FACTORS IMPACTING THE BEHAVIORAL INTENTION TO USE SOCIAL MEDIA FOR KNOWLEDGE SHARING: INSIGHTS FROM DISASTER RELIEF PRACTITIONERS

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ABSTRACT

Aim/Purpose	The primary purpose of this study is to investigate the factors that impact the behavioral intention to use social media (SM) for knowledge sharing (KS) in the disaster relief (DR) context.
Background	With the continuing growth of SM for KS in the DR environment, disaster relief organizations across the globe have started to realize its importance in streamlining their processes in the post-implementation phase. However, SM-based KS depends on the willingness of members to share their knowledge with others, which is affected by several technological, social, and organizational factors.
Methodology	A survey was conducted in Somalia to gather primary data from DR practitioners, using purposive sampling as the technique. The survey collected 214 valid responses, which were then analyzed with the PLS-SEM approach.
Contribution	The study contributes to an understanding of the real-life hurdles faced by disaster relief organizations by expanding on the C-TAM-TPB model with the inclusion of top management support, organizational rewards, enjoyment in helping others, knowledge self-efficacy, and interpersonal trust factors. Additionally, it provides useful recommendations to managers of disaster relief organizations on the key factors to consider.
Findings	The findings recorded that perceived usefulness, ease of use, top management support, enjoyment in helping others, knowledge self-efficacy, and interpersonal trust were critical factors in determining behavioral intention (BI) to use SM-

	based KS in the DR context. Furthermore, the mediator variables were attitude, subjective norms, and perceived behavioral control.
Recommendations for Practitioners	Based on the research findings, it was determined that management should create different discussion forums among the disaster relief teams to ensure the long-term use of SM-based KS within DR organizations. They should also become involved in the discussions for disaster-related knowledge such as food supplies, shelter, or medical relief that disaster victims need. Disaster relief managers should consider effective and adequate training to enhance individual knowledge and self-efficacy since a lack of training may increase barriers and difficulties in using SM for KS during a DR process.
Recommendations for Researchers	The conceptual model, further empirically investigated, can be employed by other developing countries in fostering acceptance of SM for KS during disaster relief operations.
Impact on Society	Disaster relief operations can be facilitated using social media by considering the challenges DR practitioners face during emergencies.
Future Research	In generalizing this study's findings, other national or global disaster relief organizations should consider, when applying and testing, the research instruments and proposed model. The researchers may extend this study by collecting data from managers or administrators since they are different types of users of the SM-based KS system.
Keywords	social media, knowledge sharing, determinants, behavioral intention to use, disaster relief, developing country

INTRODUCTION

Social media has revolutionized communication, sharing of information, and collaboration. It has also changed the way of thinking, interacting, and consuming information. According to Statista, there were 4.62 billion social media users around the world in 2021, with average spending of 144 minutes a day, and the statistic is expected to grow to around 6 billion by 2027 (Dixon, 2022). Researchers argue that social media has enabled people to build relationships, learn, achieve financial goals, connect, and discover new opportunities anywhere and anytime, interactively and quickly (Lamichhane, 2023). With its broader context, social media has enabled individuals and organizations to successfully knowledge sharing at an unprecedented level since it involves the exchange of ideas, information, experiences, and expertise with others. Moreover, organizations can benefit from the collective intelligence of their employees and customers by creating and disseminating their content (Trawnih et al., 2021). In contrast, individuals can reach global audiences and share their knowledge and experiences through blogs and podcasts.

An increase in social media-based (SM-based) knowledge sharing (KS) in humanitarian and disaster relief (DR) organizations has gained substantial consideration due to the escalation in the occurrence of natural and man-made disasters (Kaewkitipong et al., 2016). Different dimensions such as operations and inquiry, disseminating data, and gathering and sharing timely relevant knowledge have become the core components and fundamental tools of disaster management, particularly during relief times, to reduce the suffering of affected people and property damaged by disasters (Kabra et al., 2017; Kim et al., 2018) in the context of a disaster or an emergency. In these situations, disaster responders face challenges since they work with uncertainty and time pressure. People and organizations providing aid in the wake of a disaster must stay informed about the situation in the affected area and its surroundings (Kavota et al., 2020). The rapid proliferation of Internet-based social me-

dia, such as Twitter, Facebook, blogs, wikis, and YouTube, has increasingly opened the space for aiding organizations and allowing professionals to join KS activities. These platforms enable and motivate a large number of individuals to become involved and contribute to disaster relief efforts (Sarcevic et al., 2012; Wei et al., 2012).

With the continuing growth of SM for KS in the disaster relief environment, many disaster relief organizations across the world have begun to comprehend the significance of SM-based KS to make their processes more efficient in the post-implementation phase (Lu & Yang, 2011; Neubaum et al., 2014). The ability to effectively share knowledge across disaster relief organizations is the reason why this can lead to improved service delivery and the achievement of best practices. The reasons can be attributed to the ability to effectively share knowledge across disaster relief organizations, which can lead to improved service delivery and the achievement of best practices (Simon et al., 2015). We argue that social media tools for knowledge-sharing do not sell themselves; rather, it depends on members' willingness to be open to sharing their knowledge with other members of the group. Therefore, it is essential to understand why people are prepared to disseminate their knowledge through the use of social media or decide not to do so (S.-W. Hung & Cheng, 2013). The exchange of disaster relief knowledge and information on social media platforms is mostly a voluntary act and depends solely on individuals' eagerness to get involved. However, members of the organization have been reported to be unwilling to share knowledge with each other, which is a major stumbling block in the process of disaster relief knowledge sharing. Factors such as support from the higher management, satisfaction from helping others, belief in one's own knowledge, rewards from the organization, one's personal attitude, and distrust have all been noted as issues that prevent the use of SM for KS (Kaewkitipong et al., 2016; Neubaum et al., 2014; Papadopoulos et al., 2013; Razmerita et al., 2016; Trawnih et al., 2021; Vuori et al., 2012; X. Zhang et al., 2020). The failure to pay proper attention to SM-based KS in the post-implementation phase (in particular, disregarding the intention to share amongst the staff of relief organizations) can cause a significant loss to the organizational goals. This can be directly attributed to no "well-knowledge sharing" among them during a disaster relief process (Y. A. Ahmed et al., 2016).

In spite of the fact that pieces of evidence on social media are contentious and involve multiple perspectives in a humanitarian context (Dhir et al., 2022; Guo et al., 2021; Houston et al., 2015; L. Li et al., 2021; Saroj & Pal, 2020; Yoo et al., 2016), research about end users' beliefs and enablers of intention to use SM-platforms for KS is lacking (Y. A. Ahmed et al., 2019; L. Li et al., 2021). Thus, the main aim of this study is to investigate the factors that impact the behavioral intention to use social media for knowledge sharing. Understanding which factors drive social media use for disaster knowledge-sharing is crucial since disaster-related knowledge-sharing behavior is different from other normal circumstances (L. Li et al., 2021), a fact that there is a scarcity of studies focusing on this area. In this connection, the objective of this paper is to fill the void that exists by attempting to answer the subsequent research questions:

Q1: What are the potential factors that affect the user's intention to use social media for knowledge sharing during disaster relief efforts?

Q2: Do the user's attitude, subject norm, and behavior control mediate the intention to use SM for KS among the disaster relief practitioners?

The structure of this paper is as follows: (1) Introduction; (2) Reviewing the pertinent variables and theories discussed in earlier studies; (3) Development of the research model and formulation of hypotheses; (4) A methodology to assess the measurements and to collect data concerning the relevant context; (5) A comprehensive overview of the key Results, Conclusions, Managerial implications, and potential areas for further research.

LITERATURE REVIEW

SM-BASED KNOWLEDGE SHARING – A TECHNOLOGICAL PERSPECTIVE

Social media is a technological innovation that has revolutionized how people interact and share information. Social media can be any online platform that enables users to share content and interact with each other, such as Facebook, Twitter, Instagram, and YouTube (Y. A. Ahmed et al., 2019). The specified media have allowed, including disaster relief, for the quick sharing of resources, including data, images, and videos, which can be accessed almost instantaneously, regardless of location. People can create, share, and exchange information through social media platforms. These websites are based on the principles and technical components of Web 2.0, which enable users to generate, share, and interchange data and information (Kaplan & Haenlein, 2010). It is viewed as a tool for communication, transactions, and relationship building for businesses, allowing them to leverage their network of customers and prospects to generate value (Dwivedi et al., 2021). The gradual replacement of traditional channels such as television, radio, and newspaper with SM-tools for KS is evident in using modern technologies such as social networking sites, content communities/media sharing, blog comments and forums, bookmarking sites, collaborative projects, and virtual social worlds (Grover et al., 2022). Thus, the term social media relates to online tools or utilities that facilitate collaboration, participation, and information communication (Saroj & Pal, 2020). Noting the importance of the use of SM applications for KS, for instance, in recent years, a large number of organizations have established and sustained social media public pages in order to increase their ability to share information and work together to build connections with the online public (Al Halbusi et al., 2022; Dwivedi et al., 2021).

SM-BASED KNOWLEDGE SHARING IN DISASTER RELIEF

The establishment of a collective pool of organizational knowledge (intellectual capital) is viewed as a critical activity that is achieved by the sharing and contributions of knowledge from the DR staff (Yu et al., 2010). When a disaster strikes, numerous intricate tasks, and unpredictable circumstances are frequently faced. An efficient exchange of information, cooperation, and quick decision-making amongst a wide array of organizations is essential in order to offer urgent support to those impacted by the calamity (Pillet & Carillo, 2016). The lessons learned from past natural disasters show that disaster relief efforts are typically required for the common platform to enable seamless knowledge-sharing and increase interaction among actors to reach a common goal (E. J. Lee & Jang, 2010; Seliaman, 2013). Social media (SM) applications provide a platform that facilitates knowledge-sharing among organizations. These are excellent ways for people on the network to communicate quickly and easily with people from all over the world (Pi et al., 2013). It can be utilized in disaster and emergency response to provide a real-time communication link for the public and crisis management agencies to share knowledge (Y. A. Ahmed et al., 2019; Guo et al., 2021).

