



Review Article

Current Status of Market Mavens Research: A Literature Review

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Abstract

Despite the growth of empirical evidence in this field, little review research exists that assesses the theoretical aspects, marketing drivers, and consequences of market mavens. In this study, therefore, a systematic literature review (SLR) was utilized to perform a thorough analysis of market maven literature, encompassing articles published over 23 years on the Scopus and Web of Science indexed journals. It was found that the social and psychological aspects had not been widely explored and remained the weakest pillar. The results highlight that the theory of planned behavior has been the most commonly applied theory in the literature, as it has been used in six studies. Moreover, there is a very limited understanding of the existing literature's psychological and motivational characteristics and their role in cyber-market mavenism. To the best of the authors' knowledge, this is the first SLR that addresses market maven literature. This research offers a comprehensive study agenda that focuses on various critical areas that need more consideration, such as the cultural role of market mavens and the differentiation between the roles of market mavens and non-mavens in sharing information on social network sites. Scholars might also look at the influence of the generational difference between people and whether or not placing an age or gender limit on people is important in terms of the nature of social networks.

Keywords:

Market Mavens;
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1- Introduction

Market mavens are individuals who provide superior advice to other customers in a variety of sectors. Feick & Price [1] characterized mavens as "individuals who possess knowledge about a variety of different items, shopping locations, and other components of the market and who begin talks with and react to information requests from other customers." As the existing empirical research illustrating market mavenism continues to increase, each study adds additional aspects to our understanding of what the concept represents. Feick & Price [1] used the term "*Market Mavenism*" to refer to a distinct pattern of customer behavior in which a small percentage of retail customers have a disproportionate effect on other customers' behavior. The term also refers to a general interest in retail marketplaces. Customers are particularly engaged in and passionate about several facets of the retail industry, including products, stores, marketing, and shopping.

Based on previous literature, individuals driven by market mavenism accumulate market knowledge about a wide array of items and are willing to share this knowledge with other customers. As a result, they exert a disproportionate effect as opinion leaders across different product categories, particularly when it comes to emerging retail trends, which are particularly significant and valuable to retailers [2]. Market mavens are critical marketing influencers as they possess extensive information about a variety of market-related subjects and transmit this information to potentially large networks of people.

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Empirical research has identified several determinants and outcomes of market mavens since the concept was first proposed. Researchers are in the process of constructing a recursive nomological network to thoroughly describe the causes and effects of mavenism. However, there is not much literature on mavenism in the cybermarket [3, 4], and the body of literature remains open to further research. For instance, there is a growing body of literature on market mavens [4–9], while the majority of researchers have analyzed market mavens' search behavior without taking cross-store search behavior into account and thus underestimated responses to price promotions [10]. Furthermore, despite marketers' keen interest in the role and impact of word of mouth, limited research has been conducted on the role of market mavens in word-of-mouth communication, and little research has been conducted on the various aspects of e-mavens' propensity [7]. Numerous studies have examined how mavens behave and their demographic traits, in addition to their being general opinion leaders, sharing knowledge, and participating significantly in the market across all categories [11].

Market mavens are eager to do business, and they enjoy buying and sharing market information [10, 12]. They have an intrinsic motivation to help others, even without expecting a reward from others [13], and they want to maximize social coupon sharing [9]. Moreover, market Mavens in cyberspace (e-mavens) have also been recognized as people who are dedicated to the Internet, can search for online information, and respond to information requests from others. Finding e-mavens is critical for marketers to achieve practical success in their virtual efforts. E-mavens gather and disseminate information via electronic platforms [6, 14]. However, few studies have been conducted on the personality, qualities, and motivational underpinnings of mavenism. Additionally, there is no consensus on how to profile mavens in the sample literature, and some of the research outcomes are inconsistent.

Although more study articles on market mavens have been undertaken in recent years, despite the shortcomings of previous studies, there has been little evaluation of these studies. It is noteworthy that the literature has largely ignored the network behavior of mavens and has not examined the human effects of such network engagement, given the obvious importance of social relationships to market mavens. Dynamic relationships among consumers have dominated previous research into consumer behavior and networks, ignoring the structural elements of the networks of which these relationships are a part.

