

Does the Information Posted by Netizens Affect Your Mood? An Exploration through Consumer Socialization Theory

Chenicha Praphruetmona*

Bangkok University Chinese International College, Thailand

ABSTRACT

Online shopping is a new digital shopping subject to the combination of information society and anticipated emotion. In this study, consumer socialization theory (CST) is adopted to examine the influence of consumers' sharing of online shopping characteristics on social media (i.e., informational social influences, positive anticipated emotion, negative anticipated emotion and content sharing behavior) on the process of consumer socialization and social behavior, to determine the impact of these characteristics on digital content sharing behavior. One moderator, product attitude, was tested in the study. Data from 291 online shopping users was collected using an online survey in Thailand. The structural equation modeling (SEM) results indicated that informational social influences have positive effects on positive anticipated emotion and facilitate consumer content sharing behavior on social commerce. Product attitude had a partially moderating effect on the model. The findings provide a clearer understanding of the attitudes and behavior of social user individuals related to the use of social commerce. This should help researchers and managers develop better marketing and management strategies in the future.

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Introduction

Among all online activities, social media has become the most popular activity for many Internet users. By showing different emotions and emotional responses through social media, people can quickly communicate and share emotional channels, changing how people communicate and participate in social life. For example, if you are happy or unhappy, you will share your emotions on social media; if you see something shared by netizens on social media, although it is negative information about the product, if you have a good attitude towards the product, you will share it on social media (Artanti, 2020).

The popularity of social media is a significant shift for marketers, as social factors

greatly influence consumer behavior in both physical and online environments (Osei-Frimpong, 2019). Social media are the tools and platforms that people use to share opinions, insights, experiences, and perspectives. This phenomenon has attracted the attention of marketers and researchers due to the need to understand the attitudes and behaviors of social media users in practice.

Therefore, the current study uses Consumer socialization theory (CST) to examine its impact on consumers' online behavior. Consumer socialization theory refers to the factors by which individuals acquire consumption-related skills, knowledge, attitudes, cognitions and behaviors

CONTACT

Chenicha Praphruetmona (Ph.D., University of Shanghai Jiaotong, China) is an instructor, Bangkok University Chinese International College, Thailand.

*Corresponding author's email: chenicha.oli@gmail.com

through interactions with others (Ürgüplü & Hüseyinoğlu, 2021). Therefore, this study adopts the theory to examine the influence of specific factors on consumers' online behavior. Consumer socialization theory believes that among social subjects such as parents, classmates, peers, netizens, and the media, media is one of the most important factors that influence the consumption of socialized media. Different media have different effects on different socializations, and social media members will weigh the influence of other media. (Ürgüplü & Hüseyinoğlu, 2021).

Since personal social relationships are a natural customer relationship management system, it can also provide a way for marketers to spread or share product or brand information on a wider scale, which is a form of communication exchange. Therefore, social media are a suitable platform for viral advertising and electronic word-of-mouth (Chih, Hsu, & Ortiz, 2020). The success of this type of advertising depends on the extent to which information is published and shared, as the wider the reach, the greater the value of this factor to the company. Therefore, this study discusses content sharing behaviors in social media, as sharing behaviors may be influenced by both intra- and extrinsic motivations. In addition, some scholars have pointed out that although the influence of peers on consumer socialization factors has been widely studied, its influence on the social media environment has received little attention. (Sultan, 2021).

Previous research in the field of consumer socialization theory often takes a similar approach. First, social media platforms are in focus, and sensitivity to peer influence, social media use, and sensitivity to social media influence has been identified as antecedents (Ürgüplü & Hüseyinoğlu, 2021). Second, consumer socialization theory outcomes are often purchased intentions or behaviors that occur after receiving peer communication stimuli (Osei-Frimpong, 2019). Third, consumer socialization factors have been examined, focusing on the general electronic word of mouth (eWOM) environment (Chih et al., 2020). Last, peer-discussed products in consumer socialization factors can rarely be categorized into specific industries. In this study, consumer socialization theory is applied to examine social media users' content-sharing behaviors related to online shopping for products or services in a social media environment to fill the gap in the current literature.

In the conceptual model of consumer socialization, the main external variables are attributed to family, peers or media, etc., which are called consumer socialization factors (Moschis and Churchill (1978). The influencing factors of socialization are generally determined by the process of consumer socialization, which is

affected by social interpersonal and non-interpersonal factors. The interpersonal factors mainly include family, peers, social sales personnel, various media information, consumer product information, etc.

