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Factors and Impacts of Knowledge Sharing in Digital Beauty Community: A Systematic Literature Review

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Abstract

As digital platforms continue to grow, online communities have become significant spaces for individuals to exchange knowledge about beauty trends, products, and techniques. This research systematically reviews existing studies to identify the factors that influence knowledge sharing, along with its associated benefits and drawbacks. The study employs a systematic literature review (SLR) methodology, following a structured process of identifying, selecting, and analyzing relevant studies published between 2019 and 2024. Key findings highlight factors such as trust, social capital, and motivation (both intrinsic and extrinsic) that drive engagement, while challenges such as competitiveness and concerns about credibility can hinder participation. This research offers valuable insights for both community managers and brands and outlines future directions for enhancing knowledge management in digital beauty spaces.

Keywords: *Beauty Community, Digital Community, Knowledge Management, Knowledge Sharing, Systematic Literature Review.*

1. Introduction

In the era of digital transformation, online communities have become significant platforms for individuals to connect, share, and exchange knowledge on a wide variety of topics. One such thriving area is the digital beauty community, where participants actively engage in discussions and share insights related to beauty products, techniques, and trends. With the global beauty industry continuously evolving, the role of digital beauty communities in shaping consumer behavior and brand perceptions has become increasingly prominent. Within these spaces, knowledge sharing plays a pivotal role in facilitating the dissemination of both personal experiences and expert advice [1]. Understanding the dynamics behind this knowledge sharing and the impact it has on the individuals involved is essential for gaining insights into how digital communities function and thrive [2].

Knowledge management, particularly the aspect of knowledge sharing, has been widely studied across various fields such as organizational behavior, education, and healthcare [2]. However, this phenomenon presents unique characteristics in the context of digital beauty communities. The open and voluntary nature of participation in these communities, combined with the ever-evolving trends in beauty, makes knowledge sharing a complex and multifaceted process. Several factors can motivate or hinder individuals from sharing their knowledge within these spaces, ranging from personal interest in beauty topics to the desire for social recognition or building influence as a beauty expert. Given these intricacies, a systematic exploration of the factors driving knowledge sharing in such communities is vital.

Despite the widespread participation in digital beauty communities, the advantages and disadvantages experienced by individuals when sharing knowledge have not been thoroughly explored. On one hand, sharing knowledge can lead to personal benefits such

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as increased social capital [3], self-satisfaction [4], and the opportunity to gain new insights from peers [5]. On the other hand, individuals may also face drawbacks such as misinformation, lack of recognition, or negative feedback, which could discourage further participation [6]. Understanding both the positive and negative outcomes of knowledge sharing within digital beauty communities can provide valuable insights for community managers, brands, and individual members.

To investigate these dynamics, this paper adopts a systematic literature review (SLR) methodology to analyze existing research on knowledge sharing within digital beauty communities. By synthesizing findings from various studies, this research aims to identify the key factors influencing knowledge sharing and to evaluate the individual-level benefits and drawbacks. The SLR approach ensures a comprehensive and unbiased review of the literature, providing a solid foundation for understanding the complexities involved in digital beauty communities.

2. Research Methodology

2.1. Knowledge Management

Knowledge management (KM), first coined by Wiig in 1986, refers to the systematic development and application of knowledge to enhance organizational effectiveness and knowledge returns [7]. KM consists of two main elements: content management and collaboration processes, with knowledge divided into tacit and explicit forms [8]. The knowledge creation process involves generating new insights or modifying existing knowledge through the interaction between tacit and explicit knowledge at individual, group, and organizational levels [9]. Nonaka's model outlines four modes of knowledge creation: socialization, externalization, internalization, and combination [10]. Technologies like Knowledge Management Systems (KMS) are frequently used to capture, share, and distribute knowledge within organizations [11].

2.2. Knowledge Sharing

Knowledge sharing (KS) is a crucial component of the knowledge management process, which includes stages such as knowledge discovery, capture, sharing, and application [12]. KS plays a significant role within the knowledge management framework, involving individuals, teams, and organizations exchanging knowledge through various means [13]. Implementing KS in organizations brings numerous advantages, such as enhancing performance, improving productivity, and fostering long-term competitiveness [14]. This study will focus on KS activities facilitated by technology, often referred to as a knowledge sharing system.

