



# An Examination Of Knowledge Sharing In Social Media Based On Social Exchange And Uses And Gratification Theory

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## ARTICLE INFO

## ABSTRACT

Based on the theory of social exchange and uses and gratifications, this study explores the factors contributing to knowledge sharing behavior in social media. A structured questionnaire is utilized to gather data (365) from active social media users, and a structural equation model is then used to analyze the data. The results confirm that the reciprocity, functional, social integrative and hedonic values have significant positive influence on intention to share knowledge. The intention to share knowledge has a favorable impact on trust and knowledge sharing behavior. However, this study finds trust has no direct effect on knowledge sharing behavior. The study's findings may help managers and promoters of virtual communities and organizations regulate and promote information sharing behavior while encouraging members' readiness to share knowledge and putting a strain on loyalty. The paper concludes with specific theoretical and practical contributions for promoting and supporting vibrant and productive social relationships in a virtual community.

**Keywords:** Knowledge sharing, social exchange theory, uses and gratification theory, online community.

## 1. Introduction

With the advantages of web 2.0 technology, knowledge sharing has become quicker and more affordable thereby and the scope, setting, and dynamics of social interactions have significantly changed. Social media has given people a free and cooperative means of communication with the advancement of science and technology, playing an ever-more-important role in people's job, school, and daily lives (Dong et al., 2021; Yang et al., 2022). By removing the limitations of time and distance, this offers limitless options to facilitate personalized communication. Online social media, where people can express their opinions and offer support to others, has therefore become a part of everyone's daily lives. Also, Social media enables individuals to quickly and easily exchange knowledge, which aids learning (Cepeda-Carrion et al., 2022; Lei et al., 2021).

Due to the extraordinary capacity as communication bridges and the improvement of the internet and information technologies, social media have become the global station of knowledge sharing. Knowledge is accrued through accumulating information, theory and experience, and online community provides users with benefit to interact and build relationships. Knowledge sharing refers to social dissemination activities wherein some social groups disseminate particular knowledge and information to other social groups with the use of specific methods and media in the hopes of getting the desired effects (Yang et al., 2022; Mehrizi, 2016). Social media was created to make it easier for user networks to communicate with one another and exchange material on an online platform by connecting them through personal networks of shared interests and activities. Lei et

al. (2021), state that it is a platform for social media users to share their thoughts, experiences, and speeches that is distinguished by thorough coverage, quick transmission, spontaneity, and engagement.

According to many studies (Chan et al., 2020; Lam et al., 2022), social media is advantageous because it encourages information disclosure while also offering real-time communications, free access to knowledge, live content, and user participation. With the increased number of social media users and tremendous benefits of online communities, researchers nowadays focused on online communities of practices in educational (Lee & Ma, 2012), organizations (Chen et al., 2012; Liang et al., 2008), special kind of professional online communities (Tsai et al., 2013), general social media (Chang & Chuang, 2011), group buying (Shiau & Luo, 2012), game (Chuang, 2015). Yan et al. (2016) considered the value of online health communities. An individual can receive traditional information or knowledge from community but they may not share until they find benefit from this sharing. Chung and Chuang (2016) reported that person's motivation drives them to contribute quality knowledge to the community. They also claimed that people are motivated to share knowledge through social engagement, trust, identity, reciprocity, and a common language. Moreover, sharing knowledge on social media is quick and easy, saving time and money, and is not region-specific. (Gunasagaran et al., 2019). People will share or exchange knowledge, if the perceived advantage surpasses the perceived loss of priceless knowledge (Chang and Chuang 2011). Al-Debei (2013) noted that the role of perceived value is essential in shaping user's continuance participation behavior. Yu and Chu (2007) additionally reported that deliberate knowledge sharing is a kind of organizational citizenship behavior.

Several researchers have used social exchange theory (Chang & Chuang, 2011) or uses and gratifications theory (Hossain, 2019) separately, the current study integrates these two theories to explain the knowledge sharing intention and actual behavior of knowledge sharing in social media. Basing on the predicting power of social exchange and uses and gratification theories, this study perceived that knowledge sharing in social media is as reciprocal and beneficial. Until or unless there is a beneficial atmosphere between users or users to social media blogs, there is no assurance that a person will divulge their valuable knowledge or information online. Although the social exchange hypothesis contends that people share their information on social media platforms because they believe doing so would benefit them, it is unknown how perceptions of reciprocity, trust, and social capital affect these behaviors. The uses and gratification theory posits that individuals consciously choose and consume media to fulfill specific wants and gratifications, however research on the precise gratifications people seek when imparting knowledge on social media is lacking. What underlying reasons and benefits motivate people to share knowledge on social media platforms?

