Cross-national differences in travelers' continuance of knowledge sharing in online travel communities

Abstract

This study aims to investigate factors motivating travellers to continue knowledge sharing across four countries and how these factors vary among answerers, lurkers, and askers. We utilized structural equation modeling to analyze the data gathered from a sample of 6,803 travelers in four countries. Findings indicated that the influence of subjective norm, reputation, shared language, satisfaction, and commitment on continuance of knowledge sharing was greater in developing economies compared with developed economies. The findings also indicated that shared language and reputation enhancement are positively related to attitude towards users behaviour to continue knowledge sharing for answerers, lurkers, and askers. Knowledge demand is positively related to attitude for only lurkers. Moreover, travellers are most apt to continue knowledge sharing regardless of their original intentions in emerging economies compared with developed markets. This study aids practitioners to carry out specific targeted measurements and develop new marketing strategies to meet the needs of each segment.

Keywords:

1. Introduction

Over the past decade, Information Communication Technologies, particularly the Internet, has led to improvements in online travel context (Oliveira et al., 2020). Internet has fundamentally transformed the way individuals work, communicate, and share knowledge in the online travel context (Colladon et al., 2019; Huang et al., 2019; Xiang et al., 2021). Consequently, the knowledge sharing process efficiency has improved, and the magnitude of knowledge has increased aggressively with more and more users getting engaged in the knowledge transmission process (Fang and Zhang, 2019). The rapid increase in traveller's knowledge sharing demand has also boosted developing of different online tools in order to enhance the process. Online travel communities are one of the most widely utilized tools.

Prior studies have utilized different theories to understand information systems and new technologies adoption and use include theory of planned behaviour (Shneor and Munim, 2019), Technology Acceptance Model (TAM) (Agag and El-Masry, 2016; Song et al., 2021), Expectation-Confirmation Theory (Wolverton et al., 2019), and Motivation Theory (Londono et al., 2017). For example, Fang and Zhang (2019) developed a model that integrates social, psychological, and functional dimensions into the theory of planned behaviour to identify factors affecting users to continue participation in online communities. Jin et al (2013) suggested a conceptual framework that includes knowledge self-efficacy and knowledge sharing variables into the expectation-confirmation model to explore variables that effect consumers intentions to share knowledge in virtual community. However, little attention has been given to users motivations to share knowledge in online travel communities across different cultures (Chang et al., 2020; Kim et al., 2020). Previous studies revealed that culture is a key driver of knowledge sharing (Moser and Deichmann, 2020) for two main reasons. First, the growing diversity of communities, virtual groups, and firms effects their effectiveness and success (Wolverton et al., 2019). Scholars have also suggested that the Internet might be

considered a global entity with its own culture (Sun et al., 2020). Second, It can promote the exchange of information and knowledge between professionals and companies by incorporating geographically distributed individuals and teams from various backgrounds via online communities (Wasko and Faraj, 2000). Our study seeks to advance previous research on the significant role of culture in individuals continuance of knowledge sharing in online travel communities (Moser and Deichmann, 2020) by utilising theory of planned behaviour and the expectation-confirmation framework.

Prior studies have indicated that various types of members have different motivation to continue usage information systems (Fang and Zhang, 2019; Nadeem et al., 2020). Literature review has classified online communities members into two types (i.e., poster and lurker) (Hung et al., 2019; Luo et al., 2019). For example, Lai and Chen (2014) developed a model that examines intrinsic and extrinsic motivations to better understand the differences among lurkers and posters knowledge sharing in online communities. Therefore, the second research question of our study is: How do the motivations of travellers to continue knowledge sharing in online travel community vary among askers, lurkers, and answerers? To address this research gaps, we developed a model according to the theory of planned behaviour and the expectation confirmation model to better understand the main variables affecting travellers to continue knowledge sharing in online travel community across different cultural contexts and to identify the differences between askers, lurkers, and answerers towards these motivations. Our paper seeks to contribute the following to the literature on online travel communities: 1) determine the main drivers of travellers to share knowledge in online travel communities; 2) understand the most crucial variables affecting knowledge sharing in online communities based on the theory of planned behaviour and the expectation confirmation model; and 3) examine the role of national culture in influencing knowledge sharing behaviours. These results can aid tourism

We structure our paper as follow: the next section concerns the literature review and the suggested model and hypotheses development. The methodology and data collection process was demonstrated in section three, and the fourth section shows the analysis and results. We then indicated the discussion of the study results. Finally, we demonstrated the limitations and avenue for future studies.

2. Theoretical background and hypotheses development

2.1. Knowledge sharing in online communities

Information sharing in online communities has previously been considered a kind of social trade, and social exchange theory has been utilized to examine people's motives to share knowledge (Ameen, et al., 2019; Zhang and Liu, 2021). Both donors and seekers, according to social exchange theory, share information for mutual gain (Chang et al., 2020). As a result, the perceived advantages of information sharing via online communities are the primary motivator for knowledge sharing in these groups (Wu and Gong, 2020). The perceived value from knowledge sharing through this online community includes intrinsic benefits (i.e., enjoyment in helping others, self-efficacy, knowledge demand), and extrinsic benefits (i.e., reputation enhancement) (Fang and Zhang, 2019).

