

## To share or not to share? Determining the “pro-social” in social media



With approximately 4.7 billion social media users worldwide, the present decade has endorsed the growth of social media communities where consumers share their consumption experience knowledge by sharing, liking, commenting or posting on products and services. Therefore, this poses a need to study the influences of consumers' consumption experience knowledge-sharing behaviour. Notably, consumption experience knowledge-sharing behaviour is a pro-social behaviour. This study contributes to the literature on knowledge-sharing and altruism by using the social cognitive theory to determine the altruistic drivers of consumption experience knowledge-sharing behaviour

This present study was conducted by Reolin Ramsamy, a [Master's](#) student in the [Department of Marketing Management](#), which had the purpose to determine whether altruistic drivers such as collaboration mindset, sacrifice mindset and consumption-related outcome expectations predict consumers' consumption experience knowledge-sharing behaviour on social media platforms in a South African context. An online-based self-administered questionnaire was distributed during July and August 2022, and 223 responses were obtained using non-probability sampling from a sample of South African consumers (18+) who have shared consumption experience knowledge on social media platforms using their smartphones.

The majority of the sample were female respondents and between the ages of 18-28 who use Instagram and share their consumption experience by pressing like on the products or services that are advertised. Findings also revealed that 3 altruistic drivers were statistically significant predictors of consumption experience knowledge-sharing behaviour where sacrifice mindset appeared as the strongest predictor, followed by collaboration mindset and consumption-related outcome expectations.

The implications of these findings are that social media marketing managers and brand managers should create social media marketing campaigns and interactive digital campaigns that evoke consumers' altruistic drivers. To evoke consumers' collaboration mindset, sacrifice mindset and consumption-related outcome expectations, these managers should tie their brand to the idea that it promotes kindness, they should show how their brand offers personal benefits, and their interactive campaigns should be aimed to improve the consumption choices of their target market (e.g., host webinars that educate consumers on their brands and competing brands).

*This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2022 with the [Department of Marketing Management](#) by Reolin Ramsamy under the supervision of [Prof. Liezl-Marié van der Westhuizen](#).*