A deeper understanding of how context affects people's knowledge-sharing behaviors in social media platforms, particularly the nature of social interaction, requires more research. Understanding these contextual factors can let interventions and strategies be adjusted to improve knowledge sharing in certain social media settings. Despite the fact that knowledge sharing on social media is inescapable, little is known about the sustainability and long-term repercussions of such behaviors. Designing methods that encourage ongoing knowledge sharing in social media environments might benefit from an understanding of how knowledge shared on social media platforms changes over time as well as the influence of knowledge sharing on individual learning and creativity. Furthermore, little research has been done on information sharing through social media, particularly in a country with a developing economy like Bangladesh. Therefore, this study integrates two techno-behavioral theories to analyze how knowledge sharing intention and actual knowledge sharing is happened in social media. The main goals of the current study are, in particular, to (1) investigate social media users' knowledge sharing intentions and (2) look at actual information sharing behavior through knowledge sharing intentions. These research goals are extended by the following research questions. RQ1: What key aspects of the theory of social exchange, uses, and satisfaction apply to a growing economy? RQ2: Why do individual share their personal information or knowledge in social media. RQ3: Whether knowledge sharing intention inspires actual behavior of knowledge sharing? In order to examine these above research questions, this study used survey-based data that collected from Bangladeshi social media users. In addition, the proposed model and hypothetical paths are verified by structural equation modeling.

The structure of the paper is as follows. Theoretical foundation and hypothesis development are then examined. A detailed research methodology is presented in section 3. Then section 4 and 5 presents results and discussions of the study, respectively. Finally, section 6 concludes the paper with precious implications, limitations and guidelines to the future researchers.

## 2. Theoretical base and hypothesis

### 2.1 Social exchange theory and knowledge sharing

A popular theoretical framework for studying individual behavior is the theory of social exchange (Blau, 1964), which is widely used in the study of information technology adoption (Gefen and Kei, 1998), information sharing (Hall et al., 2010), knowledge sharing behavior (Liang et al., 2008), consumer behavior (Shiau and Luo, 2012), and behavior in online communities (Jin et al., 2010) also its concentration on individuals' participatory behaviors and the justification for resource exchanges, the social exchange theory has been used to explain the relationship between businesses and their clients. (Ferm & Thaichon, 2021). According to this idea, people manage their contacts with other people based on a self-interest analysis of the advantages and disadvantages of doing so. When trading resources with others, people strive to maximize their gains and

minimize their costs (Molm, 2001). These advantages need not be material if people can interact with the expectation of reciprocity (Gouldner, 1960). By sharing their expertise with others, people can build social connections in order to make the most of resources they have already obtained (Liang et al., 2008).

Numerous social exchange theory-related aspects have been noted in earlier studies as being crucial in explaining knowledge behavior in social media. For instance, the study of Yan et al. (2016) showed that information sharing activity on social media has advantages including reputation, self-worth, and social support. Social exchange theory has been used in recent research to analyze how contributors and user's knowledge behave. (Kapoor et al., 2018). Social exchange theory has shown that obtaining information and contributing to it both adhere to economics' basic principles. (Aswani et al., 2018). Similarly, Liang et al. (2008) analyzed knowledge sharing behavior and mentioned that perceived benefits such as reciprocity, status, and trust have significant impact on knowledge sharing. Therefore, current study considers generalized reciprocity and reputation are the prime dimensions of social exchange theory

### 2.1.1 Generalized reciprocity

According to earlier research, SET-related characteristics are effective at explaining how people share knowledge. When people share their knowledge, it's usually with the hope of receiving something in return in the future, like getting the resources they want through social reciprocity. By sharing their knowledge with others, individuals can build social connections in order to make the most of the resources they have obtained (Tsai et al., 2013). Whitham (2021) stated that a high norm of generalized reciprocity is shown to encourage giving within the group and to bridge the connecting qualities of generalized and productive exchange, which strengthens social bonds. Thus, reciprocity is vital of the theory. Prior research divided reciprocity into two categories: indirect reciprocity, also known as generalized reciprocity, where participants expect assistance from the entire community rather than just the specific members to whom they provided information. Participants who offer information and anticipate the recipients of that information to reciprocate in the future are considered to be engaged in direct reciprocity (Gharib et al., 2017). Liao et al. (2013) found that reciprocity has significant positive impact on knowledge sharing intention in online communities. Therefore, following hypothesis is proposed.

