

Online Community Usage Behavior (Case Study of Indonesian Online Community Members)

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Abstract. This research was conducted to examine the online community members' behavior, knowledge sharing activity, member contribution and purchase intention in the context of online community. This research used descriptive research as the method; which using questionnaire as the research tools. The measurement used were borrowed from prior research journal. The result from this research shows that there are some demographic aspects that affect online community members' behavior (shopping preference, shopping frequency, shopping expenses, online community that followed and purchased product) and also online community members' contribution.

Keywords: Online Community, Knowledge Sharing, Contribution, Online Purchase Intention.

1. Introduction

The way human interact between one another is one of the biggest changes that the Internet has brought to the human life. In this era, people don't have to meet face to face to interact with one another. Along with the growth of Internet, there appear some online communities that become a new form of community where Internet users can communicate and share information about their interest, expertise and not to mention influencing each other. Nowadays, online communities also provide a transaction forum, which allows their members to sell or buy products online. This becomes interesting, because opinions from other members are often considered as more trustable than advertising or sales representatives. The existence of online community must have brought some changes in consumer behavior. On the other hand, in marketing and consumer behavior, demography will always be an important aspect to be researched, because demography can determine many things, not to mention the segmenting and the target market. Thus, the purpose of this research is to examine the influence of demographic factors towards knowledge sharing activity, member contribution, and purchase intention in the online community based on responses given by Indonesian people who are members of online communities.

2. Theoretical Background

2.1. Online Community

Community is a group of people that interact with one another, having common interests or characteristics. Many scholars used the word "community" to refer to various concepts such as geographic units, social units and interactive connections (Kang, 2004). But after the Internet came to the era, Internet has brought a new form of community: online community. People did not have to meet face to face to interact with each other, they exchange idea and information through computer bulletin boards and networks, and they share the basic needs of human such as interest, social relationship, fantasy, and transaction. (Bender 1978, p.145; Rheingold 1994, pp.57-8) Thus, based on that new concept of community, Bender (1978, p.145) proposes a new explanation of community as "a network of social relations marked by mutuality and emotional bonds, interact each other through online media to achieve personal goals of the members" (Bender, 1978; Bagozzi, 2004)

2.2. Knowledge Sharing

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Knowledge sharing refers to how members share their knowledge or expertise to other members in the community. Information or knowledge are generated from communication activities between members, knowledge-sharing activities include posting and observing activities (Ridings et al., 2002; Lee et al; 2003). Active discussion can happen when the members of the community have shared interests and do information exchange about a specific topic (Ridings & Gefen, 2004). Members who are physiologically attached with the community are more willing to give their information to other members, even when they will not get some kind of direct benefit (Gruen, 1995; Ardichvile et al., 2003; Koh & Kim, 2004; Wang & Fesenmaier, 2004). Nowadays, virtual community has many competitors, in surviving the competition; active knowledge sharing behavior is one of the potential weapons for the virtual community (Ardichvile et al., 2003; Koh & Kim, 2004)

2.3. Contribution

The sustainability of the online community cannot be separated from the willingness of the members to make contribution to the community. There are also prior literature that studied about customer participation in innovation and value co-creation in marketing (von Hippel, 1988; Bendapudi & Leone ,2003) and organizational theory (Goodman et al., 1995, Schneider et al., 2005). Contribute equals to involvement, prior studies by Wind and Rangaswamy (2001) tells that a customer that is treated as the part of the company, they tend to do more active and play more role in the sustainability of the company and products or services.