2.3. Digital Beauty Communities

Digital communities have emerged as crucial platforms that facilitate interaction [15], knowledge exchange [2], and networking among individuals with shared interests [16]. The decentralized and user-driven nature of these communities fosters inclusivity and accessibility, allowing individuals from diverse backgrounds to participate and benefit from shared experiences [17]. Rapid technological advancements have fueled the evolution of digital communities, enabling them to adapt to user preferences and enhance engagement through algorithm-driven content recommendations and interactive features [18]. As these communities diversify, niche spaces emerge to cater to specific interests and industries. Among them, beauty digital communities stand out as dedicated platforms for discussions on skincare routines, makeup techniques, product reviews, and emerging beauty trends.

2.4. Systematic Literature Review

A Systematic Literature Review (SLR) involves a comprehensive evaluation and critical analysis of all research studies addressing a specific issue [19]. Researchers employ a structured process to identify, compile, and assess a body of literature on a given topic based on predefined criteria [20]. Typically, an SLR includes a summary of the findings from the reviewed studies. Previous researchers have argued that this method can minimize systematic errors [21] and improve the validity of data analysis [22], leading to more dependable outcomes that serve as the foundation for drawing conclusions. Initially developed in the medical field, SLR has been increasingly adopted in engineering and social science research [23].

2.5. Methodology

For this systematic literature review, the PRISMA (Preferred Reporting Items for Systematic reviews and Meta-Analyses) methodology was followed. The process is divided into three phases: identification, screening, and reporting the included review [24]. The process can be seen in figure. 1. The planning phase includes five key stages: defining research questions, designing the search strategy, selecting relevant studies, assessing their quality, and analyzing the data, all of which are discussed in Section 3. The conducting and reporting of the review are discussed in section 4.

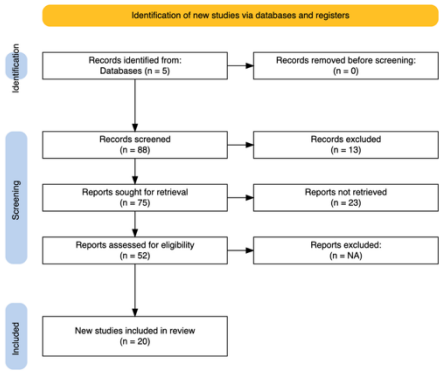

Figure 1. PRISMA Flow Diagram

2.6. Research Question

The systematic review's area and the specific research questions guide the focus for identifying primary studies, extracting data from them, and conducting the analysis. The questions for this research are shown in Table 1.

Table 1. Research Question

Code	Research Questions
RQ 1	What are the factors that influence individuals to share knowledge with the digital beauty community?
RQ 2	What are the advantages and disadvantages for individuals of sharing knowledge with the digital beauty community?

2.7. Initial Search

Defining the search string and achieving satisfactory results from the selected digital libraries involved considering several factors. These included deriving terms from the research questions, identifying synonyms for key terms, and utilizing Boolean connectors **AND** and **OR** to link terms. The search string was applied across various libraries and bibliographic databases is: ("Beauty Community" OR "Beauty Network" OR "Digital Community" OR "Virtual Community") AND ("Knowledge Management" OR "Knowledge Sharing") AND ("Factor" OR "Factors" OR "Influence" OR "Influences" OR

"Intention" OR "Intention Sharing" OR "Impact" OR "Advantage" OR "Advantages" OR "Benefit" OR "Benefits" OR "Cost" OR "Costs" OR "Disadvantage" OR "Disadvantages" OR "Impacts").

The digital libraries used for this research include ACM Digital Library, E-Journal Wiley, IEEE Xplore, Scopus, and Taylor & Francis. Search strings were tested across these platforms to ensure their effectiveness in retrieving relevant academic resources. Inclusion and exclusion criteria also established to assess each article's applicability for initial search. The criteria are as follows:

a) Inclusion Criteria: articles were selected if they met all the following criteria:
    a. Using boolean search.
    b. 2019 – 2024.
    c. Journal & Proceeding.
    d. English.
b) Exclusion criteria: Articles were excluded if they met any of the following conditions:
    a. Before 2019.
    b. Retracted.