**H1:** There is a positive relationship between generalized reciprocity and knowledge-sharing intention.

### 2.1.2 Reputation

Along with reciprocity, reputation is also considered as a vital element of SET. This theory contends that people participate in social interaction in the hope of receiving social benefits including respect, prestige, and approval (Blau, 1964). Participation and sharing actions by users in an online community can improve their reputation. The belief that imparting knowledge will enhance one's reputation can encourage someone to impart more useful knowledge to others (Wasko & Faraj, 2005). Reputation has a strong beneficial impact on the desire to share knowledge in online communities, according to Liao et al. (2013). However, social media knowledge sharing helps people improve their public image in order to boost their reputation (Etter et al., 2019). According to Colicev et al. (2019) knowledge sharing had been utilized by certain people to establish social spaces and establish reputations. Therefore, current study perceives the following hypothesis.

**H2:** There is a positive relationship between reputation and knowledge sharing intention.

## 2.2 Uses and gratifications theory and knowledge sharing

The adoption of social media has also been extensively studied using the uses and gratifications theory (Hossain, 2019; Chuang, 2015; Lee & Ma, 2012). Social media as an emerging digital media, provides with a greater array of media contents and media selection, where uses and gratification theory considered one of the most effective methods for determining motivations behind media use (Hossain 2019). As of this theory, users use social media aimed at get potential benefits from media use. Social media use actually goal oriented and deliberately attempting to achieve these goals by using particular media (Armstrong & McAdams, 2009; Lee, 2012).

According to several experts, people who use social media typically search to satiate a variety of social and personal goals, including enjoyment, social presence, knowledge seeking, a sense of belonging, and social identity (Cheung & Lee, 2010; Hossain, 2019) as well as the users are seen as interested, and social media usage is meaningful. Because users need to be made conscious of the time when a social media will take place and actively want to join it at that time to participate. Participation consists of seeing, hearing, and responding to the live stream's material (Bawack et al., 2023). Dhir and Tsai (2017) exhibited that Facebook use intention is motivated by several special kinds of gratifications; escape, entertainment, exposure, social influence and information seeking. Hossain (2019) also explored that enjoyment, passing time, self-presentation, information seeking, social presence and social interaction are the important dimensions of uses and gratifications theory. The current study therefore takes into account the uses and gratification theory together with the characteristics of functional value, hedonic value, and social integrative value.

### 2.2.1 Functional value

Functional value achieved through accomplishing some predetermined informational and instrumental purposes (Cheung et al., 2011). Lee and Ma (2012) stated that functional value (e.g., information seeking) has

significant positive impact on intention to share news, although they didn't find significant impact on prior social media sharing experience. Hossain (2019) noted that information seeking and passing time have significant contribution in building aggregate benefit in social media. Furthermore, purposive value has been considered as one of the important dimensions of functional value, but didn't found significant impact on we-intention to social media. However, functional value found to have no significant impact on active participation (Kang et al., 2014). Therefore, current study perceives the following hypothesis.

**H3:** There is a positive relationship between functional and knowledge sharing intention.

### 2.2.2 Social integrative value

Social integrative value refers to mutual relationship of social community members (Wu et al., 2010). The intention to share knowledge on social media is considerably and positively influenced by social integrative value (Liao, 2017). Chuang (2015) reported that social interaction value is a prime dimension of uses and gratification theory, and that has a significant influence on sense of virtual community. Liao (2017) stated that expectation of networking and corresponding with members of a social community is referred to as a social integrative value, as well as Social integrative value indicates the experience benefit users gain from establishing and enhancing relationships, social standing, a feeling of belonging, etc (Chen et al., 2017). Furthermore, socializing and status seeking found to important dimensions of this theory and have significant influence on indentation to share news in virtual community (Lee, 2012). Similarly, Cheung et al. (2011) reported social enhancement, social presence has positive impact on we-intention share in a group. Therefore, proposing the following hypothesis.

