

Association for Information Systems  
**AIS Electronic Library (AISeL)**

---

AMCIS 2020 Proceedings

Advances in Information Systems Research

---

Aug 10th, 12:00 AM

## A Comparative Study of Self-congruency Models for Self-disclosure on Social Networking Sites

Asim Shrestha  
*Arkansas Tech University*, [findmeasim@gmail.com](mailto:findmeasim@gmail.com)

Anjee Gorkhali  
*Susquehanna University*, [gorkhali@susqu.edu](mailto:gorkhali@susqu.edu)

Follow this and additional works at: <https://aisel.aisnet.org/amcis2020>

---

Shrestha, Asim and Gorkhali, Anjee, "A Comparative Study of Self-congruency Models for Self-disclosure on Social Networking Sites" (2020). *AMCIS 2020 Proceedings*. 22.  
[https://aisel.aisnet.org/amcis2020/adv\\_info\\_systems\\_research/adv\\_info\\_systems\\_research/22](https://aisel.aisnet.org/amcis2020/adv_info_systems_research/adv_info_systems_research/22)

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 2020 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact [elibrary@aisnet.org](mailto:elibrary@aisnet.org).

# A Comparative Study of Self-congruency Models for Self-disclosure on Social Networking Sites

*Completed Research*

**Asim Shrestha**  
Arkansas Tech University  
ashrestha2@atu.edu

**Anjee Gorkhali**  
Susquehanna University  
gorkhali@susqu.edu

## Abstract

Self-congruency is the level of match or mismatch between the self-concept of an individual and the image of a product, brand, or service that an individual consumes or has the intention of consuming. The four most widely used types of self-concepts in the literature are: actual, ideal, social, and ideal social self-concepts. Self-congruency with social networking sites has been shown to affect the attitudinal, intentional, and behavioral aspects of self-disclosure. Previous research in the field has not examined such effects of self-congruencies based on different self-concepts. Based on theory of planned behavior and self-congruency theory, we developed and analyzed four self-congruency models for self-disclosure on social networking sites. All the models showed good fit and all the hypothesized relationships among the constructs of the models were significant. Social self-congruency model outperformed the other models based on Akaike Information Criterion.

## Keywords

Self-concept, self-congruency, social networking sites, self-disclosure.

## Introduction

The field of psychology has a long history of endeavors aimed at defining what self or self-concept is. As early as the end of the nineteenth century, (James, 1890) defined self-concept as “all that we call our own, and with who or with which we share a bond of identity”. Symbolic interactionism; a school of thought in sociology has guided the majority of self-concept based research. The central premise of this theory is that the self-arises in social interaction with others through symbolic communication. There is a symbolic value associated with people or product that interacts with the self-concept of the individual. Depending on whether the symbol enhances, distorts, or has no effect on the individual’s self-concept, the individual is motivated to approach, avoid, or remain apathetic to the product (Denzin, 2016). In his propositions towards a theory for personality and behavior, (Rogers 1951) argued that each individual lives in a continuously changing world in which s/he is the center. The individual reacts to the field as it is experienced or perceived, and for them it is the ‘reality’. As experiences occur in life of the individual they are either a) symbolized, perceived, and organized into some relationship to the self, b) ignored because there is no perceived relationship to the self-structure, c) denied symbolization or given a distorted symbolization because the experience is inconsistent with the structure of the self. Self-theorists have defined self-concept as an attitude one holds about or towards one’s person (self) (Ross, 1971). This attitude consists of the following components: Cognitive: knowledge, belief; Affective: evaluations; and Behavioral-motivational: predispositions or tendencies to respond. There have been different approaches to the operationalization of self-concept in the literature. This abundance of definitions and categorizations has sometimes been cited as a problem (Claiborne & Sirgy, 1990). We have adopted four different types of self-concept listed below for this research. The selected types form the most logically cohesive group of self-concepts in the literature and are the most widely used and researched (M Joseph Sirgy, 1982).

- Actual self-concept: This refers to the actual self-image that a person has about oneself.

- Ideal self-concept: This refers to the self-image that an individual would like to be. This is desired self of the individual.
- Social self-concept: This refers to the self-image that an individual believes others have of them. It has also been referred to as looking glass self or presenting self.
- Ideal social self-concept: This refers to the self-image that the individual desires others to have about them.