Previous studies suggested that using social media technology alone does not result in successful knowledge-sharing in disaster relief organizations. Organizations should follow participation to increase knowledge-sharing intention by adopting new technology (Clark & Cassani, 2014; Dorasamy et al., 2013). Sharing of knowledge in the disaster relief context is described as voluntary behavior, where relief participants distribute their knowledge to others who may be interacted (Mariano et al., 2022). It is recognized by researchers that the effectiveness of SM for KS depends on taking part in effective knowledge-sharing strategies, while those who are sharing knowledge need to be willing to contribute it (C.-J. Chen & Hung, 2010). A lack of individual willingness to share knowledge among the organizations leads to increased failure rates ranging from 40% to 70% (Lyu et al., 2020). Thus, knowing what drives people to use SM for KS during disaster relief events (Kaewkitipong et al., 2016; Khurshid et al., 2020) is vital.

KNOWLEDGE SHARE INTENTION

The exchange of knowledge is the most difficult part and the most integral element of knowledge management (C. A. Lin & Kim, 2016). It is a type of dispersal behavior, in which knowledge can be obtained by people through the process of contribution, flow, adoption, digestion, and absorption. The concept of knowledge sharing can be described by using words that represent the act of transferring knowledge from one person to another and the act of providing knowledge to another person. According to Y. A. Ahmed et al. (2019), it is the trading of tacit knowledge and the production of new knowledge between different circles, be it family, friends, groups, or organizations. It is also asserted that the ease of sharing and disseminating knowledge is what encourages the occurrence of this phenomenon, and it is the growing value of knowledge that provokes it (Dwivedi et al., 2021).

Research results showed that external motivations (rewards and reciprocal benefits) and internal motivations (self-efficacy and altruistic beliefs) promoted KS attitude and KS intention, respectively, in social network communities (Feng et al., 2021). Lamichhane (2023) identified commitment to online relationships, altruism, and knowledge self-efficacy as significant influencing factors in the degree of knowledge sharing among the youth of Generation Z. In addition to several other factors in the technological context, such as relative advantage, complexity, and compatibility, there are also factors in the organizational context that need to be considered (such as the expertise of employees, perceived cost, and top management support), and environmental contact (such as support from the government, uncertainty, and competitive pressure) were identified to have their influences on usefulness and ease of use of SM in SMEs during the COVID-19 phenomenon (Trawnih et al., 2021). By using regression analysis and drawing upon the Two-Factor theory, X. Zhang et al. (2020) found that social media, enjoyment in helping others, and knowledge self-efficacy had positive effects on the KS behavior of employees.

Behavioral intention is a person's likelihood of exhibiting a certain behavior, either positively or negatively (Fishbein & Ajzen, 1977; Warshaw & Davis, 1985). This research centers on the aim of utilizing social media for disseminating information in the aftermath of implementation. The post-implementation phase involves the members' knowledge-sharing processes for adapting and willingness to share what they know from others through social media and by contributing their knowledge in the form of (i) posting disaster relief knowledge, including victims' information and emergency needs to focus upon, and (ii) posting answers (e.g., solutions, feedback, and opinions) to questions posed. Therefore, it is essential to recognize the individual's propensity to disseminate their knowledge via social media platforms to enhance disaster relief staff engagement (Bjerge et al., 2016). After taking into account different Intention-behavioral theories, Todd et al. (2016) performed a meta-analysis and acknowledged that the TPB is the most regarded complementary intention-based IS theory.

THEORIES OF COMBINED TAM AND TPB

This study mainly employed a combined TAM and TPB (C-TAM-TPB) model as the theoretical framework of this paper. Davis first developed the Technology Acceptance Model (TAM) in 1989 through the Theory of Reasoned Action (TRA), the aim of which is to provide an explanation and prediction of technology acceptance (Ajzen, 1980, 1985). Consequently, Ajzen (1991) developed TPB, which originated from the TRA model (Ajzen & Fishbein, 1973). In 1995, Taylor and Todd proposed a new theory by integrating the TAM and TPB named C-TAM-TPB. They claimed that the TAM focuses on the aspects of adoption technology. In contrast, the TPB model focuses on social aspects of the user's intentions for IS/IT use and thus provides a more in-depth understanding of user behavioral intention to use IS/IT. Although models of both theories were derived from the TRA model (Fishbein & Ajzen, 1977), they propose different external (technological) and internal (user related) factors affecting individual behavioral intention (Chau & Hu, 2002).

TAM included a set of two variables as core determinants of the user's attitude (perceived usefulness and perceived ease of use), which further influences use intention and actual behavior (actual use of

the technology). Specifically, TPB adds perceived behavioral control as an extra contract to describe phenomena where an individual cannot be able to complete control over their behavior (Ajzen, 1991). The TPB model is derived from three main components of behavioral intention: subject norms, attitude, and perceived behavioral control (Ajzen, 1991).

Notably, several studies on TAM and TPB were applied to examine and verify users' intention to use various types of technologies, including blogging technology usage, knowledge-sharing (Hsu & Lin, 2008) and technology-based services (Zhu & Chang, 2014), mobile phone technology (Schejter, 2006; Shin, 2011), education and e-learning (Persico et al., 2014), and the adoption and usage of new media (C. A. Lin & Kim, 2016). However, no study has theoretically combined TAM and TPB models in a disaster relief context, especially in sharing disaster knowledge via social media applications.

EARLIER STUDIES ON SM-BASED KNOWLEDGE SHARING

Several pieces of evidence are available to suggest and demonstrate what might affect the intention to use SM for KS in the event of disaster relief. For instance, the study by Lu and Yang (2011) presented the effect of social capital on social media users' knowledge exchange activities during disasters. The analysis of the Great East Japan Earthquake revealed various psychological elements that could impact the act of posting and reading tweets, like perspective, the valence of feelings, and arousal (R. Chen & Sakamoto, 2014).

Qualitative research was conducted in the context of the Thailand flood to examine SM-based KS activities (Kaewkitipong et al., 2016). Y. A. Ahmed et al. (2019) performed a literature review on SM usage for KS activities. A study by Kavota et al. (2020) examined the role of SM and its effect on disaster management in the Democratic Republic of Congo. Additionally, another researcher analyzed the driving forces that could influence the use of SM during the COVID-19 crisis in North Jordanian's Small and Medium Enterprises (Trawnih et al., 2021).

RESEARCH MODEL AND HYPOTHESIS DEVELOPMENT

The primary objective of this research is to gain an understanding of the factors that influence the intention when using SM for KS, as well as the predictors of this behavior, among practitioners of disaster relief. In doing so, an integrative research model was adopted (that is, C-TAM-TPB) based on the two well-known complementary intention-based and adoption theoretical models, namely TPB (Ajzen, 1991) and TAM (Davis, 1989).

The model consists of eight independent variables drawn from TAM: perceived usefulness and perceived ease of use, top management support, enjoyment in helping others, knowledge self-efficacy, organizational reward, and interpersonal trust as independent variables based on earlier scholarships. The model includes attitude, subject norm, and behavior control drawn from TPB as intervening variables and use intention as the dependent variable (Davis, 1989). We test these factors' strengths and hypothesized relationships in predicting the intention to use employees' KS behavior via SM in the Somalia disaster relief environment. The theoretical model is graphically presented in Figure 1.
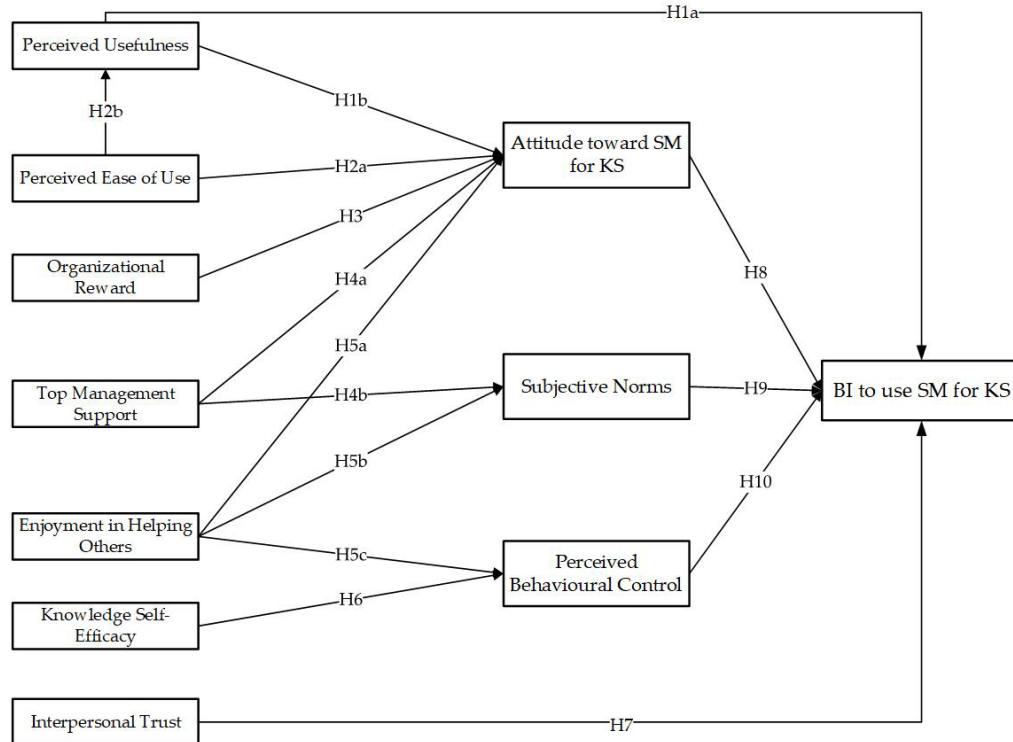
Figure 1. Research model and hypotheses

