Motivations to share travel experiences in online travel communities: The moderating effect of dissatisfaction

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ARTICLE INFO	Abstract
	Online travel communities have become a crucial source of information for travelers in making their travel decisions. Therefore, it is important to understand the reasons behind members' willingness to share their travel experiences in these communities. This information is highly valuable for tourism stakeholders. This study examines the impact of five main motivations on the sharing behavior of travel experiences: altruism, perceived enjoyment, self-actualization, reciprocity, and perceived social support. Moreover, the study also explores the moderating effect of dissatisfaction on the relationship between these motivations and sharing travel experiences. To test these hypotheses, the researchers conducted Confirmatory Factor Analysis using Amos and Structural Equation Modeling (SEM). They sent an online questionnaire to subscribers in online travel communities. The results confirmed that all five motivations have a significant impact on sharing travel experiences in online travel communities. Additionally, dissatisfaction had a moderating effect on the relationship between four motivations and sharing travel experiences, except for perceived social support. The findings of the study have significant implications for tourism stakeholders; marketers, managers, and social media managers.

Introduction:

Social networking services (SNS) have become an essential part of the tourism industry, they allow travellers to access information about tourism products and services, and share their feelings, reviews, personal experiences, and recommendations. SNS also enables users to share, post, and create stories with photos, audio, and voice podcasts. Moreover, they can discuss interests with like-minded individuals without any time and distance constraints, expanding their social circles and increasing interpersonal contacts over time (Chung et al.,2017).

Further, virtual communities' emergence created unique forms of social interaction that changed what used to be mostly private experiences, shared only among small groups of acquaintances built on mutual trust, into global collections of consumer information (Munar and Jacobsen,2014).

Understanding the motivations behind tourists' sharing behavior is valuable in that it provides tourism stakeholders with deeper insight into the preferences and characteristics of travelers, and allows them to get thorough and trusted feedback about different services, thereby offering suggestions to improve their management and marketing strategies accordingly (Septiari and Omar,2022).

Therefore, it is crucial to conduct an updated literature review on the motivation of travelers to share their experiences in online travel communities. Such a review helps to comprehend their sharing behavior, the reasons that prompt them to post online reviews and share their opinions and evaluations about tourism providers and destinations, and how they perceive their experience. As a result, this information helps the travel and tourism industry to achieve business growth, improve innovation, gain competitive advantages, and increase profitability (Septiari and Omar, 2022).

Many researchers in the fields of information and communication technologies (ICT) and social psychology have investigated the reasons behind SNS acceptance and continuous use, the psychological effects of SNS use, and key indicators of social networking (Chung et al., 2017). Consumer motivations (internal or external) were studied as a stimulus that encourages consumers to contribute content on social media; Experience, either good or bad, activates this process (Koufie and Kesa,2020).

Nevertheless, the study unveils several gaps and limitations of the relevant studies, first, existing studies have tried to understand the motivations that drive people to use social media (SM) to share their tourism experiences, but limited studies have investigated the motivations of SM users to share their experiences with anonymous others in online travel communities. Second, despite the study of satisfaction/dissatisfaction as antecedents of electronic word of mouth (e-WOM), the moderation effect of dissatisfaction between the motivations and sharing travel experience has been understudied. Third, it has been observed that the study of factors that influence tourism is not limited to any particular country. Extensive research has been conducted in American, European, and Asian regions (Lin and Rasoolimanesh, 2022). Therefore, it is important to understand the sharing behavior of tourists on social media platforms in the Egyptian context, as this behavior may vary in different social contexts.

Accordingly, this study aims to examine the relationship between motivations and sharing travel experiences in online communities among Egyptian subscribers and to expand the knowledge base on the moderating role of dissatisfaction in this relationship.

1.Theoretical overview

1.1. Motivations

Tourist behavior is influenced by several factors, and one of the most critical psychological factors is motivation. Motivation refers to the forces that arise from unmet needs and drive behaviors to fulfill them. The experience process also influences motivation. (Zucco et al., 2020).

Motivation has been a topic of research in social media, mainly to understand the stimulus behind travelers' intentions to join and use social media. Previous research has employed various fundamental theories to explain the antecedents of sharing experiences on SM, such as User and Gratification (Bakshi et al.,2019; Hsu et al., 2020 in15; Li et al., 2022) Self-Determination Theory (Yuniawati, 2018; Septiari and Omar, 2022), Social Exchange Theory (OhandSyn, 2015), Social cognitive theory (Yen,2016), the Theory of Reasoned Action (Bilgihan et al., 2016), Social Influence Theory (Oliveira et al.,2020). Other studies have examined the sharing motivations as individual constructs (Arica et al.,2021; Widiana and Santi, 2022) or tried to distinguish between self-centered and community-related motivations (Munar and Jacobsen, 2014; Liu et al., 2022)

Numerous studies have suggested that people share content on social media for one of two reasons. Firstly, they may be motivated by psychological needs, such as the desire for pleasure or recognition. Secondly, they may be seeking social support or trying to reciprocate the benefits they have previously received from their social media contacts. Altruism has been identified as one of the most significant reasons for sharing content on social media in many of these studies. Table 1 summarizes the main theories and motivations that have been examined in the context of sharing tourism experience.