Self-congruency is the level of match or mismatch between the self-concept of an individual and the image of the product, brand, or service that the individual consumes or has the intention of consuming. A product-user image interacts with the consumer's self-concept and generates a subjective experience referred to as self-image/product image congruency or simply self-congruency (M. Joseph Sirgy et al., 1997). Product and services have personality images just as people do (M. Joseph Sirgy, 1985), (Aaker, 1999). A variety of factors may contribute to the construction of these images including the physical characteristics of the products, advertising, price, and stereotypes of a generalized user of that product or service (M. Joseph Sirgy, 1982), (M. Joseph Sirgy, Grewal, & Mangleburg, 2000). Self-congruency theory proposes that consumer behavior is partially determined by the congruency resulting from the psychological comparison involving the product-user image and the consumer's self-concept. The cause for this effect is explained by the consumer's self-concept motives of self-esteem and self-consistency, i.e. a desire to enhance or maintain one's self-concept (M Joseph Sirgy, 1986).

The term social networking site can have different interpretations. We followed the definition given by Obar and Wildman (2015) which is based on the following commonalities.

- Social networking sites are (currently) Web 2.0 internet-based applications.
- User generated content is the lifeblood of social networking sites.
- Individuals and groups create user-specific profiles for a site or app designed and maintained by a social networking site.
- Social networking sites facilitate the development of social networks online by connecting a profile with those of other individuals and/or groups.

Users share their personal information through their profiles, status updates, group and private chats to other members of the social networking sites. Hence, the information content consumed in the social networking sites is the product of self-disclosure by individuals and groups using the service. Although research on self-disclosure is not a new phenomenon, research that focuses on self-disclosure in the context of social networking sites is a relatively recent development (Varnali & Toker, 2015). With origins in verbal communication research, self-disclosure has been defined as the process of making the self-known to others (Jourard & Lasakow, 1958). It is an act of revealing personal information including thoughts, feelings, and experiences to others (Derlega et al., 1993). Another definition describes self-disclosure as any information about himself that Person A communicates to Person B (Cozby, 1973). Different factors that may potentially vary self-disclosure include the duration, accuracy, intimacy, intent of disclosure, positive or negative information, and relevance to other topics under discussion (Wheless & Grotz, 1976). Previous research shows that the different factors affecting self-disclosure in social networking sites are self-congruency Shrestha, A. (2017), internet trust and personal interest (Dinev & Hart, 2006), perceived publicness of social networking site (Pike, Bateman, & Butler, 2009), trust and perceived control (Krasnova et al., 2010), relationships development, social validation, and self-expression (Yang and Tan, 2012), perceived benefits and social influence (Cheung et al. 2015).

The theory of reasoned action proposes behavioral intention as the most important determinant of an individual's behavior (Fishbein & Ajzen, 1977), (Ajzen & Fishbein, 1980). The theory of planned behavior (Ajzen, 1991) was developed as an extension to the theory of reasoned action by adding an additional construct of perceived behavioral control that predicts behavioral intention and the actual behavior. Thus, attitude towards the behavior, subjective norm, and the perceived behavioral control are the three antecedents to the behavioral intention that leads to the actual behavior.

Drawing from the self-congruency theory and the theory of planned behavior, we have developed a theoretical model that explains the effect of self-congruency on attitude, intention and behavior towards self-disclosure on social networking sites. We tested this model for four different types of self-congruencies

emanating from the four different types of self-concepts mentioned above. We attempted to seek answers to following research questions:

- To what extent does different type of self-congruencies affect the attitude, intention, and behavior regarding self-disclosure on social networking sites?
- To what extent the different self-congruency models are similar or different?

The remainder of this paper is organized as follows: the next section presents related work in self-congruency and self-disclosure on social networking sites. In the third section, we present and discuss the research model and our research hypotheses. In the sections that follow, we discuss the method, results, contributions, future work and limitations of our study.

