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Relationship between Social Media User Sociability and Electronic Market Mavenism: Sequential Mediation of Sense-Making and Life Satisfaction

An Empirical Study Applied to Users of Social
Network Sites

Abstract

Purpose: The study aims at testing the relationship between consumers' sociability and electronic market mavenism by applying it to social networking sites (Facebook, Instagram, and Twitter). The study also aims at testing the sequential mediation of sense-making and life satisfaction in the relationship between social media user sociability and electronic market mavenism. **Study design/methodology/approach:** An online survey is conducted to test the hypotheses. **Sample and data:** In total, 407 respondents from social network sites completed this survey. **Results:** The results reveal that there is a significant positive relationship between social media user sociability and electronic market mavenism. The evidence supports the sequential mediation of sense-making and life satisfaction in the relationship between social media user sociability and electronic market mavenism. **Originality/value:** This study provides a richer picture of sociability, sense-making, life satisfaction, and electronic market mavenism. **Research limitations/implications:** This study helps scholars and professionals efficiently and effectively reach social media user influentials.

Keywords: Sociability, Sense-Making, Life Satisfaction, Electronic Market Mavenism.

JEL classification: M31

Submitted: 13/10/2022, revised: 11/3/2023, accepted: 28/3/2023.

To cite: Hamodah, L. A. 2022. Relationship between Social Media User Sociability and Electronic Market Mavenism: Sequential Mediation of Sense-Making and Life Satisfaction: An Empirical Study Applied to Users of Social Network Sites. *Arab Journal of Administrative Sciences*, 29(2): 369-395. Doi: 10.34120/0430-029-002-004

Introduction

Interacting with one or more social network sites (SNSs) has recently been becoming part of every one daily activity (Liu and Campbell, 2017). Online shopping using social media has been regarded as the easiest way to review opinions and recommendations from other consumers before making any purchase decisions (Pappas, 2018). Therefore, targeting customers' needs and attracting them via updated electronic marketing strategies are becoming more crucial than before (Fedorko *et al.*, 2018). Research further reveals that electronic recommendations are widely regarded as one of the most effective marketing tools and influential factors affecting consumer behavior and purchase decisions (Daugherty and Hoffman, 2014).

Seeking to enhance sales via positive recommendations, marketers tend to rely on special type of social media users called electronic market mavens (EMM). Market Maven is a term first introduced by Feick and Price (1987), who imply that market mavens are those consumers who seek to be especially involved in the marketplace and other consumers' mindsets. They search for information about many kinds of products, services, places to online shopping, brands, and other facets of the market; and they engage in many product-related conversations with other social media users to share their knowledge, either face-to-face or via online conversations, and are described by their high level of propensity for online shopping.

Market mavens are individuals who actively monitor and disseminate general marketplace information. But e-mavens are individuals who acquire and distribute information via electronic networks like email. Mavens are also different from those electronic market mavens (EMM), which refers to the medium (internet and email), a source to acquire and spread information. To achieve the connection goals, e-mavens are specifically concerned with websites and social media and are continuously seeking for searching online information and replying to others' information queries (Ho and Dempsey, 2010).

Interest practically in e-market mavens stems from the fact that they can generate profits for firms by recommending their products to other social media users, thereby persuading them to buy the recommended products. Thus, they are an important group to target marketing activities because they represent powerful forces in the marketplace (Gladwell, 2000).

Seeking to recruit and encourage e-mavens to work on behalf of the organizations, different studies focus on the motivator beyond being a maven, whereas previous studies identify some psychological and motivational antecedents of mavenism, including a sense of duty (Price *et al.*, 1988), altruistic tendencies (Price *et al.*, 1995), and a desire to help others (Goodey and East, 2008). Goldsmith *et al.* (2006) reveal that consumption of status, innovativeness, and the need for uniqueness are strongly related to market mavenism. Clark *et al.* (2008) find mavens high in self-confidence, especially in the social outcomes of their decision-making. Sudbury and Jones (2013) reveal some value differences.

Very little is known about how market mavenism is influenced by social traits (Ruvio and Shoham, 2007), especially when it is found that the powerfulness of e-mavens depends mainly on their capabilities to diffuse positive recommendation faster across social media users (Watts and Dodds, 2007), the thing that cannot be achieved unless the social media user has social influence. Extraverts who are regarded as having high social influence are found to have a great impact on others as they are central and active in their networks, especially in social media (Darley and Lim, 2018).

Sahlins' theory of primitive exchange (1965) provides evidence for our claim as it implies that "the quality of relationships calls for a degree of sociability which has to do with the concern for the wellbeing of the other party to the relationship as an end in itself". According to the theory, sociable consumers can be regarded as more generous, sacrificial, and collaborative; all those are the main characteristics of mavens.

Based on these considerations, we focus on one socially focused personality disposition, sociability, to explain e-market mavenism (EMM). This research proposes that this disposition (sociability) could predict why a social media user tends to behave in a maven's way and help explain why they are different. Sociability in social media user behavior refers to the social media user's motivation and ability to be with others (Chen *et al.*, 2019). Sociability targets independent success, and the need to express one's attitudes and opinions, which in turn enhance self-focused behavior.

