

The Influences of Online Community Members' Self-presentation on Community Citizenship Behavior

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Abstract: The purpose of this study is to explore the mechanism of online community members' self-presentation style on community citizenship behavior and the guiding role of online community theory research on operation management. The partial least squares method was used to examine hypothesis and multiple causal analysis of 383 questionnaires. Online community members with positive self-presentation and honest self-presentation style can get online community value perception, while community value can promote community commitment of members, and then promote them to pay more community citizenship behavior. Affective community commitment and normative community commitment can promote community citizenship behavior, while persistent community commitment does not promote community citizenship behavior.

1. Introduction

In the Internet era, the online community breaks through the constraints of regional and space-time, and forms a structured social relationship network [1], which is an important platform for the members of the community to search for the quality of product information and services, to carry out active interaction and value creation [2]. When consumers are in trouble, they join the community to seek social support [3]. Members of the community usually have a wealth of product knowledge and actively participate in discussions on product related topics, aiming at solving problems and forming new product concepts. It has become the consensus of enterprises to construct the connection and interaction between enterprises and consumers by motivating members' civic behavior in online communities. The performance of community members on social networks can be divided into two different styles, positive self presentation and real self presentation. The study of their community citizenship behavior from the perspective of community members' self presentation is an important entry point. This paper will study the key role mechanism of community members' self presentation, value perception and community commitment to community citizenship behavior, which will help enterprises to deepen their cognition of different types of online community members, and provide a theoretical basis for the innovation and development of the community.

2. Theoretical Background

2.1 Self-presentation

Self-presentation is the control process of how the individual is perceived by others, that is, the process of establishing, maintaining and changing the impressions, which is the process and way of transferring the information, thought, emotion and experience to others by the individual. Self-presentation has the role of self-construction. The development of new technology makes the form of self-presentation of online community virtual platform diversity. Kim and Lee divide the self-presentation strategy into two types: positive self-presentation and honest self-presentation when studying social networking sites [4]. Positive self-presentation refers to the behavior and information that individuals selectively present to help establish self-positive images, which can be easily identified by others; honest self-presentation refers to the long-term relationship established by the individual to maintain a true self prototype and more comprehensive information. According to different motives and purposes, individuals will show positive self-presentation behavior and honest self-presentation behavior [4].

2.2 Community value perception

Porter puts forward the concept of customer value in the study of competitive advantage. Customer value refers to the price that customers are willing to pay for products or services. From the perspective of customer relationship, customer value perception is the source of customer loyalty, and is an important source of competitive advantage, thus establishing an emotional bond with suppliers and deepening the understanding of customer value [5]. Customer value divides into five types: social value, functional value, conditioned value, emotional value, and cognitive value. This study defines the value perception of online community members as: members form a certain social connection and information sharing with other members through the communication and interaction of the online community, and enhance the sense of obligation and responsibility for community construction and the process of social value such as the instrumental and emotional sense of the information in the community [6].

2.3 Community commitment.

Community commitment refers to the psychological attachment, and community commitment can have a positive impact on customer loyalty. Community commitment can be divided into three categories: affective, persistent and normative [7]. Persistent community commitment means that members are able to obtain valuable information to meet their needs and objectives, and choose to continue to focus on the community and stay in the community when they compare their income and the required cost to other communities. Affective community commitment means that members form a strong emotional bond and highly identify with the community. Members expect to become a member of the community. Normative community commitment refers to the maintenance and operation of community members by promoting constructive behavior and discouraging destructive behavior. The individual has responsibilities and obligations to promote and support community development and to maintain community cohesion, to control the spread of negative behavior in the community and to guide the development of the theme in a positive direction.

2.4 Community citizenship behavior

Organizational citizenship behavior (OCB) is a behavior that is not included in the formal salary system, but is an organizational need. Organizational citizenship behavior can improve organizational social environment and psychological environment. When consumers are supported by social support in the community, they will show prosocial behavior, such as helping others to solve problems, such as product recommendation, shopping experience and other value feedback. Organizational citizenship behavior will bring an additional value to the enterprise [8]. The members of the online community show a variety of spontaneous behaviors, such as active participation in community activities, active sharing of valuable information, a variety of scarce resources, enthusiastic responses and solutions to other people's problems, and practical actions to maintain community harmony, purify the community environment, raise community influence and organizational effectiveness. In this study, the spontaneous organizational citizenship behavior of members of the community is defined as community citizenship behavior.