## **Related Works**

### ***Self-congruency***

Some of the earlier works that shifted the focus in marketing research from a purely economic and utilitarian perspective were (Gardner & Levy, 1955), (Newman, 1957), and (Levy, 1959). They suggested that an effort needs to be applied to understand the consumer needs and buying decisions by using behavioral science rather than just the economic rationality and sales statistics. Ever since then, the concept of self-congruency has been applied as a predictor for things ranging from brand relationship quality (Nyffenegger, Krohmer, Hoyer, & Malaer, 2015), attitude and intention to visit a tourism destination (Pratt & Sparks, 2014), to attitude and intention to adopt e-books (Anton et al., 2013). Although, self-congruency based on actual self-concept dominates the literature, there is still a significant number of work on different types of self-concepts. (Hosany & Martin, 2012) showed ideal self-congruency as a predictor of satisfaction from a cruise trip, (Nam, Ekinci, & Whyatt, 2011) found positive effect of ideal self-congruency on emotional brand attachment. (Hyun Ju & Mira, 2013) used the ideal social self-concept and found its positive effect on the intention to join a cause. Along with other self-concepts, (Bosnjak, Sirgy, Hellriegel, & Maurer, 2011) found the positive effect of ideal social-self congruency on post visit loyalty for a tourist destination. In the context of social networking sites, researchers have explored the role of self-congruency on perceived usefulness, perceived enjoyment and continuance intention of the social networking sites (Kang et al., 2009), (Kang et al., 2013). Shrestha, A. (2017), showed the positive effect of self-congruency on intention and behavior regarding self-disclosure on social networking sites.

### ***Self-disclosure on social networking sites***

Before the mainstream popularity of social networking sites, (Dinev & Hart, 2006) found that the influence of internet trust and personal interests outweigh the privacy risk perceptions in individual's decision to disclose personal information in the context of electronic transactions. Some of the motivators for self-disclosure on social networking sites as indicated by past research are convenience of maintaining and developing relationships, platform enjoyment, trust and perceived control of social networking site, positive social influence, reciprocity, tendency towards collectivism, user commitment, user satisfaction, social validation, and self-expression among others (Krasnova et al., 2010), (Posey, Lowry, Roberts, & Ellis, 2010), (Yang and Tan, 2012), (Xu, Visinescu, & Kim, 2013). To the best of our knowledge that there has not been any attempt towards examining the role of self-congruency on self-disclosure on social networking sites except for Shrestha, A. (2017). Our aim in this study is to explore and compare the effect of self-congruency on self-disclosure on social networking sites based on the four major self-concepts.

## **Research Model**

Synthesizing the self-congruency theory and the theory of planned behavior, we developed a theoretical model to evaluate the effect of self-congruency on self-disclosure on social networking sites for four major self-types. Self-congruency with a social networking site is the match between the users' self-concept and the image of the social networking site. It has been shown that self-congruency with a product, service, or activity has an effect on the attitude, intention, as well as behavior associated with the usage of that product, service, or activity (M. J. Sirgy, 2015), (Pratt & Sparks, 2014), (Schoenmueller et al., 2013), (Anton et al., 2013), (D. Kim et al., 2015), (Ryu & Lee, 2013), (Ying & Hailin, 2015). Accordingly, we argue that self-

congruency with a social networking site will have a direct positive effect on the attitude towards self-disclosure, self-disclosure intention, and self-disclosure behavior on the social networking site.

H1 (a-d): Self-congruency (Actual/Ideal/Social/Ideal Social) with a social networking site has a positive effect on attitude towards self-disclosure on social networking site.

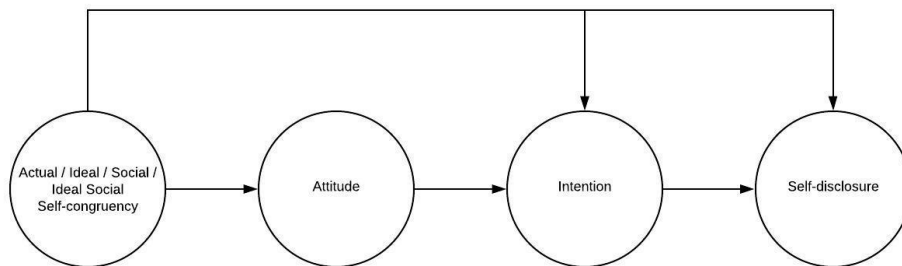
H2 (a-d): Self-congruency (Actual/Ideal/Social/Ideal Social) with a social networking site has a positive effect on self-disclosure intention towards self-disclosure on the social networking site.

H3 (a-d): Self-congruency (Actual/Ideal/Social/Ideal Social) with a social networking site has a positive effect on self-disclosure on the social networking site.

Attitude represents user’s favorable or unfavorable feelings of disclosing information on the social networking site. Theory of planned behavior suggests that attitude towards a behavior directly influences the behavioral intention and behavioral intention is directly linked to the actual behavior (Ajzen, 1991). This leads us to the following hypotheses:

H4 (a-d): Attitude towards self-disclosure on a social networking site has a positive effect on self-disclosure intention on the social networking site for all types of self-congruency (Actual/Ideal/Social/Ideal Social) models.