These were the primary motivators for conducting a complete evaluation of the available literature on market mavens in the present study. The findings should contribute to our knowledge of mavenism and highlight the development of this literature. A better knowledge of the functions of market mavens can assist organizations in differentiating between consumers and identifying which mavens could be recruited to collaborate on new products. Additionally, researching the ever-changing means by which consumers communicate information might offer a better understanding of consumer-to-consumer online WOM communication [7]. While many papers have addressed specific topics in market maven research, some topics have largely escaped the attention of mavenism researchers. Therefore, a detailed and systematic examination of the topic of distributed mavenism will not only provide an overview of recent research but also draw the attention of market maven researchers to less popular topics in an effort to encourage the continuing evolution of this research stream and augment its contributions to the mavenism literature. Hence, this study contributes to the development of this emerging field of research by mapping the existing research.

The current research starts by describing the research gaps in the introduction and continues by exploring the previous theories in the literature review. Then, the third section of the study outlines the study methods and the collection of the sample literature, followed by an analysis and discussions of the results. Lastly, the recommendations for future studies and limitations are presented.

2- Methodology

There are many types of systematic review research, including bibliometric reviews that focus on the evolution of a scientific area over time [15–23], meta-analysis [24, 25], systematic reviews [26–32], narrative reviews [33, 34], framework-based reviews [35], and structured reviews, which focus on the widely applied theories, constructs, and methods [36].

This study follows the SLR process to thoroughly analyze market maven literature, encompassing articles published over a 23-year period. A systematic review combining qualitative and quantitative approaches was used to map the field [28, 37, 38]. Systematic reviews are a common method for collecting and organizing study results. They are particularly advantageous for conducting in-depth and sophisticated studies, such as those conducted on market mavens. Systematic reviews have established procedures for conducting comprehensive literature reviews. Narrative techniques, however, have been criticized for their high subjectivity and lack of generalizability [27]. Clear objectives, reproducibility, a thorough search based on criteria that minimize reviewer bias, and the use of a synthesis technique to organize the literature are the basic principles of systematic reviews [38, 39].

The systematic review approach used in this study consisted of five processes: term and keyword identification, item identification, quality assessment, data extraction, and data synthesis. Behavioral economics comparisons were used in the selection of the data-mining terms [40]. Since the goal of this research was to systematically analyze market maven's literature, the terms "market maven*" OR "mavenism*" were chosen. To locate all the studies published on this topic, data mining was used to search the Scopus and Web of Science databases (see Figure 1). Since they contain research on a wide range of topics, these databases are often considered the most comprehensive. The sample at this time consisted of 293 articles.