Scholars believe that consumers' preference for brands is significantly affected by the brand attitude displayed in the advertising media; consumers will buy the brand displayed in the advertisement and think it is the correct choice (Chang, 2006). However, significant businesses promote through advertising media also bring about many social problems, such as mindless consumption. At the same time, some scholars have studied the influence of media sharing on consumer socialization and regard age as the reference variable used to study the socialization of consumers of different age groups. The research results show that children in lower age groups are more inclined to accept the influence of family. As the age group increases, advertising media significantly influences consumers. (Ozlen & Ozgen (2003).

Therefore, when young people choose commodities, their peers will help them make consumption decisions to some extent, increasing their sense of belonging to the group. Some scholars' research on value expression among peers can refer to the influence of the popular social reference group (utilitarian reference group influence). It is because this way, a person will not be eliminated by society, and s/he can also chat with his/her friends on social media. Some scholars also believe that the influence of the reference group is similar to the normative influence by Deutsch and Gerard (1955). A person in the "buying product" state is expected to obey the mood of another person or group if: 1) s/he realizes that others will reward or punish his/her behavior, 2) s/he thinks others will know his/her behavior, and 3) s/he hopes to be rewarded and avoid punishment in subjective cognition. This peer-to-peer value expression mainly follows from the fact that others can see the individual's behavior and the process by which the individual accepts advice from others to maintain relationships with others or gain a sense of belonging (Park, 1977).

This is consistent with consumer socialization, both of which express the process of consumers acquiring knowledge, attitudes, and skills in the consumption process. An essential difference between the social influence reference group influence mentioned and the normative social influence cited is that the social influence psychological reference group influence derives primarily from specific group membership and explicit rewards and punishments dictated by specific norms. Peer value expression mainly comes from the individual's emotions that enhance self-concept. If a person wants to improve his

recognition in the eyes of others, such a person will be emotionally associated with positive references or separated from negative references. (Kelman, 1961).

The reference group influence of value expressions has two distinct processes. First, individual positive or negative emotions refer to groups expressing themselves or enhancing themselves. In this case, there should be consistency between the way of self-expression and the expected mental image of the reference group. Second, just because the value-expressed reference group influences an individual, s/he accepts some behaviors or attitudes of the group or like. This does not require consistency between the desired mental images of a person's reference group. So, it is sufficient for the individual to respond to the reference group (e.g., accepting recommendations and suggestions). However, the response's content (e.g., accepting recommendations and recommendations) has nothing to do with the reference group itself. The reference group themselves may not choose to do this, but they will recommend others to do so. Under such pressure, everyone is using this product, and individuals must do this to be recognized.

Literature Review

Consumer Socialization Theory (CST)

Consumer socialization theory conveys the connotation and process of consumer socialization. The theory of consumer socialization is based on the fact that the result of individual behavior is the result of mutual communication and influence with the surrounding environment. (Ürgüplü & Hüseyinoğlu, 2021). The social environment refers to individuals sharing their tacit knowledge with others, and it is also one of the most marketing effects (Essiz & Mandrik, 2022). A review of the consumer socialization Theory by some scholars believe that socialization antecedents can affect how consumers are influenced by different socialization agents, as well as different socialization processes (e.g., peers, netizens, family members, mentors, etc.) and shape their behavior (Ürgüplü & Hüseyinoğlu, 2021).

Moreover, adjustments to the social environment at different stages of the life cycle (a cognitive development approach) outline the general consumer socialization theory (Ürgüplü & Hüseyinoğlu, 2021). It has been used as a source of fundamental variables and assumptions related to consumer socialization in different contexts, such as attitudes toward advertising and product placement (Jung & Heo, 2021), online social media context (Suwandee, Lertwannawit, Racela, & Boonchoo, 2020), and cross-cultural patterns in consumer socialization settings (Szolnoki et al., 2021)

Given the presence of social media online, such as Facebook, and Instagram, scholars say people try to enhance social interactions, form new relationships with others, and receive messages and requests for social support based on their embedded social media friends (Etter, Ravasi, & Colleoni, 2019). However, this paper defines consumer socialization theory as a social network in the online environment, that sharing content is an expected behavior on social media, such as TikTok. Users can post their photos on the platform to attract the attention of other users. Or in recent years, Instagram has been adding new functions, such as short videos, live broadcasts, stories, etc. Therefore, this study adopts "content sharing" as the behavioral outcome of consumer socialization.

Informational Social Influence

Social influence usually refers to a force that influences people's attitudes, opinions, or behaviors (Shokouhyar, Siadat, & Razavi, 2018). Peers have a greater influence on individual behavior after childhood than other socialization factors (Hambrick & Lovelace, 2018). Additionally, peer communication was identified as the strongest predictor of adult attitudes and behaviors (Lin, 2015). At the same time, online communication was found to promote online intimacy (Etter et al., 2019). Therefore, in this study, netizens were selected as socialization agents, and netizen communication was selected as the focal consumer socialization factor.