2.4. Purchase Intention

The intention is an indication of the readiness of a person's behavior, and in this case is antecedent of behavior, while purchase intention is one of the probability measurement of customer willingness to purchase a product or services in the future even when the commitment has not been made (Ajzen, 2006; Warshaw & Davis (cited in Landry, 2003), 2003; Blackwell, Miniard & Engel, 2001). Purchase intention also can be viewed as consumer willingness to build an online relationship and have transactions or specified purchasing behaviour with a web retailer through the Internet (Zwass, 1998; Salisbury, Pearson, Pearson and Miller, 2001). Customer online purchase intention in the shopping website will determine the level of consumer's intention to have a specified purchasing behaviour through the Internet (Salisbury, Pearson, Pearson & Miller, 2001)

3. Methodology

There were several steps to conduct this research. First was reading previous research about online community and the members' behavior, and second was making the questionnaire in form of Likert scale measurement from 1 to 6 based on previous research and then adjusted to the Indonesian online community behavior by doing focus group discussion with 10 online community members about the existing condition of online community itself. The measurements for this research were taken from the valid measurements in several previous researches; purchase intention was borrowed from McKnight and Chervany (2002), and knowledge sharing was borrowed from Usoro, Sharratt, Tsui and Shekhar (2007). Those variables are measured on a 1 to 6 points in Likert scale, anchored at 1 = strongly disagree and 6 = strongly agree. While contribution measurement were adapted from Dholakia, Bagozzi and Pearro (2004), measured on a 5 point semantic differential scale, anchored at 1=never, and 5=very often. The population of the research was conducted to the members of online community. The questionnaires were spread via online and offline media. Online questionnaires were spread through online community, mailing list, social media and personal e-mail, while the offline questionnaires were spread through personal approach. The questionnaires were spread to 400 respondents, and there are 389 respondents who gave valid feedback. This research uses ANOVA and crosstab analysis.

4. Findings and Discussion

4.1. Respondent Profile

Table 1: Respondent Profile

Gender		Occupation				Age				
Men	Women	Students / College Students	Employee	Entrepreneur	Others	< 17	17 - 25	26 - 35	36 - 45	> 45
75.06%	24.94%	75.32%	19.79%	3.08%	1.80%	3.34%	79.18%	12.34%	3.34%	1.80%
Domicile			Monthly Expenses (in Indonesian Rupiah)							
Bandung	Jakarta	Other Areas in Indonesia	Foreign Countries	< 1.500.000	1.500.000 - 2.500.000	2.500.000 - 3.500.000	3.500.000 - 4.500.000	4.500.000 - 5.500.000	> 5.500.000	
67.61	15.42	9.00%	1.80%	48.07%	27.25%	7.71%	5.14%	2.57%	9.25%	

4.2. Online Community Members' Behavior

Table 2: Crosstab Result

	Shopping Preference		Shopping Frequency		Shopping Expenses		Online Community		Purchased Product	
	Chi Square	Sig	Chi Square	Sig	Chi Square	Sig	Chi Square	Sig	Chi Square	Sig
Gender	14.873	0.001	10.060	0.03	10.539	0.06	4.531	0.33	14.051	0.00
Domicile	61.170	0.180	128.398	0.04	173.332	0.00	38.360	1.00	94.606	0.09
Occupation	6.794	0.340	15.081	0.23	46.007	0.00	9.102	0.69	26.949	0.00
	Shopping Preference		Shopping Frequency		Shopping Expenses		Online Community		Purchased Product	
	Kendall's'	Sig	Kendall's'	Sig	Kendall's'	Sig	Kendall's'	Sig	Kendall's'	Sig
Age	-0.001	0.980	-0.056	0.20	0.154	0.00	0.092	0.11	0.168	0.00
Monthly	-0.069	0.142	0.005	0.90	0.241	0.00	-0.001	0.98	0.077	0.08

It can be seen that demographic factors has influenced some aspects of online community members' behaviour. Gender has significant relationship with online community members' shopping preference, shopping frequency and the purchased products in the online community. The respondents' in this research were dominated by men, this finding shows that there are differences in online community behaviour between men and women, as men are more likely buy products in the online community, and the purchased product also depends on gender preferences. Domicile has significant relationship with shopping frequency and shopping expenses, as the Internet connection in Indonesia is not quite well spread throughout the country, so the Internet behaviour is still dominated by big cities such as Bandung and Jakarta. Different cities have different income standards for occupations available in that city, so that also affect the shopping frequency and shopping expenses.