Furthermore, it has been found that customer satisfaction significantly affects consumer activity on social media SM such as e-WOM (Cantallops et al., 2020; Ismagilova et al., 2021; Xu et al., 2022) and sharing travel experience (Widiana and Santi, 2022). Sakiyama et al.2023 explained this association in the light of three concepts. First, the balance theory (Zajonc, 1960), is related to the inclination of individuals who have a certain attitude toward a service to attain balance when other people hold the same attitude toward it. Second, is the norm of reciprocity (Gouldner, 1960), which suggests that in interpersonal relationships, individuals want to help those who have helped them. The third is the self-concept construct, which proposes that satisfied customers would generate WOM to inform others about their associations with a product or service perceived as instrumental in building their self-concept (Giakoumaki and Krepapa, 2020). The three concepts are connected to altruism, reciprocity, and self-actualization motivations. On the other hand, the prevalence of social networking sites provides an opportunity for dissatisfied consumers to share their negative experiences with

others (Yen, 2016). In order to gain more insight, this study will examine how dissatisfaction moderates the relationship between motivations and the sharing of travel experiences.

Table (1): Motivations to Share Travel Experience in Literature

Study		Theory	Motivations
Munar& Jacobsen (2014)	Scandinavian holidaymaker in Mallorca		Personal-centered/community-related motivations
Chung, Tyan& Chung (2017)	Korean tourists	Broaden and build theory of positive emotions	Perceived social support and positive emotions
Hur et al. (2017)	Travel-related social media users in Korea	Elaboration likelihood model	Source credibility, entertainment, and relationship management
Hartijasti& Chi (2018)	Travelers who used social media		Seeking advice, information dissemination, social interaction, enjoyment, status, personal documentation
Yuniawati (2018)	Undergraduate students in Indonesia	Self-determination theory	Intrinsic/extrinsic motivations
Oliveira, Araujo& Tam (2020	SM platforms users in Portugal	Social influence theory	Identification-internalization - compliance
Zucco et al. (2020)	Visitors to Blumeno, Brazil		Identification-internalization - compliance +perceived pleasure
Viana, Mayer& Neto (2020)	Brazilian tourists		Altruism, Social benefits, own-benefits, emotional, consumer empowerment, letting off the steam, functional, and reciprocity
Arica et al. (2021)	American travellers		Altruism, personal fulfillment, and self-actualization
Li, Ma& Tong (2021)	Chinese live streamer	Uses& gratification	Information sharing, entertainment, self-presentation, socialization
Daxbock et al. (2021)	Travelers who use Instagram		Intrinsic/extrinsic motivations
Widiana& Novani(2022)	Indonesian tourists in Bandung		Satisfaction, perceived enjoyment, inhibitors, personal factors
Septiari& Omar (2022)	Indonesian domestic travellers	Self-determination	Intrinsic motivations

Source: Own Research Elaboration

1.2. Sharing tourism experience

Social media and technological advancements have made sharing travel experiences easier than ever before. Users can easily create and post different types of content, such as photos, texts, videos, and blogs, on Web-based platforms without the need for special technical skills (Ramadania et al., 2021). These applications allow users to share travel-related information, feedback, and recommendations as well as post questions to ask for help, seek advice, or compare available answers to needs without any time or space constraints (Kangand Schuett, 2013). Munar and Jacobson (2014) found that people tend to post more on Facebook and similar platforms where they have control over who sees their content, compared to websites with a wider audience.

Travel-experience sharing on social media can be defined as the behavior of voluntarily disseminating individual subjective experience (affective, cognitive, and behavioral) of his tourist activities in a visited place, with or without information gathered from other parties, through various social media platforms (Munar and Jacobsen, 2014; Yuniawati, 2018; Septiari and Omar, 2022). These experiences are personal and depend on how individuals perceive and react to specific tourist places and services (e.g. destinations, attractions, and accommodations) (Munar and Jacobsen, 2014).

