ของโซเชียลมีเดียจะไม่ใช้เนื้อหาออนไลน์ของฉัน เพื่อวัตถุประสงค์อื่นใด					
16. ฉันเชื่อว่าโซเชียลมีเดียที่ฉันใช้เป็นแพลตฟอร์มที่ปลอดภัย สำหรับการแบ่งปันเนื้อหาออนไลน์					

ปัจจัย	เกณฑ์คะแนน				
	1	2	3	4	5
บรรทัดฐานอัตรนี้					
17. ฉันแบ่งปันข้อมูลและเนื้อหาออนไลน์จากคนที่ฉันเชื่อมต่อบนแพลตฟอร์มโซเชียลมีเดีย					
18. เมื่อต้องการแชร์หรืออ่านเนื้อหา ฉันต้องการเข้าถึงสิ่งที่มีอิทธิพลมีส่วนร่วมและแบ่งปัน					

ปัจจัย	เกณฑ์คะแนน				
	1	2	3	4	5
การรับรู้การควบคุมพฤติกรรม					
19. การแบ่งปันเนื้อหาออนไลน์กับเพื่อนร่วมงานอยู่ภายใต้การควบคุมของฉันและเป็นไปได้เสมอไป					
20. ฉันมีแหล่งข้อมูลที่ฉันต้องการเพื่อให้ฉันแบ่งปันเนื้อหาออนไลน์กับเพื่อนร่วมงาน					
21. ฉันมีความเชี่ยวชาญในการแชร์ข้อมูลและเนื้อหาออนไลน์กับชุมชน					
22. ฉันรู้สึกมั่นใจว่าจะแบ่งปันข้อมูลที่มีค่าและเนื้อหาออนไลน์กับชุมชน					
23. การสนับสนุนข้อมูลและเนื้อหาออนไลน์กับเพื่อนร่วมงานอยู่ภายใต้การควบคุมของฉัน					

ปัจจัย	เกณฑ์คะแนน				
	1	2	3	4	5
รางวัล					
24. ฉันจะได้รับรางวัลตอบแทนทางการเงินเพื่อแลกกับการแบ่งปันของฉัน					
25. ฉันจะได้รับแต้มเพิ่มเติมหรือรางวัลอื่น ๆ เพื่อแลกกับการแบ่งปันของฉันเช่นการจับรางวัลการจับรางวัลสุ่มเลือก ฯลฯ					
26. คนอื่น ๆ ต้องการเยี่ยมชมโปรไฟล์ของฉันเพื่อเข้าถึงเนื้อหาที่ฉันแชร์เป็นรางวัลทางสังคมเพื่อเพิ่มเครือข่ายทางสังคมของฉัน					

ปัจจัย	เกณฑ์คะแนน				
	1	2	3	4	5
ความสัมพันธ์					
27. การแบ่งปันของฉันจะทำให้ฉันรู้จักกับสมาชิกใหม่และสมาชิกคนอื่น ๆ ได้ดี					
28. การแบ่งปันของฉันจะขยายขอบเขตของความสัมพันธ์ของฉันกับสมาชิกคนอื่น ๆ					

ปัจจัย	เกณฑ์คะแนน				
	1	2	3	4	5
ความเพลิดเพลินในการช่วยเหลือผู้อื่น					
29. ฉันสนุกกับการแบ่งปันเนื้อหาออนไลน์กับคนอื่น ๆ ผ่านสื่อสังคมออนไลน์					
30. ฉันสนุกกับการช่วยเหลือผู้อื่นด้วยการแชร์เนื้อหาออนไลน์ผ่านโซเชียลมีเดีย					
31. รู้สึกดีที่จะช่วยใครสักคนหรือบางองค์กรโดยแบ่งปันเนื้อหาออนไลน์ผ่านโซเชียลมีเดีย					
32. การแบ่งปันกับคนอื่น ๆ ผ่าน โซเชียลมีเดีย ทำให้ฉันมีความสุข					