As stated before, mavens are characterized by curiosity for product information. Sociable users also tend to think adaptively; this is something that cannot be achieved unless the individual has a high cognitive level (McCabe and Fleeson, 2016). Enhancing cognition via social construction where individuals attempt to interpret and explain sets of cues from their "environment" is referred to as

sensemaking (Maitlis, 2005). It affects an individual's learning and cognition. This research proposes that sensemaking serves as a channel to understand how sociability can shape and contribute to e-market mavenism. By acquiring information and making evaluations through feedback, an individual deals with uncertainty by forming (a) social network(s), making consumption decisions through rationality, and directing social behaviors toward his/her desired goals.

Another construct proposed by this study as a determinant of market mavenism is the user's life satisfaction. Satisfaction is one of the primary elements to interpret the retention of existing social media users or to attract new social media users. Life satisfaction is referred to as the psychological feeling of well-being, pleasure, and happiness (Peterson *et al.*, 2005; Baumeister and Vohs, 2002). This study suggests that life satisfaction may play a mediating role between sensemaking and EMM relying on attachment theory, which implies that self-satisfaction and life satisfaction for people can be assumed to be affected by the quality of their relationships. A social media user's endeavor to be sociable, agreeable, and supported by others is hypothesized to motivate him/her to seek information that is crucial to other social media users. Moreover, a social media user who scores high on self-satisfaction perceives himself/herself to be someone capable, worthy, and valuable (Tajfel *et al.*, 1979). This conclusion is consistent with Becchetti *et al.* (2017). Sociability significantly raises the effect by approximately a 12% increase in life satisfaction above the median. How a social media user evaluates himself/herself with others could also drive some behaviors to be engaged with, one of which could be e-market mavenism.

This study investigates how e-market mavenism tendency is shaped by sociability and whether sociability affects sensemaking and a social media user's life satisfaction as antecedents to EMM to influence the latter. One goal is to demonstrate that market mavens are more satisfied than other social media users.

Study Contributions

This research spotlights sensemaking and life satisfaction to gain an enhanced understanding of the relationship between sociability and EMM, so it focuses on a significant part of social behavior and thus offers three contributions to the existing literature. **First**, very little research to date attempts to empirically link socially focused personality disposition, i.e. sociability with EMM, and therefore more research to explore and examine the individual level factors behind e-market mavenism is necessary (Reinecke and Goldsmith, 2017), especially given

new shopping channels including social media. By assessing the link between sociability and EMM among social media users in the eastern community (Egypt) which is classified as a collective culture, characterized by cooperation and prioritizing group goals rather than individual goals, this study seeks to address this gap. **Second**, although many studies understand market mavenism from a psychological perspective, research on the mixed role of many factors still lacks many theoretical and practical questions unanswered (Huynh and Olsen, 2015). **Third**, the study aims at making a clear set of relationships that give market mavenism a sound theoretical framework. In addition, those hypothesized networks of constructs can be useful in enhancing e-retail profits. As it is likely that market mavenism (MM) gives some social media users special influence on the success or failure of some products, brands, and retailers, through their social influence. Searching what motivates mavens could potentially help marketers in convincing them to promote rather than handicap the sales of specific brands.

The remainder of this paper presents the theoretical background for those concepts, the methods used to test them, the results, the discussion and the conclusion, the implications, the limitations of the findings, and the future research.

Theoretical Framework and Hypotheses Development

The framework could explain and predict characteristics of mavens, who are individuals that step up to help others, even when not directly requested. Based on the attachment theory, the model of this study includes three antecedents to the construct of market mavenism tendency: sociability, sense-making, and life satisfaction. Social media users who score high on those traits show stronger concern for others and develop a sense of altruistic behaviors towards their communities. Although demographics are considered irrelevant in identifying mavens (Kiani *et al.*, 2016), this study re-introduces some of them (gender and age) to acquire some meaningful descriptive statistics and frequencies. The conceptual framework with an anticipated hypothesis is shown in Figure 1.

Primitive Exchange Theory

Primitive exchange theory is a well-used framework for the study of prosocial behavior (Sahlin, 1965). The theory of primitive exchange introduces a special form of social exchange theory. It implies that reciprocity may stand for the

assistance freely given. According to Sahlin’s theory, the degree of sociability affects the extent of liking or affection that parties have toward each other. Positive feelings give rise to positive reciprocity (exchange of rewards) and satisfaction. Rewarding actions are most effective if they appear to be taken purely for the sake of others, as an end in itself rather than as a means to an end of future advantages. Furthermore, those kinds of actions are oriented toward helping others, but not as a means of obtaining a return contribution from him/her, all of which is referred to as “generalized reciprocity”. Mavens show behavior that is other-directed in nature, and without any expected external reward, their goals cannot be achieved unless they have a high level of cognitive knowledge (searching for information and tracking others’ feedback and reviews). In this study, we suggest that EMM is inby sociability through sensemaking and life satisfaction, as proposed by the primitive exchange theory.