PERCEIVED USEFULNESS (PU)

PU is referred to as the user's evaluation of the degree to which using a system, such as a system based on social media for knowledge sharing, can improve their performance in the workplace (Davis, 1989) and is the determinant of both attitudes towards behavior and behavioral intention to use. For instance, when an individual believes that using the latest technology, such as social media applications, will help share ideas and experiences, this has often resulted in more usefulness and efficient knowledge-sharing among disaster relief staff. According to S. W. Hung and Cheng (2013), the attitude of users toward how beneficial a new technology would be in improving their capacity to share knowledge is indicated by its perceived usefulness. Prior research also showed the contribution of social media technology through which people acquire knowledge from others. For instance, if social media, which is used for the purpose of knowledge-sharing, could provide functions which are beneficial to users and fulfill their requirements, then the users may be more motivated to utilize the system' (Papadopoulos et al., 2013).

Social media usefulness in the context of disaster relief is explored through studies on knowledge sharing. Recent studies have revealed the importance of perceived usefulness in determining the attitude of disaster relief staff and their behavior regarding the intention to use SM-applications for KS activities in disaster (Y. A. Ahmed et al., 2016; Bjerge et al., 2016). It is expected that if the disaster relief staff find that they progress in their knowledge-sharing through social media applications, they will develop a positive attitude towards using the SM-based KS system. This is especially so if they feel the SM-based KS is useful (Bjerge et al., 2016). Consequently, the study puts forward the following two hypotheses based on the above-related research:

Hypothesis (H1a): Perceived usefulness will positively affect behavioral intention to use SM for KS in DR.

Hypothesis (H1b): Perceived usefulness will positively affect the attitude toward SM for KS in DR.

PERCEIVED EASE OF USE (PEU)

In the TAM model, the concept of PEU is characterized by a person's belief that utilizing a certain application or system (e.g., social media-based knowledge sharing) would not be difficult or require a lot of effort. This definition is based on the idea that ease of learning, finding, using, and understanding, as well as the absence of difficulty or great effort, are all factors that contribute to the user's attitude and their perceived usefulness of the technology (Davis, 1989). Social media offers a great opportunity to quickly share knowledge in the midst of a disaster. This could produce real-time knowledge transfers worldwide at the start of a disaster, which would assist in disaster relief efforts (Kaewkitipong et al., 2016). Along similar lines, the perceived ease of use of new social media features offers the relief teams knowledge-sharing opportunities such as adding, updating, and monitoring each disaster relief event (Bjerge et al., 2016).

Literature has indicated that users have a favorable opinion towards using SM for KS when they feel the system is straightforward. Furthermore, it is likely that if they have a positive outlook, then their intention to use SM for KS will increase (Papadopoulos et al., 2013). Based on the above-mentioned relevant articles, the following hypotheses are presented:

> Hypothesis (H2a): Perceived ease of use will positively affect attitude towards SM-based KS in DR.

> Hypothesis (H2b): Perceived ease of use will positively affect the perceived usefulness of SM-based KS in DR.

ORGANIZATIONAL REWARD (OR)

Organizational rewards indicate what values the organization considers as shaping employee behavior patterns. It is anticipated that there should be a sense of trust among co-workers, which would consequently lead to greater openness and efficiency in terms of communication and the sharing of knowledge (Wee, 2012). Research into examined knowledge-sharing in disaster events implies that if members of online knowledge-sharing platforms believe they would benefit from sharing their knowledge, they will endeavor to cultivate and foster a more optimistic and favorable attitude toward this (Shan et al., 2013). Similar studies in a disaster relief context indicated that some individual disaster relief employees possess an 'unwillingness to share' attitude due to feelings of insecurity. This attitude has led to a lack of feedback among the disaster relief staff (Bharosa et al., 2010; Janssen et al., 2010).

People may be motivated to share their knowledge in the event of a natural disaster due to expected benefits, such as the possibility of forming connections and the potential for organizational rewards (Zani et al., 2014). This author argues that when people have high expectations that the organization will benefit from knowledge sharing, they are willing to share knowledge with their colleagues. For instance, if relief staff share their knowledge of the system or contribute new knowledge related to their projects, they would earn "points" that could be used for a different prize (Rauh, 2010). Through the various social media for knowledge–sharing, members can use these to improve their performance in a disaster relief effort. Thus, members who believe they will receive personal benefits (e.g., organizational reward) will positively influence their attitudes toward knowledge sharing. Hence, it is hypothesized that:

> Hypothesis (H3): Organizational reward will positively affect attitude toward using SM-based KS in DR.

TOP MANAGEMENT SUPPORT (TMS)

TMS refers to whether or not the top-level management understands the nature and importance of SM for KS technology activities among individuals with organizations and, therefore, fully support

this concept of disaster relief knowledge-sharing (Kabra & Ramesh, 2015). Top management support is considered a prerequisite for successful IT and IS implementation and intention to adopt its services (Akkermans & van Helden, 2002). The success of fostering a desire to exchange information in a firm is largely dependent on the backing and dedication of higher management (Wee, 2012). Top management support for sharing knowledge has been significantly related to employees' thoughts of exchanging knowledge and their willingness to share with others (Wang & Noe, 2010). The highest-ranking members of the executive management team in organizations devoted to providing assistance in times of natural disasters have a very important role in instigating the implementation and utilization of technology and the sharing of knowledge (Pathirage et al., 2012). Prior research has indicated that appositive leadership is vital in overcoming problems of knowledge sharing, awareness, trust, and other issues among disaster relief staff members (Kabra & Ramesh, 2015). Perceived supervisor and co-workers' support and encouragement of SM-based KS during a disaster relief effort can increase employees' knowledge exchange and perceptions of related benefits for knowledge-sharing (Vivacqua & Borges, 2012).

Bharosa et al. (2010) emphasized the importance of visible top-management support for the KS climate within disaster relief organizations. The authors indicated that a frequent aspect of a top manager's support is to demonstrate the positive effects derived from individual attitudes toward knowledge-sharing in disaster relief processes. According to Seba et al. (2012), employees usually look to their line managers as role models to simulate and explain their team members' expectations. The employees can then form their perceptions about line management's support towards using SM-based KS by searching for appropriate behavior. Moreover, the support of the highest level of management within organizations increases the degree and excellence of knowledge-sharing through social media among individual employees, thereby affecting the dedication of the employees (J.-C. Lee et al., 2016). To be able to utilize and apply SM applications effectively for KS related to disaster relief, it is important to provide adequate resources, training, and incentive rewards, as well as remove any possible obstructions. This is likely to create a positive attitude among disaster relief personnel towards using SM for KS with others in the organization (Y. A. Ahmed et al., 2016). Thus, the researchers came to a hypothesis as shown below:

> Hypothesis (H4a): Top management support will positively affect attitude toward using SM-based KS in DR.
>
> Hypothesis (H4b): Top management support will be positively related to subjective norms of SM-based KS in DR.

ENJOYMENT IN HELPING OTHERS (EHO)

EHO refers to an individual's eagerness to share knowledge with other members without expectation of anything in return by doing one's best to help others in need when a natural disaster event occurs (Houston et al., 2015). This is in the context of a disaster relief effort when helping others in situations with a threat of harm. Such situations require immediate intervention and action to save human life and protect property (Vivacqua & Borges, 2012). In such situations, employees are more willing to share their knowledge via SM-applications because they gain it more absorbing and satisfying to help other people (disaster victims) solve their problems and perceive pleasure when helping others (S.-Y. Hung et al., 2015). A recent review of SM for KS literature found that KS activities in a disaster relief effort are a more complicated process that involves communication between two or more parties as the solution for meeting their agencies' needs (Simon et al., 2015). Accordingly, the behavior of enjoyment in helping others is an essential factor of KS between parties willing to interact (Ma & Chan, 2014).

In the event of a disaster, effective use of social media for knowledge sharing is vital as it can help disaster victims by providing: immediate relief support, first aid treatment; victim evacuation; and online help for others to minimize the disaster's effects (Kaewkitipong et al., 2016). Through social

media for knowledge-sharing, people can also quickly and easily spread their experience and often obtain the perception of pleasure from helping others (S.-Y. Hung et al., 2010). Prior research in electronic networks suggests that individuals are pleased when important people perceive they should share knowledge through an online forum – enjoyment in helping influences the individual's subjective norm. For instance, individuals are intrinsically motivated to use SM for KS with others because they enjoy helping others. There is a perception that individual norms are enhanced by employing one's knowledge-sharing, which can be seen as a vital referent. Others enjoy sharing their knowledge online or think one should act accordingly (I.-Y. Chen & Chen, 2009).

