Information Management and Business Review (ISSN 2220-3796)
Vol. 16, No. 1, pp. 39-48, SI(1) 2024

Exploring the Impact of Authentic Personality and Social Media Posting on Self-Interested Charitable Behavior among Millennials Online Community through the Lens of Social Cognitive Theory

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Abstract: Various schools of thought within the field of psychology consider authentic personality to be an essential component of overall well-being. Similarly, people's behavior has changed since the advent of social media. Using Social Cognitive Theory as guidance, this conceptual paper aims to explore how authentic personality and social media postings affect individuals' self-interested charitable behavior, this research aims to delve into the person-centered concept of authentic personality. The sense of giving and charitable behavior includes giving to charity and involving in volunteer activity. This model is deemed appropriate because it further explains authentic personality and exposure to social media posting in an online environment. Throughout the entirety of this study, a search was conducted via a variety of literature on the fields of sociology, psychology, and social science. There was a discussion of the conclusions drawn from the research, and options for more research were outlined.

Keywords: *Authentic Personality, social media Posting, Self-Interested Charitable behavior, Well-being, Volunteerism, Marketing Non-Profit Organization, Social Cognitive theory*

1. Introduction and Background

The charitable and volunteer landscape in Malaysia has been profoundly influenced by historical, cultural, socioeconomic, and technological factors, all of which have shaped the extent of millennial engagement in such activities. It is becoming increasingly common for millennials to make an effort to lend a helping hand, particularly through a challenging period and for them to contribute to society (Checkoway, 2011). Individuals who were born between the early 1980s and the middle of the 1990s are referred to as Millennials, and they have a significant inclination towards volunteering in Malaysia. This generation values social impact and actively seeks opportunities to contribute to causes aligned with their beliefs and values. It leaves a few questions widely open: Why do significant numbers of these millennials engage in these unpaid helping activities besides religious and moral obligations? What motivates them? Is this behavioral pattern the product of fads that will fade over time or a real token of personal authenticity?

Many philanthropic organizations have capitalized on the conventional method of encouraging individuals to participate in charitable activities, which involves cash and tax benefits. However, over the years, groups have attempted to promote the 'feeling of joy' when giving back to society. There is a potential negative concern about these concerns; when individuals begin to contribute just to experience the real joy of helping others, it will result in a short-term rise in incentive to help. On the other hand, if individuals genuinely have a desire to help others, then feelings of generosity will naturally emerge in some cases.

Emotional engagement in the creation of self-interested charitable behavior is deemed more important than having to offer all the extra benefits to engage people to be involved in charitable activities. Therefore, this study is to see whether authentic personality as an emotional engagement would be deemed necessary to inculcate the internal interest to be involved in volunteerism activities. Using the tripartite model of social cognitive theory, this paper is intended to explore Authentic Personality and social media posting influence on self-interested charitable behavior. Essentially, this paper is to answer two primary aims. First, we review literature linking authentic personality and self-interested charitable behavior. Second, we consider that if a person is involved in reading social media posts it will encourage them to give more, through self-interested charitable behavior. The answer to the inquiry will be based on the review and analysis of previous literature. It is deemed significant as it will examine authentic personality and social media posting toward self-interested charitable behavior. Hence, this paper, in its conceptual nature, tries to address this issue using the concept of a tripartite model between personality, environment and behavior. We suggest that millennials who have a

strong authentic personality and exposure to social media posting will be able to initiate self-interested charitable behavior in the long run. We put on the notion that by having a strong foundation in authentic personality as well as the influence of social media, the challenge and barriers of volunteering can be overcome.