3. Conceptual Framework and Hypotheses

3.1 The conceptual model

As one of the social relations networks, the online community is one of the social relations networks. The differences in the self-presentation strategy of members in the community will affect their value and interest in the community, and then lead to the formation of different types of community commitment to the online community, which will ultimately affect the online community citizenship behavior. We develop a research model in Fig. 1.

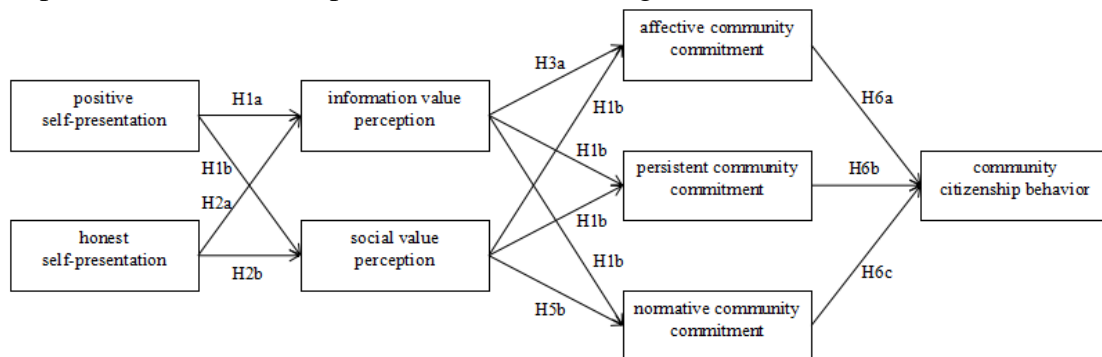


Fig. 1 The conceptual model

3.2 Research hypothesis

The development of online community breaks the blurred boundary between virtual and reality expands the relationship between each node, so that the fragmented information can be spread and shared quickly. The positive self-presentation has a strong purposefulness and pertinence, and has prominent advantages in capturing information and resources, which is beneficial to the focus and perception of the relevant information and resources. Thus, we hypothesize:

H1a: Positive self-presentation has a positive impact on information value perception.

Positive self-presentation is conducive to the establishment of a new interpersonal relationship network, and to get all kinds of valuable social support and emotional support. Positive self-presentation can enhance the sense of social connection of individuals. Positive self-presentation is

conducive to the establishment of good image and the stability of social relations, so that members can feel more social value. Thus, we hypothesize:

H1b: Positive self-presentation has a positive impact on social value perception.

Online community members' honest self-presentation is more likely to enhance trust and intimacy and get more accurate information from other members. Honest self-presentation can improve life satisfaction through information transmission and presentation gains. Honest self-presentation has a positive effect on the information value perception of community members. Thus, we hypothesize:

H2a: Honest self-presentation has a positive impact on information value perception.

Honest self-presentation helps the individual to gain support and help from the members of the community, increasing the exchange experience among the members of the community and establishing a mature sense of social trust. The increasing demand for social values such as social support, relationship maintenance and emotional interaction among the members of the online community contributes to the accumulation of social capital, and then affects the social value perception of the members of the community. Thus, we hypothesize:

H2b: Honest self-presentation has a positive impact on social value perception.

The interests and values gained by consumers in the community are the internal driving force and the real purpose of members' support and participation in community development. In the process of information interaction and exchange, the members of the community will gradually realize the importance of the community and the value that it brings will encourage the members to invest more time and energy to participate in the community. In this process, the members gain social value and eventually form a kind of psychological attachment and attachment to the community. we hypothesize:

H3a: Information value perception has a positive impact on affective community commitment.

H3b: Social value perception has a positive impact on affective community commitment.

Online community members strive to improve their value from the community according to their motivations and needs goals. When the needs of the interests of the members are satisfied, they will stay in the community for a long time to gain information and social value. The perception of value makes the members' loyalty to the community and the sustainable renewal and supplement of the community resources and social capital. Therefore, the value perception of community members will affect the formation of sustained community commitment. Thus, we hypothesize:

H4a: Information value perception has a positive impact on persistent community commitment.

H4b: Social value perception has a positive impact on persistent community commitment.