**H4:** There is a positive relationship between social integrative value and knowledge sharing intention.

### 2.2.3 Hedonic value

Hedonic value is originally enjoyment value in social media, which indicates the internal satisfaction toward social media (Wu et al., 2010). Customers consider a variety of hedonic value elements before making a purchase decision, including entertainment, exploration, and self-expression (Handayani et al., 2022). Happiness is an example of a hedonic value, which is an emotional state where a service may provide people unforgettable emotions and experiences as well as users' perception of value based on a positive individual experience is known as hedonic value (Handayani & Sari 2022). Hedonic value significantly increases the likelihood that people will want to share knowledge on social media (Liao, 2017; Kang et al., 2014). Hossain (2019) reported that hedonic value (e.g., enjoyment, passing time) has significant influence on usage intention of social media. Entertainment value has been considered to measure we-intention toward group interaction and found to have significant direct influence (Cheung et al., 2011). Social media is a fun-oriented information system, and the factors influencing a person's usage of it are connected to the enjoyment that person experiences, according to Blythe and Martin (2019). However, Lee (2012) noted there is no direct significant association between entertainment value and intention to share news in social media. Therefore, the following hypothesis is proposed.

**H5:** There is a positive relationship between hedonic value and knowledge sharing intention.

## 2.3 Knowledge sharing intention, trust and actual behavior

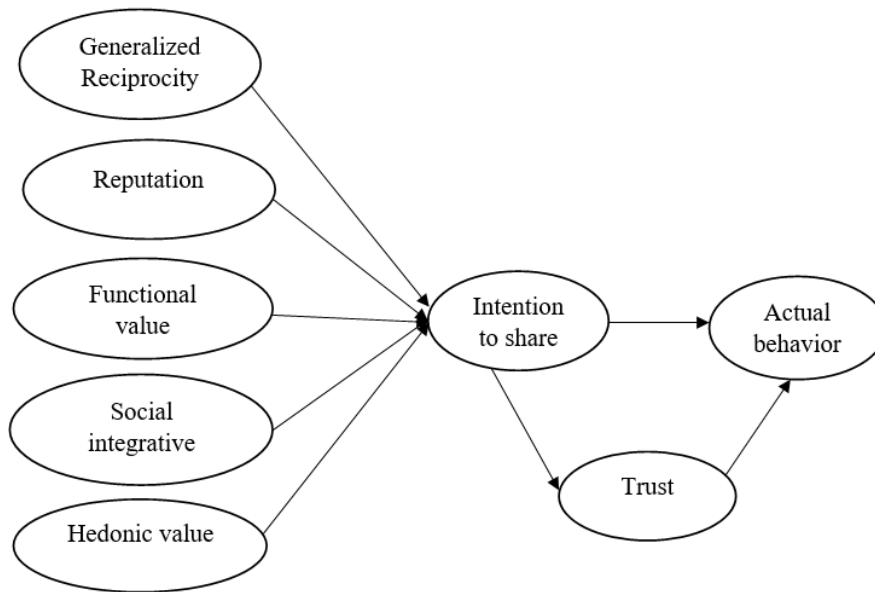
Knowledge sharing intention in social media has been considered as motivational factors of actual behavior (Ajzen, 1991). Sharing knowledge on social media is quick and easy, saving time and money, and is not region-specific. (Gunasagaran et al., 2019). Social media may be used effectively to spread information, increase the effectiveness of knowledge acquisition, and create a positive and forward-thinking network environment (Xie et al., 2023). The most effective concept for determining whether a particular behavior will occur is behavioral intention (Al-Debei et al., 2013). They discovered that continuance participation behavior is significantly influenced by continuance participation intention, which is predicted by attitude, subjective norms, perceived behavioral control, and perceived value (e.g., actual behavior). Furthermore, Active participation has a strong beneficial impact on brand commitment and trust (Kang et al. 2014). Kitsios et al. (2022) stated that reducing personal danger and vulnerability awareness requires trust. They also noted that brand trust positively impacted on brand commitment. Lin and Lu (2011) reported that social interaction tie and share value have significant influence on trust and continued use intention respectively, and trust also noted significant factor in predicting continued use intention. Trust and involvement are predominantly affecting participation behavior in social media (Zhang et al., 2013). Therefore, current study perceives the following hypothesis.