According to Kankanhalli et al. (2005), an individual's perception of pleasure and enjoyment in helping others can be enhanced by helping others via knowledge contribution. Furthermore, helping others kindles happiness, as many studies have demonstrated. Enjoyment in helping others takes place when victims or agencies share knowledge that triggers actions or decisions. For example, during a disaster relief effort, knowledge sharing through social media enables an individual to join many volunteers during disaster events, especially in helping others (Ahmad et al., 2015; Ishak et al., 2014). Moreover, those who are motivated to help others may view social media as an advantageous platform for knowledge-sharing, and if they possess the proper resources and skills to effectively utilize it, they may be more likely to engage in knowledge-sharing activities (S.-Y. Hung et al., 2015). In light of the conversations that have taken place, the following hypotheses are formulated:

> Hypothesis (H5a): Enjoyment in helping others will positively affect attitude toward SM-based KS in DR.

> Hypothesis (H5b): Enjoyment in helping others will positively affect attitude toward subjective norms of SM-based KS in DR.

> Hypothesis (H5c): Enjoyment in helping others will positively affect perceived behavioral control of SM-based KS in DR.

KNOWLEDGE SELF-EFFICACY (KSE)

KSE is a concept that refers to an employee's belief in their own capacity to effectively impart knowledge to other people (H.-F. Lin, 2007). It is described as a person's confidence that they have the capacity to act in a specific way (Dennis et al., 2009). This kind of self-efficacy can be seen as a self-motivating factor. Individuals who possess an unwavering assurance in their capabilities to impart helpful information are more likely to do so, with the cognizance that their proficiency will be advantageous in addressing issues or attaining objectives (Van Acker et al., 2014). Information sharing has a positive correlation with knowledge self-efficacy, or an individual's assurance in their capacity to learn and utilize knowledge (X. Zhang et al., 2017). This implies that those with a high degree of certainty in their aptitude to absorb and apply knowledge were more likely to share it with others. It was also discovered that users with higher self-efficacy viewed information posted on social networking sites as more reliable than those with lower self-efficacy. This could be because those with high knowledge-based self-efficacy believe their contributions are useful and they have something valuable to share with fellow users, whereas those with lower knowledge-based self-efficacy may feel their knowledge is not important or reliable and thus less likely to share it. It was also noted that high levels of self-efficacy lead to positive behavior and higher levels of subjective well-being, or an individual's overall sense of contentment and joy with life (Lamichhane, 2023). This implies that one's belief in their own capabilities has a crucial part to play in enabling the sharing of knowledge and in general contentment with life.

Research has shown that KSE can be defined as an individual's capabilities for KS in the context of disaster relief. This is because online chats and social media interactions enable users to share their knowledge in a timely manner and receive feedback from others. Thus, KSE plays an essential role in the disaster relief process by enabling people to exchange knowledge quickly and effectively. Further,

it can be assumed that KSE in using SM-based KS would predict individual knowledge-sharing activities during disaster relief efforts (Merchant et al., 2011). The process of an individual's knowledge self-confidence formation provides useful knowledge into how people may decide to use SM for KS. In contrast, individuals with low knowledge self-efficacy believe they cannot use it to perform a specific task or action (Omar et al., 2016). Previous research has shown that self-efficacy does directly affect sharing of knowledge online among Generation Z youth (Lamichhane, 2023). Thus, this study formulates the below hypothesis:

> Hypothesis (H6): Knowledge self-efficacy will positively affect perceived behavioral control of SM-based KS in DR.

INTERPERSONAL TRUST (ITR)

ITR refers to the readiness of one party to take a risk by putting themselves in the hands of another party, believing that the other will carry out an action that is of great significance to the one taking the risk, without having the ability to observe and regulate the behavior of the other party (Mayer et al., 1995). Previous researchers have employed the concept of interpersonal trust to explain why some employees freely share their knowledge while others are less inclined to do so. In research, Lu and Yang (2011) claim that when encouraging disaster relief members to share knowledge, qualities of trust, shared goals, and vision must exist between them. It is envisaged that this will help develop knowledge-sharing and communication behavior under extreme disaster conditions. The prior research also suggested that when trust exists among the disaster relief staff members, they are more willing to share their knowledge with others via social media and create cooperative exchange relationships. This may, in turn, lead to sharing knowledge of good quality (Janssen et al., 2010).

The effect of ITR on KS within a disaster relief context has received substantial consideration from previous information system researchers (Bharosa et al., 2010; Janssen et al., 2010; Patterson et al., 2010). They discovered that a lack of trust in using SM for KS might significantly hinder decision-making by disaster relief staff members during disasters. Further, when disaster strikes, the complex task environment requires knowledge-sharing and collaboration among individual relief staff within organizations. Trust is essential for knowledge-sharing to take place; it facilitates cooperation which is key in the process (Fang & Chiu, 2010).

According to the literature, in the social media for knowledge-sharing context, trust can be used to control "unscrupulous users who might write an inflammatory message, ridicule a post or share members' knowledge to external organizations without permission" (Chai & Kim, 2010; Ridings et al., 2002). Therefore, ITR is essential in forming reliable and socially accepted behavioral intentions to use SM for KS when workable rules are absent, such as in the disaster relief environment. Accordingly, it is hypothesized that:

> Hypothesis (H7): Interpersonal trust will positively affect behavioral intention to use SM-based KS in DR.

ATTITUDE TOWARDS THE USE OF SM FOR KS (ATT)

The TPB proposes three independent behavioral intention determinants (Ajzen, 1991). The first is the attitude towards behavioral intention to use, which refers to an individual's positive or negative feelings or evaluations regarding the performance of particular behaviors (Fishbein & Ajzen, 1977). Based on existing SM for KS literature, the role of attitude in explaining the intention to use SM-based KS has been verified by many studies (Alajmi, 2012; Behringer & Sassenberg, 2015; Hau & Kim, 2011; Hsu & Lin, 2008). In particular, SM-based KS studies in disaster relief contexts have highlighted the potential importance of attitude in predicting behavioral intention to use SM-based KS. They indicated that a positive attitude toward knowledge-sharing over social media tools would result in a positive intention to share knowledge during a disaster relief effort (Bjerge et al., 2016). Therefore, we arrive at proposing the following hypothesis:

Hypothesis (H8): Attitude towards SM for KS will positively affect behavioral intention to use SM-based KS in DR.

SUBJECTIVE NORMS (SN)

The subjective norm refers to the perceived social pressure that one feels to either perform or not perform a certain behavior (Ajzen, 1991). Alternatively, it refers to what people think about a given behavioral pattern that may be important to them (H. Li et al., 2010). In this setting, the opinions of essential referent groups (supervisors, managers, peer workers, or even colleagues) could influence an individual's feelings about SM use for KS during a disaster relief effort (Y. A. Ahmed et al., 2016). For instance, the referents in a disaster relief team may include departmental heads, supervisors, and peer workers. If an individual disaster relief staff member thinks that the utilization of SM-based KS has been met with approval and encouragement from fellow disaster relief personnel, it will provide the individual relief member with higher motivation to spread their knowledge to other disaster relief staff. In terms of SM-based KS system, numerous IS professionals have acknowledged a strong connection between the subjective norms and behavioral intention (Allam et al., 2012; Cho et al., 2010; Kuo & Young, 2008; Papadopoulos et al., 2013; P. Zhang & Ng, 2013). According to S.-Y. Hung et al. (2015), decomposed TPB was used to examine factors influencing both poster's and lurker's intentions to use knowledge-sharing in virtual communities. The results of their studies indicate that subjective norm has the most profound influence on the behavioral intention to use; therefore, it is necessary to examine the following hypothesis.:

Hypothesis (H9): Subjective norms will positively affect behavioral intention to use SM-based KS in DR.

PERCEIVED BEHAVIORAL CONTROL (PBC)

The PBC takes into account the various constraints, resources, and opportunities that an individual may have, which may either prevent them from engaging in a certain behavior or provide them with the means to do so (Ajzen, 1991). In other words, PBC is a perception of the ease or difficulty in achieving a particular behavior. In this context, people may not use SM for KS, impacting their beliefs about their intentions and actions (Cox, 2012).

Consequently, it is expected that disaster relief staff members with resources and skills are more likely to share their knowledge with others. Moreover, if individuals recognize the ease of using social media for knowledge-sharing, they will feel that KS is entirely under their control. When relief staff members can control their use of SM for KS (e.g., if they have adequate resources or skills), they will exhibit higher knowledge-sharing activities during a disaster relief process (Y. A. Ahmed et al., 2016). On the basis of the above explanations, it is hypothesized that:

Hypothesis (H10): Perceived behavioral control over social media for knowledge-sharing will be positively related to behavioral intention to use SM-based KS in DR.