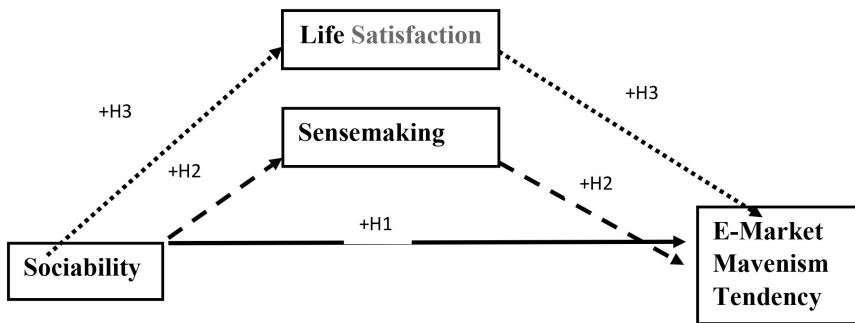


Figure 1: Conceptual Framework.

Antecedents of E-Market Mavenism

Sociability and EMM

There has been a growing interest in understanding personality mechanisms that shape social judgments (Thai and Lockwood, 2022; Galesic *et al.*, 2018; Brambilla *et al.*, 2011). Sociability concerns the individual tendency to interact with others (Wang *et al.*, 2015; Wolfe and Kasmer, 1988), especially among strangers (Fox, 1984). It concerns the tendency and ability to make a social interaction, and correspond to personality traits, such as friendliness, likeability, and extraversion, that incorporate and construct social connections with others (Brambilla *et al.*, 2011; Asendorpf, 1990). Due to their companionable personality, they prefer sizeable public support networks and find chances for interactions and

communications (Chen *et al.*, 2016; Kalish and Robins, 2006). Previous studies provide evidence for the correlation between extroversion and traits typically associated with inbehavior (Brancaleone and Gountas, 2007). Furthermore, e-mavens are characterized by having a strong tendency to help others, share information, and extensive social contacts are vital traits of sociable and social media users as well (Price *et al.*, 1995). In other words, exchanging information and initiating social contacts with other social media users are higher for e-market mavens rather than non-e-market mavens.

Mavens tend to interact promptly, provide answers to other individuals' queries, be impressive, offer credible information, and desire to help others; all those efforts call for a high degree of sociability (Gountas, 2007). Ferguson *et al.* (2010) find out that extroversion is a significant indicator of intention to engage in WOM. Gountas (2007) states that extraversion is related significantly to market mavenism, and it is considered a correspondent basic trait for sociable and social media users (McCabe and Fleeson, 2016), then the current article suggests that there may be a relationship between sociability and EMM. In cybernetic terms, sociability is linked with cooperation in general. Sociable social media users may behave in mavens' way as they enjoy high levels of extraversion. Those arguments lead us to introduce the following hypothesis:

H1: "sociability is positively related to EMM".

Mediation

Sociability, Sensemaking, and EMM

Mediation analysis plays a crucial role in model enhancements and theoretical advancement (Nghah *et al.*, 2020). This study demonstrates three mediation-based hypotheses as follows:

Sensemaking as a process involves actively searching for information about a specific product to enhance a cognitional level (Li *et al.*, 2021). It enables individuals to manage external or environmental uncertainty by enhancing their cognitive accounts which in turn support and strengthen decision making (Maitlis, 2005). Moreover, it requires an individual to be a good listener to others, especially about marketplace-relevant information. Many studies reveal that social media users or people in general who score high sociability levels tend to exert high levels of social interaction (Kim *et al.*, 2019; Back and Vazire, 2015). At the same time,

sensemaking is found to be influenced by external factors such as social interaction and media influence (Rydén *et al.*, 2015).

Sociable persons who are well-known for their generosity, care for other people and pay more attention to their requests need to seek product-related information and feedback frequently to regulate and answer those requests (Wanberg and Kammeyer-Mueller, 2000). Acquired information helps them enhance their experience. Hence, we can conclude that a high level of sociability calls for or corresponds to a high level of personal sensemaking.

On the other hand, e-mavens are social media users who are regarded as active seekers of product-related information (Zhang and Benyoucef, 2016; Feick and Price, 1987). Their ability to provide updated product-related information stems from their accumulated knowledge and/or experience. Granovetter (1973) states that mavens may be regarded as having a unique ability to diffuse information from one segment of a network to another enabling them to play a crucial role in transferring information among social media users on social network sites. So, acquiring information and feedback (sensemaking) generates more maven behavior. Based on those considerations, this research proposes that sensemaking plays a mediating role between sociability and EMM as follows:

H2: “*sense making mediates the relationship between sociability and EMM*”.

Sociability, Life Satisfaction, and EMM

A variety of fields, such as consumer behavior, social psychology, and marketing management investigates the construct of life satisfaction. It can be identified as the overall evaluation of one’s environment, which can be either positive or negative (Scheufele and Shah, 2000). The relationship quality among people is considered to have a strong impact on the overall level of one’s life satisfaction (Rapkin and Fischer, 1992). Moreover, a relationship without frequent interaction may lead to partial, or imperfect satisfaction (Leary and Down, 1995).