Extrinsic benefits "refer to the positive outcomes obtained by performing goal-driven tasks for reasons not inherent to knowledge sharing itself" (Fang and Zhang, 2019, P. 14). For instance, users can answer a question in online travel community to improve their reputation, to enhance their self-concept (Agag and El-Masry, 2016). Answering questions in online travel communities can help travellers to receive mutual benefits (Fang et al., 2018). Intrinsic benefits

are the inherent satisfaction and pleasure obtained from users experiences of knowledge sharing (Jin et al., 2013). Individuals might gain pleasant feeling and enjoy helping others by helping others and answering questions in online travel communities (Fang and Zhang, 2019). Thus, according to previous studies in knowledge sharing, our study suggests that intrinsic benefits (i.e., knowledge self-efficacy, enjoyment in aiding others, knowledge demand) and extrinsic benefits (i.e., reputation enhancement) are the most critical values that members gain from answering questions in online travel community.

2.2. Users' continued knowledge sharing behaviour

In the field of information technologies and innovations adoption, information system performance is measured by adoption and continuance. In the recent decades, a huge number of individuals join online communities, however, the majority of these communities do not retain the existing users due to the inability in promoting members to participate in long-term initiatives (Kim et al., 2020). Prior research revealed that there is a need to explore individuals' continence ok knowledge sharing in online community (Chang et al., 2020). Several theories have been adopted to better understand the main drivers of individuals to continuously engage in online communities, and the most widely theory that has been used is Theory of Planned Behavior (TPB) (e.g., Ahmad et al., 2021; Shneor and Munim, 2019).

According to a critical review of the prior studies, research on information systems adoption and continuance can be categorised into three groups. The first steam of literature includes studies that utilised adoption as dependent variable to measure the information systems continuance (e.g., Mellikeche et al., 2020; Taneja and Ali, 2021). The second steam of research includes studies that examined the main determinants of information systems usage over time (e.g., Angst et al., 2017; Malaquias et al., 2018; Nagaraj, 2021). The third steam of research

includes research that improves the predictive ability of their proposed model by integrating information systems model with various theorises and other constructs to understand well the motivations of users to continue using information systems (e.g., D'Souza et al., 2021; Fang and Zhang, 2019; Lin et al., 2013; Sadiq et al., 2021). Our study is in line with the third steam of research. We developed an integrated conceptual framework through the lenses of expectation confirmation model and the extended theory of planned behaviour with motivational drivers (i.e., psychological and social motivations) that influence travellers' attitude to better understand travellers motivations to continue knowledge sharing in online travel community (see Figure 1).

Insert Figure 1 about here

Based on the theory of planned behaviour, individuals behaviour is determined by their behavioural intentions, subjective norms, attitude, and perceived behavioural control associated with the behaviour (Ajzen, 1991). Moreover, behavioural intentions were identified as the most predictor of consumers actual behaviours in different settings (Agag and El-Masry, 2016). Thus, stronger consumers' intentions to share knowledge in online travel communities will result in a greater determination to engage in knowledge sharing behaviour. Previous studies indicated that behavioural intentions is positively related to actual behaviour (e.g., Agag and El-Masry, 2016; Fang and Zhang, 2019; McLaughlin et al., 2020). In our study, we investigate the effect of travellers' intentions on their actual behaviour to continue knowledge sharing in online travel communities. Therefore, the following hypotheses were proposed:

Hypothesis 1: Travellers' behavioural intentions to continue knowledge sharing in online travel communities have a direct and positive influence on their continued of knowledge sharing behaviour.

Hypothesis 2: Travellers' attitudes towards continuance of knowledge sharing in have a direct and positive effect on their intentions to continue knowledge sharing.

Hypothesis 3: Subjective norms have a direct and positive effect on intentions to continue knowledge sharing.

Hypothesis 4: Perceived behavioural control has a direct and positive effect on continued of knowledge sharing behaviour.

Hypothesis 5: Perceived behavioural control has a direct and positive effect on intentions to continue knowledge sharing.

2.3. Motivational factors

In the information systems adoption environment, research has utilised TPB as a theoretical base to explore and understand users behaviour. However, prior research revealed that using theory of planned behaviour to understand individuals behaviours is not enough to explain the variance in behavioural intentions and actual behaviour (Han et al., 2017). Thus, to improve the predictive ability of the TPB, further antecedents variables should be integrated with this theory (Fang and Zhang, 2019). In the present study, motivational factors (i.e., psychological and social motivations) were integrated with the theory of planned behaviour that may affect travellers' attitude to continue knowledge sharing in online travel community.

2.3.1. Psychological variables

Previous research indicated that users are willing to perform specific behaviour that is linked to their various needs (Mitchell, 1982). Based on Davis et al (1992, P. 29), "intrinsic motivation relates to the performance of an action owing to the interest in action itself rather than any external driving factors, while extrinsic motivation pertains to the performance of an action owing to its perceived usefulness in realizing value that is distinct from action itself". In the online communities environment, these motivations have been widely used to understand users behaviour to continue participating and knowledge sharing in these communities (Chang et al., 2020; Fang and Zhang, 2019).