Social influence comes in two forms: informational and normative (Craig, Brooks, & Bichard, 2021; Hodge, 2021; Moriuchi, 2021). Informational social influence refers to individuals' belief that sources of information provided through peer communication are credible (Hambrick & Lovelace, 2018). It mostly occurs in explicit situations where people expect to comply with group pressure to gain extrinsic rewards or avoid costs (Shen, Cheung, Lee, & Chen, 2011). Thus, informational social influence exists in various forms in products related to marketing, conversion, persuasion, and other topics, and even social proof has been fully integrated into the lives of the general public. Every communication between people is likely to use social proof. persuade others, where an individual or group behaves in a certain way in public, hoping to conform to a norm, even if the behavior does not carry over into private life.

Social influence from netizen exchanges in social media can influence consumer behavior through proxy learner interactions (Etter et al., 2019). Relationship strength is the perceived intimacy between netizens, and the relationship can be strong or weak. In addition, scholars argue that this suggests that strong ties lead to more

substantial social influence, as people care more about the ideas of social groups with whom they have strong ties. Strong connections are essential to maintain a social life (Hambrick & Lovelace, 2018). They increase the likelihood that a person will follow the thoughts and actions of the majority and are often influenced by social interactions (Jang, Chun, Kim, & Bucy, 2021).

This means that people in my socialized era are more individualistic than other generations, and these people may ignore the importance of social connections more than others when interacting with online users. Consequently, the strength and effectiveness of social influence will be reduced. To test this hypothesis, Generation Me traits were used as antecedents in the current study to examine their influence on the strength of consumer socialization factors (social influence from peer exchanges), as well as to determine that this factor will how social networks affect content sharing behavior.

Content Sharing Behavior on Social Media

Content sharing refers to the public, after receiving the content created by others or enterprises, forwarding and sharing it in their network or home network (Kulkarni, Kalro, & Sharma, 2019). Sharers bear the cost of sharing but are not rewarded in any straightforward way; with the sharing content marketing, in social media, such as Facebook, word-of-mouth marketing, viral marketing and other marketing methods, the brand influence of widespread science information dissemination has been rapidly expanded in a short period. One of the direct and effective ways to enhance brand influence is to increase participation, promote interactive communication, and allow audiences to participate directly and experience brand connotation (Dolan, Conduit, Frethey-Bentham, Fahy, & Goodman, 2019). They are classified as eWOM. Social media provides a venue for eWOM discussions and is the main body of word-of-mouth communication in the e-commerce environment (Chih et al., 2020).

In social media, content sharing can be user-created content that is most common in social networks, including product reviews, product descriptions, topics, discussions, profiles, past creation behaviors, relationship networks, purchase history, pictures, videos, tags, and more. (Shen, 2021). For advertising messages, video ads are easier to share and disseminate than other forms of advertising (Kulkarni et al., 2019). Here, content analysis is becoming increasingly important in modern social networks, especially for the marketing practices of enterprises.

Anticipated Emotion

Anticipated emotion refers to the emotional response when an individual expects to face positive or negative outcomes in the future, while pre-emotion refers to an individual's emotional state of yearning or fear of future events. This means that negative anticipated emotional experiences are like an early warning, while positive anticipated emotion are a motivator such as fear, nervousness (Shen et al., 2011; Siahtiri, O'Casey, & Nabi, 2022). Positive emotions are accompanied by pleasant feelings caused by internal and external stimuli and events to meet individual needs, such as happiness or a good mood (Escadas, Jalali, & Farhangmehr, 2019).

Product Attitude

Attitudes are formed based on information about the object of the attitude, where the information transmitted will change the attitude through persuasive messages. It is defined as a valid evaluation of a specific behavioral object (Wang, Yu, & Wei, 2012), which plays a vital role in determining individual preferences related to the object. In the current study, it is hypothesized that consumers will form two attitudes after receiving persuasive information in consumer socialization factors (e.g., peer communication) of online social media: product attitude and content attitude because two social influences (information and norms) take place in the consumer socialization factor. In this study, it is inferred that information influence will provide consumers with persuasive information, especially information from peers about a product, service, or brand, which in turn will help them form an attitude toward the product in question (Parra, 2016). On the other hand, normative influence will provide consumers with persuasive information on meeting group expectations related to the product. Therefore, here, product attitude is defined as the overall demand. Therefore, this study attempted to determine whether netizens influence consumers' product attitudes after consumer socialization factors, thereby influencing their content-sharing behavior.