RESEARCH METHODOLOGY

Somalia's telecommunications industry is quite limited and humble compared to other nations, especially those with political stability and governmental assistance. However, the country does offer affordable and competitive services that are both fast and effective compared to its neighboring countries. In the last few years, ICTs and innovations have flourished, with the Internet, social media, and smartphones becoming integral to the public's daily life, according to the World Bank (2017) survey. There is a vigorous and expanding telecoms sector with reasonable prices for mobile phone subscriptions and telephone and Internet access. Data-driven organizations have reported on Internet and social media penetration in Somalia, with mixed results. Still, they all show a rise in use countrywide, with Facebook and Twitter being the most popular platforms (I. S. Y. Ahmed, 2020). Despite the low penetration, the Internet and social media are essential in the country's political and social life. People

depend on these sources for news-seeking, entertainment, education, online shopping, and disaster relief operations. This study centers on exploring how social media can be employed to facilitate knowledge sharing in relief agencies located in Somalia. Therefore, our theoretical model was validated in the Somali context. Over the past twenty years, the Somalian context has been helpful because it has gone through numerous disasters and is considered one of the exemplary social media cases for knowledge sharing in catastrophes. For instance, heavy rains that fall yearly in Somalia have led to flash floods and river flooding. Further, the flood has continued to fall in parts of Somalia for several months; while in both the Juba and Shabelle Rivers, levels remain high, which shows an increased risk of flooding from rivers. In the Jubaland state, heavy storms destroyed several villages (Office for the Coordination of Humanitarian Affairs [OCHA], 2023). Thousands of people were displaced after severe flooding following heavy rains; this caused a renewed humanitarian crisis (OCHA, 2023). During these crises, several disaster relief organizations were created. Social media is an increasingly-used tool for disaster relief knowledge sharing in Somalia (Cooley & Jones, 2013). Thus, it is essential to understand how relief organizations and others use SM for KS in times of crisis (Y. A. Ahmed et al., 2016). To identify the target population, we conducted a comprehensive search to obtain information about existing disaster relief organizations. A list of potential disaster relief organizations was generated with the help of Somalia NGO Consortium offices in Mogadishu, Hargeisa, and Garowe, Somalia; 48 local and international relief organizations were identified in Somalia's north, south, and central areas. These include local and international disaster relief organizations currently working in the disaster relief domain in Somalia (Somali NGO Consortium, 2023). The 10 local and international relief organizations who accepted the invitation to participate in our survey comprised: (1) Humanitarian Action for Relief Development Organization (HARDO); (2) Diakonie Emergency Aid (DEA); (3) World Vision International (WVI); (4) Medical Emergency Relief International (MERLIN); (5) Imaan Relief and Development Organization (IRDO); (6) Somali Relief and Development Action (SRDA); (7) KAALO Relief and Development (KRD); (8) Direct Aid (DA); (9) Relief International (RI); and (10) Wamo Relief and Rehabilitation Services (WRRS). The majority of the rest of the organizations did not implement the use of social media for knowledge-sharing in their disaster relief activities or, in some cases, they were not willing to participate in the survey.

The positivism paradigms are usually associated with using scientific approaches to quantitative research by developing numeric measures to discover knowledge through the empirical study of the sample to a stated population (Creswell & Poth, 2016). Therefore, a methodology based on the positivist philosophical perspective was employed to identify the elements that influence the willingness of personnel involved in providing disaster relief to utilize SM for KS. The research approach employed in this study was quantitative since this research was concerned with the testing theory and adopted the positivism paradigm. Moreover, a survey method was carried out through the use of a close-ended questionnaire to understand the understudied phenomenon speedily and cost-effectively (Sekaran & Bougie, 2016).

A questionnaire is a research instrument encompassing a set of question items intended to catch respondents' responses in a standard manner. After developing theoretical foundations and research models and proposing hypotheses, the next step was to develop the research instrument for analyzing the developed hypotheses, testing, and validating the final research model for the intention to use SM for KS in a disaster relief process. This study's questionnaire is composed of three distinct sections. The first part provides the respondents with a full explanation concerning the importance of their contribution to the survey. The second part comprises four-choice questions on demographic information such as gender, age, education, and experience in using SM for KS in a disaster relief context. The third part includes questions about investigating variables to measure respondents' behavioral intentions to use SM for KS. All the measurement items were adapted from previously validated IS and knowledge-sharing research constructs and scored on a five-point Likert scale ranging from 1 to 5, where: 1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; and 5 = Strongly Agree. This

research used nominal scales for the demographic profiles of respondents and ordinal scales for the rest of the questions.

Items of the constructs were adopted from different studies in the IS domain. For instance, constructs' items of PU and PEU were adopted from the study of Papadopoulos et al. (2013), ATT, PBC, and SN from Wu and Chen (2005), Interpersonal Trust from Hsu and Lin (2008), Intention to Use SM for KS from Y. Zhang et al. (2010), KSE from C.-J. Chen and Hung (2010), Enjoyment in Helping Others and Organizational Reward from Kankanhalli et al. (2005), and construct items of TMS were adopted from the study conducted by Svetlik et al. (2007).

According to Hair et al. (2017), it is unclear whether one should measure a reflective or formative construct. There has been a lot of discussion in different fields of study as to which measurement model is the most suitable one, but a definitive conclusion has not yet been reached. Moreover, Hair et al. (2017) recommended guidelines for researchers to decide whether to measure a construct reflectively or formatively. Therefore, by following the guidelines suggested by Hair et al. (2017), 10 variables, including perceived usefulness, perceived ease of use, attitude, interpersonal trust, perceived behavioral control, knowledge self-efficacy, subjective norms, enjoyment in helping others, management support, and organizational rewards, were specified as reflective constructs.

In this current study, the population for the survey comprises disaster relief participants who use social media technology for knowledge-sharing within their organizations. This is because this study's main objective was to understand members' intention to use SM-based KS in a disaster relief process. Hence, only respondents who could provide the required information were selected as respondents. In order to pick suitable participants, a survey sample can be generated using either probability or non-probability sampling techniques. If the population and size are hard to determine, the non-probability sampling approach is suitable. Unlike probability sampling, this method does not involve choosing people by chance. On the other hand, in probability sampling, each individual in a large population has the same possibility of being chosen for the sample. This study implemented a purposive sampling method to secure a comprehensive sample and avoid potential sampling bias.

In this study, the total number of the target population was 570. To determine a suitable sample size for conducting PLS-SEM, the Slovene formula (Yamane, 1973) was used to calculate the sample size to select the study's respondents from among the population. After applying the formula, the final sample size for this study was 235 respondents. After the final sample size had been identified, 235 questionnaires were distributed among the individual disaster relief staff with disaster relief organizations in Somalia; 223 responses were returned. However, nine questionnaires had to be discarded during the data cleaning process due to straight-lining responses. A total of 214 valid responses were analyzed by using the partial least square (PLS) technique.

After the designed instrument items, the questionnaire was assessed through expert validity, and a pilot survey was conducted with 60 respondents. Out of 60, two survey forms were excluded from the analysis because they had not responded to all questionnaire items. A partial least squares structural equation modeling (PLS-SEM) is preferred over traditional methods as it can test and estimate the causal relationship between endogenous and exogenous variables and latent variables specified as linear combinations of the observed variables (Golob, 2003). It is most appropriate when a researcher is primarily concerned with developing a theoretical model and predicting dependent variables. This determined how well the empirical data supported the theory/concept (Hair et al., 2017).

Once data was gathered, a descriptive analysis using SPSS V.22 was conducted to understand a respondent's demographic background concerning performance in using SM for KS during a disaster relief process. Then the research model was assessed through a two-step PLS-SEM process: (1) the assessment of the measurement model by observing values of internal consistency, convergent validity, and discriminant validity, and (2) the assessment of the structural model by observing t-value, p-value, and coefficient of determination, effect size, and predictive relevance, using SmartPLS 2.0.M3.

The validities and reliabilities of the construct's items were assessed. All item loadings met the reliability threshold of 0.7, as Hair et al. (2017) required, except the item PBC04. Its outer loading was below 0.7, affecting the overall composite reliability and Cronbach's Alpha of other items, so it was dropped as recommended by Hair et al. (2017).

DATA ANALYSIS AND RESULTS

SAMPLING AND DATA COLLECTION

Somalia based on their implementation and experience regarding the use of social media for a knowledge-sharing perspective. This study adopted a purposive sampling method that used disaster relief staff as the target population to achieve a comprehensive sample (Krejcie & Morgan, 1970) and eliminated potential sampling bias (Kasunic, 2005). After the final sample size had been identified, 235 questionnaires were distributed by mail or in person from the individual disaster relief staff with disaster relief organizations in Somalia; a total of 223 responses were returned, while nine responses were excluded after cleaned and eliminated all the suspicious response patterns and 214 were used for the final analysis, yielding a response rate for 91.06%. Among the 214 respondents, 158 were males (73.8%), and 56 were females (26.2%). From the sample, the highest frequency was observed in the 26 to 30 and account for 33.2% of other age groups of survey participants as follows: 2.80% of respondents are 20 years old, 28% of respondents are 20-25 years old, 20.6 % respondents are 31-40 years old, and 15.4% were aged above 40 years. The majority of the respondents (64%) have a Bachelor's degree, 33.2% have a Master's degree, 0.9% hold a Ph.D. degree, and 1.9% have secondary education. As shown in Table 1, most (51.4%) of these respondents have experience using SM for KS in a disaster relief context.

Table 1. Demography of respondents

Variable	Categories	Frequency (N=214)	Percentage (%)
Gender	Male	158	73.8%
	Female	56	26.2%
Age	Under 20	6	2.80%
	20-25	60	28%
	26-30	71	33.2%
	31-40	44	20.6%
	Above 40	33	15.4%
Education	Secondary	4	1.9%
	Undergraduate	137	64%
	Master's degree	71	33.2%
	Ph.D. degree	2	0.9%
Experience using SM for KS	1-3 years	53	24.8%
	Greater than 3-5 years	57	26.6%
	Greater than 5-7 years	53	24.8%
	More than 7 years	51	23.8%

ASSESSMENT OF MEASUREMENT MODEL

Table 2 and Table 3 present the results of the assessed measurement model, composite reliability; Cronbach alpha; Factor outer loading is used to conduct the reliability test of each construct item; average variance extracted (AVE); as well as Fornell-Larcker Criterion was used to carry out validity

test (Hair et al., 2017). The initial results showed that all items of indicator loadings exceeded the recommended threshold value >0.7 and were statistically significant, except for the three items, i.e., INT02, PEU01, and ATT0. These three items were removed from the present model assessment as their values are below 0.7 (Hair et al., 2017). The Cronbach's Alpha (CA) is higher than the 0.6 cut-off value, and Composite Reliability (CR) exceeds the threshold value of 0.7, indicating reasonable internal consistency reliability of the constructs measurement items. In confirming the convergent validity, the AVEs were examined, and factor values were greater than 0.5 ranging from 0.543 to 0.8178, which exceeded the recommended threshold cut-off value. The discriminant validity was calculated and considered acceptable by examining the Fornell and Larcker (1981) criterion because results in Table 3 demonstrate that for each construct, the square root of its highest correlation is greater than itself.