In recommending, and reviewing products for other social media users, the decision maker who scores high on sociability is expected to exhibit a stronger motivation and ability to initiate social interaction with other users and engage in more powerful interpersonal communications. In addition, they tend to enjoy a high sense of social support (Wohn *et al.*, 2017), which in turn reduces the risk of rogue or wretched consequences and enhances the level of individual satisfaction (Li *et al.*, 2021). This conclusion corresponds to (Becchetti *et al.*, 2017; Tussyadiah, 2016) the findings which imply that sociability sharply increases the level of life satisfaction.

According to Simon (2020), the feel of self-satisfaction, or life satisfaction motivates an individual to deal with the tasks and challenges related to supporting other people, thereby developing his strength of inner self which in turn allows for self-improvement by extending his/her help to other people and engages more and more in EMM. Mavens are found to have lower levels of dissatisfaction from consumption decisions (Barnes and McTavish, 1983) and lower dissatisfaction from life as a whole. As discussed so far, as sociability can enhance life satisfaction levels, which in turn triggers the sense of being a maven, this study proposes that life satisfaction may play a mediating role between sociability and EMM as follows:

H3: *“life satisfaction mediates the relationship between sociability and EMM”.*

Sequential Mediation

Sociability, Sensemaking, Life Satisfaction, and EMM

Sociable persons tend to acquire information by nature (Wanberg and Kammeyer-Mueller, 2000). As well as, a social media user who scores high in sensemaking is characterized by the acquisition of product-related information and the exertion of sufficient effort to gain feedback to reduce surrounding uncertainties (Wanberg and Kammeyer-Mueller, 2000). This makes them more likely to encounter positive outcomes and satisfaction from consumption decisions (Barnes and McTavish, 1983). In addition, a social media user who scans the market and adjusts accordingly is found to be more able to reduce possible mismatches (Inzlicht and Legault, 2014), which in turn increases realistic expectations and overall satisfaction (Oliver, 1980). Therefore, the sensemaking process motivates an individual to enhance his/her knowledge level which in turn improves his/her self-evaluation and gains a higher level of life satisfaction.

Sociable persons are expected to exhibit a stronger motivation and ability to initiate social interaction with others which in turn makes them more likely to encounter positive outcomes and satisfaction from consumption decisions (Barnes and McTavish, 1983). Moreover, the sense of life satisfaction empowers an individual ability to help and support others which in turn enhances e-market mavenism (Simon, 2020). Eventually, we can propose the following hypothesis:

H4: *“The relationship between sociability and EMM is mediated sequentially by sense-making and life satisfaction”.*

Methodology

Sample

The data was conducted via posting the questionnaire link on popular social networking sites (Facebook, Instagram, and Twitter). Posting on those sites is carried out using Check Market, which allows researchers to launch a selected survey among preselected sites. By deleting missing data, we obtain valid data from 407 (73%) out of 560 social media users who responded to the questionnaire. This sample size is acceptable for a study that uses a structural equation model (SEM), given the number of observed and latent variables in the model, the anticipated effect size, and the desired probability and statistical power levels (McQuitty, 2004). The participants are (31.2% males), (68.8% females), (40.8% under 20 years old), (47.9% between 21-30 years old), (9.3% between 31-40), and (2% between 41-50).

In the first section of the survey, participants are asked to evaluate the level of sociability they are at, then the level of their mavenism. After that, they are required to determine their propensity to obtain product-related information and feedback from others (Sensemaking). Finally, they are required to determine the level of life satisfaction they feel. The last section of the survey gathers the participants' demographic information such as gender and age.

Measures

Even though the questionnaire is originally developed in English, the study questionnaire is admitted in Arabic. Therefore, Brislin's (1976) back-translation procedure is followed to ensure the equivalence of measures. Then, the questionnaire is pretested by fifteen social media users. Based on the feedback obtained, a few items are reworded to ensure clarity and preciseness. A five-point Likert scale is used with 1 ("strongly disagree") and 5 ("strongly agree") as scale anchors for measures. All measurements are displayed in table 1.

Sociability

Sociability is measured using the scale developed by Cheek and Buss (1981). A high level of sociability indicates a strong tendency to approach others and a high level of extraversion.

Market Mavenism

This research uses pre-established six-item scales for the construct of market mavenism. The sources are adapted and measured on five-point Likert scales (Feick and Price, 1987).

Sensemaking

Sensemaking is measured by using a scale developed by Ashford and Black (1996) to assess participant feedback seeking and Yang *et al.* (2015) to assess participant tendency to seek information. This scale is well used in the fields of social media user behavior and psychology (Gruman *et al.*, 2006; Kim *et al.*, 2005).

Life Satisfaction

Life satisfaction is measured with five-item scales adapted from Diener *et al.* (1985).