Members who join the community will have a strong sense of responsibility after perceiving the information value and social value. They will contribute to the community by making practical contributions to the community. Members consciously abide by the rules and regulations of the community and actively participate in community activities to support community development. Normative community has become a collaborative information service value network of information production, processing, transmission and utilization. The perception of members' social values enables members to gain social support and social identification. Thus, we hypothesize:

H5a: Information value perception positively influences normative community commitment.

H5b: Social value perception positively influences normative community commitment.

In the long-term community interaction, members will generate trust and emotional attachment to the community, encourage members to put their feelings into the community, strengthen their affective community commitments in a joyful and inspirational state, and then promote the identity of the community and promote the members of the community to participate in the community, such as community participation and community maintenance. Thus, we hypothesize:

H6a: Affective community commitment positively influences community citizenship behavior.

An important reason for the members of the community to stay in the community is that he can gain benefits and values from the community. The persistent community commitment will bring the members a sustained interest (such as rich product related information, a smooth solution to difficult problems, etc.). The existence of interest and value promotes the long-term concern of the members to the community. The formation of good social behavior of the community. Thus, we hypothesize:

H6b: Persistent community commitment positively influences community citizenship behavior.

The general interests caused by normative problems reflect the decision-making process of members to a certain extent. The formation of the normative community commitment makes members consciously abide by the rules and regulations of the community, and standardize their self. Members have the responsibility and obligation to support the development of the community, and unwittingly promote the formation and strengthening of community citizenship behavior. Thus, we hypothesize:

H6c: Normative community commitment positively influences community citizenship behavior.

4. Methods

The research model consists of 8 constructs, the positive self-presentation and the honest self-presentation are measured by the questionnaire compiled by Kim and Lee in the study of Facebook [6]. Among them, positive self-presentation uses 4 questions, such as "I do not expose the problem of good image of self in the community." The honest self-presentation was measured with 4 questions, such as "I dare to express the true feelings and ideas of my heart", and measured it with a 7-point scales. A total of 412 questionnaires were collected, and 383 non valid questionnaires were deleted. The structural characteristics of the samples were shown in Table 1.

Table 1 Effective sample structure description

Gender	Age	Education Background	Occupation
Male 51.3%	<18 1.8%	Junior high school and below 2.4%	Students 47.7%
	18-23 35.7%	High school or technical secondary school 3.8%	Company employees 23.9%
Female 48.7%	24-28 46.4%	Junior college 12.2%	Civil servants and public institutions 15.3%
	29-35 12.2%	Undergraduate college 50.8%	Manager or boss 3.2%
	36-41 2.3%	Graduate degree 30.8%	freelance 9.9%
	>42 1.5%		

5. Data Analyses and Results

5.1 Reliability and validity test

The authors conducted a test of internal consistency reliability and combinatorial reliability. It is found that the Cronbach's alpha values of each item are greater than 0.5, indicating that each measurement has high internal consistency. As shown in Table 2, the combined reliability (CR value) of all measurement constructs is higher than 0.70, and all of them are between 0.7092-0.9508, indicating that all measurement structures have high combination reliability. Validity refers to the validity of the set of measurement variables. We tested the validity test and discriminant validity of validity test. Confirmatory factor analysis was used to test convergent validity. All the load factor

loads are more than 0.6 (0.638-0.852), larger than the minimum standard 0.5, and the overall model fitting index: $\chi^2/df = 3.35$; CFI = 0.96; NFI = 0.97; RMSEA = 0.07, indicating a higher convergence validity. The discriminant validity is calculated with the average variance extraction (AVE).

Table 2 Reliability and validity test

Variable	AVE	CR
Positive self-presentation	0.4918	0.8233
Honest self-presentation	0.4122	0.7092
Information value perception	0.7106	0.8803
Social value perception	0.6591	0.9508
Affective community commitment	0.7707	0.9457
Persistent community commitment	0.7194	0.8841
Normative community commitment	0.7978	0.9404
Community citizenship behavior	0.6503	0.9433

Note: CR, composite reliability coefficient; AVE, average variance extracted.

As shown in Table 2, all AVE values are greater than the lowest standard level of 0.5, except for positive self-presentation and honest self-presentation, and the square root of each AVE is larger than the correlation coefficient with other constructs (see Table 3), indicating that the data has a higher judgment. Don't serve. To sum up, the data collected in this study have high reliability and validity, which is suitable for further empirical analysis and data analysis.