When sharing about the travel experience, users will post everything about it, not only the facts about the trip such as prices, weather conditions, and attractions but also, they communicate their emotions and impressions about every holiday attribute including the atmosphere, the uniqueness of the attractions, the social and personal encounters, the food, etc. even their imaginations and fantasies about their holiday. (Munar and Jacobsen, 2014; Du et al., 2020; Septiari and Omar, 2022).

Shared travel experiences increasingly gained a growing influence on travel decision-making as an important source of travel information. (Yuniawati, 2018).

1.3. Online travel communities

The travel decision is a high-risk decision that requires extensive information processing, it is particularly significant for travelers to receive this information from travelers who have already visited their intended destination, to learn about both the advantages and disadvantages of the experience (Brusch, 2022). Hence, they used social media platforms to create communities where they could interact and exchange knowledge about their travel experiences (Lv et al., 2021)

Online travel communities are social platforms that enable people with a common interest in travel and tourism to share their travel experiences, provide recommendations and support to each other, or seek help and advice from other travelers (Lv et al., 2021; Brusch, 2022).

Online travel communities became a crucial source of information to support travel decision-making. Members of online travel communities can help each other by offering precise responses to questions about travel to those who ask for specific solutions. Further, travelers participate in online travel communities to seek social benefits like searching for travel companions and establishing social relationships with other travelers. (El-Manstrly et al., 2020; Zhou et al., 2020)

2. Research model and hypotheses

Altruism is one of the most the most widely considered antecedents of knowledge sharing in SM; In this context, it is defined as the selfless act of sharing positive or negative content on SM to help others make the right decision or prevent them from making the wrong one without expecting any external rewards (Koufie and Kesa, 2020; Lin and Rasoolimanesh, 2022). Individuals with altruistic motives have a greater tendency to participate in social groups and are eager to spend more time and energy sharing their experiences (Ismagilova, 2020).

Previous studies have established a positive effect of altruism on travellers' intentions to post online reviews (Koufie and Kesa, 2020), and share travel experiences (Munar and Jacobsen, 2014; Oliveira et al., 2020) Based on the above findings, the first hypothesis is:

H1:Altruism motivates travellers to share their travel experiences in online travel communities.

Enjoyment is an important desire, leading people to do a variety of leisure activities (Ohand Syn, 2015) Many researchers exploring social media use intentions view hedonic benefits as the most important factor determining participation in SNS (Munar and Jacobsen,2014; Chung et al.,2017; Bakshi et al., 2019)

Bakshi et al., (2019) found that the pleasure tourists derive from posting reviews on social media increases their intention to share experiences. Ben-Shaul and Reichel (2018) stated that tourists' participation in EWOM in the tourism community is closely related to their positive emotions like the feeling of satisfaction and entertainment.

Perceived enjoyment has been studied as a strong predictor which explains travelers' sharing behavior. Several studies found that the most important intrinsic motivation to share experiences through SM was feeling glad to be able to share one's travel knowledge and experience. (Kang and Schuett, 2013; Yuniawati, 2018; Oliveira et al., 2020). Further, Li et al. (2022) found that perceived enjoyment is an important motivation that affects tourism live streamers' motivations for live streaming. Consequently, this study hypothesizes that:

H2: Perceived enjoyment motivates travellers to share their travel experiences in online travel communities.

Self-actualization expresses the way through which people convey what they want others to think of them, such as people who want to be more recognized for their travel experiences (Oliveira et al., 2020).

Techno-meritocratic systems are integrated into certain social media platforms, such as Facebook, to enhance peer recognition and promote personal fulfillment and self-actualization (Munar and Jacobsen, 2014; Oliveira et al., 2020).

Findings of previous studies indicated that tourists who share their experiences in collaborative environments feel proud of doing so (Chung et al., 2017). Hence, sharing tourism experiences on social media acts as a mechanism to reinforce conceptions of the self (Liu et al., 2022; Zhang et al., 2022). Therefore, the study formulates the following hypothesis:

H3: Self-actualization motivates travellers to share their travel experiences in online travel communities.

Reciprocity refers to the benefit for individuals to engage in social exchange, information-sharing behaviors are regarded as reciprocal cooperative behavior between the information provider and the receiver (Hsieh and Lo,2021).

Reciprocity norms positively affect users' knowledge-sharing behavior in social media (Hsieh and Lo, 2021). Online knowledge communities are embedded in the social exchange process and therefore, for the sustainability and survival of these communities, the exchange must be equitable (Bakshi et al., 2019).

Various researchers have established that reciprocity motivates individuals to contribute on social media platforms (Moghavvemi et al., 2017; Bakshi et al., 2019; Hsieh and Lo, 2021). People, who have benefited from others' online sharing of information in the past, feel that they need to "repay that benefit" by helping others, even if they do not know them (Presi et al., 2014). People who have higher reciprocity motivations exhibit more effort on social media platforms (Bakshi, 2019).