**H6:** There is a positive relationship between knowledge sharing intention and trust

**H7:** There is a positive relationship between knowledge sharing intention and actual behavior

**H8:** There is a positive relationship between trust and actual behavior of knowledge sharing.





**Figure 1:** The conceptual research model

### 3. Research Methodology

#### 3.1 Measurement Development

Measurement items were mostly adopted from the earlier literatures aimed at obtaining higher reliability and validity. Minor modifications and language changes were made to fit with the context like emerging economy. Based on the earlier literatures on generalized reciprocity, reputation, hedonic value, functional value, social integrative value, trust, intention to share knowledge and actual behavior were measured by using 24 questions, three questions for each construct. To capture the responses, we utilized a seven-point Likert scales, with 1 denoting strongly disagree and 7 denoting strongly agree. However, in order to have better quality of data, this study had to remove one question item from social integrative value, functional value, hedonic value, trust and intention to share. Therefore, final questionnaire consists of 19 questions for final analysis.

#### 3.2 Survey administration

The research setting in this study is social media platform in Bangladesh. Bangladesh is considered the data collection field due of its larger user base. In this regard, DataReportal (2023) estimates that there will be 44.70 million social media users in Bangladesh in January 2023, which is equal to 26% of the country's entire population. In addition, 179.9 million people will use cellular phones, and 66.94 million people will utilize the internet. Statista (2023) reports that the digital media sector is expected to generate US\$962.40 million in revenue by May 2023, while the eCommerce industry is expected to generate US\$7.52 billion. With a 15.75% CAGR, the market value is expected to reach US\$13.50 billion by 2027.

This study collected data using online survey in order to test hypothetical paths. A self-administered and structured questionnaire was used to data collection. Participants were restricted to those who have at least six months usage experiences of social media such as Facebook, YouTube, Viber, Skype, Twitter, Google+, Instagram, LinkedIn etc. This study used Facebook to disseminate survey link throughout the Bangladesh because through this it can be possible to reach billions of people in a short and real-time manner. This study particularly targeted young participants because they used to use social media and have sufficient usage knowledge on it. At the beginning of the survey the purposes of the research were presented and asked to select the social media they used in the past six months. Both anonymity and access to the poll data were promised to participants. Participants were paid in compliance with the market survey cost and financial constraints of the researcher. Participants' demographic profiles are shown in Table 1.

**Table 1:** Participants demographics (n=382)

Demographics	Variable	Frequency	Percentage
Age group	Male	209	55%
	Female	173	45%
	<20	25	6.5%
	21-30	252	65%
	31-40	58	15%
Experience	More	47	12
	<1 year	30	7.8%
	1-3 years	25	6.5%
	3-5 years	201	52.6
	More	60	15.7

#### 4. Data analysis and results

We used structural equation model (SEM) analysis for reliability statistics and hypothetical path analysis. The study used Amos-24, which provides sufficient information on measurement model and inter-relationships among variables in structural model. In addition, SEM is appropriate for complex relationships.

##### 4.1 Measurement model

The constructs taken into consideration in this investigation are listed in Table 2 together with their standardized factor loadings, t-values, composite reliability (CR), average variance extracted (AVE), and Cronbach's alpha ( $\alpha$ ). Measurement model reliability is examined by considering CR and Cronbach's alpha value. Standardized factor load for each item should be higher or equal to 0.70, representing acceptable loads for further reliability measures (Hair et al. 2010). In addition, if CR value is 0.70 or higher (Fornell & Larcker 1981), and Cronbach's alpha value is 0.70 or higher (Nunally, 1978) for respective construct, considered to be acceptable for the research. As shown Table 3, the standardized factor loads, CR and Cronbach's alpha values are greater than their thresholds, representing internal consistencies of all constructs are acceptable.

**Table 2:** Reliability and validity statistics

Factor	Items	Standardized loadings	t-values	CR	AVE	$\alpha$
Generalized reciprocity	GR1	0.803		0.837	0.631	0.835
	GR2	0.803*	13.36			
	GR3	0.776*	13.08			
Reputation	R1	0.803		0.769	0.528	0.763
	R2	0.702*	10.47			
	R3	0.668*	10.13			
Social integrative values	SIV1	0.710*	8.70	0.751	0.605	0.701
	SIV2	0.873				
Functional values	UV1	0.859		0.716	0.564	0.711
	UV2	0.624*	5.86			
Hedonic values	HV1	0.908		0.790	0.657	0.782
	HV1	0.701*	9.42			
Trust	T1	0.920		0.808	0.681	0.793
	T2	0.718*	8.71			
Intention to share	IS1	0.767		0.751	0.601	0.769
	IS2	0.784*	10.69			
Actual behavior	AB1	0.741*	12.93	0.813	0.593	0.821
	AB2	0.819				
	AB3	0.747*				