Knowledge self-efficacy refers to " the extent of confidence in one's capability to provide others with valuable knowledge" (Yuan et al., 2016, P. 71). Consumers with higher self-efficacy are more willing to perform a specific behaviour since they are more confident in their abilities and skills to conduct it (Schunck,1990). Human functioning is regulated by self-efficacy beliefs via cognitive, motivational, affective, and decisional processes (Vieira et al., 2018). These four processes influence whether people think in self-enhancing or self-debilitating ways, how well they motivate themselves and persevere in the face of adversity, the quality of their emotional well-being and vulnerability to stress and depression, and the choices they make at critical decisional points (Hwang et al., 2021). As a result, we anticipated that by regulating human function, motivation, and determination in the face of sales diary difficulties, salespeople self-efficacy would have a greater impact on customer attitudes (Chang, 2021). Our study provides a suggestion on the positive influence of customer´s self-efficacy on their satisfaction. Customers who have a high sense of self-efficacy are better able to understand, prioritise, and articulate customer expectations to internal constituents (Vieira et al., 2018).

Previous research found that knowledge self-efficacy can improve users' self-motivation, which in turns improve their attitude to share knowledge (Jin et al., 2015). Previous studies indicated that users with a lack of knowledge self-efficacy are unable to share knowledge in the online communities (Fang and Zhang, 2019). There is evidence demonstrating that users who are shy and unable to post in online communities are one of the main reasons of hesitating to share knowledge (Nonnecke et al., 2004). Unfamiliarity and a lack of time are two fundamental reasons for users unwillingness to share knowledge in the online communities (Hayashi et al., 2020). Prior research indicated that users self-efficacy is a key predictor of satisfaction (Henry and Stone, 1994). In the online communities context, Jin et al (2013) indicated that users self-efficacy is positively related to their satisfaction. Accordingly, We

believe that travellers with higher knowledge self-efficacy are more ready to share their expertise and have a favourable attitude toward knowledge sharing in the online travel community.

Enjoyment in helping others as an intrinsic motivations is a key driver of individuals behaviour. It was derived from altruism concept, which can be acquired by aiding others without expecting to get a return (Krebs, 1975). Prior research suggested that "absolute altruism (i.e., there is an absolute lack of self-concern in motivations for a certain behaviour) may be scarce, but relative altruism (i.e., self-concern merely plays a minor part in motivations) can be more prevalent" (Smith, 1981, P.35). Prior studies found that users satisfaction is influenced by relative altruism (Kim et al., 2016). For example, Zhang and Liu (2021) revealed that users who are intrinsically motivated can gain enjoyment of knowledge sharing in online community. Jin et al (2013) indicated that enjoyment in helping others has a positive effect on confirmation. In the online communities context, previous research found a positive link among enjoyment in helping others and attitude towards using these online communities (Fang and Zhang, 2019). Thus, the present study suggests that travellers who can obtain enjoyment from helping others have a positive attitude and are more willing to continue knowledge sharing online travel community.

Knowledge demand is also regarded as a critical intrinsic motivation that affects users' behaviour (Dai et al., 2020). Knowledge demand is a demonstration of his users "objective reality", which motivate them to search for the needed information to find a solution for a problem or to make the right decision. Case (2002) revealed that knowledge demand can be seen as users' capabilities to recognise their knowledge gaps. Furthermore, in the online communities context, knowledge demand has been identified as a main predictor of users attitudes towards using online community. The link between knowledge demand and confirmation has not been investigated yet. In our paper, we suggest that when travellers have

greater knowledge demand, they form a positive attitude concerning knowledge sharing in virtual travel community. Thus, we propose that knowledge demand influences confirmation and attitude. Reputation enhancement is an important extrinsic motivations, which demonstrates the impression of status and respect earned from answering inquires in virtual travel community.

Reputation is a different type of reward that goes beyond monetary reward (Zhang et al., 2017); reputation can help an individual obtain and maintain his or her status within a community (Kim et al., 2020), because he or she wants others to see him or her as a knowledgeable person with valuable expertise (Chang et al., 2020). Previous research has shown that developing a reputation is a strong motivator for knowledge sharing (Leclercq et al., 2020) and can assist an individual in developing a positive attitude toward knowledge sharing (Park et al., 2021). When a member's reputation improves, so does his or her level of involvement in the community. Prior research found a positive link between reputation enhancement and confirmation in the online communities (Jin et al., 2013). Although the link between reputation enhancement and attitude has not been examined yet, our study seeks to investigate the influence of reputation enhancement on attitudes concerning continuance of knowledge sharing in online travel communities. Travellers can obtain status and respect through answering intelligently and frequently questions in online travel community. Thus, we suggest the following hypotheses.

Hypothesis 6: Knowledge self-efficacy has a significant direct and positive effect on attitude regarding continuance of knowledge sharing.

Hypothesis 7: Knowledge self-efficacy has a significant direct and positive effect on satisfaction.

Hypothesis 8: Enjoyment in helping others has a significant direct and positive effect on confirmation.

Hypothesis 9: Enjoyment in helping others has a significant direct and positive effect on attitude concerning continuance of knowledge sharing.

Hypothesis 10: Knowledge demand has a significant direct and positive effect on confirmation.

Hypothesis 11: Knowledge demand has a significant direct and positive effect on attitude regarding continuance of knowledge sharing.

Hypothesis 12: Reputation enhancement has a significant direct and positive effect on confirmation.

Hypothesis 13: Reputation enhancement has a direct and positive influence on attitude regarding continuance of knowledge sharing.

2.3.2. Social factors

Social connections between individuals are one of the most important features of online community (Fang and Zhang, 2019). These social links between users are a key driver of knowledge sharing in virtual communities. Prior studies adopted social capital theory to understand this relationship (Chang and Chuang, 2011). Based on this theory, social capital is a key driver of knowledge sharing (Nahapiet and Ghoshal, 1998). Social interactions play a critical role in improving knowledge sharing (Lane and Lubatkin, 1998). In our study, we included commitment and shared language as a motivational social factors that can influence travellers behaviour to continue knowledge sharing in virtual travel community.

