

# Why Do We Post on Social Shopping Communities?

Ivy Liu

*Department of Information Systems, City University of Hong Kong, Hong Kong, Hong Kong, ivy.liboliu@gmail.com*

Christy Cheung

*Finance and Decision Sciences, Hong Kong Baptist University, Hong Kong, Hong Kong, ccheung@hkbu.edu.hk*

Matthew Lee

*Department of Information Systems, City University of Hong Kong, Hong Kong, Hong Kong, ismatlee@cityu.edu.hk*

Follow this and additional works at: <http://aisel.aisnet.org/amcis2012>

---

## Recommended Citation

Liu, Ivy; Cheung, Christy; and Lee, Matthew, "Why Do We Post on Social Shopping Communities?" (2012). *AMCIS 2012 Proceedings*. 59.

<http://aisel.aisnet.org/amcis2012/proceedings/Posters/59>

This material is brought to you by the Americas Conference on Information Systems (AMCIS) at AIS Electronic Library (AISeL). It has been accepted for inclusion in AMCIS 2012 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact [elibrary@aisnet.org](mailto:elibrary@aisnet.org).

# Why Do We Post on Social Shopping Communities?

**Ivy L.B. Liu**

Department of Information Systems,  
College of Business,  
City University of Hong Kong,  
Hong Kong SAR  
liboliu2@student.cityu.edu.hk

**Christy M.K. Cheung**

Department of Finance & Decision Sciences,  
School of Business,  
Hong Kong Baptist University,  
Hong Kong SAR  
ccheung@hkbu.edu.hk

**Matthew K.O. Lee**

Department of Information Systems,  
College of Business,  
City University of Hong Kong,  
Hong Kong SAR  
ismatlee@cityu.edu.hk

## ABSTRACT

Social shopping communities, representing a special form of social media, have offered fertile ground for members to communicate their opinions and exchange product information. The goal of our paper is to understand this new business model of social shopping communities and investigate why members voluntarily share information on social shopping communities. We integrate theories of collective action and social capital theory to construct a research model for investigating the motivations behind members' posting behavior. By analyzing panel data collected from a social shopping community, we found that members posting behavior is determined by reputation, enjoyment of helping, network centrality, member expertise, as well as reciprocity. The results of this study provide important implications for both research and practice.

## Keywords

Social shopping community, social commerce, posting behavior, social capital, panel data, customer knowledge management