Munar and Jacobson (2014) found that the Mallorcan visitors who wrote online reviews wanted to contribute to websites that were useful to themselves, thus, the study suggests the following hypothesis:

H4: Reciprocity motivates travellers to share their travel experiences in online travel communities.

Perceived social support refers to a tourist's perception of the availability of different types of support from their network of friends (Chung et al., 2017). On social networking sites like Facebook, people are impelled by social connectivity and communication with their peers (OhandSyn, 2015).

Recent studies have highlighted the importance of social support for users of social networking sites (SNS). SNS has the advantage of eliminating time and distance barriers, and it can attract more participants than traditional face-to-face communication networks. This makes it easier for people to interact socially and provide support to each other (Oh and Syn, 2015; Arica et al., 2022).

Some researchers suggest that individuals who frequently update their social networking site profiles tend to feel a stronger connection with other members compared to those who do not update them often. Previous studies have argued that social relations can be formed through social networking sites, as they enable users to exchange socially and build strong relationships. Tourists who share their travel experiences, such as posting photos or reviews, often seek and perceive social support from their social networking site friends (Chung et al., 2017; Widiana and Santi, 2022). In the context of online communities, a relationship was found between perceived social benefits and the level of participation (Oliveira et al., 2020) The consumer–community relationship influences the consumers' willingness to participate in the community and affects their information-sharing behavior (Hsieh and Lo, 2021). Consequently, the following hypothesis is suggested:

H5: Perceived social support motivates travellers to share their travel experiences in online travel communities.

The perceptions and knowledge of tourism are shaped by the experience rather than the simple spatial activity of actually visiting places (Munar and Jacobsen, 2014). Service failure occurs when tourist expectations aren't met, leading to dissatisfaction. Dissatisfied tourists may choose to exit or voice their dissatisfaction through word of mouth (WOM) (Presi et al.,2014).

Previous studies showed that e-WOM in review sites is more likely to reflect the consumption experience. Negative e-WOM-sharing on review sites is often influenced by the desire to restore justice, prevent another customer from having a bad experience, and take revenge on providers that have failed to offer a good service experience (Liu et al.,2021).

According to the prospect theory (Kahneman and Tversky, 1979), people tend to avoid losses more strongly than they seek out gains. This means that when individuals experience dissatisfaction or loss, they may respond more strongly through negative advocacy than when they experience satisfaction or gain (Kim and Hwang, 2022). Further, intense emotions can lead to more frequent sharing of experiences and emotions with both friends and strangers (Liu et al., 2021).

Kim and Hwang (2022) demonstrated that when it comes to travelers, negative electronic word-of-mouth engagement is more active than good electronic word-of-mouth engagement for happy tourists. Accordingly, the study postulates that:

H6: Dissatisfaction moderates the relation between the motivations to share and sharing travel experiences in online travel communities.

H6a: Dissatisfaction moderates the relationship between altruism and sharing travel experiences in online travel communities.

H6b: Dissatisfaction moderates the relation between perceived enjoyment and sharing travel experiences in online travel communities.

H6c: Dissatisfaction moderates the relationship between self-actualization and sharing travel experiences in online travel communities.

H6d: Dissatisfaction moderates the relation between reciprocity and sharing travel experiences in online travel communities.

H6e: Dissatisfaction moderates the relationship between perceived social support and sharing travel experiences in online travel communities.

3.   Methodology

3.1 The research model

The model illustrated in Figure (1) aims to test the influence of motivations on travelers' inclination to share their experiences on SN, while considering the moderating influence of dissatisfaction.
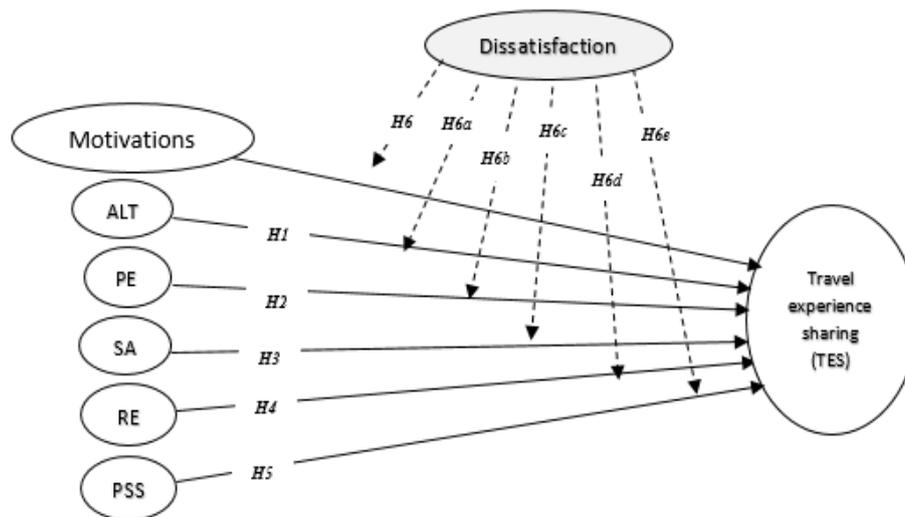
Fig.(1): Conceptual research model