Commitment can be defined as "an obligation to engage in future conduct, and it always results from frequent interaction" (Coleman, 1990, P. 126). In the online communities context, commitment demonstrates uses sense of being obligated to help others by answering questions and share knowledge (Yang et al., 2017). Prior study indicated that consumers who has a greater sense of commitment are more willing to share knowledge and help others (Fang and Zhang, 2019). Thus, travellers with a greater sense of commitment are more inclined to share knowledge and help other travellers and have a positive attitude regarding their continuance to share knowledge in online travel communities.

Shared language plays an important role in online communities, which covers the language, subtleties, acronyms, and fundamental suggestions that can be used in a daily interactions

among users (Wu and Liao, 2021). Prior research indicated that shared language enables users to access to any information provided by other members and it also aids users to understand information and knowledge they have learned from others (Nahapiet and Ghoshal, 1998). In the online communities, shared language plays a critical role in enhancing the interactions efficiency among users and motivates them to engage in these communities to understand each other. Prior research has evidenced a positive association between commitment, shared language, and attitude in the online communities context (e.g., Fang and Zhang, 2019; Jin et al., 2013). Therefore, we propose the following hypotheses:

Hypothesis 14: Shared language has a direct and positive influence on attitude regarding continuance of knowledge sharing.

Hypothesis 15: Commitment has a direct and positive influence on attitude regarding continuance of knowledge sharing.

Bhattacherjee (2001) pointed out that the expectation confirmation theory is deemed to be superior to existing theorises such as TAM and TRA since it contains constructs as confirmation and satisfaction that are more relevant to post-acceptance. Moreover, the effect of any pre-adoption constructs such as enjoyment in helping others and reputation enhancement is captured by satisfaction and confirmation variables (Jin et al., 2013; Vieira et al., 2020). The expectation confirmation model is a viable theoretical foundation for studying individual continuation behaviour since it accurately describes the process that leads to post-adoption behaviour (Bae, 2018). Prior research confirmed the positive association between confirmation and satisfaction (e.g., Ji and Prentice, 2021; Uzir et al., 2021; Wu and Liao, 2021). In the online communities context, several studies found that users satisfaction with previous participation experience has a positive influence on their intentions to continue participation (e.g., Dai et al., 2020; Nam et al., 2020). Furthermore, prior research also empirically supported the link between confirmation and satisfaction (e.g., Derhami et al., 2021; Goić et al., 2021; Gong et

al., 2018; Nicod et al., 2020; Shokouhyar et al., 2020; Tueanrat et al., 2021). Thus, we suggest that travellers satisfaction with previous experience of answering questions in virtual travel communities has a positive influence on their intentions to continue knowledge sharing in these communities. Therefore, we suggest the following hypotheses:

Hypothesis 16: Confirmation has a direct and positive influence on satisfaction.

Hypothesis 17: Satisfaction has a direct and positive influence on intentions to continue knowledge sharing in the online travel community.

2.4. Culture and knowledge sharing

Hofstede (1996) defines culture as "training of one's mind from social environments in which one grew up" (p.4). Four factors were suggested that differentiate customers originating from various ethnic cultures: "individualism/collectivism, masculinity/femininity, power distance, and uncertainty avoidance". Individualists aim to achieve personal ambitions and self-interest among the four cultural aspects of Hofstede while making decisions (Marcus et al., 2019). Uncertainty avoidance relates to the degree to which individuals may tolerate risk (Al-Okaily et al., 2020) and represents propensity of individuals risk-taking (Guo et al., 2016). In other words, Dawar et al (1996) indicated that uncertainty avoidance is a result of risk orientation. Moreover, it is suggested that risk can be deemed as costs (Kim et al., 2020). Psychological uncertainty and risk perception are categorized as the cost of uncertainty (Jin et al, 2015). Since uncertainty triggers negative psychological responses (Jin et al., 2013), when making decisions, individuals appear to be averse to these costs (Kim et al., 2020). In disclosing personal views in online communities, Tsai and Kang (2019) also suggest a similar notion and model risks as costs. They pointed out that perceived risk reduced the willingness to share feelings, thoughts, and experiences in online community. Higher-powered individuals may exert authority and coerce lower-powered individuals to act in a particular way (Zhao et al., 2016), even though the outcome may interfere with the interests of people of low power. Prior

research revealed that rewards, reputation, and intentions to share knowledge intentions (Tsai and Kang, 2019). Individualism/collectivism is likely to improve these links because individuals with individualistic inclinations prefer to care about their own interests and personal goals (Chang et al., 2020). In addition, individuals with individualism are often considered receptive to monetary value and other personal interests (Lee et al., 2007). Thus, our study examines the critical role of national culture in shaping travellers' continuance of knowledge sharing in online travel communities in four different countries. Thus, it is hypothesized:

Hypothesis 18: The extent to which the aforementioned variables predict travellers' continuance of knowledge sharing in online travel communities is likely to differ across the four countries