Product attitude in this study is considered a moderating factor that can affect the relationship between social media anticipated emotion and consumer content-sharing behavior. Attitudes are often positively correlated with behavior, although people can also do things contrary to attitudes. When people buy products, they may have an emotional reaction and want to share what kind of emotion they have. For example, when a person plans to buy a brand-name bag and like it very much, s/he will want to share it and see what people wear. It is reasonable to match, and when s/he does not really want to buy it, but this brand-name bag is popular now, s/he also wants to share

it and see what others think. In this case, it can be concluded that attitude is one of the factors that mediate the positive relationship between anticipated emotions and behavior (Jiang et al., 2021; Nafees, Cook, Nikolov, & Stoddard, 2021; Saha & Sahney, 2021). Therefore, in the current study context, when people want to share a piece of information on social media after encountering the social influence of consumer socialization factors, it is hypothesized that they will predict whether their online friends will like the message or not. If the product attitude is positive, then the content is more likely to be shared, and if the product attitude is negative, the content is less likely to be shared (Ürgüplü & Hüseyinoğlu, 2021).

Informational Social Influence and Anticipated Emotion

Discussions on social media are often about afterthoughts about using a product or service. However, an individual's opinion on a product on social networks is influenced by friends, peers, and netizens on social media, who live to persuade and build up the individual's opinion of personal satisfaction with the product and self-goodness. (Hu, Chen, & Davison, 2019).

At the same time, scholars have been pressured by group norms for consensus. They will pass the group preference, which is the special hobby of a particular group. When a specific product or content is preferred in the group, the individual will have a positive expected emotion for that product or content product (Shen et al., 2011). Because of the need to conform to the consensus of the masses or community groups, it can be assumed that when an individual is persuaded by discussions or opinions about a product on social media, his/her expected emotions will also be aligned with those expressed by the masses or groups.

Additionally, when product information is forwarded or passed on to others through peer-to-peer communication on social media, it means having an informational impact, in which case the recipient's attitude towards the product will be influenced by the peers' association with the product description of the impact (Information impact).

Information shared by community members usually has high information relevance, credibility, and quality of information, which contributes to anticipated positive emotions about the products and content being shared (Shen et al., 2011). Therefore, this study will hypothesize that consumers will have relevant expected emotions when obtaining relevant product information or content from social friends. Thus, we propose the following hypotheses:

H1 : Informational social influence has a positive impact on positive anticipated emotion.

H2 : Informational social influence has a positive impact on negative anticipated emotions.

Anticipated Emotion and Content Sharing Behavior

In the context of social media, when consumers encounter the consumer socialization factor (peer netizen communication) on social media if they expect that they will get content from their peers to share (positive anticipated emotion). At the same time, some scholars propose that positive expected emotions explain the relationship between online commitment and evaluative social identity (Shen et al., 2011). Therefore, people with positive expected emotions are more likely to share social information or content on social media than those with negative expected emotions (Zhang, Tang, Chen, & Wang, 2021). To prove their status as active members of the social network. Therefore, this study hypothesizes the effect of positive anticipated emotion on attitude and content-sharing behavior. At the same time, expected negative emotions can hurt the relationship. We thus propose the following hypotheses:

H3 : When positive anticipated emotion is positive; it positively impacts content-sharing behavior.

H4 : When negative anticipated emotion is positive; it positively impacts content-sharing behavior.

Moderating Effect: Product Attitude

In decision-making, attitudes and expected emotions are inescapable (Escadas et al., 2019). That is, consumers may develop anticipated emotion outcomes before making a decision. Empirical research shows a positive causal relationship between attitudes and behavior (Wang et al., 2012). Therefore, this study provides insights into which consumer socialization factors influence purchase intention in a social media environment (Ürgüplü & Hüseyinoğlu, 2021).