The document selection process involved searching for and retrieving scientific articles from digital libraries. The articles were then reviewed to remove duplicates found across multiple databases. The initial number of results from each source is as follows: ACM Digital Library yielded 88, E-Journal Wiley returned 82, IEEE Xplore provided 4, Scopus produced 67, and Taylor & Francis resulted in 141, totaling 382 results. The detailed breakdown is presented in Table 3.

2.8. Study Selection

The study selection process involved reviewing the title and abstract of each article. Two members of the research team independently evaluated each article to determine whether to approve or reject it. Articles that contain “knowledge sharing”, “knowledge management”, and/or “online community”, “digital community”, “virtual community” were selected for the next step, quality assessment. The result of study selection from each source is as follow: ACM Digital Library yielded 5, E-Journal Wiley returned 12, IEEE Xplore provided 2, Scopus produced 29, and Taylor & Francis resulted in 27, totaling 75 results. The detailed breakdown is presented in Table 3.

2.9. Quality Assessment

After each selected articles was examined, it is necessary to evaluate the quality of each article. the articles were assessed using the following quality assessment shown in Table 2.

Table 2. Quality Assessment Question

Code	Quality Assessment Questions
Q1	Does the article clearly describe the research objectives?
Q2	Does the article include literature review, background and research context?
Q3	Does the article present related work from previous research to show the main contribution of the research?
Q4	Does the article describe the proposed architecture or methodology used?
Q5	Does the article have research result?
Q6	Does the article present conclusions that are relevant to the research objectives/problems?
Q7	Does the article recommend future work or improvements for the future?
Q8	Scopus indexed (Q1/Q2/Q3/Q4)
Q9	Does the article discuss Knowledge Management or Knowledge Sharing?
Q10	Does the article address the topic of digital or online communities?

A point scale was utilized to evaluate each selected article. A score of 1.0 was assigned when the article provided a complete answer to the research question, a score of 0.5 was awarded for partial mention of the answer and a score of 0.0 if the research question was not mentioned at all. The cutoff score was set at 7.5, with 52 articles exceeding this threshold. The result of the assessment after being evaluated is shown in Table 3.

Table 3. SLR Result

Source	Initiation Search	Study Selected	Quality Assessment
ACM Digital Library	88	5	3
E-Journal Wiley	82	12	8
IEEE Xplore	4	2	0
Scopus	67	29	15
Taylor & Francis	141	27	26
Total	382	75	52

2.10. Data Extraction

Out of the 52 articles, 20 were selected after a manual analysis by identifying studies discussing the factors, advantages, and disadvantages of knowledge sharing in digital communities is shown in Table 4.

Table 4. Articles Information Extraction

No.	Title	Year	Publisher	Journal or Conference Name
1	Afraid of engagement? Towards an understanding of engagement in virtual communities of practice [25]	2021	Taylor & Francis	Knowledge Management Research & Practice
2	An empirical study of the impact of consumer emotional engagement and affective commitment in firm-hosted virtual communities [26]	2019	Taylor & Francis	Journal of Marketing Management
3	Antecedents of Knowledge Transfer Behaviors between Professional Virtual Community and Electronic Knowledge Repository [27]	2021	ACM Digital Library	Proceedings of the 4th International Conference on Information Science and Systems
4	Compilation and Application of the Scale of Sustainable Knowledge Sharing Willingness in Virtual Academic Community During the Times of the Coronavirus Pandemic (COVID-19) [28]	2021	Scopus	Frontiers in Psychology
5	Drivers of Knowledge Sharing in Virtual Brand Communities: Self-Determination Perspective [29]	2024	Taylor & Francis	Journal of Organizational Computing and Electronic Commerce
6	Enhancing information security best practices sharing in virtual knowledge communities [30]	2020	Scopus	VINE Journal of Information and Knowledge Management Systems
7	Exploring the relationship of elementary school teachers' virtual community participation on classroom management by using knowledge sharing as a mediating effect [31]	2024	Taylor & Francis	Interactive Learning Environments
8	Factors Influencing The Participation Of Nurses In Knowledge-Sharing Within Mobile Instant Messaging Based Virtual Communities Of Practice: A Qualitative Content Analysis [32]	2019	Taylor & Francis	Advances in Medical Education and Practice
9	How do group performances affect users' contributions in online communities? A cross-level moderation model [33]	2020	Taylor & Francis	Journal of Organizational Computing and Electronic Commerce
10	How to mend the dormant user in Q&A	2023	Taylor &	Behaviour & Information