H5 (a-d): Self-disclosure intention towards a social networking site has a positive effect on self-disclosure on the social networking site for all types of self-congruency (Actual/Ideal/Social/Ideal Social) models.



**Figure 1: Research Model**

**Research Method**

We administered a survey among undergraduate students at a large university in the US South. There were 380 total participants: 199 females and 181 males. Average age of the participants was 20.73 years. We choose Facebook as the prototype social networking site for this research. The average number of ‘friends’ of the participants on Facebook was 853.77. We adopted all the scales used in measuring the constructs in our research model from previous studies. We assessed all the constructs using a 5-point Likert scale. Sample items used are shown in Table 1.

Construct	Construct Definition	Sample Items	Source
Self-congruency	The congruence resulting from a psychological comparison involving the product-user image and the consumer’s self-concept.	SC1. The image of the typical user of Facebook is consistent with how I am. (Actual) SC5. The image of the typical user of Facebook is consistent with how I would like to see myself. (Ideal) SC8. The image of the typical user of Facebook is consistent with how others see me. (Social) SC10. The image of the typical user of	(M. Joseph Sirgy et al., 1997)  (M. Joseph Sirgy & Su, 2000)

		Facebook is consistent with how I would like others to see me. (Ideal Social)	
Attitude towards self-disclosure	User's favorable or unfavorable feelings of disclosing information on the social networking site.	ATT1. I think disclosing my information on Facebook is good for me. ATT4. I have a positive opinion about disclosing information on Facebook.	(Hsu, Yen, Chiu, & Chang, 2006)
Self-disclosure intention	The behavioral intention to disclose personal information on the social networking site.	SDI2. I do not hesitate supplying my personal information to my Facebook friends.	(Beldad, van der Geest, de Jong, & Steehouder, 2012)
Self-disclosure	The extent to which information about the self is disclosed on the social networking site.	SD3. I often post about myself on Facebook.	(Krasnova et al., 2010) (Sawyer et al., 2011)

**Table 1: List of Constructs and Sample Items**

We checked the validity of the constructs, assessed the models, and performed path analysis. The results are analyzed and discussed in the next section.

## Analysis and Results

The measurement model's consistency reliability was established using Cronbach's alpha, composite reliability and average variance extracted as reported in table 2. The first step in measuring model reliability is to measure the internal consistency of the model. It is the indicator of how well the items on the test measure the same construct. For this purpose, we used Cronbach's alpha value that provides an estimate of the reliability based on the inter-correlations of the observed indicator variables. Since, Cronbach's alpha tends to underestimate the internal consistency reliability, we also used composite reliability to measure the internal consistency of our model. The values of Cronbach's alpha and composite reliability between 0.7 and 0.9 are considered satisfactory (Nunnally & Bernstein, 1994). In the next step we assessed convergent validity. It is the extent to which a measure correlates positively with alternative measure of the same construct. To have convergent validity, the indicators or the items that measure a construct should converge or share a high proportion of variance. The Average Variance Extracted (AVE) is used as a measure of convergent validity. This criterion is defined as the grand mean value of the squared loadings of the indicators associated with the construct (Hair Jr, Hult, Ringle, & Sarstedt, 2016). AVE values of 0.5 or higher indicate that on average, the construct explains more than half of the variance of its indicators and are considered satisfactory (Hair Jr et al., 2016). All the metrics were satisfactory for all the constructs except for self-disclosure which showed a slightly lower value than the suggested threshold.

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Actual Self-congruency	0.932	0.91	0.822
Ideal Self-congruency	0.942	0.919	0.845
Social Self-congruency	0.942	0.924	0.844
Ideal Social Self-congruency	0.956	0.934	0.878
Attitude	0.919	0.90	0.79

Intention	0.856	0.809	0.671
Self-disclosure	0.666	0.648	0.448

**Table 2: Reliability and Validity Measures for all Constructs.**

A stricter measure of discriminant validity is the Fornell-Larcker criterion. To establish discriminant validity, we first checked the cross loadings of the indicators. The loadings on the associated construct of all the indicators were found to be higher than the loadings on other constructs. Next we checked if the Fornell-Larcker criterion was met. The square roots of AVE for each construct as shown in the diagonal cells of Table 3-6 were all higher than the correlations with all other constructs confirming discriminant validity of the measurement model.