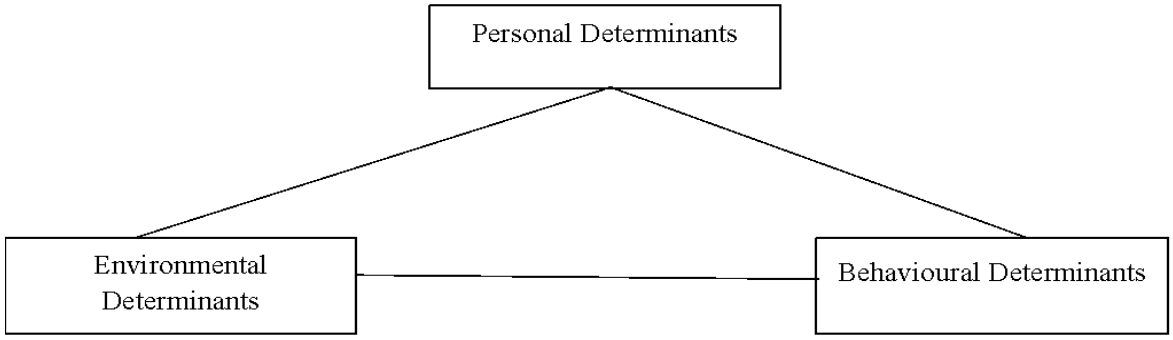
2. Literature Review

Social Cognitive Theory: Behavioral change in charity work and volunteering may also depend on people's general motivational orientations. This is consistent with formulations expressed by existing motivational literature. One of the theories to understand the motivational orientation of an individual is social cognitive theory. In this study, the Social Cognitive Theory is applied as a foundation to comprehend the impact of the environment on individual behavior. The beliefs underlying social activities become progressively more important when the knowledge gathered through inquiry is used. They have an impact on which human potentialities are developed and which are undeveloped, as well as whether reform efforts are largely focused on behavior, personal, or environmental elements.

The Social Cognitive Theory perspective sees human behavior as an interaction of dynamic, triadic, and reciprocal determinisms of behavior, both personal and environmental (Bandura, 1999). This theory upholds the idea that an individual's behavior is particularly determined by all three factors. However, one of the important notions in the development of the theory is that behavior is largely influenced or regulated through a cognitive process. This indicates that the response to behavior is a result of a strong emphasis on the mind as an active force in determining one's behavior. In a way, this will result in humans' capability to predict the consequences of their behavior, even before the behavior is performed. Another interesting notion of this theory is that humans' behavior is also formed through their interaction with the environment and their cognition. This may be achieved through an active force of feedback and searching for reciprocity. At this point, the process of cognition may involve maturity and experience, which enable human behavior to change and be predicted.

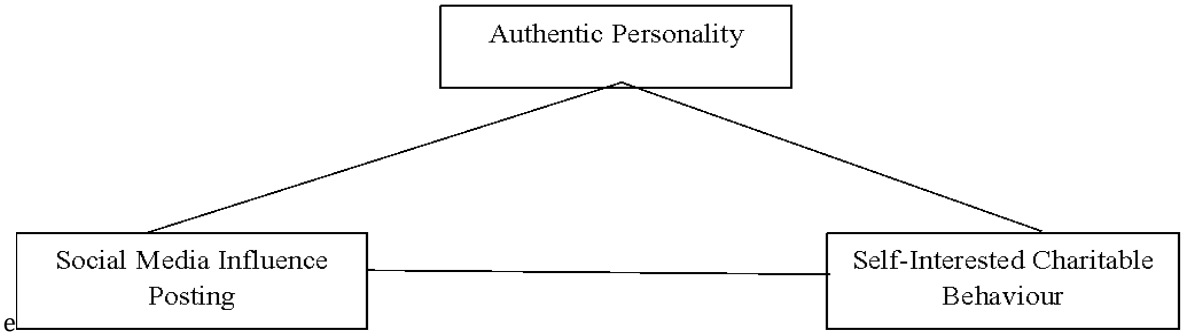
The relevance of social cognitive theory, social experience, and reciprocal determination in the development of personality is emphasized by social cognitive theory. Individuals learn by seeing others and modeling their behavior, and cognitive elements play an important part in this process (Bandura, 1991). This theory has been applied to a variety of disciplines, such as mass communication, health promotion, cultural settings, professional and personal development, and technical advancements. "Social Cognitive Theory of Mass Communication, 2009; Bandura, 2004; Bandura, 2002; Lent, 2016; Ratten & Ratten, 2007).'s work has broadened the idea of human agency to include collective agency, emphasizing the agentic approach to human growth, adaptation, and change (Bandura, 2004; Bandura, 2002). Furthermore, the notion has been used to explain strategies for boosting physical activity. In the study by Rasouli and Hamdi (2020), they investigated the area of relief campaign in Tehran involving 199 members of Tehran's Red Crescent Society. The authors study the factors that influence these society members using Bandura's social cognitive theory. The results showed that perceived self-efficacy, outcome expectancies for donating to disaster campaigns and intention to donate to charity have a positive effect on the intention to donate to a disaster campaign. Therefore, it is crucial to try to comprehend volunteering within a theoretical framework that considers the connection between volunteering and the environment as well as the personal factors that may influence the behavior.