3.2.   Sample and data collection

The study employed a quantitative methodology by utilising an online questionnaire, which is considered a suitable research method for gathering and statistically analysing data, especially in studies with large samples. By employing this approach, researchers are capable of examining correlations among variables and deriving significant findings through statistical analysis (Hair et al, 2019). The study targeted members of one or more travel-dedicated pages on Facebook (TravellerAdvisor, Traveller Experience, Nomad) who share their travel experiences. The respondents were asked first if they were members in one or more travel communities and if they shared their travel experiences with these communities, respondents who answered Yes to both questions were sent the study questionnaire via Facebook Messenger. Thus, using purposive sampling, which involves choosing a subset of a group of individuals based on their shared traits, the study was able to achieve its goals (Gay and Diehl, 1992).

To make sure the survey was easy to understand and to check its accuracy and reliability, a pilot study was carried out on 27 members of the aforementioned pages before moving on to the data collection phase. Following Nunnally's (1978) criteria for suitable items on a scale of five points, the pilot test results demonstrated that most of the variables were measured with items having mean scores more than 3.0.

3.3.   Scale development

The measurement of all items was conducted using a five-point Likert scale, where 1 represents strong disagreement and 5 represents strong agreement. The constructs were derived from a collection of scales that were taken from prior research investigations. The survey comprised seven constructs, with the assessment of altruism (**ALT**) being conducted through the use of three questions that were derived from Munar and Jacobsen (2014). Perceived enjoyment (**PE**) and self-actualization (**SA**) were evaluated using a 3-item scale each established by Tiago et al. (2020). The examination of reciprocity (**REC**) was conducted using 3 items sourced from Bakashi and Gupta (2019). The evaluation of perceived social support (**PSS**) was performed utilising a five-item scale derived from Chung et al. (2017). Five items from Zucco et al. (2020) were utilized to evaluate TES, with small modifications made. Dissatisfaction **(Dis.S)** was measured using 5 items obtained from Kim and Hwang's (2021) study.

3.4.   Data analysis

To test the study's hypotheses, confirmatory factor analysis (CFA) based on Amos and structural equation modeling (SEM) was implemented. In order to evaluate this model, an assessment of its validity and reliability was conducted. Following this, the hypothesized model was examined, and the moderation test was carried out following the procedure suggested by Memon (2019).

4. Results

4.1. Measurement model

4.1.1. Convergent and discriminant validity

Based on the data shown in Table 2, it can be observed that all factor loadings are above the threshold of 0.5. This indicates that all constructs were convergent and legitimate, as stated by Hair et al. (2017). As illustrated in Table 2, a composite reliability (CR) of 0.751–0.911 for all constructs highlighted satisfactory internal coherence and convergent validity (Hair et al., 2014). It is recommended that all latent variables have Cronbach's alpha (α) values greater than or equal to 0.70, as stated by Hair et al. (2017). Results from the study reveal that the constructs met the acceptable value. In addition, the AVE scores for the constructs, which ranged from 0.509 to 0.668, were higher than the recommended cutoff of 0.5 (Fornell and Larcker, 1981).

Table (2) Convergent and discriminant validity					
Construct	**Items**	**Loadings**	**Cronbach's(α)**	**AVE(≥0.5)**	**CR (≥0.7)**
Altruism (ALT)	ALT1	0.55***	0.804	0.509	0.751
	ALT2	0.84***			
	ALT3	0.72***			
Perceived enjoyment (PE)	PE1	0.83***	0.793	0.562	0.792
	PE2	0.66***			
	PE3	0.76***			
(SA)	SA1	0.88***	0.861	0.578	0.801
	SA2	0.75***			
	SA3	0.63***			
(REC)	REC1	0.86***	0.842	0.568	0.793
	REC2	0.80***			
	REC3	0.57***			
Perceived social support (PSS)	PSS1	0.60***	0.876	0.522	0.843
	PSS2	0.71***			
	PSS3	0.77***			
	PSS4	0.83***			
	PSS5	0.68***			
Travel experience sharing (TES)	TES1	0.81***	0.911	0.668	0.908
	TES2	0.81***			
	TES3	0.94***			
	TES4	0.90***			
	TES5	0.58***			
Dissatisfaction (Dis.S)	Dis.S1	0.85***	0.890	0.607	0.885
	Dis.S2	0.79***			
	Dis.S3	0.74***			
	Dis.S4	0.84***			
	Dis.S5	0.66***			