3. Methods

3.1. Sampling and data collection

The questionnaire was available online between April 25th and May 21st of 2021. We conducted a survey in four culturally distinct countries, the United Arab Emirates, Egypt, USA, and UK, to obtain culturally rich data. However, in accordance with previous research (e.g., McCoy, et al., 2005), we do not assume that individuals within a country share the same cultural characteristics, but rather that individuals differ in their cultural orientation between and within countries. Given globalisation and the increasing mobility of the population, assuming homogeneity within a country is likely to be misleading. As a result, we believe that when measuring cultural orientation, individuals within a country may exhibit varying attitudes. This study focused on online travel communities members from the United Arab Emirates, Egypt, USA, and UK. We chose these countries for our analysis because of the significant cross-cultural variances that help a better comparison and a more critical, robust evaluation of the

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Insert Table 1 about here

One of the most popular online survey company in each country was utilised to collect the data. Therefore, we collected the required data from a database-marketing company that has access to a representative panel of the travellers in each country. A hyperlink was sent to a random sample of 2,000 travellers in each country. The e-mail invitation contains the main purpose of the research, the expected time for filling out the questionnaire, and the URL hyperlink to the survey is shared by the platform of the company. We avoided the repeated questionnaire from the same participant using IP address. A screening question was set to choose appropriate respondents at the beginning of the survey. "Online travel communities (e.g., Tripadvisor.com, lonelyplanet.com, and virtualtourist. com) offer a great opportunity for travel searchers to find out what other people think about potential travel products (e.g., destinations) and facilities (e.g., hotels, restaurants, and attractions)." In the online survey, a screening question ("Are you a member of an online travel community?"), individuals who chose "yes" were invited to participate in the online survey, while individuals who responded "no" were required to stop. We excluded responses with missing data, duplicates, and outliers.

Eventually, we obtained 6,803 responses who are valid for the final analysis with response rate 85%, of which 1,218 were obtained in UAE, 1,610 in Egypt, 1,805 in UK, and 2,170 in USA. Table 2 demonstrates the demographics of the sample. One of the main aims of this study is to investigate how the variables that affect continuance of knowledge sharing in online travel community vary among users. Thus, we divided the respondents into 2,085 answerers, 3,150 lurkers, and 1,568 askers. We relied on two questions to segment the respondents: (1) "Have you ever asked questions" and (2) "Have you ever answered questions in online travel

communities"? respondents who chose "no" to both questions are lurkers; respondents who chose "yes" to first question and "no" to second question are askers; and the participants who were remaining are answerers.

 Of the 6,803 responses, 49 percent were male and 51 percent were female. 30% of the respondents are between the ages of 35 and 44. The income of the majority (38%) was between £25,001–50,000 and 32% of the total had a Bachelor degree. The majority of the respondents (85%) use online travel communities greater than an hour a day (see Tables 2 & 3).

Insert Tables 2 & 3 about here

As the survey was performed in four societies, we administrated two versions of the questionnaire. The original questionnaire was written in English and translated into Arabic by bilingual individual whose native language was English and Arabic. Another bilingual people whose native language was Arabic translated back these translated questionnaires into English. We then compared these two English versions, we found no items that include a specific cultural context in terms of language. We conducted a pilot test with a sample of hotels' guests (30) and hotels managers (5) to evaluate the content reliability and validity of the research instrument. Based on the pilot feedback, we revised a few statements to enhance the clarity of expression.

3.2. Common Method variance and Non-response Bias

In order to avoid common method bias, we utilised different methods to assess common method bias. First, we conducted prevention and post-detection procedures as suggested by Podsakoff et al. (2003). The survey was completed anonymously by the respondents and the items of the measurements were ordered randomly. Second, according to Podsakoff et al (2003), Harmon's one factor test was conducted. The results revealed that the largest variable

represents 23.18% of variance and no general variable represents greater than 50% of variance. Third, by subsuming the research items into a common latent component, we used the common latent factor method (CLF). The study showed that the values were comparable (the difference was less than 0.2). (Kock, 2017). The models' fit indices were comparable in both cases (model with CLF: $\chi2/df = 1.8605$; model without CLF: $\chi2/df = 1.9860$). These analyses showed that in our research, common technique bias should not be a worry.

To assess potential non-response bias, we tested whether there were differences between respondents and non-respondents; a survey was sent to all non-respondents of the original survey. A total of 5, 000 responses were provided by non-respondents to the initial survey. The significance of differences in averages between the main sample and a follow-up sample was investigated; the analysis revealed no significant differences between respondents and non-respondents. As a result, the possibility of non-response bias was ruled out.

3.3. Variables operationalization

To ensure the reliability and validity of this research measurements, we utilised scales validated in the previous studies. In particular, continued of knowledge sharing behaviour was measured through 4 items adopted from prior research (e.g., Lu and Lee, 2010; Yap and Gaur, 2016). Continued of knowledge sharing intention was measured through established and validated measures developed by Gan and Li (2018). Perceived behavioural control, subjective norms, and attitude were measured through validated measures from previous studies (e.g., Al-Debei et al., 2013; Hung et al., 2019). Knowledge self-efficacy, knowledge demand, enjoyment in helping others, reputation enhancement, shared language, and commitment were measured through established and validated measures developed from previous studies (e.g., Chang and Chuang, 2011; Gan and Li, 2018; Jin et al., 2013; Zhang et al., 2017). Finally, confirmation

and satisfaction were measured through established and validated measures by Bhattacherjee (2001) and Jin et al (2013). All measurements were evaluated using a 5–point scale.