Measures Validity

Scale reliabilities and validities are assessed by confirmatory factor analysis (CFA) using Amos 23 (N = 407). To evaluate discriminant validity, hetrotrait-monotrait (HTMT) ratio of average correlations is advocated (Henseler *et al.*, 2015). The acceptable levels of discriminant validity should be (< 0.90) according to (HTMT) criterion (see table 2).

As suggested by Gentina *et al.* (2018); Vandenberg and Lance (2000), the following criteria are used to configure (factor structure) invariance: (1) chi-square and degrees of freedom ($\chi^2/df < 5$); (2) root means square error of approximation (RMSEA $< .08$); (3) comparative fit index (CFI $> .80$); and the CFA model indicates an appropriate fit with the following results: $\chi^2 = 630.879$, $df = 203$, $p < 0.0001$, REMSA = 0.07, CFI = 0.90. the internal consistencies of all variables are acceptable because both Cronbach's alfas and composite reliability (CR) are all greater than 0.70 (table 2) (Fornell and Larcker, 1981). Convergent variability is examined by measuring factor loadings on each construct. In this study, all factor loadings are significant at the.0001 level, ranging from (0.50 - 0.85) (Gerbing and Anderson, 1992). As an indicator of discriminant validity, AVE exceeds the squared inter-construct correlations in all cases (Fornell and Larcker, 1981), as shown in Table 1.

Common Method Variance

As suggested by Kock *et al.* (2021); Podsakoff *et al.* (2003), the CMV problem is examined in two steps. First, Harman's Single Factor method is used to load all 31 items into an exploratory factor analysis. The results show that the percentage of the total variance is 23.7% (less than 50%). That offered evidence that common method bias is not a concern in the current study.

Table 1
Measures of Study Constructs

	Constructs/ statements	loadings
A	Sociability: CR = 0.83 CA = 0.83 AVE = 0.51	
	(1) I like to be with people.	0.76
	(2) I welcome opportunities to mix socially with people.	0.81
	(3) I prefer working with others rather than working alone.	0.62
	(4) I find people more stimulating than anything else.	0.79
	(5) I would be unhappy if I were prevented from making many social constructs.	0.52
B	Market Mavenism: CR = 0.85 CA = 0.84 AVE = 0.50	
	(1) I like introducing new brands and products to my friends.	0.50
	(2) I like helping people by providing them with information about many kinds of products.	0.59
	(3) People ask me for information about products, places to shop, or sales.	0.80
	(4) If someone asks me where to get the best buy on several types of products, I can tell him or her where to shop.	0.76
	(5) My friends think of me as a good source of information when it comes to new products or sales.	0.79
	(6) Think about a person who has information about a variety of products and likes to share this information with others. This person knows about new products, sales, stores, and so on, but does not necessarily feel he or she is an expert on one particular product. How well would you say that this description fits you?	0.70
C	Sense Making: CR = 0.84 CA = 0.84 AVE = 0.50	
	(1) During the process of choosing my group, I intend to seek out feedback from my group actively.	0.71
	(2) During the process of choosing my group, I intend to ask for my leader's opinion actively.	0.67
	(3) After I choose among my group, I would like to seek feedback from my group members actively.	0.72
	(4) If I am not sure of the properties of a particular item, I am likely to consult with my group.	0.66
	(5) If I am not sure about the price of a particular item, I am likely to consult with my group.	0.63
	(6) I frequently gather information from my group about their preferences.	0.64

Cont. Table 1
Measures of Study Constructs

Constructs/ statements	loadings
D Life Satisfaction: CR = 0.85 CA = 0.83 AVE = 0.52	
(1) In most ways my life is close to my ideal.	0.66
(2) The conditions of my life are excellent.	0.68
(3) I am satisfied with my life.	0.85
(4) So far, I have gotten the important things I want in life.	0.78
(5) If I could live my life over again, I would change almost nothing.	0.58

Table 2
(HTMT) Ratio of Correlations

	SOCIABILITY	SENSEMAKING	LIFE SATISFACTION	MAVENISM
SOCIABILITY	1			
SENSEMAKING	0.47	1		
LIFE SATISFACTION	0.28	0.14	1	
MAVENISM	0.36	0.50	0.165	1

Referring to the table2, the correlations across constructs do not exceed 0.50, which indicates that the latent variables are distinct from each other and not measuring the same thing that would raise the issue of multicollinearity (Henseler *et al.*, 2015).

Table 3
Means, Standard Deviations, Square Root of (AVE), and Constructs Correlations

	Mean	SD	1	2	3	4
Sociability	3.5	0.86	(0.71)			
Mavenism	3.34	0.71	0.298**	(0.70)		
Sensemaking	3.48	0.72	0.389**	0.43**	(0.70)	
Life satisfaction	3.49	0.84	0.237**	0.137**	0.117**	(0.72)
Gender	1.68	0.46	-0.043	-0.061	0.020	0.021
Age	1.72	0.71	0.027	0.068	-0.071	0.013

Note: N = 407. the square root of AVE is presented in parentheses

P* < 0.05;

P** < 0.01.