	Actual Self-congruency	Attitude	Intention	Self-disclosure
Actual Self-congruency	0.822			
Attitude	.021	0.792		
Intention	.205	.381	0.671	
Self-disclosure	.253	.308	.428	0.448

**Table 3: Fornell-Larcker Criterion for Actual self-congruency Model.**

	Ideal Self-congruency	Attitude	Intention	Self-disclosure
Ideal Self-congruency	0.845			
Attitude	.032	0.792		
Intention	.198	.381	0.671	
Self-disclosure	.263	.308	.428	0.447

**Table 4: Fornell-Larcker Criterion for Ideal Self-congruency Model.**

	Social Self-congruency	Attitude	Intention	Self-disclosure
Social Self-congruency	0.844			
Attitude	.027	0.791		
Intention	.178	.381	0.671	
Self-disclosure	.264	.308	.428	0.446

**Table 5: Fornell-Larcker Criterion for Ideal Social Self-congruency Model.**

	Ideal Social Self-congruency	Attitude	Intention	Self-disclosure
Ideal Social Self-congruency	0.847			
Attitude	.024	0.792		
Intention	.172	.381	0.671	
Self-disclosure	.253	.308	.428	0.45

**Table 6: Fornell-Larcker Criterion for Social Self-congruency Model.**

After the evaluation and refinement of the measurement model, we estimated the structural model. All the four models had a good fit as reflected by Normed Chi-square (CMIN/DF) value of less than 3, Root Mean Square Error of Approximation (RMSEA) value of less than 0.8, and Normed Fit Index (NFI)/Relative Fit Index (RFI)/Incremental Fit Index (IFI)/Tucker Lewis Index (TLI) /Comparative Fit Index (CFI) values of more than .95. The results are summarized in Table 7.

Model	CMIN/DF	RMSEA	AIC	NFI/RFI/IFI/TLI/CFI
Actual Self-congruency	2.280	.058	193.699	.960/.946/.977/.969/.977
Ideal Self-congruency	2.233	.057	190.592	.962/.949/.979/.971/.979
Social Self-congruency	2.175	.056	186.389	.963/.950/.980/.972/.979
Ideal Social Self-congruency	2.495	.063	202.503	.960/.946/.976/.967/.976

**Table 7: Model Fit for all four Models.**

Akaike Information Criterion (AIC) value is used as metric to compare different models Kline (2005). The model with lower AIC value is considered better. The AIC values listed in table 7, indicate that social self-congruency model with AIC value of 186.389 outperformed the other models.

The path coefficients for hypothesized relationships and R<sup>2</sup> values for dependent variables were estimated by applying bootstrapping with no sign changes and 5000 subsamples. We did bootstrapping as Partial Least Squares – Structural Equation Modeling does not assume normality of data distribution meaning that the parametric significance test used in regression analyses cannot be directly applied (Hair Jr et al., 2016).

The R<sup>2</sup> and adjusted R<sup>2</sup> values for the dependent variables viz, Attitude towards self-disclosure (ATT), Self-disclosure intention (SDI), and Self-disclosure (SD) across the four models are shown in Table 8. The adjusted R<sup>2</sup> values suggest that the four models explain 1.3, 2.4, 1.9, and 1.6 percent of the variance for Attitude towards self-disclosure. This is the lowest among the three dependent variables. The percent of variance explained for Self-disclosure intention are 19.8, 19.1, 17.1, and 16.5, while for Self-disclosure the percent of variance explained are 24, 25.7, 25.8, 24.7. The explained variance for Self-disclosure is the highest as expected because it receives the accumulated direct and/or indirect effects from all the other constructs on the model. Similarly, the explained variance for Attitude is the lowest as it receives only one direct effect from Self-congruency.

Model	R <sup>2</sup>	Adjusted R <sup>2</sup>
Actual Social Congruency	ATT: .021	ATT: .013
	SDI: .205	SDI: .198
	SD: .253	SD: .24
Ideal Self Congruency	ATT: .032	ATT: .024
	SDI: .198	SDI: .191
	SD: .263	SD: .257
Social Self Congruency	ATT: .027	ATT: .019
	SDI: .178	SDI: .171
	SD: .264	SD: .258
Ideal Social Self Congruency	ATT: .024	ATT: .016
	SDI: .172	SDI: .165
	SD: .253	SD: .247

**Table 8: R<sup>2</sup> and Adjusted R<sup>2</sup> Values of Dependent Variables for all four Models.**

Table 9 lists the path coefficients and their significance for all the hypothesized relationships across the four models. All the hypotheses are supported meaning that self-congruency based on all four types of self-concepts has a positive effect on attitude towards self-disclosure, intention of self-disclosure, and actual self-disclosure behavior on social networking sites. Also, there is a significant direct positive effect from attitude to intention, and from intention to self-disclosure across all the models.