4. Analysis and results

We utilised the recommended two-step approach to SEM to test the hypotheses (Anderson and Gerbing, 1998). To assess the measurement model and test the study hypotheses, we utilised the SmartPLS 3 software. "Partial least squares structural equation modelling (PLS/SEM) is a composite-based approach to structural equation modelling (SEM) that forms composites as linear combinations of their respective indicators, which in turn serve as proxies for the conceptual variables" (Hair et al., 2020, P. 624). Prior research suggested that using modelling variables as composites is a more realistic method to measurement (Hair et al., 2020).

4.1. Measurement Model

Based on Hair et al (2020), the measurement model was assessed by investigating the latent variables' reliability, composite reliability, and convergent and discriminant validity. Table 4 indicates that the values of all indictor loadings and composite reliability are above the critical threshold of 0.7, the values were between 0.892 and 0.961. Thus, the measures internal validity for each latent variable was established. The average variance extracted (AVE) was calculated for all study variables. Based on Fornell and Larcker's (1981) suggestions, all the values of AVE were greater than 0.50 (Table 4). Thus, convergent validity was confirmed. The value of AVEs were compared to the relevant squared among-constructs correlations. The result revealed that the AVEs values were greater than the relevant squared among-constructs correlations (Table 5). Therefore, we supported the discriminant validity. Moreover, the

heterotrait-monotrait ratio (HTMT) were utilised to evaluate the constructs discriminant validity (Henseler et al., 2016). The results revealed that the values of The HTMT between study constructs are all below 0.85, which supports the discriminant validity of the variables. Furthermore, the VIFs for all the study variables were less than 3, thus, the multi-collinearity is not a major concern in our study Bagozzi (2010) (Table 4).

Insert Tables 4 & 5 about here

4.2. Structural Model

Following the measurement model validation, we evaluated the structural model using the total sample (N=6,803). The present study model assigns 63% to travellers' knowledge sharing continuance behaviour for all samples, 47% for answerers, 51% for lurkers, and 43% for askers, which indicates that this variable has a stronger prediction capacity for the three different segments (i.e., answerers, lurkers, and askers). Furthermore, our model explains 79% of intention variance for all samples, 63% for answerers, 76% for lurkers, and 56% for askers. The results on the hypotheses testing from H1 to H17 using PLS-SEM approach are indicated in Tables 6 and 7.

Insert Tables 6 & 7 about here

The results revealed that continued participation intention has a significant positive effect on continued participation behaviour for answerers, lurkers, and askers (β = 0.519, 0.472, 0.207, p<0.001, respectively), indicating H1 is supported. The associations between the attitude, subjective norm, and continued participation intention were assessed. As proposed, the link between attitude and intention was significant for answerers, lurkers, and askers (β = 0.395, 0.301, 0.219, p<0.001, respectively), indicating H2 is supported. Subjective norm has a

19

significant positive effect on intention for answerers and lurkers (β = 0.169, 0.125, p<0.001, 0.05, respectively), while subjective norm is not related to intention for askers, indicating H3 is supported for answerers and lurkers and rejected for askers. The links between perceived behavioural control, intentions, and participation behaviour are insignificant for all segments. Thus, H4 and H5 are rejected. Furthermore, the link between knowledge self-efficacy, and attitude was insignificant for all segments. Therefore, H6 was rejected. While, knowledge self-efficacy is positively related to satisfaction for answerers, lurkers, and askers (β = 0.215, 0.203, 0.264, p<0.001, respectively), thus, H7 is supported. The associations between enjoyment in helping others, confirmation, and attitude were significant for all segments, indicating H8 and H9 are supported. Knowledge demand has no influence on confirmation for all segments, indicating H10 is not supported. Knowledge demand has a significant positive influence on attitude for only lurkers, indicating H11 is supported for only this segment. Reputation enhancement is related to confirmation for all segments (β = 0.116, 0.186, 0.147, p<0.05, respectively), it is also related to attitude for all segments (β = 0.407, 0.261, 0.215, p<0.001, respectively), demonstrating H12 and H13 are supported. Shared language has a positive effect on attitude for answerers, lurkers, and askers (β = 0.185, 0.190, 0.132, p<0.05, respectively), indicating H14 is supported. The link between commitment and attitude is significant for answerers, lurkers, and askers (β = 0.316, 0.387,0.158 p<0.001, respectively), indicating H15 is supported. The relationship between confirmation and satisfaction is significant for answerers, lurkers, and askers (β = 0.619, 0.682, 0.519, p<0.001, respectively), indicating H16 is supported. Finally, satisfaction has a significant influence on continued participation behaviour for answerers, lurkers, and askers (β = 0.602, 0.580, 0.573, p<0.001, respectively), indicating H17 is supported.

4.3. Multigroup analysis to test differences across countries

Due to the differences between the selected four countries, our H18 is to examine whether the associations between the study variables would vary across the four samples. We conducted a multi-group analysis (MGA) to examine the significant differences across the selected countries. Based on Henseler et al (2016), we utilised PLS-MGA. Measurement invariance issue is a potential concern when utilising MGA to test path differences across countries. We should make sure that the measures of the study variables are invariant across the samples. Based on Henseler et al (2016), a PLS-MGA can be performed when compositional and configural invariance are confirmed. The data treatment, the measurement and structural model were confirmed to be equal across the four samples. Furthermore, "a permutation procedure with a minimum of 1000 permutations and 5% significance for each sample was conducted". We then compared the original score correlations c with the score correlations empirical distribution gained via the permutation process (cu), to check whether greater than the 5% quantile of cu. Table 8 demonstrates that compositional and configural invariance are established which allows us to employ PLS-MGA (Henseler et al., 2016). Furthermore, we also made sure that factor loadings through all four samples were greater than cut off value of 0.70, indicating that the measures are invariant and generalizable across the four countries.