Evaluating papers for online reviews (Grosser, Obstfeld, Labianca, & Borgatti, 2019; Lee Cunningham, Gino, Cable, & Staats, 2021; Sanchez-Loor & Chang, 2022), content-sharing behavior on social media is rarely discussed. Consumers who like certain digital content or products after engaging with their peers on social media will show increased interest in sharing that content. Therefore, this study assumes that when community members have positive product attitudes, the positive relationship between positive expected emotions and content-sharing behaviors will have a positive moderating effect. On the other hand, the harmful product attitude produces a negative moderator for this relationship. We propose the following hypotheses:

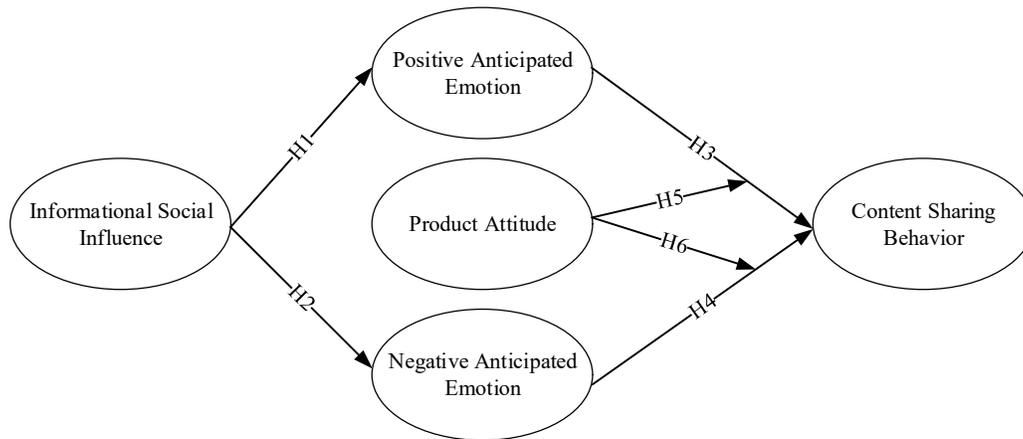
H5 : When the attitude towards the product is higher, positive anticipated emotion has a higher positive impact on content sharing behavior.

H6 : When the attitude towards the product is higher, negative anticipated emotion has a higher positive impact on content sharing behavior.

The framework of this study is constructed based on consumer socialization theory. As shown in Figure 1, the framework includes informational

social influence; positive anticipated emotion, negative anticipated emotion, content sharing behavior, and product attitude. It adopts the influence of individual's psychological and western behavioral characteristics on individual social factors in a socialized environment, and measures it according to the influence of norms and information. Therefore, the model uses product attitude as the moderation effect, which some argue is the effect of expected emotional characteristics on the strength of content sharing behavior.

Figure 1 Theoretical Framework of the Research



Method

The theory consumer socialization theory is used to explain how the influence of the information society on social media affects online content sharing behavior. An online questionnaire was conducted with a five-like feature design, and the participation criteria were that participants must use a smartphone and had gained experience in online shopping.

As stated in the hypotheses, they are assumed that socially influenced peers or community friends will influence its product attitude orientation to some extent, and finally, anticipated emotion will lead to content sharing behavior. Furthermore, product attitude is applied as a moderator in this study, and product attitude is hypothesized to be the link between moderator anticipated emotion and content sharing behavior.

Samples

The research targets in this study were social media users in Thailand. The formal survey was conducted by distributing online questionnaires to various social media, including Facebook, Line, Instagram, etc. The number of returned questionnaires was 1,074. Then, 783 incomplete samples were eliminated. The final number was 291. Among the respondents, 2.4% had a secondary

school education, 4.1% had a high school or college degree, 87.6% had a college degree, and 5.8% had a graduate degree or above. Monthly household income was 9,999 Thai Baht or less (10.0%), 10,000-19,999 Thai Baht (15.1%), 20,000-29,999 Thai Baht (23.7%), 30,000-39,999 Thai Baht (35.4%), 40,000-49,999 Thai Baht (12.4%), 50,000 Thai Baht or above (3.4%). Most people shop online once a month (27.5%), twice a month (19.9%), three times a month (17.5%), once every two months (11.3%), very rarely (16.5%), and 3-4 times a year (7.2%).

Measures

Scale items employed in this study were drawn from the existing literature. These validated scales were slightly modified to suit the context of this research to enable the researchers to measure the various constructs in the hypothesized model. All scales were measured on a five-point Likert scale that ranged from 1 (strongly disagree) to 5 (strongly agree). Content sharing behavior was measured using three-item scales adapted from Zhang, Tang, Chen, and Wang (2021). Positive anticipated emotion, and negative anticipated emotion scales were modified from Shen et al. (2011), using ten-item scales. Three-item scales, adapted from Lin (2015), were used to measure informational social influence. Also, product

attitude was measured with three-item scales, adapted from Wang, Yu, and Wei (2012). A preliminary analysis of the pilot study indicated all scales satisfied the internal consistency recording a Cronbach's Alpha more than .70.

Findings

Before testing the hypotheses proposed above, confirmatory factor analyses were conducted to examine whether the global brand attitude of their content sharing behavior scores (i.e., informational social influence, negative anticipated emotion, positive anticipated emotion, and product attitude) had captured the entire conceptual model.