ปัจจัย	เกณฑ์คะแนน				
	1	2	3	4	5
แนวโน้มในการแบ่งปันข้อมูล					
33. ฉันตั้งใจที่จะแบ่งปันเนื้อหาออนไลน์กับสมาชิกคนอื่น ๆ บ่อยครั้งขึ้นในอนาคต					
34. มีความเป็นไปได้สูงว่าเมื่อใดก็ตามที่ฉันได้รับเนื้อหาออนไลน์ใหม่ฉันจะแบ่งปันกับเพื่อนร่วมงานของฉัน					
35. ฉันมักจะตั้งค่าข้อมูลและเนื้อหาออนไลน์เมื่อใดก็ตามที่ฉันได้รับกับเพื่อนร่วมงานของฉัน					
36. ฉันขอแนะนำให้เพื่อนร่วมงานแบ่งปันสิ่งใหม่ ๆ เมื่อใดก็ตามที่พวกเขาพบข้อมูลและเนื้อหาออนไลน์ใหม่ ๆ					

ส่วนที่ 3: พฤติกรรมการแบ่งปัน

พฤติกรรมการแบ่งปัน	เกณฑ์คะแนน				
	1	2	3	4	5
37. เมื่อใดก็ตามที่ฉันได้เรียนรู้หรือพบสิ่งใหม่ ๆ ฉันก็แชร์กับเพื่อนร่วมงานของฉัน					
38. ฉันแบ่งปันข้อมูลและเนื้อหาออนไลน์กับเพื่อนร่วมงานของฉันเมื่อพวกเขาถาม					

39.	ฉันมีส่วนร่วมในการประชุมเสมอ (เช่นงานเลี้ยงงานเลี้ยงอาหารค่ำการประชุมกลุ่มเป็นต้น) เพื่อแบ่งปันข้อมูลและเนื้อหาออนไลน์กับเพื่อนร่วมงานของฉัน					
40.	ฉันมักใช้เวลามากในการทำข้อมูลและกิจกรรมการแบ่งปันเนื้อหาออนไลน์ในชุมชนออนไลน์					
41.	เมื่อสิ่งที่สำคัญเกิดขึ้นฉันปล่อยให้ชุมชนและเพื่อนร่วมงานทราบเกี่ยวกับเรื่องนี้ภายในระยะเวลาสั้น ๆ					
42.	เป็นเรื่องสำคัญที่ต้องแบ่งปันข้อมูลหรือเนื้อหาออนไลน์กับผู้อื่นเพื่อประโยชน์ของทุกคน					



ส่วนที่ 4: ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

43. เพศ

- ☐ ชาย ☐ หญิง

44. อายุ

- ☐ 18-22 ปี ☐ 23-27 ปี
☐ 28-32 ปี ☐ 33-37 ปี
☐ 38-42 ปี ☐ 43-47 ปี
☐ 48-51 ปี ☐ มากกว่า 52 ปี

45. ระดับรายได้

- ☐ ต่ำกว่า 15,000 บาท ☐ 15,001-20,000 บาท
☐ 20,001-25,000 บาท ☐ 25,001-30,000 บาท
☐ มากกว่า 30,000 บาท