Table 2. Results for evaluating the measurement model with all the relevant constructs

Construct code	Items	Indicator reliability ≥0.7	Cronbach's alpha >0.6	Composite reliability >0.7	Ave value >0.5
INT	INT01	0.8346			
	INT03	0.8531	0.7654	0.8455	0.5432
	INT04	0.6357			
	INT05	0.8829			
PU	PU01	0.7973			
	PU02	0.7094			
	PU03	0.7949	0.8423	0.8887	0.6165
	PU04	0.887			
	PU05	0.7245			
PEU	PEU02	0.892			
	PEU03	0.8446	0.8499	0.9049	0.675
	PEU04	0.9384			
	PEU05	0.9415			
OR	OR01	0.7013			
	OR02	0.8446	0.8535	0.8933	0.6782
	OR03	0.8644			
	OR04	0.872			
TMS	TMS01	0.784			
	TMS02	0.8458			
	TMS03	0.7624	0.8711	0.9067	0.6608
	TMS04	0.831			
	TMS05	0.8379			
EHO	EHO01	0.8213			
	EHO02	0.6808			
	EHO03	0.7241	0.8282	0.8801	0.5968
	EHO04	0.7519			
	EHO05	0.8696			
KSE	KSE01	0.9478			
	KSE02	0.8533			
	KSE03	0.9237	0.9439	0.9573	0.8178
	KSE04	0.8547			
	KSE05	0.9375			

Construct code	Items	Indicator reliability ≥0.7	Cronbach's alpha >0.6	Composite reliability >0.7	Ave value >0.5
ATT	ATT01	0.8279	0.7792	0.8591	0.5758
	ATT03	0.8737			
	ATT04	0.7803			
	ATT05	0.8737			
SN	SN01	0.7088	0.7341	0.8325	0.5552
	SN02	0.8304			
	SN03	0.7045			
	SN04	0.7296			
PBC	PBC01	0.9123	0.9112	0.9358	0.7851
	PBC02	0.843			
	PBC03	0.9284			
	PBC05	0.8576			
ITR	ITR 01	0.8018	0.8752	0.9085	0.6655
	ITR 02	0.7693			
	ITR 03	0.8678			
	ITR 04	0.7815			
	ITR 05	0.8538			

Note: INT intention to use SM for KS, PU perceived Usefulness, PEU perceived Ease of Use, OR organization rewards, TMS top Management support, EHO enjoyment in helping others, KSE knowledge self-efficacy, ATT attitude toward SM for KS, SN subject norms, PBC perceived behavioral control, ITR interpersonal trust

Table 3. Discriminant validity of the research model

Construct code	ATT	EHO	INT	KSE	MS	OR	PBC	PEU	PU	SN	ITR
ATT	**0.7588**										
EHO	0.3720	**0.7725**									
INT	0.4193	0.4443	**0.7370**								
KSE	0.2229	0.3546	0.4028	**0.9043**							
TMS	0.0761	0.4212	0.3515	0.3037	**0.8128**						
OR	0.1709	0.3741	0.3072	0.2980	0.5191	**0.8235**					
PBC	0.3608	0.3620	0.3954	0.3411	0.1765	0.1294	**0.8860**				
PEU	0.4046	0.4245	0.2790	0.1682	0.1824	0.1606	0.3070	**0.8215**			
PU	0.5426	0.3730	0.2918	0.2056	0.2170	0.2080	0.3250	0.4539	**0.7851**		
SN	0.2982	0.5885	0.6017	0.3097	0.4914	0.4495	0.3019	0.3226	0.3031	**0.74511**	
ITR	0.3862	0.3746	0.5036	0.3189	0.1971	0.1775	0.2936	0.3378	0.3670	0.3893	**0.8157**

The risk of common method bias (CMB), which needs to be addressed, can affect self-reported data. Our research looked at the possibility of the CMB using two distinct methods. To begin, we looked at a correlation matrix that had the constructs. Concerns about CMB can be voiced once the correlations reach a value greater than 0.90, which is not the case in this study. The second method we adopted was applying Harman's single-factor test to the constructs being utilized in our research model. This examination included eleven constructs, and the greatest proportion of variation that

could be attributed to a single factor was less than 50%. According to our research findings, the CMB does not pose a hazard and should not be taken seriously. Moreover, it is highly improbable that CMB would be a significant factor negatively affecting the results.

ASSESSMENT OF STRUCTURAL MODEL

The structural model covers the model's predictive capabilities and relationships among hypothetical constructs. The first step in assessing the structural model is checking for collinearity issues. Collinearity is a potential issue influencing variable estimation, such as when compound independent variables in the structural model predict the dependent variable. After calculating the variance inflation factor (VIF), the value should be less than five, and the Tolerant should be greater than 0.20 (Hair et al., 2017). The results indicated that the VIF value ranges from 1.238 to 2.194, and the Tolerant value ranges from 0.454 to 0.819, which shows the absence of collinearity issues in the model. As shown in Figure 2, the model reveals that the R^2 values for behavior intention to use (0.49), attitude (0.34), subject norms (0.41), behavioral control (0.181), and perceived usefulness (0.21) were substantial (Sarstedt et al., 2014).

The results obtained from the field survey have provided concrete evidence to back up the overall conceptual framework that was proposed in the research model. The results supported most hypothetical relationships, as shown in Table 4. Then there are two insignificant relationships in the model (i.e., H1a (β=-0.0847; p-value=0.203) and H3 (β=0.0663; p-value = 0.378), which did not provide any support or significant enough to influence disaster relief employees' intention to use SM for KS. However, hypotheses (H1b, H4, H5, H6, H7, H8, H9 and H10) were supported. Table 4 and Figure 2 show the results of all the hypotheses tested.

Table 4. Results of the structural model path coefficient

Hypothesis	Path	Path coefficient (β)	T-value	*P*-value	Results
H1a	PU → INT	-0.0847	1.2767	0.203	Not Supported
H1b	PU → ATT	***0.4503	6.1546	0.000	Supported
H2a	PEU → ATT	*0.1249	1.6816	0.094	Supported
H2b	PEU → PU	***0.4355	6.4533	0.000	Supported
H3	OR → ATT	0.0663	0.8834	0.378	Not Supported
H4a	TMS → ATT	**0.1660	2.4703	0.014	Supported
H4b	TMS → SN	***0.2963	4.6805	0.000	Supported
H5a	EHO → ATT	**0.1527	1.9957	0.047	Supported
H5b	EHO → SN	***0.4642	7.8297	0.000	Supported
H5c	EHO → PBC	***0.2761	3.6575	0.000	Supported
H6	KSE → PBC	***0.2435	3.5683	0.000	Supported
H7	ITR → INT	***0.2076	2.8761	0.004	Supported
H8	ATT → INT	***0.2031	2.9860	0.003	Supported
H9	SN → INT	***0.4443	4.8695	0.000	Supported
H10	PBC → INT	***0.1532	2.4323	0.000	Supported

Notes: ***Significant at 1% level, p < 0.01; **Significant at 5% level, p < 0.05; *Significant at 10% level, p < 0.10

The strength of the hypothesized relationships among the constructs was examined by evaluating the standardized path coefficients and the associated significance levels (Chin, 1998). The bootstrap procedure with 5,000 sub-samples assessed each path coefficient's two-tailed statistical significance level. As suggested by Hair et al. (2017) for hypothesized relationships test, the empirical t-values statistics exceed the value of 2.57, generating the p-value at the significant level of 0.01 or 1%, t-values exceed the value of 1.96, causing the p-value at the significant level of 0.05 or 5% and a t-value that generate value greater than 1.65 shows the significance level of 0.1 or 10% (Prasanna & Huggins, 2016).
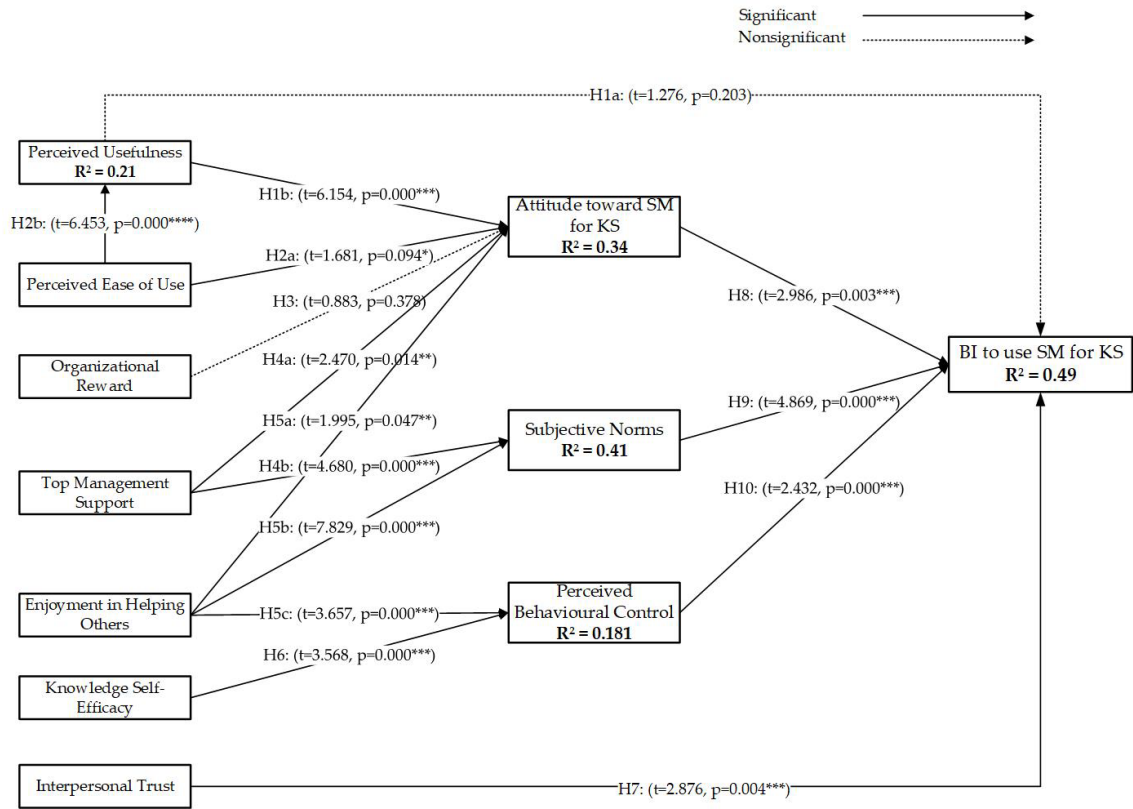