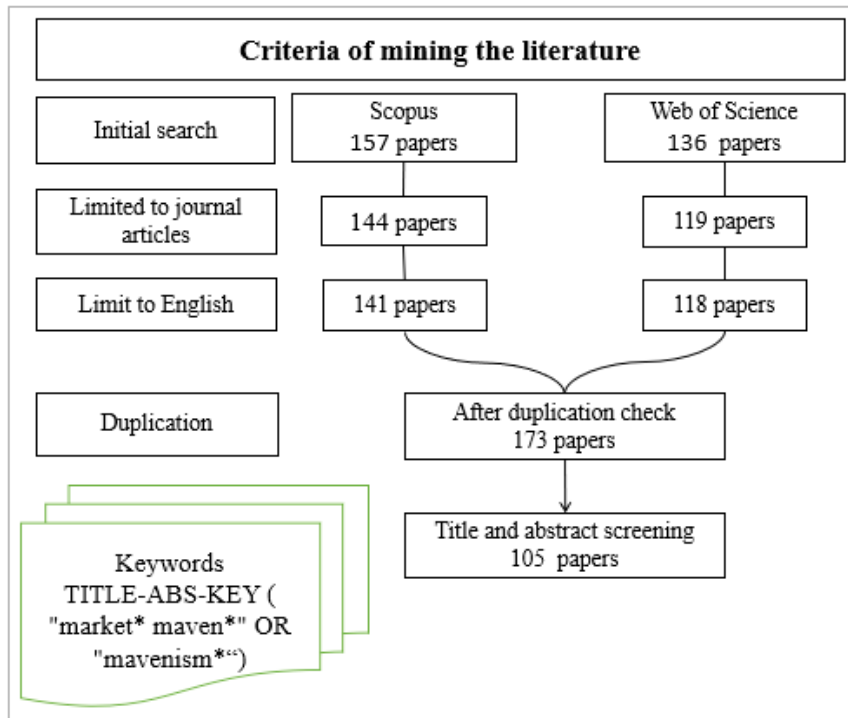


Figure 1. The process of collecting the sample literature

At this stage, any studies that were deemed irrelevant were removed from the original sample. Due to the quality of the peer-review process, the researchers restricted the search to materials published in peer-reviewed journals. Following that, the sample literature was revised and those publicly available in the English language were retained. This resulted in a sample size of 259 distinct research papers. Following that, the authors reviewed the titles and abstracts of this research for irrelevant items. After removing duplicate publications, other studies were omitted if they did not expressly focus on the market maven as the primary component. A final set of article availability exclusion criteria was applied to the remaining 105 articles. Finally, a structured data extraction procedure was adopted to eliminate author subjectivity. The articles were reviewed by the authors and two research assistants, who made notes on the main points of each study. All the research topics, theoretical lenses, hypotheses, variables, methodologies, sample descriptions, research contexts, as well as the major results and limitations, were recorded in a complete Excel database that was compiled for future reference. Several comparable systematic literature reviews used this method [28, 38, 41, 42].

3- Results and Discussion

In this step, all authors had to read the entire text of all 105 articles to eliminate any that were no longer relevant. The sample literature at stage two had their abstracts carefully studied, but a full-text reading was performed to extract the necessary information to synthesize the sample literature. The sample showed that recent scholars have become increasingly interested in market mavens. The pattern of annual publications indicated that the interest in studying this subject grew after 2012. In the sampled literature, the earliest document dated from 1987, when market Mavens had an impact on consumer purchase decisions, according to Feick and Price [1]. Research on mavenism is still relatively sparse, with fewer than ten papers published on average each year (Figure 2). Zhang and Lee [43] highlighted that the subject of whether market mavenism exists had attracted researchers' attention in recent years. This trend could be attributed to the markets' movement toward digital business in the last decade, while cyber-market mavenism as a phenomenon is currently growing on social network sites (SNS).