Figure 1 Underpinning theory of Social Cognitive Theory



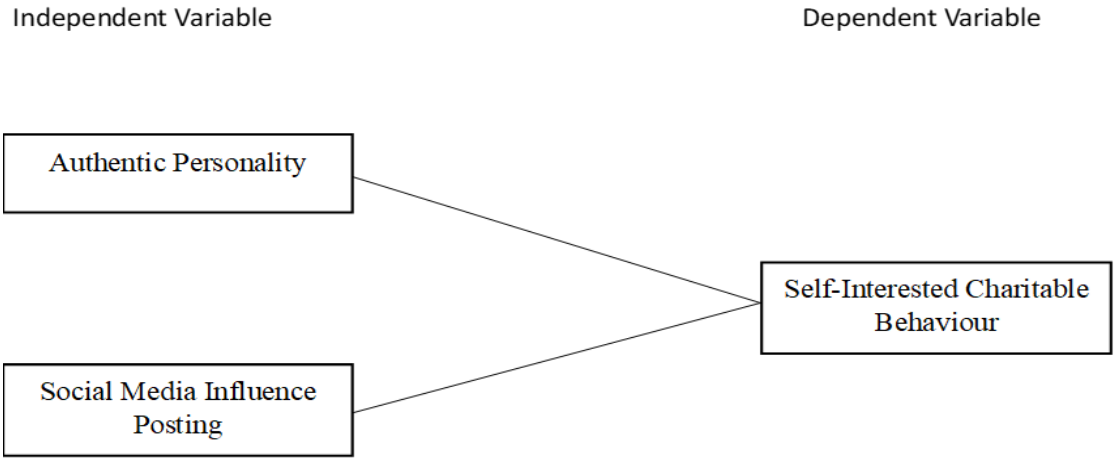
Sources Adapted from: (Bandura 1991)

Figure 2 Proposed Conceptual Framework



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Figure 3 Proposed Conceptual Framework



The Concept Authentic Personality: In the complicated fabric of human interaction, the notion of true personality emerges as a deep light, directing individuals toward real self-expression and establishing meaningful connections. Beyond the simple concept of being honest to oneself, authenticity digs deeper into interpersonal interactions, highlighting the significant importance of developing connections infused with sincerity and genuineness. This beginning inquiry tries to uncover the complicated interaction between authenticity and interpersonal relationships, shining light on how embracing one's genuine self not only improves personal growth but also promotes deep links with fellow humans.

Throughout its history, authenticity has been associated with a variety of philosophical and psychological approaches to the concept of being true to one's nature. Kierkegaard (1985) defines authenticity as being in touch with one's inner self, living by one's inner sense Personality, on the other hand, is defined as an individual differences in a way of thinking or behaving. Behaving in a manner that is in harmony with one's actual convictions or being true to one's nature is what is meant by the phrase "authentic personality," which has been used to describe behaviors. This idea was initially proposed by Wood, Linley, Maltby, Baliousis, and Joseph in the year 2008, who emphasized that authenticity is inextricably linked to a state of positive well-being. They highlighted the conceptualization of authentic personality towards the well-being of an individual. In their conceptualization of authentic personality; self-alienation, accepting external influence, and authentic living have been studied as a psychometric property within authenticity. Authenticity, according to them, is not conforming to a certain set of trends just to be in trend, but rather following their true sense.

Authentic Personality and Self-Interested Charitable Behavior: We review evidence that when a person is truly authentic, they can initiate their effort to give. Giving may come in various forms, including giving money to charity and involving in volunteerism activities. Therefore, in this study, it is important to gauge the influence of authentic personality on charitable behavior. In the study by Wu and Xu (2022), it was found that authenticity in the form of authentic leadership and the climate in the volunteer organization was significantly and positively related to volunteers' psychological capital and volunteering behavior. On the other hand, Kahana (2021) wrote about the importance of authenticity a its fundamental role in the motivations, actions and experiences of tourists and volunteer tourists.