Results

An estimated structural model aims at confirming the hypotheses regarding the direct and indirect effects using Amos 23 software (table 4). Preacher and Hayes' (2004) method of analyzing mediation using bootstrap is used, as it is proved to be the formal test of indirect effect, furthermore, it uses a resampling technique (bootstrapping) which is not subject to the assumption of normality of data (Preacher and Hayes, 2004).

Table 4
Tests of Direct and Indirect Effects

H	Effect	Estimated Paths	β	t	p-value	Supported/Not Supported
H1	Direct	sociability \rightarrow EMM	0.29	6.2	0.000**	Supported
H2	Boot Indirect	sociability \rightarrow sensemaking EMM	0.15	3.1	0.002**	Supported
H3	Boot Indirect	sociability \rightarrow life sat \rightarrow EMM	0.27	5.5	0.002**	Supported
H4	Boot Indirect	sociability \rightarrow sensemaking life satisfaction \rightarrow EMM	0.14	2.8	0.005**	Supported

Note: N = 407. P* < 0.05; P** < 0.01. unstandardized regression coefficients are reported. Bootstrap sample size = 1000. Values represent selected output provided by preacher and Hayes, (2004).

Referring to table 4, the findings put forward that sociability has a positive and significant effect on EEM ($\beta = 0.29$; $t = 6.2$; $p = 0.000$). Furthermore, The mediation tests are examined by calculating the indirect effects of the model (Preacher and Hayes, 2004). Hypothesis 2 is validated because sense-making partially mediates the positive relationship between sociability and EMM (both direct and indirect effects are significant). Similarly, life satisfaction also partially mediated the positive relationship between sociability and EMM (H3) with significant direct and indirect effects. Finally, in testing sequential mediation (H4), sense-making and life satisfaction partially mediate the positive relationship between sociability and life satisfaction. Thus, hypothesis 4 receives support.

Discussion and Implications

Despite the vital focus of marketing practice and research, a fruitless knowledge exists regarding how social identities function as antecedents of market mavenism, particularly for Egyptian social media users living in prototypically collectivistic societies (Cleveland and Bartikowski, 2018). In this study, attachment theory is used

as a framework for the study of prosocial behavior (Mikulincer and Shaver, 2015), originally developed by John Bowlby (1907 - 1990), and mavenism literature to build and test our hypotheses. Accordingly, the theoretical implications focus on those two streams of research. Three key factors that influence market mavenism (Sociability, sense-making, and life satisfaction) are central to the current research. Therefore, it extends the previous studies on EMM that focus on mavens and their dissemination of marketplace information and the reasons behind their generous behavior. The results show that as H1, H2, H3, and H4 hypothesized, sociability, sense-making, and life satisfaction are positively related to each other, and e-mavens. E-mavens are those social media users who are active searchers for comparison shops, clip coupons, and bargains to obtain excellent deals through SNSs. Social media users who score high in sociability engaged in more mavens' behaviors. That corresponds to the fact that one important focused individual difference in the area of interpersonal influence is the propensity to provide marketplace and shopping information, which distinguishes "market mavens" from other social media users (Feick and Price, 1987). Therefore, social media users cannot be imagined exchanging information, providing recommendations, and seeking others' feedback unless they are extroverts and sociable (Mooradian, 1996). As noted, market mavens may be influenced by anticipation of social exchanges or interactions (Goldsmith and Flynn, 2015).

The results also show a positive significant relationship between sociability and sense-making. Social media users who are sociable tend to gain knowledge and information about various products in general via frequent online/offline interactions with other social media users. This result supports the study of Awais *et al.* (2020) that established confirmatory relations between extraversion intensity and social network sites usage. The more SNS usage, the higher the shopping experience and the product's cognitive ability. Sociability is also positively related to the sense of life satisfaction ($\beta = 0.24$). This result is not surprising because The relationship quality among people is considered to have a strong impact on the overall level of one's life satisfaction (Campbell *et al.*, 1976). Therefore, the higher an individual's sociability is, the higher the choice of peer-preferred products and consequently the better the sense of social satisfaction (Li *et al.*, 2021). This result is also consistent with (Becchetti *et al.*, 2017; Tussyadiah, 2016) findings which imply that sociability sharply increases the level of life satisfaction as well as Bourne *et al.* (2009) Research on well-being which observes that the practice of multiple social roles of participation can produce positive outcomes for an individual's psychological wellbeing (Bourne *et al.*, 2009).

The analysis of the current research data reveals that sense-making has a strong positive relationship with e-mavenism ($\beta = 0.43$). Social media users who score high in sense-making are more able to practice mavens' behaviors. This finding is consistent with prior views of market mavens as active social media users in terms of information-seeking (Lesser and Hughes, 1986). Mavens learn and form expectations about price levels in the marketplace for multiple products, this learning process cannot be progressed unless sense-making facilitates the learning and cognition process of the decision maker (Li *et al.*, 2021). Particularly, sense-making requires an individual to be a good listener to others, especially about marketplace-relevant information, and seeking a magnitude amount of product-related information is considered an imperative trait of e-market mavens (Zhang and Benyoucef, 2016).