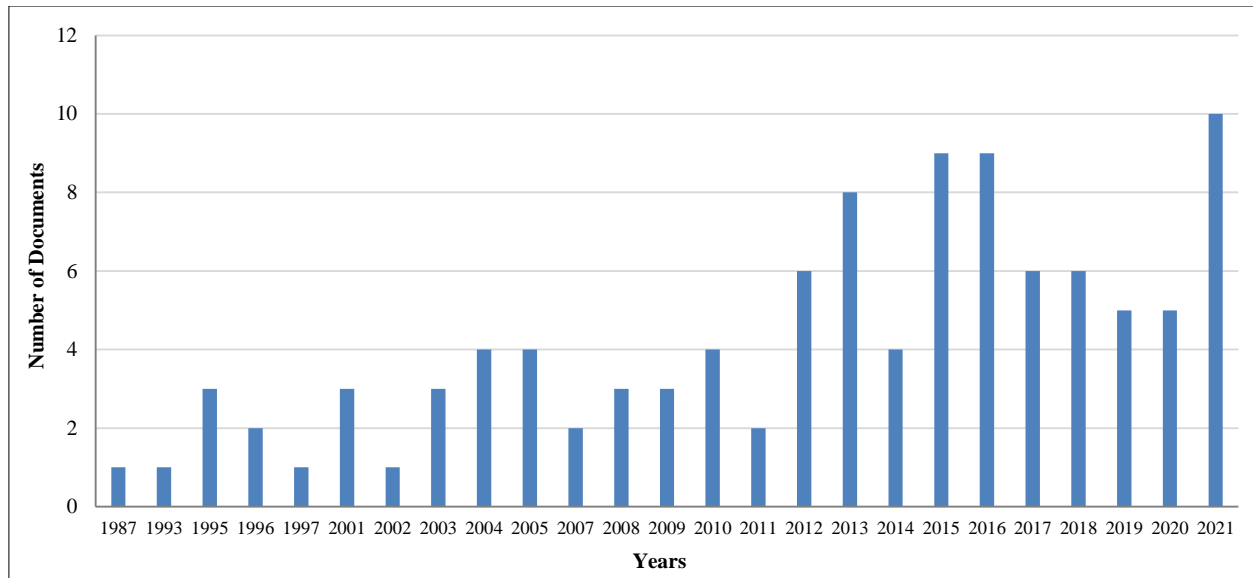


Figure 2. The number of studies per year

3-1- Theories in the Sample Literature

The current study synthesized a number of ideas that had previously been used to describe various parts of the mavenism topic to improve our comprehension of theoretical applicability. More than half of the 105 studies analyzed by the researchers contained no theoretical framework. The search discovered that the theory of planned behavior was the most frequently used, as evidenced by the six papers uncovered in this study. Studies focused on product recommendation behavior [44, 45], the mobile viral attitudes of consumers [46], and the ongoing usage of a specific self-service technology [47] all had theoretical underpinnings grounded in the theory of planned behavior.

Our understanding of consumer behavior has been enriched by this research, which was framed in the context of planned behavior. According to beliefs about behavior, subjective norms, and perceived behavioral control, a customer's intention to engage in a specific behavior could be predicted with high accuracy. However, this theory was only applied in a limited number of studies and, unlike many marketing and management fields, the sample literature fragmented into a variety of theoretical bases. This indicated the lack of consensus among scholars on the appropriate theoretical ground that could explain the complexity of aspects of market mavenism, which requires additional attention in future work. In light of this, it is important to stress that researchers will continue to confront considerable difficulties in assessing such fragmented material.

While much mavenism research used a single theoretical framework for its empirical examination, this is not the case with various studies [48, 49]; some did indeed go against the grain and used a variety of theoretical frameworks in their research [50, 51]. As shown in Table 1, a few or all of the major social and communication theories were utilized in the various sampled papers, depending on the type and nature of the variables. The antecedents of market mavenism have been explained by different theories, such as social identity theory, which states that individuals identify (separate) themselves with desired (or undesired) views and activities to create perceptions about themselves, as well as develop social identity [52] and motivation [53]. Other investigations drew on the theories of social communication, social judgment, social capital, social transaction, and social cognition. These investigations solidified the authors' beliefs that using a variety of social and communication theories might better explain the varied functions of the market maven and consumer behavior.

3-2- Research Settings

In relation to the geographical distribution of the sample literature, the authors observed that much mavenism work occurs in developed markets such as those of the USA, the UK, China, and Australia. As shown in Figure 3, the sample literature is distributed across 22 different countries, with the USA leading the list. Thirty-six studies were conducted in the USA and seven in each China and Germany. In addition, nine research papers used multi-country data, indicating that only limited studies have explicitly addressed cultural differences in market maven research [87]. The literature has commonly highlighted the impacts of socio-psychological factors such as cultural values on mavenism and consumer behavior [73, 88], and these impacts might differ from one country to another. It was noticed that, in many countries, there is little or no comparable empirical research on customer behavior toward mavens other than those of legal provenance. Thus, further study in this field is necessary as it is becoming increasingly critical to understand how other country-level variables impact market maven antecedents and consequences. For example, a large body of scholarship has emphasized the critical significance of culture in understanding differences in behavior, leadership, and communication style, among other aspects [89].