The Influence of Millennials on The Online Community: Millennials, often known as Generation Y, were born between the early 1980s and the mid-1990s (Pramono et al., 2020). Millennials have different qualities and behaviors that have been studied across multiple fields. The studies reveal that millennials exhibit diverse purchasing habits, including patterns in food, education, health, technology, transportation, and leisure. Millennials have a significant impact on how society works, such as how leaders lead, how they spend their money, and how they care about the environment. Their preference for collaborative work and spending on food, education, health care, and transportation influence their housing choices (Folarin, 2021; Subagyo et al., 2022). Apart from that, they are also great at environmental stewardship, fostering eco-friendly tourism, and conserving particular areas (Sharmin et al., 2020). Understanding the diversity of millennials is critical because their history, money, and society have all shaped them (Johnson et al., 2020).

Millennials are concerned about environmental issues online which extend beyond their purchasing decisions. They are concerned about corporations claiming to be environmentally beneficial (greenwashing) in digital settings (Bulut et al., 2021). Their healthy choices in selecting organic food are also reflected in their online discussions about health and ethics (Sahelices-Pinto et al., 2020). It is evident in online communities that millennials still value collaboration, negotiating favorable terms, and maintaining a respectable public image (Lee et al., 2021). Millennials may influence society through their diversity, tech-savvy nature, and cultural beliefs, which can create trends in consumer behavior, workplace dynamics, and environmental consciousness, making them an influential group in modern society.

The Impacts of Social Media Posting on Shaping Social Media User's Personality: Social media posting involves publishing content such as text, photos, and videos on numerous social media networks. Social media posting can influence various parts of society and people's lives. Furthermore, the effects of content likeability, credibility, and engagement on user acceptance of product placement in mobile social networks can affect consumer behavior (Lai & Liu, 2020). Social media posting can form and grow individual personalities by influencing brand views, sharing personal recollections, and engaging in political discussions (Pink et al., 2023).

According to Pink et al. (2023) and Kamboj & Sharma (2022), this influence continues throughout the post-buy phase, favorably modifying consumer views and encouraging purchase intentions. The intention behind publishing selfies on social media also has a role, contributing to the link between posting intentions and actual behaviors, influencing the development of user personality (Kamboj & Sharma, 2022).

The influence of positive social media information can encourage positive behavior in various settings. For example, research reveals that good social media content is associated with the updates of COVID-19 preventative measures (Handayani et al., 2023). Social media users also produce positive affective material that is consistent with cultural values and influences user engagement (Hsu et al., 2021; Shahbaznezhad et al., 2021). Furthermore, technology, particularly social media, has been linked to positive influences on adolescent social change, including facilitating social life, exchanging knowledge, and provision of mental health resources (Nizariah & Suhendrayatna, 2021). These studies demonstrate the diverse impact of the positive side of social media posting in promoting positive behavior across different demographics and circumstances. For example, the content creator promotes a sustainable fashion brand on their social media posting. They publish visually appealing content while educating followers on eco-friendly practices and the environmental effects of quick fashion. Through social media engagement, the content creator can develop a community and promote the products and sustainable awareness. It highlights how effective social media posting may go beyond marketing by influencing positive consumer behavior and generating awareness.

The Overview of Self-Interested Charitable Behavior: Self-interested charity behavior refers to actions of contributing to or supporting charitable causes motivated by personal gain or benefit. Research (Jiao et al., 2021; Jamal et al., 2019; Zhao et al., 2020; Smith et al., 2019; Geng et al., 2022) has revealed a complex interplay of intrinsic and extrinsic motivations, social dynamics, religiosity, empathy, and psychological well-being. To comprehend self-interested charity behavior, one must explore the numerous reasons that lead individuals and organizations to participate in charitable activities. The literature sheds light on the complicated interaction of self-interest and generosity in philanthropic behavior. According to Zhang and Peng (2022), generosity differs from typical consumer behavior owing to self-interest (Zhang & Peng, 022). Jiao et al. (2021) go on to discuss the effects of extrinsic and intrinsic incentives on philanthropic behavior, such as reputation, reciprocity, the joy of giving, and financial restrictions (Jiao et al., 2021). While much contemporary research on philanthropic behavior seeks to operationalize philanthropy as a generalized behavior, it is vital to address the object of the assistance as well as the specific circumstances in which the charitable behavior transpires (Gordon, 2022).Individuals may be motivated by a variety of factors within this spectrum of influences, including the desire for social approval, financial constraints, religious beliefs, empathy, and the impact of social ties on charitable intentions (Jiao et al., 2021; Jamal et al., 2019; Zhao et al., 2020; Smith et al., 2019; Geng et al., 2022). The function of religion in philanthropic behavior has been investigated, finding expressions in wanting eternal benefits, self-satisfaction, and alignment with personal beliefs (Jamal et al., 2019).