Sense-making is also proven to have a positive significant relationship with life satisfaction ($\beta = 0.117$). This result is consistent with the study of Wanberg and Kammeyer-Mueller (2000) which implies that a social media user who scores high in sense-making frequently seeks product-related information and exerts sufficient effort to gain feedback to reduce surrounding uncertainties and make efficient decisions; this process eventually leads him/her to encounter higher levels of satisfaction from consumption decisions (Barnes and McTavish, 1983). As noted, depending on cybernetic principles and sense-making loops, a social media user can scan the market and adjust accordingly to reduce possible mismatches (Inzlicht and Legault, 2014), which in turn increases realistic expectations and overall satisfaction (Oliver, 1980). Therefore, the sense-making process motivates an individual to enhance his/her knowledge level which in turn improves his/her self-evaluation and gains a higher level of life satisfaction.

This study finds support for the positive relationship between life satisfaction and e-mavenism ($\beta = 0.137$). Recent studies point out that market mavens do not connect in the marketplace presently to articulate assistance to others, but in addition to personal motives, to enhance confidence, to establish high self-efficacy, and to enhance self-esteem, all of which will lead to a higher level of life satisfaction (Awais *et al.*, 2020). And by contrast, according to Simon (2020), feel of self-satisfaction, or life satisfaction motivates an individual to deal with the tasks and challenges related to supporting other people, thereby developing his strength of inner self which in turn allows for self-improvement by extending his/her help to other people. Accordingly, we can conclude that the relationship between life satisfaction and e-mavenism particularly is reciprocal.

Furthermore, the results provide insightful information towards understanding the mechanism by which social media user's sociability can generate mavens' sense in his/ her behavior. Results of indirect effects reveal the sequential mediation of sense-making and life satisfaction in the relationship between sociability and e-mavenism ($\beta = 0.14$). Three conclusions can be drawn from this model. First, the higher an individual's sociability is, the more likely he/she will select reference-group chosen products or services, which in turn lead him/her to attain a relevant degree of social and life satisfaction (i.e., the direct effect). Second, increasing the level of life satisfaction enhances the social media user's tendency and capability to assist, replying others' queries, and disseminate product-related information to other social media users on SNS (Simon, 2020); those outcomes attained due to the effects of sociability are materialized through sense-making (i.e., the mediation effect), indicating that sense-making could be a mechanism to explain the feel of life satisfaction and subsequent mavens behavior (Li *et al.*, 2021), (sequential mediation).

The study emphasizes the irrelevance of demographics represented in age and gender in the development of mavenism traits, sense-making, and life satisfaction. This research is in line with the existing consensus of past literature (Kiani *et al.*, 2016)

Implications

The importance of market mavens to online shopping and social media user behavior means that the research results have several implications for online retailers and marketing managers.

Mavens' search behavior is essential to their characterization as smart shoppers. The results show that sense-making is the most influential factor affecting e-mavenism in comparison with other variables in the model. Marketing managers are interested especially in market mavens, because of their tremendous influence on other social media users through social and interpersonal communication of product and market-related information. Focusing on sociability nature and curiosity of gaining information about mavens can facilitate attracting them by retailers to act as online personal sellers due to their ability to perceive price dispersion across firms and retailers to be willing to share this information with others; this will eventually benefit the sellers.

The malleability of social media users offers the opportunity to inspire them to engage in influential behaviors and provides marketing managers an opportunity to improve the effect of mavens in the marketplace at will. Loyal mavens can particularly speed up advertising and promotion messages to the target market. A marketing strategy focusing on the emergence of e-mavens generates many benefits to marketing managers in initiating and enhancing strong social media users' relationship management.

Mavens prove to be information brokers across a network (Burt, 2000), speed product adoption (Goldenberg *et al.*, 2009), connecting the firms to their social media users (Katz and Lazarsfeld, 1955) And another advantage of managers being able to trigger e-mavens' behaviors from target individuals is the ability to penetrate their social connections for prospective new buyers. Implementing social media user relationship management (CRM) strategies would play a vital role in realizing those benefits.

Finally, it is recommend for managers that if they need to reach market mavens (who may be difficult to identify due to the lack of consistent and strong relationships with demographics) via marketing and communications strategies, they might successfully be reaching them by incorporating content related to sociability, and sense-making or they could intensify life satisfaction of those social media users.

Limitations and Further Research

While this work offers important insights, it also has some limitations that future research may address. For example, three antecedents affecting Mavenism are investigated. While those three antecedents are proved via primitive exchange theory and mavenism literature, mavenism antecedents should not be limited to them. Other antecedents related to the external environment rather than personality traits may need further research in mavenism future research. Second, the study focuses on specific platforms (Facebook, Twitter, and Instagram), given the constant growth of social media. For example, with the recent introduction of TikTok, there is a need to review the relevancy of those results to a wider range of social network sites, including how mavenism is associated with the adoption of different or new platforms. Finally, The findings are limited in external validity by the convenience samples. Nevertheless, because so many of the results are consistent with previous studies, we can have some confidence in their validity.