Table 1. Summary of theories applied in the sample literature

Name	Pre-2006	2006-2010	2011-2015	2016-2021	Reference
Theory of planned behavior			4	2	[47, 54–57]
Technology acceptance model	1		2	3	[6, 58–60]
Theory of reasoned action	1	1		3	[6, 51, 61, 62]
Social identity theory			2	2	[52, 63–65]
The two-step flow theory				3	[66–68]
Equity theory			2	1	[47, 69, 70]
Big five theory		1		2	[71–73]
Gratifications theory			2		[58, 74]
Theory of network effect			1	1	[62, 75]
Uniqueness theory			1	1	[76, 77]
Social communication theory		1	1		[50, 78]
Economic theory	1		1	1	[79, 80]
Diffusion of innovation theory			1	1	[66, 75]
Generational cohort theory			1	1	[81, 82]
Attribution theory		1	1		[83, 84]
Other theories*	7	2	5	21	[54, 62, 85, 86]

*Other theories include the construal level theory, prospect theory, virtual reality theory, market mavenism theory, assimilation–contrast theory, continuum of resistance theory, self-verification theory, six-degrees-of-separation theory, social cognitive theory, regulatory focus theory, theory of conversational norms, black-box model, cue utilization theory, actively caring behavior model, economic price theory, control theory, social comparison theory, self-categorization theory, consumer culture theory, social exchange theory, social capital theory, optimal distinctiveness theory, self-expression theory, social response theory, dissonance theory, marketing theory, adoption theory, pricing theory, human capital theory, economics of information theory, accessibility-diagnostics theory, theory of the strength of weak ties, theory of group stability, and social judgment theory.

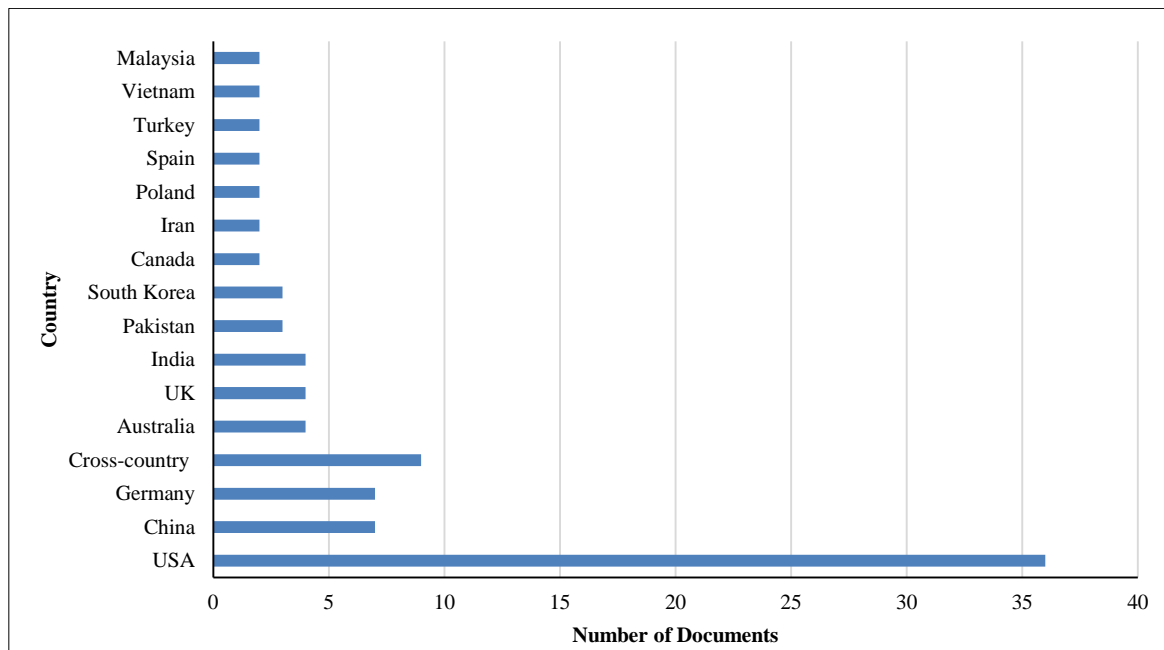


Figure 3. Geographical distribution of the sample literature (Note: Countries that were the subject of one study include Croatia, Israel, Japan, New Zealand, Portugal, South Africa, and Taiwan)

Furthermore, seven countries (i.e., Croatia, Japan, and Taiwan) were each the subject of a single study. These findings prompted the authors of this SLR to ask: Why do academics from developing markets publish so few studies on market mavenism, despite the fact that it is prevalent in their communities? Would the topic of market mavenism be different if a broader geographical range of perspectives were included?