Note: \*p<0.001

Convergent and discriminant validity is satisfied when (1) the square root of AVE for each constructs are higher than their inter-construct correlations, (2) all AVE values are higher than their cutoff value of 0.50, and (3) the individual factor loads are higher than their cross-loads with other factor (Hair et al., 2021; Chin, 1998). Results show that all AVE values are greater than 0.50 (see Table 2), the square root of AVEs are higher than the inter-item correlations (see Table 3), and factor loads are pretty higher than cross-loadings (see Table 4). Therefore, these reveals that convergent and discriminant validity conditions are satisfied in this study.

**Table 3:** Discriminant validity statistics

Constructs	MSV	IS	REC	SIT	AB	HV	SIV	UV	T
IS	0.579	<b>0.776</b>							
REC	0.165	0.246	<b>0.794</b>						
SIT	0.270	0.373	0.184	<b>0.727</b>					
AB	0.579	0.761	0.300	0.520	<b>0.770</b>				
HV	0.214	0.325	0.406	0.443	0.462	<b>0.810</b>			
SIV	0.262	0.343	0.398	0.393	0.338	0.463	<b>0.778</b>		
UV	0.151	0.346	0.100	0.384	0.388	0.304	0.336	<b>0.751</b>	
T	0.262	0.247	0.354	0.247	0.221	0.401	0.512	0.234	<b>0.825</b>

**Table 4:** Rotated matrix

	Component							
	1	2	3	4	5	6	7	8
GR1	<b>.844</b>	.149	.112	.103	-.050	.051	-.044	.023
GR2	<b>.865</b>	.028	.021	.111	.000	.129	.020	.014
GR3	<b>.836</b>	.103	.002	.083	-.030	.114	.028	-.005
AB1	.104	<b>.855</b>	.160	.091	.007	-.014	.052	.051
AB2	.112	<b>.826</b>	.174	.088	-.015	.129	.080	-.030
AB3	.085	<b>.750</b>	.137	-.044	-.038	.238	.207	.028
R1	-.014	.201	<b>.785</b>	.235	-.105	.173	.032	-.007
R2	.003	.187	<b>.805</b>	-.094	-.044	.143	.009	.164
R3	.162	.112	<b>.783</b>	.024	.002	-.024	.270	-.079
T1	.178	.074	.052	<b>.853</b>	-.118	.140	.100	.083
T2	.113	.048	.052	<b>.900</b>	-.006	.082	-.004	.031
IS1	-.043	.003	-.057	-.070	<b>.876</b>	-.176	-.046	.083
IS2	-.029	-.034	-.056	-.044	<b>.913</b>	-.001	-.048	.070
HV1	.207	.223	.185	.180	-.146	<b>.770</b>	.047	.044
HV2	.127	.106	.092	.087	-.065	<b>.889</b>	.138	-.012
FV1	.058	.136	.158	.117	-.074	.095	<b>.828</b>	.058
FV2	-.059	.128	.072	-.023	-.024	.075	<b>.853</b>	.095
SIV1	-.003	.132	.042	.029	-.017	.079	.117	<b>.847</b>
SIV2	.029	-.091	.020	.072	.169	-.057	.028	<b>.815</b>

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.  
 a. Rotation converged in 6 iterations.

Furthermore, several model indices are observed to assess the fit of the model. Table 5 shows that The ratio between Chi-square and degrees of freedom is 1.44, Goodness of Fit Index is 0.94, Adjusted AGFI is 0.91, Comparative Fit Index is 0.97, Normed Fit Index is 0.92, Tucker–Lewis index 0.97, Incremental fit index is 0.97, and Root Mean Square Error of Approximation is 0.038, which exceeds their threshold value. Therefore, this is concludes that the measurement model achieved sufficient fitness with the collected data.