Future research could replicate and extend those findings by using other measures (e.g: experiments) so that, the mono-method bias inherent in this (as in most other studies) could be overcome.

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الملخص

العلاقة بين المخالطة الاجتماعية ومستوى الحنكة السوقية الإلكترونية: دور الوساطة التسلسلية لكل من الرضا عن الحياة والنزعة نحو البحث المعلوماتي: دراسة مطبقة على مستخدمي مواقع التواصل الاجتماعي

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هدف الدراسة: هدفت الدراسة إلى اختبار العلاقة بين نزعة المستهلك نحو المخالطة الاجتماعية وحنكته السوقية بالتطبيق على مستخدمي مواقع التواصل الاجتماعي (فيس بوك، وإنستغرام، وتويتر). كما هدفت إلى اختبار الوساطة التسلسلية لكل من فضول المستهلك لجمع المعلومات والرضا عن الحياة في العلاقة بين نزعة المستهلك نحو المخالطة الاجتماعية وحنكته السوقية. **تصميم / منهجية / طريقة الدراسة:** تبنت الدراسة المنهج الكمي التحليلي، وذلك بغرض وصف الخصائص والمتغيرات المتعلقة بمشكلة الدراسة واختبار فروضها. **عينة الدراسة وبياناتها:** طبقت الدراسة على عينة من (560) مفردة من مستخدمي مواقع التواصل الاجتماعي، واستخدم الاستقصاء لجمع البيانات المطلوبة، ووزعت قائمة الاستقصاء على جميع مفردات عينة الدراسة، واستردت (407) قوائم، بنسبة (73%). **نتائج الدراسة:** كشفت نتائج الدراسة عن وجود علاقة موجبة معنوية بين نزعة المستهلك نحو المخالطة الاجتماعية وحنكته السوقية الإلكترونية، ووجود علاقة وساطة تسلسلية لكل من فضول المستهلك لجمع المعلومات والرضا عن الحياة في العلاقة بين نزعة المستهلك نحو المخالطة الاجتماعية وحنكته السوقية الإلكترونية. **أصالة الدراسة:** تقدم الدراسة المعرفة حول نزعة المستهلك نحو المخالطة الاجتماعية وحنكته السوقية الإلكترونية في بيئة التواصل الإلكتروني على مواقع التواصل الاجتماعي. يقدم جمع البيانات من عينة من مستخدمي مواقع التواصل الاجتماعي دليلاً ذا مغزى على الصدق الخارجي لنزعة المستهلك نحو المخالطة الاجتماعية بوصفها متنبئاً للحنكة السوقية الإلكترونية للمستهلك في بيئة التواصل الإلكتروني. ويمكن اعتبار نزعة المستهلك نحو المخالطة الاجتماعية وحنكته السوقية مورداً قيماً للمسوقين لتعزيز كفاءة الترويج في بيئة التواصل الإلكتروني بين المستهلكين، وتحسين ارتباطهم بالمنتجات والعلامات التجارية. تشكل النتائج التي كشف عنها في هذه الدراسة إضافة إلى المحتوى المتنامي للعمل العلمي حول تحديد محددات حنكة المستهلك السوقية الإلكترونية، ومساهمة في مزيد من الدراسة حول تطوير نظرية التبادل الاجتماعي البدائية. **حدود الدراسة وتطبيقاتها:** تمثلت الحدود الأكاديمية للدراسة في دراسة كل من نزعة المستهلك نحو المخالطة الاجتماعية وفضوله لجمع المعلومات ورضاه عن الحياة، وأثر

كل ما سبق على مستوى حنكة المستهلك السوقية في بيئة التواصل الإلكتروني، وتمثلت الحدود البشرية بعينة ميسرة من مستخدمي وسائل التواصل الاجتماعي. واعتمدت في الدراسة على بيانات جمعت في فترة زمنية قصيرة Cross Sectional، وتعذر اعتمادها على بيانات ممتدة لفترة زمنية طويلة Longitudinal؛ نظراً للوقت والجهد والتكلفة.

المصطلحات العلمية: نزعة المستهلك نحو المخالطة الاجتماعية، فضول جمع المعلومات، الرضا عن الحياة، الحنكة السوقية الإلكترونية.

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الإشارة المرجعية: لمياء عبدالناصر حموده، 2022، العلاقة بين المخالطة الاجتماعية ومستوى الحنكة السوقية الإلكترونية: دور الوساطة التسلسلية لكل من الرضا عن الحياة والنزعة نحو البحث المعلوماتي: دراسة مطبقة على مستخدمي مواقع التواصل الاجتماعي، *المجلة العربية للعلوم الإدارية*، 29(2):369-395.

Doi: 10.34120/0430-029-002-004



مَجَلَّةُ الشَّرِيْعَةِ وَالْأَسْأَلِ الْإِسْلَامِيَّةِ

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رئيس التحرير الأستاذ الدكتور : عبدالرزاق خليفة الشايحي

صدر العدد الأول في رجب ١٤٠٤ هـ - أبريل ١٩٨٤ م

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