Table 3 Correlations

Variable	1	2	3	4	5	6	7	8
1.Positive self-presentation	0.703							
2.Honest self-presentation	0.541	0.642						
3.Information value perception	0.547	0.457	0.843					
4.Social value perception	0.581	0.462	0.612	0.811				
5.Affective community commitment	0.566	0.480	0.649	0.713	0.848			
6.Persistent community commitment	0.501	0.359	0.546	0.739	0.774	0.882		
7.Normative community commitment	0.362	0.242	0.281	0.557	0.495	0.713	0.893	
8.Community citizenship behavior	0.464	0.332	0.428	0.693	0.601	0.699	0.600	0.806
Mean	5.924	6.241	5.726	4.659	5.513	5.347	6.418	5.813
Standard deviation	2.726	7.254	1.167	1.438	1.062	1.205	7.283	1.332

Note: The square root of AVE is shown on the diagonal line.

5.2 Hypothesis testing

According to SmartPLS2.0 software calculation (see Table 4), except for H3a and H6b, other tests are passed. In order to see the relationship between variables more directly and clearly, we draw the following path map (Fig. 2).

Table 4 Hypothesis testing

Path	Path coefficient	T Value	Hypothesis test results
Main effect			
H1a: Positive self-presentation→Information value perception	0.425***	7.209	Accept
H1b: Positive self-presentation→Social value perception	0.469***	7.746	Accept
H2a: Honest self-presentation→Information value perception	0.227***	3.437	Accept
H2b: Honest self-presentation→Social value perception	0.208***	3.264	Accept
H3a: Information value perception→Affective community commitment	-0.102 ^{ns}	1.641	Reject
H3b: Social value perception→Affective community commitment	0.649***	9.182	Accept
H4a: Information value perception→Persistent community commitment	0.145**	2.276	Accept
H4b: Social value perception→Persistent community commitment	0.338***	6.320	Accept
H5a: Information value perception→Normative community commitment	0.504***	9.564	Accept
H5b: Social value perception→Normative community commitment	0.620***	8.735	Accept
H6a: Affective community commitment→Community citizenship behavior	0.223***	3.249	Accept
H6b: Persistent community commitment→Community citizenship behavior	0.148 ^{ns}	0.989	Reject
H6c: Normative community commitment→Community citizenship behavior	0.532***	4.100	Reject

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; ^{ns} $p > 0.05$, insignificant at the 0.05 level

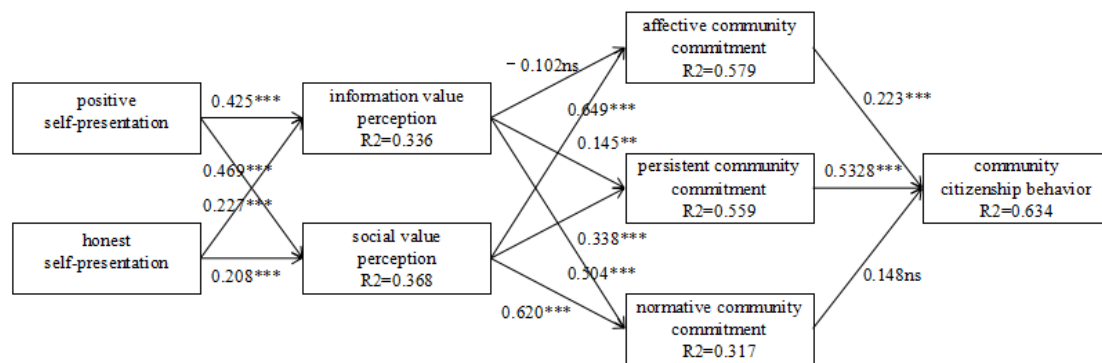


Fig. 2 The path relationship between the variables

6. Discussions and Future Directions

As a collection of social relationships among Internet members, the online community shows the self-presentation style of each member on its platform which will ultimately affect their community citizenship behavior. Community operators should actively identify the type of self-presentation, encourage members to actively present themselves, make efforts to enrich community information

and interpersonal interaction, promote the perception of members' community value, enhance their members' community commitment, and stimulate more organizational citizenship behavior.

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