No.	Title	Year	Publisher	Journal or Conference Name
	communities? A social cognitive theory-based study of consistent geeks of StackOverflow [34]		Francis	Technology
11	Impacts of regulatory strategies on member's knowledge sharing in virtual brand communities based on ecosystem-oriented business models in China [35]	2023	Taylor & Francis	Asia Pacific Business Review
12	Interpersonal Relationship, Knowledge Characteristic, and Knowledge Sharing Behavior of Online Community Members: A TAM Perspective [36]	2022	Wiley E-Journal	Computational Intelligence and Neuroscience
13	Invested or Indebted: Ex-ante and Ex-post Reciprocity in Online Knowledge Sharing Communities [37]	2020	ACM Digital Library	ACM Transactions on Management Information Systems (TMIS)
14	Investigating moderators of the influence of enablers on participation in knowledge sharing in virtual communities [38]	2021	Scopus	Sustainability
15	Knowledge sharing mechanisms in virtual communities: A review of the current literature and recommendations for future research [39]	2019	Scopus	Human Systems Management
16	Motivators of researchers' knowledge sharing and community promotion in online multi-background community [40]	2021	Scopus	International Journal of Knowledge Management
17	Predicting users knowledge contribution behaviour in technical vs non-technical online Q&A communities: SEM-Neural Network approach [41]	2023	Taylor & Francis	Behaviour & Information Technology
18	Quality decisions from physicians' shared knowledge in virtual communities [42]	2022	Taylor & Francis	Knowledge Management Research & Practice
19	The influence mechanism of rewards on knowledge sharing behaviors in virtual communities [43]	2022	Scopus	Journal of Knowledge Management
20	The influence of the community climate on users' knowledge-sharing intention: the social cognitive theory perspective [44]	2022	Taylor & Francis	Behaviour & Information Technology

3. Results and Discussion

3.1. RQ1: What are the factors that influence individuals to share knowledge with the digital beauty community?

There are 20 papers that address the advantages of implementing knowledge management in digital beauty communities. Table below outlines several key benefits, including intrinsic motivation and satisfaction derived from sharing beauty tips and experiences, which fosters a sense of accomplishment among members. The community enhances reciprocity and social recognition, encouraging ongoing contributions through appreciation and acknowledgment of shared knowledge. Additionally, members gain easy access to valuable beauty information and solutions, facilitating collaboration and the co-creation of content that drives innovation. Trust and a sense of community are reinforced as members share personal beauty journeys, leading to professional growth opportunities and increased knowledge. External rewards, such as product giveaways and community recognition, further motivate participation. The community benefits brands by generating insights into consumer preferences, thereby enhancing brand loyalty and engagement. Emotional and peer support within the community helps members navigate beauty

challenges, contributing to a holistic experience in the digital beauty landscape. The common factors that influence individuals to share knowledge within the digital beauty community is shown in Table 5.

Table 5. Common Factors

Factors	Descriptions	Reference
Trust & Social Capital	Confidence in the beauty community and its members, along with social ties and shared values, fosters a supportive environment for sharing beauty tips and experiences.	[28], [31], [35], [36], [39], [40], [42]
Intrinsic & Extrinsic Motivation	Personal satisfaction from helping others with beauty advice and enjoyment of sharing knowledge, along with external rewards like likes and recognition, motivate sharing.	[27], [30], [31], [39], [40], [43]
Reciprocity & Altruism	Users share beauty insights in return for past help or out of a desire to assist others, cultivating a culture of support within the community.	[31], [33], [35], [37], [40]
Engangement, Participation & Community Recognition	Active involvement and contribution to beauty discussions lead to more shared knowledge, bolstered by acknowledgment and appreciation from community members.	[25], [26], [34], [35], [41]
User-Friendly Platforms & Rewards Systems	Intuitive digital platforms enhance the ease of sharing beauty tips, while reward systems (e.g., badges for contributions) encourage user participation.	[32], [34], [36], [40], [43]
Reciprocity Norms, Obligations, Perceived Value & Usefulness	Community expectations create a sense of responsibility to contribute beauty knowledge, influenced by perceived personal or professional benefits of sharing.	[25], [35], [36], [40]
Group Norm Adherence & Professional Self-Efficacy	Members align with community norms related to beauty sharing and engage positively, driven by their belief in their ability to provide valuable insights.	[27], [35], [38], [44]
Barriers to Sharing & Knowledge Quality	Challenges such as knowledge hoarding, distrust among members, and fear of judgment can hinder sharing, while high-quality, relevant beauty knowledge encourages further contributions.	[28], [32], [36]

3.2. RQ2: What are the advantages and disadvantages for individuals of sharing knowledge with the digital beauty community?