**Table 5:** Model fit indices

Fit indices	chi <sup>2</sup> /df	GFI	AGFI	CFI	NFI	TLI	IFI	RMSEA
Recommended value	<3	≥0.90	≥0.90	≥0.90	≥0.90	≥0.90	≥0.90	≤0.08
Obtained value	1.44	0.941	0.910	0.974	0.922	0.964	0.975	0.038

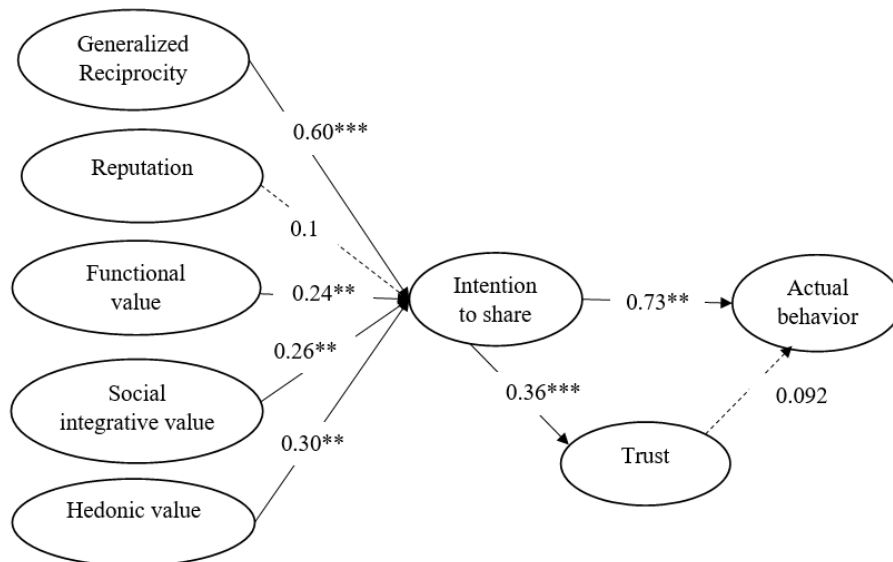
Source: AMOS output

### 4.2 Structural model

Amos was used to evaluate the earlier-presented hypotheses in a SEM framework. The estimated model is present in Figure 2. The model shows a perfect explanatory power since it explain 29% of the variance in intention to share, 21% of the variance in trust and 24% of the variance in actual behavior. Results showed that generalized reciprocity ( $\beta = 0.60, p < 0.001$ ), functional value ( $\beta = 0.24, p < 0.001$ ), social integrative value ( $\beta = 0.26, p < 0.001$ ) and hedonic value ( $\beta = 0.30, p < 0.001$ ) significantly impact intention to share knowledge, thus supporting H1, H2, H4 and H5. Intention to share knowledge found to has significant positive influence on trust ( $\beta = 0.36, p < 0.001$ ) and actual behavior ( $\beta = 0.73, p < 0.001$ ), thereby accepting H6 and H7. However, functional value and trust does show their significant consequence on intention to share knowledge and actual behavior, respectively, thus rejecting H2 and H8.

## 5. Discussions

This study's goal is to examine the elements that influence how people share knowledge on social media. To investigate the phenomenon, the theories of social exchange and uses and gratification are applied. The study's findings indicate that the intention to share knowledge is considerably impacted by the social exchange attribute reciprocity. This revealing that individual share information in social media aiming to get similar information from other social media users. Although, generally it cannot be traced, people sharing information in social media, in return of something, but still it is exists. Sharing is looks like voluntary but not actually voluntary. Today's share can provide back its return in pretty far future as well. Uses and gratification theory dimensions functional value, social integrative value and hedonic value appears to be significant influence on intention to share knowledge in social media. This supports the fact that people want proper information or supports from social media or social media users. People face different kinds of problem or necessities and since people are investing long hour in social media use, thus they want to have their necessities fulfilled from it.



**Figure 2:** Structural model

On the other hand, long hour engagement in social media lead peoples going away from traditional connection, which somehow inevitable to solve every problem or necessities from social media use. In regards to social integrative value, knowledge sharing intention in social media depends on spontaneous interaction with other social media users and media tools as well. As a social being every individual wants to have a comfortable, easy and credible interaction. Therefore, when an individual think he/she commonly treated well with care, fellow-feeling and mutually respectful, he/she feel homely and socialite in social media sharing. They even deliberately share knowledge or infarction as they believing him a part of community and that community will benefited by his/her sharing. In regards to hedonic value, recreation, enjoyment, pleasantness, are the common esteemed factors in social media user's intention. Since people are engaged long-hour in social media, they need to fulfill recreational needs too from here. For instance, there are several online prank, videos, graphics, games are helpful to refresh people's mind. Thus knowledge sharing intention would happen once one get some return in the form of recreation or enjoyment.