46. ระดับการศึกษา

- ☐ มัธยม
☐ วิทยาลัย/อาชีวศึกษา
☐ปริญญาตรี
☐ปริญญาโท
☐ปริญญาเอก

47. สถานภาพการสมรส

- ☐ โสด
- ☐ สมรส
- ☐ หม้าย/หย่าร้าง/แยกกันอยู่

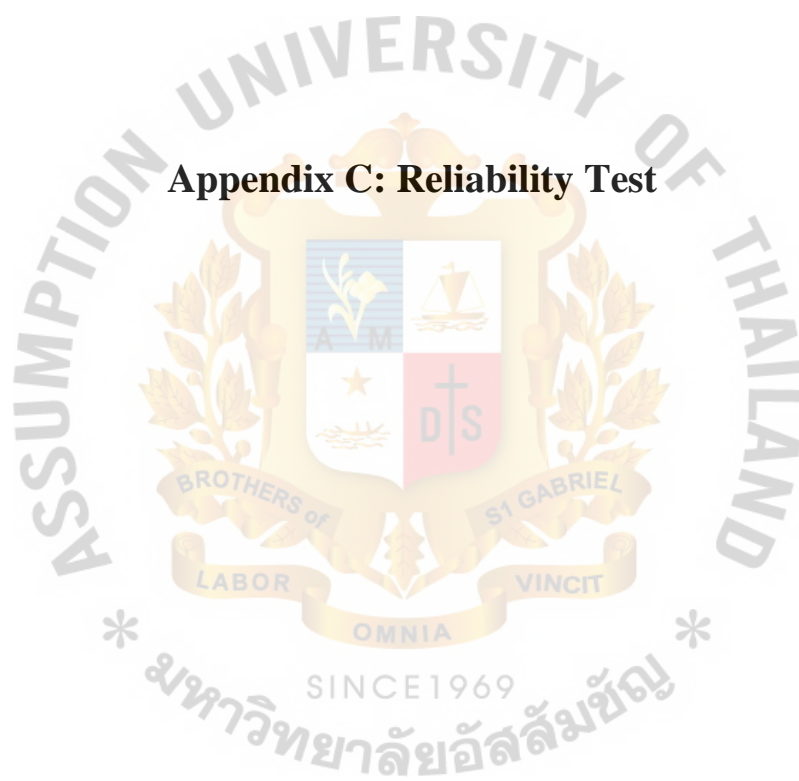
48. สถานภาพการจ้างงาน

- ☐ ลูกจ้าง
- ☐ เจ้าของกิจการ
- ☐ ว่างาน
- ☐ นักเรียน นักศึกษา
- ☐ ราชการ
- ☐ เกษียณ

49. คุณใช้เวลาอย่างน้อยแค่ไหนในการเล่นสื่อสังคมออนไลน์ต่อวัน (ประมาณคร่าวๆ)

- ☐ น้อยกว่าหนึ่งชั่วโมง
- ☐ 1 – 2 ชั่วโมง
- ☐ 2 – 3 ชั่วโมง
- ☐ 3 – 4 ชั่วโมง
- ☐ มากกว่า 4 ชั่วโมง

Appendix C: Reliability Test



Reliability Statistics

Cronbach's Alpha	N of Items
.815	5

Reliability Statistics

Cronbach's Alpha	N of Items
.844	6

Reliability Statistics

Cronbach's Alpha	N of Items
.783	2

Reliability Statistics

Cronbach's Alpha	N of Items
.815	5

Reliability Statistics

Cronbach's Alpha	N of Items
.829	3

Reliability Statistics

Cronbach's Alpha	N of Items
.829	2

Reliability Statistics

Cronbach's Alpha	N of Items
.839	4

Reliability Statistics

Cronbach's Alpha	N of Items
.927	4

Reliability Statistics

Cronbach's Alpha	N of Items
.758	6



Appendix D: Descriptive Analysis



Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-22	125	31.3	31.3	31.3
23-27	244	61.0	61.0	92.3
28-32	21	5.3	5.3	97.5
33-37	6	1.5	1.5	99.0
38-42	2	.5	.5	99.5
43-47	1	.3	.3	99.8
48-51	1	.3	.3	100.0
Total	400	100.0	100.0	

Income level

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below 15,000	73	18.3	18.3	18.3
15,001-20,000	274	68.5	68.5	86.8
20,001-25,000	26	6.5	6.5	93.3
25,001-30,000	13	3.3	3.3	96.5
Above 30,000	14	3.5	3.5	100.0
Total	400	100.0	100.0	