Model	Path	Significance	Path	Significance	Path	Significance
Actual	SC→ATT	.146(**) H1(a)(+)	SC→INT	.263(***) H2(a)(+)	SC→SD	.226 (***) H3(a)(+)
	ATT→INT	.333(***) H4 (a) (+)	INT→SD	.385(***) H5(a)(+)		
Ideal	SC→ATT	.180(***)	SC→INT	.251(***)	SC→SD	.242(***)



		H1(b)(+)		H2(b)(+)		H3(b)(+)
	ATT→INT	.326(***) H4 (b) (+)	INT→SD	.383(***) H5(b)(+)		
Social	SC→ATT	.163(**) H1(c)(+)	SC→INT	.203(***) H2(c)(+)	SC→SD	.240(***) H3(c)(+)
	ATT→INT	.338(***) H4 (c) (+)	INT→SD	.397(***) H5(c)(+)		
Ideal Social	SC→ATT	.155 (**) H1(d)(+)	SC→INT	.186 (***) H2(d)(+)	SC→SD	.210(***) H3(d)(+)
	ATT→INT	.343 (***) H4 (d) (+)	INT→SD	.410(***) H5(d)(+)		

**Table 9: Path Coefficients, Significance and Support for Hypotheses for all four Models**

## Contributions

This study validates the concept of self-congruency as a predictor for self-disclosure on social networking sites. We have shown that self-congruency emanating from four major self-concepts are equally valid for this purpose. This is a novel contribution to the literature. To the best of our knowledge, the effect of different types of self-congruencies has never been studied in the context of social networking sites. We were able to compare the four models based on different types of self-concepts and conclude that they are equally good in terms of model fit and the significance of path estimates of all the hypothesized relationships. Based on AIC values, the social self-congruency model outperformed the others. Although it would require more research to assert this with greater confidence, the result points that social self-concept might be a better predictor of self-disclosure on social networking sites than the other self-concepts studied in this research. We believe that the results of our study have led to a better understanding of different self-concepts in terms of their role in explaining self-disclosure on social networking sites.

## Limitation and Future Studies

Since we collected data using a survey for our study, it consequently inherits the limitations of this method. A longitudinal study method could have captured the changes in the parameters of the research model. The temporal distinction between independent and dependent variables is absent. This means that it is hard to argue with full confidence that the causal relationship assessed in the study have the same direction as postulated in the research model. We used a single social networking site: Facebook, for this research. While it is the most popular social networking site ("Social Networking Use," 2015), it cannot be argued that self-disclosure phenomenon on Facebook would be same as on other platforms. The differences that exist among social networking sites would raise questions on any attempts towards generalization of the results of this study. A convenient sample of undergraduate students also contributes towards the lack of generalizability.

People use different social networking sites for different purpose. An interesting research for the future would be to assess how different our model would perform for platforms other than Facebook. This will shed light on the effect of different self-concepts according to the characteristics of the platform itself. Longitudinal and qualitative methods could yield results that could challenge or strengthen the validity of the causal relationships assessed in this study. Future studies involving different groups such as older adults, non-students, professional etc. will do the same. We have used self-reported data for this study; participants could have underreported their self-disclosure behavior on the survey. This could have been the reason for slightly lower validity measures for the construct self-disclosure. Using actual behavioral data collected from the social networking site for measuring self-disclosure might yield more accurate results.

## Conclusion

We were able to formulate and test four different models for self-disclosure on social networking sites. We have been able to show that different self-concepts: actual, ideal, social, and ideal social behave almost the same way when it comes having an impact on sharing of information about self on social networking sites. We take it as a starting point to explore the similarities/differences regarding the impact that different self-

concepts have across different domains of our interest. Social networking sites survive and thrive based on the information that users disclose. It is the willingness of users to disclose their information that drives the economies of these sites (A. Joinson et al., 2011). An in-depth understanding of self-disclosure process is of immense importance for the maintenance, promotion, and growth of social networking sites. By testing and reporting the impact of different types of self-concept on self-disclosure, we believe that we have added new insights into that understanding.