There are 20 papers that address the advantages of implementing knowledge management in digital beauty communities. Table below outlines several key benefits, including intrinsic motivation and satisfaction derived from sharing beauty tips and experiences, which fosters a sense of accomplishment among members. The community enhances reciprocity and social recognition, encouraging ongoing contributions through appreciation and acknowledgment of shared knowledge. Additionally, members gain easy access to valuable beauty information and solutions, facilitating collaboration and the co-creation of content that drives innovation. Trust and a sense of community are reinforced as members share personal beauty journeys, leading to professional growth opportunities and increased knowledge. External rewards, such as product giveaways and community recognition, further motivate participation. The community benefits brands by generating insights into consumer preferences, thereby enhancing brand loyalty and engagement. Emotional and peer support within the community helps members navigate beauty challenges, contributing to a holistic experience in the digital beauty landscape. The common advantages for individuals to share knowledge within the digital beauty community is shown in Table 6.

Table 6. Common Advantages

Advantages	Descriptions	Reference
Intrinsic Motivation and Satisfaction	Members feel satisfaction and personal fulfillment by sharing beauty tips, makeup techniques, and product recommendations, helping others improve their beauty routines.	[25], [27], [31], [32], [39], [44]
Reciprocity and Social Recognition	Members gain recognition and appreciation from peers for sharing beauty hacks, reviews, or tutorials, encouraging them to continue contributing.	[25], [33], [34], [36], [37], [43]
Access to Valuable Knowledge and Solutions	The community provides easy access to global beauty trends, skincare tips, makeup tutorials, and expert advice on beauty challenges.	[26], [28], [30], [34], [40]
Improved Collaboration and Collective Knowledge Creation	Members collaborate on beauty projects (e.g., product reviews or tutorials), share ideas on trends, and co-create new content, fostering creativity and innovation in beauty routines.	[33], [40], [41], [42]
Trust and Sense of Community	Builds trust among members as they share beauty journeys, product recommendations, and experiences, creating a loyal and supportive beauty community.	[31], [36], [37], [44]
Emotional and Peer Support	Members receive emotional support from others by sharing beauty struggles (e.g., skin issues or hair concerns) and encouraging each other with positive feedback.	[28], [31], [41]
External Rewards and Incentives	Members may receive tangible rewards like free beauty products, exclusive offers, or recognition within the community for their contributions.	[32], [39], [43]
Knowledge Sharing and Organizational Benefits	Beauty brands benefit from community-driven innovation, as members share insights on product effectiveness, trends, and brand loyalty.	[29], [30], [35]
Professional and Personal Growth	Beauty influencers and enthusiasts gain professional growth through networking, while members improve their personal beauty knowledge and skills by learning from others.	[27], [38], [41]
Enhanced Brand Loyalty and Engagement	Through active participation, members develop stronger loyalty to beauty brands, contributing to greater brand visibility and engagement through product discussions and recommendations.	[29]

A total of 20 studies examined the challenges associated with knowledge management in digital beauty communities, highlighting several significant disadvantages. Table below outlines these challenges, including the substantial time and effort required for members to share knowledge, a lack of motivation and personal incentives, and concerns about credibility and status within the community. Contributors also face issues like self-confidence, competitiveness, and the difficulty of sharing tacit knowledge, which can discourage participation. Additionally, free-riding behavior, anonymity-related negative interactions, and doubts about the authenticity of shared information pose significant barriers to effective knowledge sharing. The reliance on reputation systems can undermine intrinsic motivation, while low participation threatens community sustainability and well-being. Addressing these challenges requires exploring new strategies to foster engagement, enhance trust, and create a supportive environment for knowledge sharing within digital beauty communities. The common disadvantages for individuals to share knowledge within the digital beauty community is shown in Table 7.