Using a range of qualitative and quantitative methodologies over the last decade, mavenism scholars have comprehensively explored the antecedents and consequences of the market maven (see Figure 4). However, current research indicates that quantitative approaches like correlation, regression, and factor analysis based on structural

equation modeling are gaining appeal [10, 46, 48, 90, 91]. The findings show that social and psychological dimensions have received little attention and continue to be the weakest pillar, owing to the ambiguity surrounding this difficult-to-quantify qualitative construct among researchers and practitioners, with less than 10% of the literature employing the qualitative method. Additionally, the current research discovered a number of regularly used qualitative methodologies, including the narrative inquiry process, the case study method [92], and semi-structured interviews [62, 93]. Further qualitative studies might aid in the identification of specific characteristics of mavens' decision-making. For instance, the qualitative approach was applied by Walsh and Mitchell (2001), who reported that German mavens were likely to be interested in environmental items, which are often purchased following lengthy research. Interestingly, only three studies in the sample literature [57, 62] adopted the mixed-methods approach in their research. Scholars should note that qualitative research can increase the robustness of quantitative results through the comparison of findings. Hence, adopting a mixed-methods research design would better justify the robustness of the quantitative results.

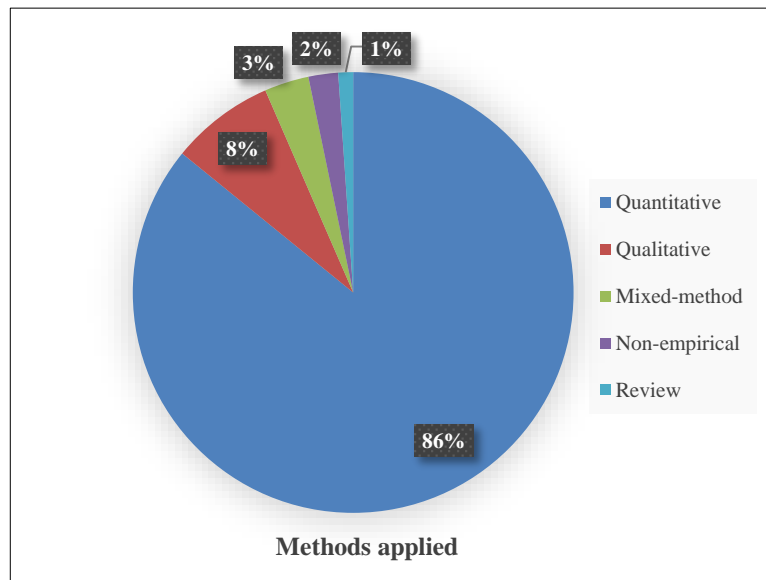


Figure 4. Methodologies applied in the sample literature

3-3- Thematical Analysis

Antecedents of market mavens- Rather than marketer-controlled advertising, market mavens are considered more important in influencing customers' product choices. When it comes to product knowledge, consumers (mavens) often believe that the opinions of those from commercial sources (i.e., broadcast and print media, salesmen) are less reliable than reference group members. The antecedents and features of mavens have been the subject of several studies because identifying and targeting mavens would be more challenging for managers without empirical evidence to enhance our understanding of the determinants and outcomes of mavenism, as well as what differentiates mavens from market leaders. As shown in Table 2, several factors are important drivers of mavens. For example, experiential satisfaction, immersive and flow experience, digital virtual consumption, utilitarian attitudes among social networks, individualism-collectivism, consumers' need for uniqueness, self-efficacy, an affinity for new technologies, moral commitment, brand interactions, knowledge level, and online social capital are all factors to consider [2–4, 42, 52, 62, 77, 94-96].