Occupation has significant relationship with shopping expenses and goods purchased. It can be related to the monthly income that differs between occupations, so the shopping expenses will be adjusted to the monthly income that is obtained by the online community member. The purchased products by the members in online community might also be related to the needs of each occupation that differs absolutely to one another. In the context of online community, age is also significantly related to shopping expenses and purchased product, as the needs of each age grouping differs absolutely to one another. The last demographic aspect is the monthly expense that significantly relates to shopping expenses. The more people expend, the more they will have to meet their daily needs, and therefore they will desire to buy products that relate more with their primary and also tertiary needs. This might be the reason monthly expenses are significantly related to shopping expenses.

4.3. Online Community Members' Knowledge Sharing, Contribution and Purchase Intention

Table 3: ANOVA - Knowledge Sharing

Dependent Variables	Demographic Aspect	Levene's Test Sig.	F	Sig.
Knowledge Sharing	Age	0.444	0.600	0.663
	Gender	0.537	0.194	0.660
	Occupation	0.224	0.467	0.705
	Domicile	0.353	1.366	0.120
	Monthly Expenses	0.205	1.020	0.405

There are 5 demographic aspects that were used in this research, age, gender, occupation, domicile and monthly expenses. In the result, it can be obtained that demographic aspect has not influenced knowledge sharing activity on the online community. It shows that knowledge sharing activity is on the same level for all the members of online community, and there were no different knowledge sharing activity behaviour among the members from different demographic aspect group. Knowledge sharing can be done between any members, from one member to everyone in the online community, not limited for only some members' from some demographic aspect

Table 4: ANOVA - Contribution

Dependent Variables	Demographic Aspect	Levene's Test Sig.	F	Sig.
Contribution	Age	0.179	1.792	0.130
	Gender	0.666	17.962	0.000
	Occupation	0.416	5.424	0.001
	Domicile	0.099	1.480	0.063
	Monthly Expenses	0.021	0.164	0.976

The ANOVA result obtained different findings about demographic influences on the contribution of the online community members. From ANOVA, it can be obtained that gender and occupation have influenced member contribution in the online community. There were two contribution aspects that is measured in this research: How often the members interact in the online community within the last two weeks and the amount of time they spent per interaction.

The respondents of this research were dominated by men and students or college students. Based on the crosstab analysis, 50,8% of the total men respondents interact more than three times within the last two weeks, while women respondents who interact more than three times in the last two weeks were only 24,5%. This finding is related to The Pew Internet and American Life Project Survey (2005), that men are slightly more intensive Internet users than women. Men spend more time online, and use Internet as the media to gather material for their hobbies and men are more likely to be broadband users. 75% of the respondents are students or college students, followed by those who worked as employees (20,2%). 58.3% of the respondents spent only less than an hour in their interaction. This could happen because students, college students or employee have other tasks to be done, and they only use online community in their spare time, so they don't need to interact in the online community frequently.

Table 5: ANOVA - Purchase Intention

Dependent Variables	Demographic Aspect	Levene's Test Sig.	F	Sig.
Purchase Intention	Age	0.531	0.903	0.462
	Gender	0.882	3.035	0.082
	Occupation	0.210	0.625	0.599
	Domicile	0.181	1.050	0.400
	Monthly Expenses	0.730	0.559	0.732

For the relationship between demographic and purchase intention of the online community member, from the ANOVA test result it can be obtained that there were no demographic aspect that influenced online community members' purchase intention. This could happen because purchase intention needs sort of information, while online community tends to provide general information, not filtered to any demographic aspect, so that demographic will not affect online community member's purchase intention.

5. Conclusion

Online community is a general community; it provides a community for anyone from any demographic aspect. Each of demographic aspect relate to online community members behavior such as shopping preference, shopping frequency, shopping expense, online community that is followed and also the

purchased product in the online community, even though the influencing aspect is different for each behaviour. On the other hand, demographic has not influenced online community members' purchase intention and knowledge sharing at all, but gender and occupation aspects do influence online community members' contribution. So, it needs further research to examine why does demographic do not related to knowledge sharing and purchase intention, particularly in Indonesian online community members.

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