In addition, studies into the impact of social knowledge and the licensing effect on generous behavior have yielded significant insights. Teunenbroek et al. (2019) and Zhang & Peng (2022) investigated the methods by which social information functions, as well as the presence of a licensing impact, underscoring the interconnection of past and present generous behaviors. This sophisticated perspective helps to resolve the complexity of self-interested charity activities and offers insight into the complicated web of circumstances that impact people's decisions to engage in philanthropy for personal gain or advantage.

The influence of Self-Interested Charitable Behavior towards Millennials: Millennials' self-interested charitable behavior is influenced by a complex mix of factors, including internal elements like self-efficacy and moral obligation as well as external factors such as self-image congruence and personal values. Understanding millennials' self-interested charitable behavior requires considering social cognitive theory's insights into cognitive, behavioral, and contextual aspects (Roxas & Marte, 2022). Internal variables such as perceived self-efficacy and moral duties impact environmentally conscious behavior and pro-social behavior (Pitchay et al., 2022). In connecting moral acts with norms, social cognitive theory emphasizes self-regulation (Wu et al., 2020). In millennial knowledge workers, creative self-efficacy moderates the influence of information sharing on innovation (Cundawan et al., 2021). However, millennials' aspirations and behaviors may be unaffected by perceived behavioral control (Kurillová & Marciánová, 2020). Personal beliefs, attitudes, and social media profiles influence millennial attitudes and behaviors (Cairns et al., 2021). Eco-fashion behavior is influenced by

personality factors and ecological and social consciousness (Wei & Liang, 2019). Attitude-behavior conflicts have a greater impact on conscience-affected and socially influenced millennials (Sahelices-Pinto et al., 2020). The tension between attitudes and behaviors, along with both extrinsic and intrinsic motives, influences millennials' charitable actions (Graça & Zwick, 2020). Additionally, personality traits, ecological consciousness, and social consciousness impact their behavior in various contexts, like eco-fashion and organic food consumption (Sahelices-Pinto et al., 2020).

3. Discussion

Authentic personality features and social media postings can have a considerable impact on self-interested charitable behavior by matching personal ideals with philanthropic acts and utilizing digital platforms' reach and influence. Individuals with authentic personalities are more likely to participate in charity activities that are consistent with their actual values and motives, demonstrating sincerity and integrity in their philanthropic efforts. When they share their experiences on social media, they provide a space for honest storytelling and open conversation, establishing trust and credibility with their audience. Authentic social media posts on charity activities can inspire others, raise the exposure of philanthropic initiatives, and foster a feeling of community based on shared values, resulting in increased involvement and support for self-interested charitable causes.

Previous research has demonstrated the critical impact that authenticity plays in volunteerism. Authenticity is integral to self-expression and values. They are more likely to commit to causes and organizations that resonate with their authentic selves. The relationship between millennials' authentic personalities, and social media posting exposure in volunteerism illustrates how these elements intersect to shape attitudes, behaviors, and engagement in charitable activities. Authentic individuals are more likely to seek meaningful connections and experiences, including opportunities for volunteerism, that resonate with their beliefs and passions. Authenticity in social media sharing has sparked attention in psychological studies. Studies have shown that authentic self-expression on social media is associated with greater subjective well-being (Bailey et.al.,2020)
Social media plays a significant role in influencing charitable giving behaviors, especially among younger generations like Gen Z, who seek personal connections and authenticity in their charitable endeavors (Konstantinou & Jones, 2022). With the rise of social media platforms, individuals have taken to branding and marketing themselves in building their personal and professional lives. In addition, social media gives millennials a forum for self-expression, experience sharing, and interpersonal interaction. They usually use it to showcase their volunteer activities, interests, and issues they are concerned about. Social media platforms influence millennials' perceptions of volunteerism by providing information, raising awareness about social issues, and facilitating connections with volunteer opportunities and organizations. Authentic millennials may leverage social media to share their volunteer experiences genuinely, providing insights into their motivations, impact, and personal growth. Millennials exhibit a strong inclination towards volunteerism, driven by their desire for purposeful engagement and social impact. They seek opportunities that allow them to make a meaningful difference in their communities and the world, reflecting their authentic values and aspirations. Authentic volunteer experiences offer millennials opportunities for personal growth, fulfillment, and connection with like-minded individuals who share their values and passions.