Figure 2. Structural model testing results

ASSESSMENT OF MEDIATORS

The relationships among the constructs in PLS-SEM can be complex and not always straightforward. To better understand the direct and indirect relationships between exogenous and endogenous latent variables, the potential to evaluate a mediating effect on the linkage between those variables through the structural model was examined (Preacher & Hayes, 2008). This study follows the mediator analysis procedure (steps) in PLS-SEM, suggested by Hair et al. (2017), to evaluate the mediation constructs that directly or indirectly affect other constructs. In the first step, we tested the significance of the direct effect, without including the mediator variable, of PU→INT (t-value=4.910), PEU→INT (t-value=4.54), OR→INT (t-value=6.56), TMS→INT (t-value=8.27), EHO→NT (t-value=11.04) and KSE→INT (t-value=6.24) has gained a different level of significance.

In the second step, we examined the significance of the indirect effect after mediator variables (i.e., attitude, subject norms, and perceived behavioral control) were included in the PLS path model and examined the significance of the indirect relationship of exogenous variables (i.e., PU→AT→INT). Table 4 shows that the indirect effect of all the exogenous variables has significance as a mediator on behavioral intention to use, while the indirect path of OR→AT→INT (t-value=1.27) was not signifi-

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cantly supported. However, it was essential to examine the strength of the mediator through the variance account for (VAF) value to determine whether the size of the indirect effect in related to the total effect, as suggested by Henseler et al. (2016). Concerning general mediator analysis, the value of the VAF>80% is considered to be full mediation; the value of the VAF≥20% and ≤80% is considered to be partial mediation; and the value of VAF<20% is considered to be not mediation at all. The results of the mediator analysis are presented in Table 5.

Table 5. Results of mediation analysis by bootstrapping approach

Hypothesized path	Procedure	Path coefficient	VAF	T-value	P-value	Result
PU→AT→INT	PU→INT	0.294	-	4.910	0.000	
	PU→AT	0.540	0.39	3.83	0.000	Partial mediation
	AT→INT	0.349				
PEU→AT→ INT	PEU→INT	0.269	-	4.54	0.000	
	PEU→AT	0.387	0.34	3.56	0.000	Partial mediation
	AT→INT	0.360				
OR→AT→INT	OR→INT	0.357	-	6.56	0.000	
	OR→AT	0.132	0.12	1.27	0.205	Not supported
	AT→INT	0.383				
TMS→AT→INT	TMS→INT	0.378	-	8.27	0.000	
	TMS→AT	0.397	0.35	2.64	0.000	Partial mediation
	AT→INT	0.355				
TMS→SN→INT	TMS→INT	0.378	-	8.67	0.000	
	TMS→SN	0.493	0.50	8.02	0.000	Partial mediation
	SN→INT	0.718				
EHO→AT→INT	EHO→INT	0.453	-	11.04	0.000	
	EHO→AT	0.349	0.202	2.78	0.010	Partial mediation
	AT→INT	0.305				
EHO→SN→INT	EHO→INT	0.453	-	11.78	0.000	
	EHO→SN	0.593	0.467	10.23	0.000	Partial mediation
	SN→INT	0.672				
EHO→PBC→INT	EHO→INT	0.453	-	10.85	0.000	
	EHO→PBC	0.364	0.22	3.02	0.000	Partial mediation
	PBC→INT	0.285				
KSE→PBC→INT	KSE→INT	0.367	-	6.24	0.000	
	KSE→PBC	0.337	0.21	2.88	0.000	Partial mediation
	PBC→INT	0.296				

DISCUSSION AND IMPLICATIONS

This research study developed a holistic theoretical model based on the C-TAM-TPB model to determine the intention to use SM for KS among individuals of disaster relief organizations. This study aimed to determine the factors influencing the intention to use SM for KS among disaster relief practitioners. This research study identified and investigated the potential factors, including PU, PEU,

OR, TMS, EHO, KSE, ITR, ATT, SN, and PBC represent that influence the practitioners' intention to use SM for KS during disaster relief operations. Moreover, the mediated effects of ATT, SN, and PBC have also been examined.

It can be seen that the hypotheses of PU (β=0.4503; p-value=0.000, H1b) and PEU (β=0.1249; p-value=0.094, H2a) and (β=0.4355; p-value=0.000, H2b) are two significant drivers for users' attitude towards SM for KS in a disaster relief process. This finding is in line with previous studies that examined the adoption of social media and its influence on managing disasters (Kavota et al., 2020). Also, this result confirms the original hypothesis formulated and validated in the TAM model (Davis, 1989). Consequently, several people have investigated and indicated that the easier a system is to use, the more valuable it is thought to be as an effective knowledge-sharing tool to combat disasters (Y. A. Ahmed et al., 2019; Kavota et al., 2020).

The findings of this study indicated that there was no connection between organizational reward and attitude, contrary to what was predicted (H3). The lack of support for H3 is similar to the work by P. Zhang and Ng (2013), which reported no significant relationship between organizational reward and attitude toward using SM for KS purposes. The lack of a significant relationship between organizational reward and attitude is in contrast with some previous studies in the disaster relief context, which indicates that some individual relief employees possess an 'unwillingness to share' attitude due to feelings of insecurity (i.e., stemming perhaps from lost career opportunities, unique value lost due to contributing knowledge, beliefs of knowledge ownership, and more), which leads to a lack of feedback among the relief staff. Moreover, another possible explanation for the lack of support for H3 may be the fundamental use of rewards and incentive mechanisms differing among disaster relief organizations and national cultures. This perception is consistent with the previous study of Bharosa et al. (2010), in which they argued that although it is almost impossible to trace and give rewards to individuals for the knowledge they provided during a disaster relief effort, it is still possible to give them emotional rewards by publicly recognizing, crediting, and showing gratitude for the shared knowledge once the emergency has been dealt with.

Top management support ((β=0.166; p-value=0.014, H4a) and (β=0.296; p-value=0.000, H4b)) indicate a significant positive effect on both subjective norms and attitude towards the use of SM for KS among the disaster relief staff and confirm the findings of the period research (Y. A. Ahmed et al., 2016). The results also asserted that top management support could contribute to sharing disaster-related knowledge through the newest technology within the organization by providing a creative environment and resources (Pathirage et al., 2012). It should be noted that, as disaster relief is a complex system, knowledge exchange among entities involved in disaster relief activities is critical and must be put in place promptly. Thus, if disaster relief staff members think they can gain support from their managers, the staff would be more motivated to use SM for KS during their disaster relief efforts.

Enjoyment in helping others (β=0.1527; p-value=0.047, H5a); H5b (β=0.464; p-value =0.000); as well as H5c (β=0.276; p-value=0.000) showed as influential factor effect the intention of sharing knowledge through social media. The results of H5a are in agreement with prior studies (Y. A. Ahmed et al., 2016; S.-Y. Hung et al., 2015; H.-F. Lin, 2007; Svetlik et al., 2007). These results reported that people who willingly help others and use SM for KS and gain a sense of enjoyment from doing so would search for various ways to help people who face difficulties. The results show a positive influence on PBC for analyzing the effect of knowledge self-efficacy (H6). This result implies that when disaster relief employees feel more confident in using social media tools to share knowledge in this disaster relief process, their perceived behavioral control will be higher. This result follows recent studies conducted in disaster relief (Ahmad et al., 2015; Y. A. Ahmed et al., 2016; Bjerge et al., 2016; Ishak et al., 2014).

The study's results showed that ITR has a positive effect on one's behavioral intention to use SM-based KS services in a disaster relief situation (H7). It can be said that people who work in disaster

relief are more likely to share their knowledge with each other if there is trust and a sense of relationship between them. Consequently, this will lead to a greater behavioral intention to use SM for KS during disaster relief. This study's findings are in agreement with the research findings of Lu and Yang (2011), which suggests that when disaster relief members keep trust in themselves, the degree of motivation to participate and the intention to share knowledge will increase. The factor is recorded to positively affect behavioral intention to use (H8), analyzing the effect of attitudes toward using SM-based KS in disaster relief efforts. Consistent with the theories developed by Ajzen (1991) and Davis (1989), researchers (Y. A. Ahmed et al., 2016; Ismail & Saiboon, 2012) described a user's willingness to use new technology in a disaster relief context when they evaluate it positively. Moreover, this study found that PU, PEU, TMS, and EHO in behavioral intention to use SM-based KS in a disaster relief setting are mediated by the attitude toward using SM-based KS in a disaster relief process. Previous studies have suggested that beliefs have an influence on behavioral intention to use and that this influence is mediated by attitudes. This result is in line with these earlier findings (C.-D. Chen et al., 2007; Davis, 1989; Wu & Chen, 2005).