Measurement Model

This study uses structural equation modeling as the main data analysis method to test the discriminant validity and reliability of the

measurement model. First, the Cronbach's Alpha value of the total correlation and each variable calculated by SPSS is between 0.727 and 0.933, which has high internal consistency and reliability. In addition, the confirmatory factor analysis gave a good fit, with all factor loading values between 0.640 and 0.959 ($\chi^2 = 503.623$, $df = 142$, $\chi^2/df = 3.547$, CFI = 0.892, GFI = 0.848, IFI = 0.893, SRMR = .0587, RMSEA = 0.094).

This indicates that the model fits well. It also shows the convergent validity of all scales, calculating CR greater than 0.752 and AVE greater than 0.507, CR value and AVE value are further scored according to the results, where the CR value is greater than 0.83, and the square root value of the AVE value of each variable is also greater than the correlation with other variables. Coefficients, are displayed in Table 1, indicating that the reliability of the variable is good, and the discriminant validity and acceptance validity are also within the acceptable range.

Table 1 Correlation Coefficient

	1	2	3	4	5	<i>M</i>	<i>SD</i>	Alpha	CR	AVE
HIS	.709					1.83	0.50	.73	.752	.507
HPA	.409**	.861				1.94	0.64	.73	.775	.540
HCSB	.443**	.563**	.704			2.22	0.72	.82	.867	.688
HNAE	.240**	.386**	.531**	.802		2.58	1.05	.93	.941	.765
HPAE	.412**	.490**	.555**	.541**	.704	2.03	0.59	.85	.842	.521

Note: *Correlation is significant at the .05 level (2-tailed)

**Correlation is significant at the .01 level (2-tailed)

α refers to Cronbach's Alpha; the value of the diagonal is the square root of AVE

N=291

Structural Model

The structural model was analyzed using the maximum likelihood estimation method for the model. The fit indices specified an overall satisfactory model fit ($\chi^2 = 472.303$, $df = 100$, $\chi^2/df = 4.723$, CFI = 0.875, IFI = 0.875, GFI = 0.834, SRMR = 0.1176, RMSEA = 0.113).

As a result of hypothesis testing, the results of H1 reveal the direct effect of informational social influence on positive anticipated emotion ($\beta = 0.357$, $p < .00$) and the direct effect of informational social influence on negative anticipated emotion ($\beta = 0.246$, $p < .00$). H2 assumes the impact of positive anticipated emotion on content sharing behavior (β

= 0.659, $p < .00$), and H3 assumes the impact of negative anticipated emotion on content sharing behavior ($\beta = 0.464$, $p < .00$). All were statistically supported.

Finally, the moderator is evaluated by using SPSS. First, regression analysis was performed on H5 and H6, and the adjustment effect was tested externally, combined with hierarchical regression analysis, as shown in Table 2 and Figures 2 and 3. Thus, the findings support H1, H2, H3, and H4, and are displayed in Figures 2 and 3. So all receive statistically significant support.

Table 2 Hierarchical Regression Analysis Results

Variables	Content Sharing Behavior					
	Model 1	Model 2	Model 3	Model4	Model5	Model6
Education	.000	-.132**	-.148**	.000	-.095	-.129**
Monthly household income	-.238***	-.039	-.052	-.238***	-.064	-.053
Positive anticipated emotion		.356***	.299***		.425***	.327***
Product Attitude		.396***	.353***		.351***	.347***
Positive anticipated emotion x Product Attitude			.153**			
Negative anticipated emotion x Product Attitude						.225***
R ²	.057	.442	.458	.057	.450	.489
ΔR ²	.050	.434	.448	.050	.443	.480
F-value	8.644***	56.632***	48.100***	8.644***	58.580***	54.533***

Note: *Significant at the .05 level (2-tailed)
 **Significant at the .01 level (2-tailed)
 ***Significant at the .001 level (2-tailed)
 N=291

Figure 2. The Moderating Role of Product Attitudes on the Relationship between Positive Anticipated Emotional and Content-sharing Behavior