4.2. Structural model

As demonstrated in Table 3, results indicate that travel experience sharing on SN is positively influenced by ALT (ß = 0.762, t = 0.762, p <0.000), PE (ß = 0.634, t = 5.523, p <0.000), SA (ß = 0.790, t = 11.4316, p <0.000), REC (ß = 0.602, t = 8.4481, p <0.000), and PSS (ß = 0.824, t = 8.9376, p <0.000). **Therefore, H1, H2, H3, H4, and H5 were confirmed.**

Hypothesis	Hypothesized Paths	Std-Estimate	S.E.	t-value	P-value	Decision
H1	ALT -->TES	0.762	0.1331	7.4572	***	Accepted
H2	PE --> TES	0.634	0.0621	8.4865	***	Accepted
H3	SA--> TES	0.790	0.0581	11.4316	***	Accepted
H4	REC --> TES	0.602	0.0677	8.4481	***	Accepted
H5	PSS--> DIS.S	0.824	0.1211	8.9376	***	Accepted
H6	*Motivations*DIS.S--> TES*	0.902	0.0053	45.0399	***	Accepted
H6a	*ALT *DIS.S--> TES*	0.241	0.0396	4.9097	***	Accepted
H6b	*PE *DIS.S--> TES*	0.137	0.0538	2.5751	0.01	Accepted
H6c	*SA *DIS.S--> TES*	0.199	0.0364	4.4650	***	Accepted
H6d	*REC *DIS.S--> TES*	0.226	0.0427	4.5078	***	Accepted
H6e	*PSS *DIS.S--> TES*	0.008	0.0395	1.698	0.865	Rejected

Table (3) Results of Hypothesis testing

Level of significance: *** p < 0.01; ** p < 0.05; * p < 0.10.

Subsequently, the researchers utilized the bootstrap method to examine the moderating impacts of dissatisfaction. The findings shown in Table 3 provide empirical evidence that dissatisfaction (DIS.S) does indeed operate as a moderator in the interaction between the combined influences of the five motivations (ALT, PE, SA, REC, and PSS), and the experience of sharing travel on social networks (ß 0.902, t = 45.0399, p <0.000). This indicates that the impact of motivations on travel-sharing experiences is contingent upon the degree of dissatisfaction individual's encounter. **Thus, H6 is also supported.**

Afterward, the researcher investigated the moderating effect of each motivator individually. The results in Table 2 indicated that DIS.S had a more pronounced moderating effect on the association between ALT (ß 0.241, t = 4.9097, p <0.000) and REC (ß 0.226, t = 4.5078, p <0.000) on TES, compared to its moderating effect when SA (ß 0.199, t = 4.4650, p <0.000) and PE (ß 0.137, t = 2.5751, p <0.05) were regarded as independent variables. Nevertheless, DIS.S did not mitigate the impact of PSS on TES (ß 0.008, t = 1.698, p =0.865). **Therefore, H6a, H6b, H6c, and H6d were accepted**, however, **H6e was rejected** according to the findings reported in Table 2.

The final model, which incorporates standardized path estimations, is displayed in Figure (2).
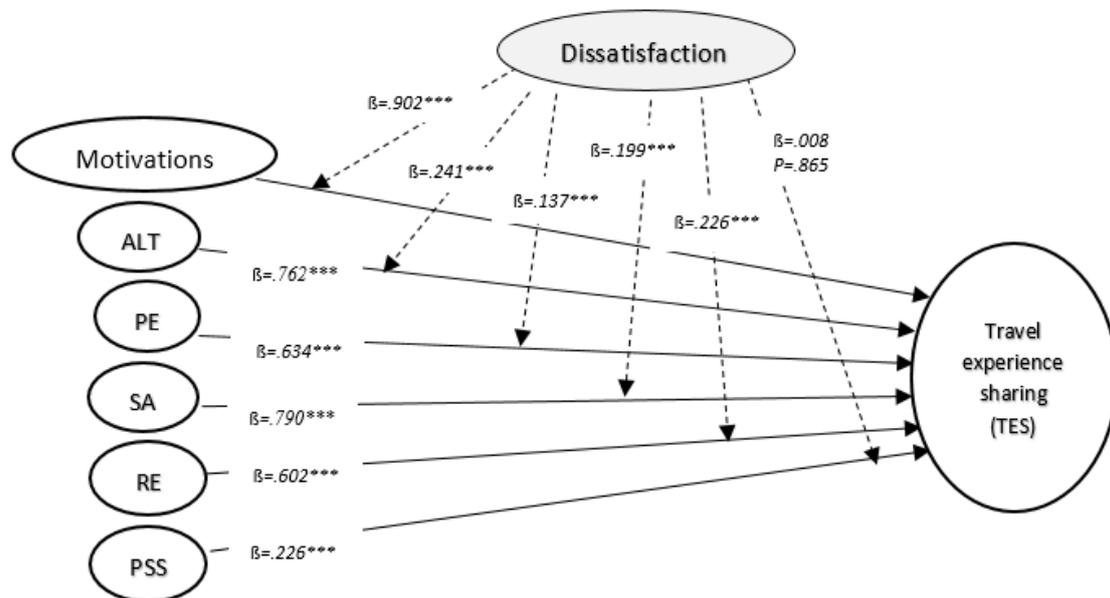