Individuals who are authentic participate in generous activity since it is strongly aligned with their ideals. While their acts may be self-serving in certain ways, authenticity assures honesty and integrity in their humanitarian efforts. Millennials, who value authenticity, shape charity trends by linking their giving with personal views. Despite the phrase "self-interested," authenticity guarantees that philanthropic efforts stem from a genuine desire to make a good difference.

By sharing authentic stories and experiences, millennials can create a ripple effect, encouraging their peers to explore volunteer opportunities and make a positive difference in the world. The link between authentic personality and self-interested generous conduct is subtle, reflecting the complex interaction of personal ideals, cultural forces, and genuine intention. While self-interest may motivate certain parts of charitable activity, authenticity guarantees that these behaviors are grounded in sincerity, honesty, and a genuine desire to make a good difference in the world. In summary, the millennials' authentic personalities, and social media posting exposure in volunteerism underscores the interconnectedness of self-expression, social engagement, and

community involvement to inculcate self-interested charitable behavior within themselves. Authenticity serves as a guiding principle that shapes millennials' attitudes toward volunteerism and influences how they communicate and connect with others, both online and offline.

4. Implications and Recommendations

Research Implications: This study emphasizes the significance of Social Cognitive Theory (SCT) in understanding user behavior in social media environments and its implications for charitable actions. SCT suggests that individuals learn from observing others. In the context of self-interested charitable behavior, people may be influenced by observing others who engage in charitable actions for personal gain, such as enhancing their social status or reputation on social media. It demonstrates how individuals' personalities, impacted by social media content, can determine self-interested charitable behavior and contribute to managerial practices and theory. SCT suggests that people are motivated to engage in behaviors that they believe will lead to desirable outcomes. In the context of self-interested charitable behavior, individuals may be more likely to donate or participate in charitable activities if they expect to receive some personal benefit, such as social recognition or a sense of satisfaction.

Managerial Implications: Using dynamic management capabilities allows organizations to adapt to changing social media landscapes and charitable activities, promoting positive behavior in online communities. Thus, encouraging participation in charitable activities through social media increases employee satisfaction and builds a positive organizational culture. By applying SCT principles, managers can develop more effective strategies for promoting self-interested charitable behavior on social media, ultimately leading to greater participation and impact in charitable initiatives. Managers can use SCT principles to design campaigns that appeal to individuals' self-interests while promoting charitable behavior. Understanding SCT can help managers design incentive structures that encourage self-interested charitable behavior. Managers can use this principle to create a sense of social proof around charitable actions, making them more attractive to individuals who want to fit in with the perceived norm on social media. Managers can design engagement strategies that boost individuals' confidence in their ability to engage in charitable actions. Meanwhile, brands and influencers can improve their online presence by focusing on authentic communication, which leads to higher engagement and loyalty among millennials. Besides that, collaboration with charitable organizations is beneficial in increasing brand reputation and promoting positive social impact among millennials.

Theoretical implications: This study enhances our understanding of how social cognitive processes impact millennials' self-interested charitable behavior on social media, emphasizing the significance of individual characteristics and societal effects within the Social Cognitive Theory framework. It emphasizes the importance of authentic personality in shaping online behavior and contributes to existing theories of online communication and social impact. Furthermore, concentrating on millennials broadens our understanding of generational differences in online behavior and social responsibility, allowing future research across demographic groups and investigating longitudinal and cross-cultural variations in **e**xploring the impact of authentic personality and social media posting on self-interested charitable behavior. SCT proposes that behavior is influenced by a continuous interaction between personal factors, environmental factors, and behavior itself. In the context of self-interested charitable behavior, this suggests that individuals' beliefs, motivations, and behaviors are shaped by their social environment, which, in turn, influences the social environment itself.

5. Conclusion

In conclusion, SCT provides a theoretical framework for understanding how individuals' beliefs, motivations, and behaviors regarding self-interested charitable behavior are influenced by their social environment, offering insights into how these behaviors can be encouraged and reinforced in social media environments. By authentically showcasing their involvement in volunteering and charity activities, millennials not only amplify the impact of their efforts but also cultivate a culture of giving and social responsibility. Hence, the reasons why they are putting as much effort into self-charitable behavior and volunteering. As they continue to navigate the digital landscape and pursue opportunities for meaningful contribution, personal authenticity also brings impact onto their online presence. It catalyzes collective action, fostering a brighter and more compassionate

future for communities worldwide.

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