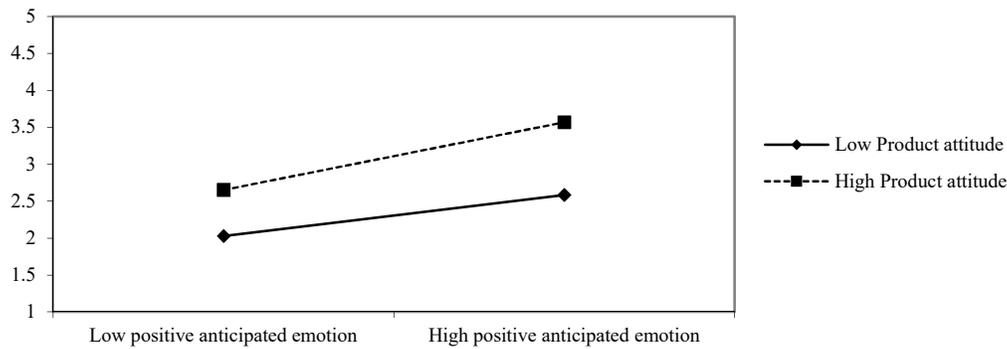
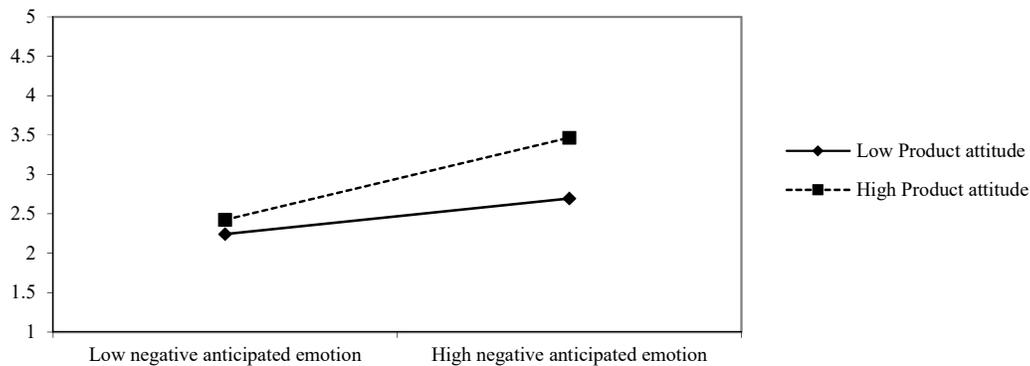


Figure 3. The Moderating Role of Product Attitudes on the Relationship between Negative Anticipated emotion and Content-sharing Behavior

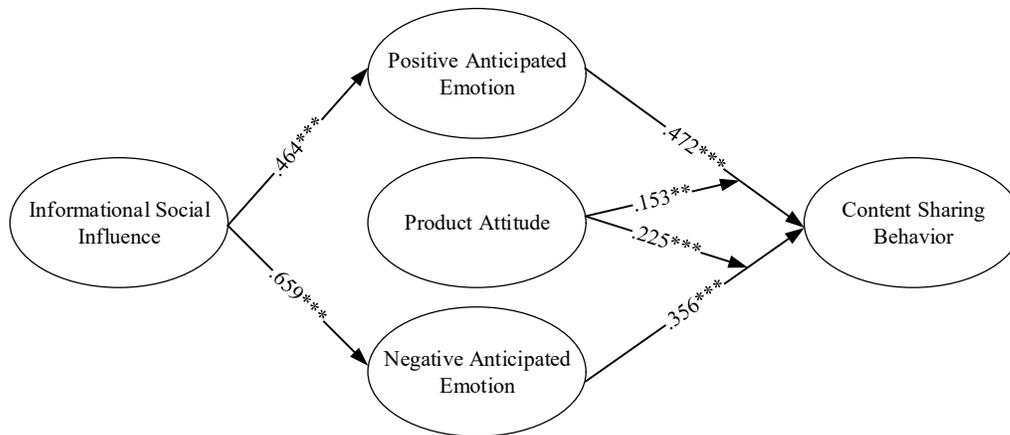


Discussion

To summarize hypothesis testing, all six hypotheses were supported, and the findings are discussed below.

The summarized results are presented in Figure 4.

Figure 4 Analysis Results



Note: *Significant at the .05 level (2-tailed)
 **Significant at the .01 level (2-tailed)
 ***Significant at the .001 level (2-tailed)

The findings support H1 and H2, which are consistent with previous findings and confirm that the same effects occur in peer or netizen communication on social networking sites and other settings (Hu, Chen, & Davison, 2019; Lauriano & Coacci, 2021). In addition, social influence has a positive emotional impact on product placement attitudes, which are more likely to be accepted by peers due to higher sensitivity to social influence (Milfeld & Flint, 2020).

Therefore, compliance with social influences will reflect emotions. When people receive helpful information from close friends, this is more likely to impact expected emotions (Simamora, 2018). The positive relationship between social influence and expected emotion also exists in social networking. It is suggested that when consumers are on social media, they are positive anticipated emotion or negatively anticipated emotion will be positively influenced by social influence.