## REFERENCES

- Aaker, J. L. (1999). The Malleable Self: The Role of Self-Expression in Persuasion. *Journal of Marketing Research (JMR)*, 36(1), 45-57-57.
- Anton, C., Camarero, C., & Rodriguez, J. (2013). Usefulness, Enjoyment, and Self-Image Congruence: The Adoption of e-Book Readers. *Psychology & Marketing*, 30(4), 372384-384. doi: 10.1002/mar.20612
- Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behavior.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- Bosnjak, M., Sirgy, M. J., Hellriegel, S., & Maurer, O. (2011). Postvisit Destination Loyalty Judgments: Developing and Testing a Comprehensive Congruity Model. *Journal of Travel Research*, 50(5), 496-508-508. doi: 10.1177/0047287510379159
- Cheung, C., Lee, Z. W., & Chan, T. K. (2015). Self-disclosure in social networking sites: the role of perceived cost, perceived benefits and social influence. *Internet Research*, 25(2), 279299.
- Claiborne, C. B., & Sirgy, M. J. (1990). Self-Image Congruence as a Model of Consumer Attitude Formation and Behavior: A Conceptual Review and Guide for Future Research. In B. J. Dunlap (Ed.), *Proceedings of the 1990 Academy of Marketing Science (AMS) Annual Conference* (pp. 1-7): Springer International Publishing.
- Cozby, P. C. (1973). Self-disclosure: a literature review. *Psychological bulletin*, 79(2), 73.
- Denzin, N. K. (2016). Symbolic interactionism. *The international encyclopedia of communication theory and philosophy*, 1-12.
- Derlega, V. J., Metts, S., Petronio, S., & Margulis, S. T. (1993). *Self-disclosure*: Sage Publications, Inc.
- Dinev, T., & Hart, P. (2006). An extended privacy calculus model for e-commerce transactions. *Information Systems Research*, 17(1), 61-80.
- Fishbein, M., & Ajzen, I. (1977). *Belief, attitude, intention, and behavior: An introduction to theory and research*.
- Gardner, B. B., & Levy, S. J. (1955). The product and the brand. *Harvard Business Review*, 33(2), 33-39.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). *A primer on partial least squares structural equation modeling (PLS-SEM)*: Sage Publications.
- Hosany, S., & Martin, D. (2012). Self-image congruence in consumer behavior. *Journal of Business Research*, 65(5), 685-691-691. doi: 10.1016/j.jbusres.2011.03.015
- Hyun Ju, J., & Mira, L. (2013). The Effect of Online Media Platforms on Joining Causes: The Impression Management Perspective. *Journal of Broadcasting & Electronic Media*, 57(4), 439-455-455. doi: 10.1080/08838151.2013.845824
- James, W. (1890). *The consciousness of self, principles of psychology*.
- Joinson, A., Houghton, D., Vasalou, A., & Marder, B. (2011). Digital Crowding: Privacy, SelfDisclosure, and Technology. In S. Trepte & L. Reinecke (Eds.), *Privacy Online* (pp. 3345): Springer Berlin Heidelberg.
- Jourard, S. M., & Lasakow, P. (1958). Some factors in self-disclosure. *The Journal of Abnormal and Social Psychology*, 56(1), 91.
- Kim, D., Jang, S., & Adler, H. (2015). What drives cafe customers to spread eWOM? *International Journal of Contemporary Hospitality Management*, 27(2), 261-282-282. doi: 10.1108/ijchm-06-2013-0269
- Kline, R. B. (2005). *Principles and practice of structural equation mod.*
- Krasnova, H., Spiekermann, S., Koroleva, K., & Hildebrand, T. (2010). Online social networks: why we disclose. *J Inf technol*, 25(2), 109-125.
- Levy, S. J. (1959). Symbols for sale. *Harvard Business Review*, 37(4), 117-124.
- Nam, J., Ekinci, Y., & Whyatt, G. (2011). Brand equity, brand loyalty and consumer satisfaction. *Annals of Tourism Research*, 38(3), 1009-1030. doi: <http://dx.doi.org/10.1016/j.annals.2011.01.015>