Insert Tables 8 & 9 about here

Regarding the influence of knowledge sharing intention on knowledge sharing behaviour, we found that this link is larger in the developed countries (UK and USA) than in the developing countries (UAE and Egypt) (see Table 9). Nonetheless, the differences are significant for Egypt-UK, and Egypt-USA comparisons. As for the influence of attitudes on knowledge sharing intention, we found that this relationship is weaker in the developing countries compared with the developed countries, except Egypt-USA comparison. However, these differences are significant only for the UAE-UK comparisons. Concerning the link

between subjective norm and knowledge sharing intention, this relationship is larger in the developing countries than in the developed countries. Nonetheless, the differences are significant only for Egypt-USA comparisons. Regarding the effect of perceived behavioural control on knowledge sharing intention, and knowledge sharing behaviour, we found that this link is larger in the developed countries than in the developing countries. Regarding the influence of knowledge self-efficacy on attitude and satisfaction, we found that these links are larger in the developing countries than in the developed countries and the differences were not significant. The links between enjoyment in helping others, confirmation, and attitude are stronger in the developing economies compared with the developed economies and the differences were not significant. Furthermore, the results indicated that the influence of knowledge demand on confirmation and attitudes is significantly stronger in the more developing economies compared with the developed economies and the differences were not significant. The results also indicated that the influence of confirmation on satisfaction is stronger in the developing countries compared with the developed countries. These differences are significant for Egypt-UK comparisons. Moreover, the influence of satisfaction on knowledge sharing intention is stronger in the developing countries compared with the developed countries. These differences are significant for UAE-UK comparisons. This implies that the determinants of travelers' continuance of knowledge sharing in the online travel community differ across the developed countries (United States and United Kingdom) than in the developing countries (United Arab Emirates and Egypt). Therefore with regard to how the studied determinants predict travelers' continuance of knowledge sharing in the online travel community, developed and developing countries should not be viewed the same.

5. Discussion and conclusions

The main aim of this study was to investigate variables affecting users behavior to continue knowledge sharing in online travel community across developed and developing countries and

how these factors vary among various users (i.e., answerers, lurkers, and askers). An integrated model has been developed drawing on expectation confirmation model and an extended theory of planned behavior. The proposed conceptual framework was validated using data collected from users who have used online travel communities in four countries. This study findings provide a meaningful implications for managers and academicians working in the online travel communities context.

5.1.Key findings

The findings offer a wealth insights into the differences and similarities among travelers in four different economies regarding the main determinants of continuance of knowledge sharing in online travel communities. Most importantly, although the findings emphasize the TPB model and expectation- confirmation model applicability for online travel communities in all of these economies, some unique and critical variances appear that have both practical and theoretical meaningful value.

The observed variances support aspects of an integrated set of theories utilized as the baseline for comparing developed and developing countries: the TPB (e.g., Ajzen,1991, 2011; Tueanrat et al., 2021), theory of reasoned action (e.g., Fishbein,1979), and expectation-conformation model (e.g., Oliver, 1999). For instance, the influence of subjective norm, satisfaction, confirmation, knowledge self-efficacy, enjoyment in helping others, reputation, shared language, and commitment on continuance of knowledge sharing in the online travel communities was greater in developing societies compared with developed societies, while the effect of attitude, perceived behavioral control was weaker in developing societies compared with developed societies.

This study findings also indicated that expectation confirmation model and theory of planned behaviour with motivational factors have particular relevance in explaining users behaviour to continue knowledge sharing in online travel community across different cultural contexts. Our study results revealed that satisfaction is the strongest driver of users intention to continue knowledge sharing in online travel communities. This results was in line with prior research (e.g., Daghan and Akkoyunlu, 2016; Jain et al., 2021; Jin et al., 2013; Kim, 2022) who found that the strongest driver of intention is satisfaction. Furthermore, users intention to continue knowledge sharing is the strongest predictor of user actual behaviour. Our result is in line with previous research (e.g., Akram et al., 2021; Fang and Zhang, 2019).

5.2. Practical implications

This paper offers several implications for practice. First, identifying and understanding factors affecting travellers behaviour to continue knowledge sharing in online travel communities for different segments of users (i.e., answerers, lurkers, and askers) helps practitioners to carry out specific targeted measurements and develop new marketing strategies to meet the needs of each segment. Since lurkers are more motivated by knowledge demand, managers should provide them with organised knowledge and information in a clear and understandable manner. The present study findings revealed that enjoyment in helping others is an important factor that differentiates askers and answerers from lurkers. Thus, practitioners can develop policies that hinder inappropriate answers and establish compatible environment for users to share knowledge. These polices enable answerers to find a pleasure and enjoyment in participating and sharing their knowledge in these online travel communities.

Second, our study revealed that social capital created in online travel community is a critical factor influencing askers, answerers, and lurkers behaviours to continue participation in this

community. Social capital can be accumulated over time. If users stay longer in online travel communities, they will possess more social capital. Therefore, practitioners should develop new strategies and approaches for members to gain their social capital in these online travel communities. For example, online travel communities managers should develop strategies that concentrate on these online communities design features that can boost understanding and shared language between community of practice members would facilitate participation and knowledge sharing.