Fig.(2): Path estimates for the research model

5. Conclusion and discussion:

The present study sheds light on why consumers share their travel experiences on social media, especially on pages that focus on travel and tourism. It examines the motivations that drive consumers to share their personal travel experiences with strangers who have no connection other than their shared interest in travel.

According to data analysis, the main motivation for sharing experiences in online groups is perceived social support. This was explained by Kang and Schuett in 2013, who stated that online community growth is a gradual process of building relationships. As members build stronger bonds with each other over time, they become more likely to share thoughts, and ideas, and seek emotional support from community members.

The second significant motivation for travel experience sharing in online communities is self-actualization. People strive to find a sense of belonging and a position in these communities, and therefore, they manage their image by actively participating in them. This was further supported by (Chung et. al, 2017, Oliveira et al., 2020 and Koufie and Kesa, 2020).

Previous studies on the sharing experiences and the dissemination of electronic word-of-mouth in social media networks have shown that altruism plays a vital role. The study confirms these previous findings, which are consistent with the argument presented by Baethge et al., (2016) that consumers who want to assist others in the online environment participate in social groups. Additionally, Bakshi et al., (2019) explained that individuals with greater altruistic motivations are more willing to devote their time and energy to online communities.

The current study has found that the level of participation in online communities is significantly influenced by the enjoyment that individuals believe they can gain through the use of social networking sites (SNS). This finding is in line with previous research (Oh and Syn, 2015; Zucco et.al., 2020; Li and Tong, 2022) that suggests that perceived enjoyment is an important motivation for sharing travel experiences in online communities.

Further, the study found that reciprocity plays a significant role in motivating individuals to share their travel experiences in online communities. This finding is consistent with previous research that suggests that have noted that people usually have limited time, energy, and knowledge, and therefore they expect some benefits from sharing these resources (Lai and Chen, 2014; Bakshi et.al., 2019).

Moreover, the current study addresses the dearth of research particularly examining the role of dissatisfaction as a moderating factor between motivations to share and the actual sharing behavior of travel experience.

According to the findings, dissatisfaction plays a significant role in moderating the relationship between altruism and the sharing of experiences. Many studies have shown that a crucial aspect of altruism is to prevent and protect people from making poor decisions. Kim and Hwan (2021) argue that when people are dissatisfied with a service, they tend to inform and assist others in avoiding negative experiences.

Reciprocity, also, is strongly influenced by dissatisfaction. This is in line with the findings of Presi et al., (2014), who suggested that customers who have had a negative service experience may create user-generated content (UGC) to assist others or because they have benefited from others' UGC in the past and feel compelled to reciprocate.

Results show that dissatisfaction can moderate the perceived enjoyment of customers. Posting about negative experiences can help customers release their anger and vent negative feelings, providing them with an emotional release that reduces tension, frustration, or anger (Presi, 2014), then could make them perceive enjoyment more positively.

Additionally, the moderating effect of dissatisfaction on self-actualization could be related to the self-concept construct, according to Sakiyama et al., (2023). Individuals' self-concepts can be defined, maintained, and enhanced by consuming a brand and associating with it (Giakoumaki and Krepapa, 2020).

It was found in the current study that perceived social support as a motivation to share travel experiences was not moderated by customer dissatisfaction. This contradicts the result of Zhang et al., (2016), who found that unhappy customers tend to share their negative experiences with their friends, family, and even strangers.

One possible explanation for this difference is that dissatisfied customers are motivated to engage in negative word-of-mouth communication by altruism, anxiety reduction, and vengeance. This is supported by the findings of Liu et al., (2021), who found that consumers often share negative reviews to restore justice, warn other customers, and seek revenge on companies that have provided poor service experiences.

