

TABLE OF CONTENTS

CHAPTER 1.....	6
1.1 Background.....	6
1.2 Research Problem.....	10
1.3 Research Questions.....	11
1.4 Research Purpose.....	11
1.5 Research Motivation.....	13
1.6 Research Contribution.....	13
1.7 Research Scope.....	14
1.8 Systematic Writing.....	15
CHAPTER 2.....	17
2.1 Need to Belong.....	17
2.2 Personal Growth.....	19
2.3 Individuation.....	21
2.4 Altruism.....	22
2.5 Likelihood to share content.....	24
2.5 Review of Past Literature.....	26
2.6 Hypothesis Development.....	34
2.7 Research Model.....	39
CHAPTER 3.....	40
3.1 Research Design.....	40
3.2 Operational Definition of Variables.....	41
3.2.1 Need to Belong.....	42
3.2.2 Personal Growth.....	43
3.2.3 Individuation.....	45
3.2.4 Altruism.....	47
3.2.5 Likelihood of Sharing Content.....	47
3.3 Sampling Design.....	48
3.3.1 Population and Sampling Method.....	48
3.3.2 Sampling Unit.....	49
3.2.3 Sample Size.....	50
3.4 Research Location.....	50
3.5 Data Collection Method.....	51
3.5.1 Primary Data.....	51

3.5.2 Secondary Data.....	52
3.6 Measurement Scale.....	52
3.7 Data Analysis Method.....	53
3.7.1 Outer Model (Measurement Model).....	54
3.7.1.1 Validity Test.....	54
3.7.1.2 Reliability Test.....	55
3.7.2 Inner Model (Structural Model).....	56
3.7.2.1 Collinearity.....	56
3.7.2.2 Predictive Relevance.....	57
3.7.2.3 Effect Size.....	57
3.7.2.4 Coefficient of Determination.....	57
3.8 Hypothesis Testing.....	58
CHAPTER 4.....	59
4.1 Data Analysis Results.....	59
4.2 Outer Model Analysis (Measurement Model).....	60
4.2.1 Convergent Validity.....	60
4.2.2 Discriminant Validity.....	63
4.2.3 Reliability.....	66
4.3 Respondent Profile.....	67
4.4 Descriptive Statistics.....	68
4.5 Inner Model Analysis (Structural Model).....	72
4.5.1 Collinearity Assessment.....	73
4.5.2 Coefficient of Determination.....	73
4.5.3 Effect Size.....	74
4.5.4 Predictive Relevance.....	75
4.6 Structural Model Path Coefficient.....	76
4.7 Analysis of Hypothesis Testing Results.....	77
4.7.1 H1: Need to belong has a positive effect on the likelihood of sharing content.....	77
4.7.2 H2: Personal growth has a positive effect on the likelihood of sharing content.....	79
4.7.3 H3: Individuation has a positive effect on the likelihood of sharing content.....	80
4.7.4 H4: Altruism has a positive effect on the likelihood of sharing content.....	82
CHAPTER 5.....	85

5.1 Conclusion.....	85
5.2 Managerial Implications.....	87
5.3 Research Limitations.....	89
5.4 Suggestions for Future Research.....	90
References.....	91
Appendix.....	97