Third, the knowledge of the drivers of users satisfaction, attitude, and intentions and their impact on users behaviour to continue knowledge sharing in online travel communities is useful for travel companies managers who should develop strategies and actions aimed at enhancing users satisfaction, attitude, and intention to continue knowledge sharing in online travel communities. Managers should support and encourage lurkers users to enhance their engagement and participation. Managers should provide lurkers users with the main benefits of participation and engagement in online communities which enable them to become answerers. For instance, communities managers can provide users with advanced search methods to confirm that shared knowledge by some users is accessible to all users in this community. Users can use these advanced searching function to narrow down their own search and determine their certain interests in travel.

Fourth, our study findings indicate that satisfaction is the most crucial determinants affecting users intentions to continue knowledge sharing in online travel communities. It plays an important role in developing a sustainable online travel communities, thus, online travel communities managers can utilise surveys to identify and monitor the changes in members satisfaction and develop strategies to improve it. Moreover, knowledge self-efficacy is a key driver of users satisfaction. Knowledge self-efficacy and confirmation can be improved by the

benefits and values gained from answering questions in online travel communities, which in turns enhances users satisfaction.

Finally, our results support the notion that the influence of subjective norm, enjoyment in helping others, satisfaction, confirmation, knowledge self-efficacy, reputation, shared language, knowledge demand, and commitment on continuance of knowledge sharing in the online travel communities was greater in developing economies compared with developed societies, while the effect of attitude, perceived behavioral control was weaker in developing societies compared with developed economies. This finding proposes that investments in "subjective norm, satisfaction, confirmation, knowledge self-efficacy, enjoyment in helping others, knowledge demand, reputation, shared language, and commitment" may "pay off" less in developed countries, where guests are more sensitive to other variables such as perceived ease of use. Multinational enterprises may first consider these factors when entering into the online travel markets in these countries. Moreover, multinational enterprises must understand the specific cultural context in emerging markets (e.g., UAE and Egypt) to participate in this attractive market.

5.3. Theoretical implications

The present study provides us with some theoretical contributions. First, prior research has generally investigated factors affecting users behaviour in online communities, yet despite its implication and importance, users behaviours to continue knowledge sharing in online travel communities across countries have not been completely investigated. Prior research by Fang and Zhang, (2019) pointed out that the first stage to attain information systems success is to attract initial adoption users, but motivating users to continue participation is most critical. Furthermore, Agag and El-Masry (2016) revealed that culture has a significant influence on users intentions to participate in online travel communities. Thus, our study expands the

previous studies with an in-depth investigation on factors that affect users behaviour to continue knowledge sharing in online travel communities across different cultural contexts.

Second, our study adopted expectation-confirmation model and integrated theory of planned behaviour with motivational factors as a theoretical base to better understand users behaviours to continue knowledge sharing in online travel community. The findings revealed that expectation-confirmation model can be utilised to explain users behaviours to continue knowledge sharing in online travel communities, since confirmation and satisfaction were valid drivers of intentions to continue knowledge sharing which in turn influence users behaviours to continue knowledge sharing. Third, our study is among the first to examine how users behaviours to continue knowledge sharing vary between various types of members (i.e., answerers, lurkers, and askers) in online travel communities. Previous studies paid more attention to posters or active users in online community (Chamakiotis et al., 2021), a very few studies investigated these motivational determinants between posters and lurkers (Huang et al., 2019). Previous research on the effects of reputation on knowledge-sharing behaviour has been mixed. Our findings suggest that reputation is related to the intention of posters and lurkers in interest communities to share their knowledge. In professional practise communities, however, reputation is a significant predictor of knowledge-sharing behaviour (Park et al., 2021). Future research could look into the impact of community type to better understand its role in knowledge-sharing behaviour.

Finally, theoretical implications of this study also lie largely on examining the link between travellers' intentions to continue knowledge sharing and their actual behaviour. The result that intention is a significant an positive but weak predictor of actual behaviour in developing markets compared with developed markets is also a result that has implications for practice and research. Most of empirical studies focused on intention as a dependent variable in the online communities context (e.g., Agag and El-Masry, 2016; Xu and Zhang, 2021), and TPB posits

that the link between intentions and behaviours is significant and holds in most circumstances (Ajzen, 2011).

6. Limitations and future directions

Despite the several contributions of our study, it bounds by some limitations that also offer fertile grounds for future studies. First, it would be beneficial to repeat this research in a different setting in order to improve the generalizability of the results and get more insightful conclusions. Second, future studies may enrich our model by incorporating more variables based on the relevant theoretical perspective. For example, future studies may examines the influence of demographics variables to see if they affect users behavior to continue knowledge sharing in online travel communities. Investigating such variables and incorporating them into our study model would be a helpful extension of this study. Third, our model explains 63% of the variance in members behavior to continue participation in online travel communities. However, there are other factors responsible for 36% of the variance in users behavior which need to be taken into account in the future studies. For example, our study did not include the influence of functional motivations (i.e., perceived compatibility and perceived complementarity), which plays a critical role in users behaviors to continue participation in online communities (Chang et al., 2020; Kumar and Kumar, 2020). Finally, our study focused on examining factors affecting users behavior to continue knowledge sharing in online travel communities from the individual perspective. Future studies can examine these factors from a community point of view and can also conduct a cross-level analysis to examine these factors effects from both individual and community level.

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