On the other hand, according to Viana et al., (2020), customers who are motivated by social benefits are more likely to leave favorable reviews, whereas those who leave negative reviews

are looking for the company to take action to prevent similar problems from occurring in the future.

The results of the present study exhibited some similarities and differences when compared to previous studies. Furthermore, the current research contributed to the existing knowledge in behavioral science, specifically regarding the moderating impact of dissatisfaction in the relationship between motivations and travel-sharing experiences.

6. Implications

Sharing travel experiences on social media is a crucial aspect for both consumers and companies in the tourism industry. Consumers tend to trust the opinions of other consumers as reliable sources when it comes to evaluating information subjectively, which plays a very important role in their decision-making. Therefore, social media has not only become a widely used tool for building customer-brand relationships, but it also allows customers to become active participants who co-create in the tourism industry. This co-creation leads to innovation, business growth, and competitive advantage. It also helps in dealing with failures more quickly and efficiently. Therefore, the success of promoting tourism companies and organizations depends on whether travelers are willing to share their experiences and knowledge with other users.

In travel communities, there is a sense of trust and authenticity among users that makes their shared content perceived as more objective, credible, and reliable than marketer-generated information. This could support marketers in changing their marketing strategies from traditional advertising with a costly budget to the use of "trusted recommendations" in travel communities. Hence, understanding the motivations of travelers who share their experiences is crucial to increasing online engagement and encouraging others to do the same.

The research shows that perceived enjoyment is an important motivation to share their experiences, this information can help social media stakeholders to improve the user experience of information sharing on their platforms. For example, offering tourism communities with engaging attractions or activities can encourage travellers who are motivated by enjoyment to share their travel experiences. Providing information about tourism destinations, along with tips on how to create good content, can also motivate people who are motivated by self-actualization to share their travel experiences. Additionally, enhancing the sense of belonging among participants in travel communities can increase the sense of reciprocity and perceived social support.

From a managerial standpoint, service providers must understand why their customers share negative experiences. This can help them prevent crises and pay attention to customers' emotions. A dissatisfied customer is more likely to share their negative experience, which can lead to negative consequences like reduced revenue and a damaged reputation. Therefore, organizations should invest resources in finding ways to delight their customers and turn negative emotions into positive ones. Offering satisfactory service recovery packages following a service failure is one way to do this.

7. Limitations

Although this study has made a valuable contribution to literature, we must acknowledge some limitations. Firstly, we only used data from Facebook travel pages. To gain a more comprehensive understanding of the sharing motivations of users on different social media platforms, further research is necessary. Secondly, it would be beneficial to expand the scope of this study by taking demographic factors such as age and gender into consideration as moderating variables. While our study focuses on travelers who share their experiences in travel communities, investigating the factors that inhibit other users from sharing their experiences would provide valuable insights for both academics and practitioners. It may also help encourage more customers to share their experiences.

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دوافع مشاركة التجارب السياحية في مجتمعات السفر الافتراضية: الأثر المعدل لعدم الرضا

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ملخص البحث:

تلعب مجتمعات السفر الافتراضية دورا هاما في اتخاذ قرار السفر ، ولذلك من الضروري، بالنسبة للأطراف المعنية بالنشاط السياحي، فهم الدوافع التي تدفع الأعضاء في هذه المجتمعات إلى مشاركة تجاربهم السياحية. تقوم الدراسة باختبار تأثير خمس دوافع أساسية تؤثر في سلوك مشاركة التجارب السياحية وهي : الإيثارو الاستمتاع المتوقع وتحقيق الذات والتبادلية، والدعم الاجتماعي المتوقع، كما تختبر الدراسة التأثير المعدل لشعور عدم الرضا عن التجربة السياحية على العلاقة بين الدوافع السابق ذكرها ومشاركة التجربة السياحية في مجتمعات السفر الافتراضية. وقد استخدمت الدراسة التحليل العاملي التوكيدي باستخدام برنامج آموس ونمذجة المعادلة الهيكلية لتحليل الاستبيان الذي تم ارساله الكترونيا. وقد أكدت النتائج تأثير الدوافع الخمس المختبرة على مشاركة التجربة السياحية في مجتمعات السفر الافتراضية، كما أكدت الدراسة التأثير المعدل لشعور عدم الرضا على هذه العلاقة ما عدا العلاقة بين الدعم الاجتماعي المتوقع. وللدراسة العديد من التطبيقات في مجال التسويق والادارة السياحية وإدارة المواقع الافتراضية.

الكلمات الدالة: دوافع ، مشاركة التجارب السياحية، مجتمعات السفر، عدم الرضا.