In addition, current study finds intention to share knowledge significantly impact on trust and actual behavior of knowledge sharing. As stated above, intention share knowledge in social media formed on the antecedents of reciprocity, utilitarian value, social integrative value and hedonic value, and that potentially strengthen the trust in social media users and social tools. Revealing that once a user's intention to share knowledge, he/she achieved trust on the media he/she used, which ultimately affects actual share behavior. In social media, trust is an important factor as it deals with privacy, secrecy, mutually-beneficial relationships. Once one get higher trust on other users, they intend to share more and in return, those who benefited from this share, they get inspired to share more as well, which stimulate mutually –benefited relationships in social media. On the other hand actual know sharing behavior is happened, when one get intention to share. Initially, everyone needs to get ready for share knowledge then this will trigger to engage in actual share behavior. As a result, one's real knowledge sharing behavior and intention are closely related. However, the current study does not discover any appreciable effects of reputation on intention to share knowledge and trust to actual knowledge sharing behavior. These may happed due to the unconsciousness on study participant's image and self-presentation. Or study participants may not care about their image on social media only, they may think it in a bigger context in traditional communication media. Another reason can be one's may interaction with others in social media randomly, keeping a relative confidentiality, thereby they are not too much curious on trust. Although, current study does not find their significant influence, still these two constructs may have significant contribution in stimulating knowledge sharing intention and perform actual behavior.

## 6. Conclusion

The goal of this study was to investigate the elements that impact information sharing behavior in social media employing the social exchange with uses and gratification theory. Unusually, social exchange theory is one of the most important theoretical frameworks for comprehending conduct at work. Social exchange theory significantly increases the likelihood that people will want to share knowledge on social media. The uses and gratification theory dimensions, such as the functional value, integrative negotiation value, and utilitarian value have shown positive and significant impacts on the intention to share knowledge in social media. Additionally, the strategy for knowledge sharing on social media has successfully increased trust among online users of social media and shown to have an impact on knowledge's actual behavior. Accordingly, this study believes that the above findings significantly contribute to the social media and knowledge-sharing literature. Especially, the current research has diagnosed its model with an emerging country context, which is hardly



evident in the literature. Hence, these would extend a new understanding of knowledge sharing behavior in this context and potentially apply to other similar contexts.

### 6.1 Implications to practice

In regards to practice, this study also has some implications. First, the intention to share knowledge appeared to be positively influenced by general reciprocity. Thus practitioners are suggested to focus on these social exchange dimensions. In this regard, practitioners should incorporate such features that help social media users receive some precious benefits. They may screen the content shared in social media before on air to ensure general interest in that content. Second, uses and gratifications theory dimensions become fantastic phenomena in sharing knowledge. The practitioners have to organize social media content in such way that might have a relative value and helps all users of such sharing. Attributes related to fantasy, enjoyment/recreation is to be displayed in such a way that these carry enormous weight to motivate sharing intention in social media. Practitioners should provide special attention to build an interactional social atmosphere in the virtual world as users connected long-time on this platform. If users can get lively interaction like society, they become trustworthy, helpful, dependent, or manipulate their intention to stay connected for a long-time. Therefore, practitioners should arrange social media content in such a way that would provide lively interactions to its users. Third, administrators or practitioners should drag the intention to share knowledge in social media as it has an enormous impact on actual behavior and user trust. Practitioners may track regular users and send them some adventuring experiences with specialized features to keep them focused on their way, or irregular users may also track to view their wrong sharing and taking corrective actions quickly if necessary. As a result, the desire to share knowledge will be a strong motivator for actual knowledge-sharing activity on social media.

### 6.2 Limitations and scope

Indeed, this study has many implications, it also has several shortcomings similar to other studies. First, this study primarily focused on Bangladesh, and it has distinct societal, religious, ethnic, and cultural orientations. Thus cautions are advised to use our findings to other emerging contexts that are pretty far from our context. Second, as a survey-based study, there may have issues of actual responses, such as participants may be reluctant to respond on a structured questionnaire, and they may not respond in the way they intended to. Third, samples may have been small, which may limit the scope of generalizability. Therefore, future researchers should integrate more realistic longitudinal studies to overcome our limitations. Future studies may collect data from multi-country to visualize the differences between cultures. In addition, although future studies may inherit survey-based studies like ours, and as such, further studies should apply different methodologies to cross-check our results.

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