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	195	48.8	48.8	48.8
Female	205	51.2	51.2	100.0
Total	400	100.0	100.0	

Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school graduate or lower level	3	.8	.8	.8
	Bachelor's degree	359	89.8	89.8	90.5
	Master's degree	37	9.3	9.3	99.8
	Doctorate degree	1	.3	.3	100.0
	Total	400	100.0	100.0	

Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	389	97.3	97.3	97.3
	Married	10	2.5	2.5	99.8
	Divorced/ widowed	1	.3	.3	100.0
	Total	400	100.0	100.0	

employment status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed for wages	206	51.5	51.5	51.5
	Self-employed	15	3.8	3.8	55.3
	Student	169	42.3	42.3	97.5
	Government officer	10	2.5	2.5	100.0
	Total	400	100.0	100.0	

Time spending

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than hour	13	3.3	3.3	3.3
	Less than 2 hours	220	55.0	55.0	58.3
	2 - 4 hours	123	30.8	30.8	89.0
	More than 4 hours	44	11.0	11.0	100.0
	Total	400	100.0	100.0	

Which online social media you spend time the most?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	240	60.0	60.0	60.0
	Twitter	85	21.3	21.3	81.3
	LinkedIn	1	.3	.3	81.5
	Twitch	64	16.0	16.0	97.5
	Instagram	10	2.5	2.5	100.0
	Total	400	100.0	100.0	

What is your nationality?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Thai	371	92.8	92.8	92.8
	Non-Thai	29	7.2	7.2	100.0
	Total	400	100.0	100.0	

The analysis of attitude by using mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I feel safe to share online content with my colleagues.	4002	5	4.16	.510	
I share new online content with my colleagues because it makes me feel proud.	4001	5	4.08	.622	
Whenever my colleagues and I share same online content I feel closer to them.	4002	5	4.19	.680	
I consider sharing online content with my colleagues is a good thing to do.	4002	5	4.15	.593	
It just comes automatically that whenever I get any new online content, I share it with my colleagues.	4001	5	4.01	.658	
Valid N (listwise)	400				

The analysis of trust by using mean and standard deviation

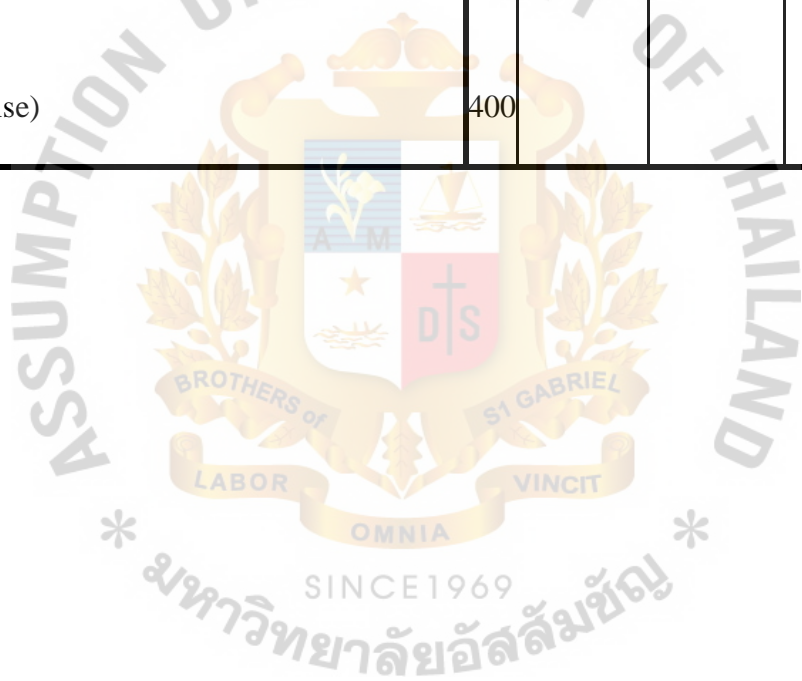
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Overall, the people in online communities group were very trustworthy	400	1	5	4.12	.618
The online content and information that i get from the online communities are trustworthy and respectable	400	1	5	4.02	.641
I share my ideas, experience, information and online content with my colleagues.	400	3	5	4.10	.546
I share my ideas, experience, information and online content with my colleagues	400	1	5	4.07	.647
I believe that privacy of my online content is well protected by the host of social media.	400	1	5	4.15	.672
I believe, social media that I use is a secure platform for sharing online content.	400	2	5	4.11	.603
Valid N (listwise)	400				