- Newman, J. W. (1957). New Insight, New Progress, for Marketing. *Harvard Business Review*, 35(6), 95-102.
- Nyffenegger, B., Krohmer, H., Hoyer, W. D., & Malaer, L. (2015). Service Brand Relationship Quality: Hot or Cold? *Journal of Service Research*, 18(1), 90-106-106. doi: 10.1177/1094670514547580
- Nunnally, J. C., & Bernstein, I. H. (1994). The assessment of reliability. *Psychometric theory*, 3(1), 248-292.
- Pratt, M. A., & Sparks, B. (2014). Predicting Wine Tourism Intention: Destination Image and Self-congruity. *Journal of Travel & Tourism Marketing*, 31(4), 443-460-460. doi: 10.1080/10548408.2014.883953
- Obar, J. A., & Wildman, S. S. (2015). Social Media Definition and the Governance Challenge An: Introduction to the Special Issue. Available at SSRN 2663153.
- Pike, J. C., Bateman, P. J., & Butler, B. S. (2009). I didn't know you could see that: The effect of social networking environment characteristics on publicness and self-disclosure. *AMCIS 2009 Proceedings*, 421.
- Posey, C., Lowry, P. B., Roberts, T. L., & Ellis, T. S. (2010). Proposing the online community self-disclosure model: the case of working professionals in France and the UK who use online communities. *European Journal of Information Systems*, 19(2), 181-195.
- Pratt, M. A., & Sparks, B. (2014). Predicting Wine Tourism Intention: Destination Image and Self-congruity. *Journal of Travel & Tourism Marketing*, 31(4), 443-460-460. doi: 10.1080/10548408.2014.883953
- Rogers, C. (1951). A theory of personality and behavior. C. Rogers, *Client-Centered Therapy: Its Current Practice, Implications, and Theory*, 481-533.
- Ross, I. (1971). Self-Concept and Brand Preference. *The Journal of Business*, 44(1), 38-50. doi: 10.2307/2351834
- Schoenmueller, V., Bruhn, M., Walther, E., & Schaefer, D. (2013). The Impact of Viral Message Self-Congruity on the Perception of the Message and the Intention to Share It. *AMA Winter Educators' Conference Proceedings*, 24.
- Sirgy, M. J. (1982). Self-Concept in Consumer Behavior: A Critical Review. *Journal of Consumer Research*, 9(3), 287-300. doi: 10.2307/2488624
- Sirgy, M. J. (1986). *Self-congruity: Toward a theory of personality and cybernetics*: Praeger Publishers/Greenwood Publishing Group.
- Sirgy, M. J. (2015). The Self-Concept in Relation to Product Preference and Purchase Intention. In V. V. Bellur (Ed.), *Marketing Horizons: A 1980's Perspective* (pp. 350-354): Springer International Publishing.
- Sirgy, M. J., Grewal, D., Mangleburg, T. F., Park, J.-O., Kye-Sung, C., Claiborne, C. B., . . . Berkman, H. (1997). Assessing the Predictive Validity of Two Methods of Measuring Self-Image Congruence. *Journal of the Academy of Marketing Science*, 25(3), 229.
- Sirgy, M. J., Grewal, D., & Mangleburg, T. (2000). Retail Environment, Self-Congruity, and Retail Patronage: An Integrative Model and a Research Agenda. *Journal of Business Research*, 49(2), 127-138-138.
- Shrestha, A. (2017). An Integrated Framework for Self-disclosure on Social Networking Sites. *Social Networking Use*. (2015). <http://www.pewresearch.org/data-trend/media-andtechnology/social-networking-use/>
- Varnali, K., & Toker, A. (2015). Self-disclosure on social networking sites. *Social Behavior & Personality: an international journal*, 43(1), 1-13. doi: 10.2224/sbp.2015.43.1.1
- Wheless, L. R., & Grotz, J. (1976). Conceptualization and measurement of reported self-disclosure. *Human Communication Research*, 2(4), 338-346.
- Xu, C., Visinescu, L., & Kim, D. (2013). Disclose Intimately, Honestly, Heavily, Positively and Intentionally: An Exploration of Self-Disclosure in Social Networking Sites.
- Yang, L., & Tan, B. C. (2012). Self-disclosure on online social networks: Motives, context feature, and media capabilities.
- Ying, Q. U., & Hailin, Q. U. (2015). Nonutilitarian Tourism Destination Positioning: A Case Study in China. *International Journal of Tourism Research*, 17(4), 388-398-398. doi: 10.1002/jtr.2005