In this study, the relationship between subjective norms was hypothesized to have a positive effect on behavioral intention to use SM-based KS in the disaster relief process (H9) and found significant, as recorded in earlier studies (C.-D. Chen et al., 2007; S.-Y. Hung et al., 2015; M.-C. Lee, 2009). Thus, in a disaster relief situation in Somalia, the subjective norm is an essential factor in using SM-based KS in a disaster relief process. In addition to these factors, PBC positively affected behavioral intention to use SM-based KS in a disaster relief process (H10). This result aligns with the TPB theory (Ajzen, 1991) and the prior research conducted in the disaster relief context (Y. A. Ahmed et al., 2016). It suggests that if disaster relief staff members perceive the ease of using SM-based KS, they will feel it is entirely under their control. Thus, disaster relief staff will have a stronger behavioral intention to use SM-based KS when they perceive it can be used or controlled effectively.

THEORETICAL IMPLICATIONS

Disaster relief organizations are under significant pressure to ensure the use of SM for KS in the face of disaster relief operations. In general, the main contribution of this research is the further definition of the characteristics of using SM for KS in a disaster relief context. In addition, there are determinants of the intention to use among individuals within disaster relief organizations in Somalia, also considering disaster relief staff's willingness to share the technology.

The first contribution of this research hinges on the theoretical part. In the theoretical part, this study reviewed the existing literature on using SM for KS research to better understand the intention to use SM-based KS in a disaster relief context. It extended the literature by identifying factors that can influence it and theoretical underpinning that can fit with disaster relief employees' intention to use SM for KS. The model's uniqueness lies in the fact that it was developed based on existing literature in the field of study and mixing factors of the intention-based theories. Consequently, the analysis highlighted that determinants from literature and theory perfectly fit the model.

Second, this study developed and validated a research model to examine the relative contribution of ten potential factors with 48 indicators. These factors have contributed to a comprehensive understanding of the intention to adopt SM for KS among the individuals within a relief organizations-based C-TAM-TPB model. The research model included new factors and previous factors that have been suggested for testing by previous researchers. Furthermore, the integration of C-TAM-TPB with TMS, OR, EHO, KSE, and ITR factors has not been used and applied in a disaster relief setting. Therefore, this study is one of the first to integrate C-TAM-TPB and the mentioned factors into one research model in disaster relief knowledge-sharing via social media. Thus, this study made a significant theory contribution. The study predictor explained about 48.68% of the variance in the behavioral intention to use SM-based KS, suggesting that the proposed model would adequately conceptualize the social media for knowledge-sharing intention to use and adoption phenomenon in disaster relief situations.

Finally, the contribution of this study is also the determination of the drivers of SM for KS usage within the field of disaster relief and their relationships, which is presented in the research model proposed in this study. The research results partially showed support for the model. Thus, this study offered empirical evidence, after rigorously analyzing the collected data, for the applicability of this research model as a guide to promoting the use of SM for KS. This study conforms to the belief that this model is a helpful tool for escalating the use of SM for KS among individuals within disaster relief organizations in Somalia. In addition, the model can be used to examine and validate similar disaster relief organizations in developing countries.

PRACTICAL IMPLICATIONS

This study's findings provide several useful and positive implications for all the disaster relief staff members, including the management team. Regarding practical measures, the proposed model is valuable for disaster relief organizations for developing and deploying SM-based KS sites. This research model analyses three dimensions for checking IS usability (PE, PEU, and PBC) with the behavioral intention to use social media. The model provides an essential contextualization of fundamental decisions that disaster relief staff, such as IT managers, developers, and policymakers, can use as a guideline to help them explore, assess, and evaluate the factors that will help them make decisions. It can also predict how SM-based KS intentions may boost disaster assistance operations. Thus, from a practical standpoint, the findings of this study may offer a better understanding of successful SM-based KS intention to adopt among the individual disaster relief staff members for natural catastrophes such as those that occur in Somalia.

This study informs disaster relief organizations on how to gain a greater understanding of the practical challenges. It can also help to ensure further consistency in how SM for KS is introduced among the individual disaster relief staff within relief organizations. To ensure the provision of rapid aid, support for victims, and reduction of the effects of a disaster, an increasing need for standardizing the coordination of knowledge-sharing activities among disaster relief agencies has been identified and highlighted. However, according to the study's findings, the effectiveness of somebody's knowledge management skills is connected to how much they use technology. Thus, the results of the study can be referred to as guidelines for disaster relief management and similar relief organizations in their planning to implement social media for knowledge-sharing in their further service enhancements.

From a practical aspect, this study provided recommendations to disaster relief managers based on the selected factors from the study's results. The results of this study demonstrated the importance of effective KS among the staff within disaster relief organizations and other organizations. Based on the research findings, it was determined that management should create different discussion forums among the disaster relief teams to ensure the long-term use of SM-based KS within disaster relief organizations. They should also become involved in the discussions for disaster-related knowledge such as food supplies, shelter, or medical relief that disaster victims need. Disaster relief managers should consider effective and adequate training to enhance individual knowledge and self-efficacy since a lack of training may increase barriers and difficulties in using SM for KS during a disaster relief process. The results revealed that if social media applications provide functions that meet disaster relief staff needs (usefulness), they will use social media for knowledge-sharing to help disaster victims through disaster relief efforts. Hence, the designers and developers of SM-based KS in a disaster relief context should develop a user-friendly environment that enables disaster relief staff members to share and track their information easily. The SM-based KS system would be useful and easy to use if it were developed so that disaster relief staff members can easily share their knowledge. The results also practically imply that if a user suggests that social media for knowledge sharing is useful, users will enjoy it; if they believe that social media is useful, they will be more inclined to use it.

CONCLUSIONS, LIMITATIONS, AND FUTURE DIRECTIONS

This study investigates the factors that impact the behavioral intention of disaster relief practitioners to use SM for KS. Data was collected from Somalian disaster relief organizations' disaster relief staff members. The analysis was conducted to evaluate the relationships between the identified factors based on the proposed research model and hypotheses. The proposed research model was tested and validated using the SEM and SmartPLS 2.0 analytic tools. Each path's t-values, p-value, path coefficient, effect size, and predictive relevance were evaluated to validate the structural model. Using the bootstrapping procedure, this study assessed the mediating relationships' significance. The mediation analysis revealed that all the initial variables contribute to the intention to use SM-based KS. The attitude toward SM-based KS, SN, and PBC is seen as a tool to manage the intention to SM-based KS in the post-implementation stage. This was proved by the mediation analysis, which showed that independent constructs, including PU, PEU, TMS, EHO, and KSE, are partially mediated. The study predictors interpreted 48.6% of the variance in the behavioral intention to use SM-based KS.

The theoretical contribution of the study includes the extension of literature by identifying characteristics that can impact it and a theoretical foundation that can match with disaster relief employees' goal to use SM for KS. Further, this study developed and validated a research model to examine the relative contribution of 10 potential factors with 48 indicators. Based on the C-TAM-TPB model, these aspects have contributed to a complete understanding of the goal of embracing SM-based KS among practitioners inside relief organizations. This study offered empirical evidence for the applicability of this research model as a guide to promoting the use of social media for knowledge-sharing. From the view of practicality, the proposed model is valuable for disaster relief organizations for developing and deploying SM-based KS sites. The model provides an important contextualization of fundamental decisions that disaster relief employees, such as IT managers, developers, and policymakers, can use as a guide for investigating, examining, and evaluating the aspects that will assist in their decision-making.

Additionally, it can ensure greater consistency in introducing SM for KS among the various disaster relief staff members within relief organizations. The findings showed that disaster relief workers would use SM for KS to assist disaster victims through disaster relief operations if social media applications had features that satisfied their demands (usefulness). Based on the research findings, it was determined that management should create different discussion forums among the disaster relief teams to ensure the long-term use of SM-based KS within disaster relief organizations. They should also become involved in the discussions for disaster-related knowledge such as food supplies, shelter, or medical relief that disaster victims need. Since a lack of training may create hurdles and challenges in using SM for KS during a disaster relief process, disaster relief managers should consider effective and adequate training to promote individual knowledge and self-efficacy.

Even though this study contributed to theory and practice, some limitations need to be considered. First, the research subjects in this study were chosen based on purposive sampling, and the empirical data were gathered from disaster relief organizations in the setting of Somalia. It includes active online SM for KS members from a disaster relief perspective. Therefore, in generalizing this study's findings, other national or global disaster relief organizations should be considered when applying and testing the research instruments and proposed model. Second, the analysis may not completely grasp the viewpoint of the entire disaster relief organization since the research target population typically was at an individual level. Consequently, this field may have different SM users for KS. However, the results may differ for different types of users of the SM-based KS system, such as managers or administrators, who can be further investigated. Third, one of the aspects considered as a constraint in this scholarship was access to samples. The sample size comprised 214 respondents from disaster relief organizations in Somalia. The small sample size was due to difficulties in finding qualified respondents with experience in using SM for KS in the disaster management domain, especially

disaster relief. Thus, the result would have been more accurate if a larger sample size had been employed. Fourth, this piece of scholarship used a cross-sectional research design. In examining the causal relationship between study variables such as mediating effect and post-implementation phase (outcome), a longitudinal study might have provided a better explanation than a cross-sectional study.

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