The analysis of subjective norm by using mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I share the information and online content based on the people with whom i connect on these social media platforms.	400	2	5	4.11	.584
When I want to share, or read contents, I'd like to access what influential people have contributed and shared.	400	2	5	4.18	.592
Valid N (listwise)	400				



The analysis of perceived behavioral control by using mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Online content sharing with my colleagues is within my control and it is always possible.	4002	5		4.12	.514
I have the resources I need to enable me to share online content with colleagues.	4002	5		4.10	.598
I am proficient in sharing information and online content with the communities.	4002	5		4.07	.503
I feel confident that I can share valuable information and online content with the communities	4002	5		4.09	.572
Encouraging information and online content with colleagues is within my control	4003	5		4.12	.532
Valid N (listwise)	400				

The analysis of extrinsic reward by using mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I will receive monetary rewards in return for my sharing.	400	1	5	1.85	1.106
I will receive additional points or another reward in return for my sharing such as lucky draw competition, random pick prize, etc.	400	1	5	2.03	1.085
Other people would like to visit my profile to access the content I shared as a social reward to increase my social network	400	1	5	2.54	.988
Valid N (listwise)	400				

The analysis of reciprocal relationship by using mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
My sharing would get me well acquainted with new and other members.	400	1	5	4.05	.591
My sharing would expand the scope of my association with other members.	400	1	5	4.13	.652
Valid N (listwise)	400				

The analysis of enjoyment in helping others by using mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I enjoy sharing the online content with others through the social media.	4001	5		4.16	.563
I enjoy helping others by sharing their online content through the social media.	4001	5		4.15	.587
It feels good to help someone or some organization by sharing their online content through social media.	4002	5		4.15	.606
Sharing with others through the social media gives me pleasure.	4001	5		4.09	.586
Valid N (listwise)	400				

The analysis of intention to share information by using mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I intend to share online content with other members more frequently in the future.	400	2	5	4.12	.573
There is a strong likelihood that whenever I got the new online content I will share it with my colleagues.	400	1	5	4.18	.612
I am always set to share information and online content whenever I got them with my colleagues.	400	1	5	4.11	.620
I always encourage my colleagues to share something new whenever they have found any new information and online content.	400	1	5	4.01	.592
Valid N (listwise)	400				

The analysis of sharing behavior by using mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Whenever I learned or found something new, I share it with my colleagues.	400	2	5	4.19	.570
I share my information and online content with my colleagues when they ask.	400	1	5	4.22	.652
I always engage in meetings (e.g. party, dinner, group meetings, and so on) so as to share information and online content with my colleagues.	400	1	5	4.03	.671
I usually spend a lot of time conducting information and online content sharing activities in these online communities	400	1	5	4.13	.603
When something important happens, i let the communities and colleagues know about it within a short period of time	400	1	5	4.11	.630
It is important to share information or online content with others for the benefit of all.	400	1	5	4.16	.656
Valid N (listwise)	400				



Appendix E: Inferential Analysis

Hypothesis 1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.711a	.506	.505	.27155

a. Predictors: (Constant), xtru (Mean of trust)

b. Dependent Variable: xatt (Mean of attitude)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.076	1	30.076	407.876	.000b
	Residual	29.348	398	.074		
	Total	59.424	399			

a. Dependent Variable: xatt (Mean of attitude)

b. Predictors: (Constant), xtru (Mean of trust)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	The beta		
1	(Constant)	1.426	.134		10.649	.000

xtru	.657	.033	.711	20.196	.000
------	------	------	------	--------	------

a. Dependent Variable: xatt (Mean of attitude)