Table 7. Common Disadvantages

Disadvantages	Descriptions	Reference
Competitiveness	Users might hoard knowledge to maintain an edge over others in a highly competitive beauty environment.	[32], [35], [40], [44]
Motivation	Users may lack motivation to share knowledge without clear personal benefits, like recognition or rewards.	[30], [32], [39], [43]
Time & Effort	Members find it time-consuming to document and	[25], [30], [41],

Disadvantages	Descriptions	Reference
	share beauty routines or tips effectively.	[20]
Tacit Knowledge	Sharing personal beauty techniques that are intuitive can be challenging to articulate.	[12], [19], [44]
Trust Issues	Users hesitate to share knowledge due to fears of misinformation or untrustworthy advice circulating in the community.	[32], [35], [42]
Anonymity	Anonymity can lead to negative behaviors, such as bullying or sharing harmful misinformation.	[38], [35]
Authenticity	Users may question the authenticity of beauty advice influenced by marketing rather than genuine experiences.	[35], [42]
Credibility	Contributors fear that sharing tips not well-received could damage their reputation within the beauty community.	[25], [40]
Free Riders	Contributors may feel frustrated with users who consume content without sharing their insights or experiences.	[37], [41]
Group Dynamics	Social dynamics can impact willingness to share knowledge in beauty forums or groups.	[33], [42]
Participation	A lack of active participation in sharing beauty tips can undermine community vibrancy and relevance.	[30], [41]
Proprietary Knowledge	Members may be unwilling to share unique beauty techniques for fear of losing competitive advantage.	[28], [40]
Reputation Systems	Reputation systems may shift focus from genuine sharing to competing for recognition.	[34], [34]
Self-Confidence	Members hesitate to share insights due to fears of being judged for their expertise or appearance.	[27], [32]
Well-Being	Excessive time in beauty communities can lead to comparisons, impacting members' mental health.	[29], [32]
Diminishing Returns	Excessive engagement in sharing can lead to burnout, negatively affecting community quality.	[31]

4. Conclusions

4.1. Implications

The findings of this study provide valuable insights for beauty brands and digital community managers aiming to enhance user engagement through knowledge sharing. Since factors like trust, social capital, and motivation strongly influence knowledge sharing, platforms can encourage participation through reward systems, public recognition, and supportive community culture. Challenges such as fear of judgment, competitiveness, and time constraints can be addressed by creating safe spaces, using easy-to-navigate interfaces, and offering features like anonymous posting or content templates. These steps help create a more inclusive and active knowledge-sharing environment.

These insights are reflected in popular beauty communities on platforms like social media and online communities. On social media such as TikTok and Instagram, users share makeup tutorials and skincare tips, driven by recognition through likes and follower growth. On Reddit forums like r/SkincareAddiction, members openly exchange honest reviews and personal experiences, building trust and reciprocity. The semi-anonymous setting helps reduce credibility concerns and encourages more honest, in-depth sharing. Female Daily, a leading beauty platform in Indonesia, combines discussion forums, product reviews, and beauty articles to support trust-based, experience-driven knowledge sharing. By understanding these real-world dynamics, brands and community managers can better support meaningful interactions and strengthen user loyalty.

4.2. Conclusions

In conclusion, this systematic literature review has identified several key factors that influence knowledge sharing in digital beauty communities. Trust, social capital, and both

intrinsic and extrinsic motivations play a crucial role in encouraging participation. Community norms, reciprocity, and the perceived usefulness of shared knowledge further contribute to fostering a collaborative environment. Additionally, user-friendly platforms and reward systems enhance engagement, while challenges like knowledge hoarding, distrust, and the difficulty of sharing tacit knowledge can serve as barriers to effective knowledge exchange.

The review also highlights the advantages and disadvantages for individuals who share knowledge in these communities. On the positive side, participants benefit from social recognition, personal satisfaction, professional growth, and access to valuable beauty insights. However, the process can be time-consuming, and issues such as competitiveness, trust concerns, and low motivation due to a lack of rewards can hinder participation. Furthermore, negative behaviors like free-riding and anonymity-related conflicts present additional challenges that may impact the community's overall well-being and sustainability. The future of knowledge sharing and management in digital beauty community depends on overcoming current research limitations and expanding its scope. This review includes 20 research articles, which may not fully capture the industry's trends. Improving the generalizability of findings, future studies should include a broader selection of research. Future studies on knowledge sharing in digital beauty communities could explore the evolving role of emerging technologies, such as artificial intelligence and virtual reality.

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