The findings support H3 and H4. This result is consistent with previous studies (Escadas, Jalali, & Farhangmehr, 2019; Shen et al., 2011). In this study, online shopping involves peer communication on social media. The results found that consumers share product-related content in a social media environment because of their attitudes toward expected emotions.

This study uses product attitude as a moderator between expected emotion and content-sharing behavior. Similarly, scholars pointed out

that attitude is a string variable that can affect a person's intention to engage in a particular behavior (Morwitz & Munz, 2021). If a person perceives a positive attitude, it becomes an incentive for a person to do a specific behavior. Negative attitudes, on the other hand, are often cited as a factor that hinders a person's determination to do something. Therefore, as hypothesized in this study, the relationship between expected emotion and content-sharing behavior is moderated by product attitudes.

The findings support H3 and H4, which can be interpreted as the positive impact of negative anticipated emotions on content-sharing behavior when consumers experience peer interactions with product-related content. If they believe positive attitudes will impact them will be more positive feedback from friends, and thus product attitude, such as like, use, and fun. By the same logic, bad product attitudes will have a particular impact on the relationship between negative anticipated emotions and content-sharing behavior; on the contrary, if community users have negative anticipated feedback, they will feel disliked feelings, such as boredom and rejection, which in turn will reduce the likelihood that their sharing will lead to these bad attitudes.

Theoretical Implications

Regarding theoretical implications, the first thing that comes to mind is consumer

socialization, which was originally used to study how socializing agents affect children's consumption-related behaviors (Shim, 1996). However, this field has received more and more attention from researchers, and the application of this theory has been expanded in various directions. In past research, many scholars often use consumer social theory to study the social influence of consumers face-to-face.

However, due to the popularity of social media and private traffic, the consumer social factor has shifted into the social media environment. This study, led by the research of many scholars, re-examines the consumer socialization theory in the context of social media to analyze the content-sharing behavior of consumers (Dolan, Conduit, Frethey-Bentham, Fahy, & Goodman, 2019). The results show that consumer socialization factors also occur in the social media environment. For example, while consumers belong to a more personalized generation, they are still influenced by social media commuting or interactions or analytical behavior among netizens.

In the current study, the researchers introduced them as moderator variables, then hypothesized that when social users engage in discussions about product content, this may affect the relationship between content sharing of expected emotions on social media. Attitude is often used as a variable to influence behavior (Nunes, Ferreira, Freitas, & Ramos, 2018).

As for product attitude, there is a significant effect on the relationship between negative anticipated emotion and content-sharing behavior. The results show that a positive product attitude is a significant moderator of the relationship between anticipated emotion and content-sharing behavior. In conclusion, there is a moderator for the relationship between product attitude and anticipated emotion and content-sharing behavior, which provides critical directions for researchers to develop new research areas in the future.

Limitations and Directions for Future Research

The current study has some limitations. As the data for this study were collected during the COVID-19 pandemic, there were limitations on the emotional and economic background of the respondents. Such limitations also opened up new avenues for new researchers in the same field. It lies in the proposed research model, in which the researcher only considers the positive aspects of social impact and ignores the negative aspects of social impact, which can be very important as it could affect customer dissatisfaction and important disapproval. Therefore, focusing only on the positive side and ignoring the negative side of a

structure can be risky, so future researchers must incorporate this limitation into their study.

Practical Implications

This study's results show that Thai consumers' trends are changing in the direction of the online shopping era. Furthermore, it is shown that this is a valid antecedent of consumer socialization, combined with a sensitivity to social impact; at the same time, it becomes even more critical for the modern digital marketer. Content marketing and social media marketing drive informative content on the web. In other words, the more people involved, the greater the information sharing.

As a result, Thai consumers are characterized by individualism in their direction, making them less willing to conform to others or share content created or shared by others. According to the results of this study, marketers should pay attention to identifying the environment that arouses consumers' interest in some interactions and discussions and encourage consumers to create original content. Marketers can use this original content to increase product content sharing and achieve communication effects. For example, marketers can offer live streaming on social media to increase discussion among netizens. Social media can provide a promotion function, like Facebook, allowing users to share product content with their friend lists, making them more likely to communicate with netizens. The sharing behavior of these netizens has brought colossal traffic value to social media in the vast social media, thereby attracting more business users.

Furthermore, looking at the results of anticipated emotions, this study found that marketers should try to create positive anticipated emotions because it will prove to be a positive relationship for content marketing behavior. For example, some content now conveys information related to products, brands, or services and ideas related to environmental protection or social issues. Therefore, this will make them more willing to share content.

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