Hypothesis 2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830a	.689	.683	.25168

a. Predictors: (Constant), xenj (Mean of enjoyment in helping others), xext (Mean of extrinsic reward), xrec (Mean of reciprocal relationship), xper (Mean of perceive behavioral control), xsub (Mean of subjective norm), xatt (Mean of attitude), xtru (Mean of trust).

b. Dependent Variable: xint (Mean of intention to share information)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.011	7	7.859	124.070	.000b
	Residual	24.829	392	.063		
	Total	79.840	399			

a. Dependent Variable: xint (Mean of intention to share information)

b. Predictors: (Constant), xenj (Mean of enjoyment in helping others), xext (Mean of extrinsic reward), xrec (Mean of reciprocal relationship), xper (Mean of perceive behavioral control), xsub (Mean of subjective norm), xatt (Mean of attitude), xtru (Mean of trust).

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	The beta		
1	(Constant)	-.265	.161		-1.651	.100
	xatt	.324	.050	.280	6.504	.000
	xtru	.161	.053	.151	3.025	.003
	xsub	.081	.036	.089	2.265	.024
	xper	.020	.045	.017	.446	.656
	xext	-.015	.014	-.032	-1.086	.278
	xrec	.150	.032	.177	4.692	.000
	xenj	.333	.045	.304	7.421	.000

a. Dependent Variable: xint (Mean of intention to share information)

Hypothesis 2 revised

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	.829a	.688	.684	.25146
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a. Predictors: (Constant), xenj (Mean of enjoyment in helping others), xrec (Mean of reciprocal relationship), xsub (Mean of subjective norm), xatt (Mean of attitude), xtru (Mean of trust).

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.927	5	10.985	173.732	.000b
	Residual	24.913	394	.063		
	Total	79.840	399			

a. Dependent Variable: xint (Mean of intention to share information)

b. Predictors: (Constant), xenj (Mean of enjoyment in helping others), xrec (Mean of reciprocal relationship), xsub (Mean of subjective norm), xatt (Mean of attitude), xtru (Mean of trust).

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	The beta		
1	(Constant)	-.232	.149		-1.558	.120
	xatt	.322	.050	.278	6.480	.000
	xtru	.160	.052	.149	3.075	.002

xsub	.081	.033	.089	2.415	.016
xrec	.155	.032	.183	4.892	.000
xenj	.336	.044	.306	7.553	.000

a. Dependent Variable: xint (Mean of intention to share information)

Hypothesis 3

Model Summary^b

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	.788a	.621	.616	.24830

a. Predictors: (Constant), xint (Mean of intention to share information), xper (Mean of perceive behavioral control), xsub (Mean of subjective norm), xatt (Mean of attitude), xtru (Mean of trust).

b. Dependent Variable: xshr (Mean of sharing behavior)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.811	5	7.962	129.142	.000b
	Residual	24.292	394	.062		
	Total	64.103	399			

- a. Dependent Variable: xshr ((Mean of sharing behavior)
- b. Predictors: (Constant), xint (Mean of intention to share information), xper (Mean of perceive behavioral control), xsub (Mean of subjective norm), xatt (Mean of attitude), xtru (Mean of trust).

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	The beta		
1	(Constant)	.694	.155		4.469	.000
	xatt	.146	.051	.141	2.852	.005
	xtru	.249	.050	.259	4.986	.000
	xsub	-.079	.034	-.097	-2.307	.022
	xper	.127	.044	.120	2.893	.004
	xint	.398	.045	.444	8.851	.000

a. Dependent Variable: xshr (Mean of sharing behavior)