However, the influence of these drivers seems to be complex and ambiguous [97]. Therefore, researchers have started to consider the indirect effects to consider various moderating or mediating variables. For example, Darley & Lim [7] noted that a physical market has both direct and indirect impacts on the inclination to use e-mavens. Kiani et al. [13] found that gender, culture, and religious beliefs moderated the influence of self-efficacy and personal control on market mavens. Furthermore, materialism was documented to be a significant driver of mavenism that influenced customers' shopping and spending levels [98]. The findings of empirical studies on the antecedents of mavenism also indicate that personal empowerment, belongingness, and self-esteem are all determinants of mavenism [13]. When individuals possess the characteristics that distinguish or affect mavenism, they can play an important role in spreading knowledge. By providing general information about a product and sharing their own experiences, customers can build trust between each other and between other customers. As a result, the mavenism personality characteristics have a significant effect on consumer decision-making processes, albeit one that is unappreciated. As a result, altruism was seen as a mechanism rather than an antecedent in one research study [51, 99] to provide an explanation of market mavenism and anticipate its incidence among individuals. As revealed by Cleveland & Bartikowski [52], consumers in prototypically collectivistic cultures benefit from cultural values and social identities as precursors of market mavenism, as opposed to consumers living in individualistic civilizations. Moreover, [10] explored price searches, human capital, and perceived advantages as three major characteristics affecting consumer market mavenism behaviour.

According to the findings of Harikrishnan et al. [76], there is a positive relationship between consumer innovativeness, consumer demand for uniqueness-creative choice counter conformity, status consumption, and market mavens. Market mavenism and opinion leaders are two separate and distinct, yet correlated, notions. Similarly, market mavenism and e-mavenism are distinct but fairly connected. Empirical studies have reported that mavenism is positively influenced by an affinity for technology, dispositional optimism, a demand for cognition, and a sense of self-efficacy [100]. Other researchers have confirmed the moderating role of demographic variables such as culture, gender, and religiosity [13, 78]. The unanswered question is what role other demographic, cognitive, and social variables play. Concerning the direct influence, there is conflicting evidence on whether women are more likely than men to be mavens [73].

According to Sharma et al. [77], one external factor that has an impact on customers is culture. Their research examined the scientific and practical consequences of consumers' need for uniqueness (CNFU) in five countries. Most CNFU research has relied on samples from a single country, such as the United States. The authors used data from the United States, a developed country, as well as Brazil, India, Thailand, and Mexico, all emerging markets, to assess the cross-cultural reliability and validity of the CNFU scale. The CNFU scale was estimated and validated in each of the five countries, and the results showed that it has good psychometric properties. In addition, the authors found that CNFU is a cross-cultural phenomenon with a strong influence on market mavenism (MM), which is moderated by usage variety (UV).

While e-market mavens are highly popular today, especially on social media, it cannot be assumed that the general patterns of brand communication, especially social media use, are the same in all cultures and thus in all countries. The willingness to openly criticize brands and collectively exercise consumer power are just two aspects of brand communication that can be at least partially influenced by cultural values expressed through power distance, individualism versus collectivism, or indulgence versus restraint [102-105]. The latter is just one of several "dimensions" on which marketers can map cultures. Global brands, on the other hand, need to create internationally compatible ads. Therefore, a study by Kolo et al. [103] examined a representative sample of market mavens from Germany and the United States. This comparison revealed both similar trends and different brand communication practices on social media across cultures, although it did not cover all potential settings worldwide.

In addition, few studies have examined social media users' attitudes, intentions, and behaviors in eWOM marketing in different cultures [15, 54]. One study showed that the TPB can be used to predict young American and Chinese consumers' participation in eWOM/viral marketing on social media sites. Subjective norms, perceived behavioral control, and pleasure, were found to particularly influence young American consumers' attitudes to viral marketing, which could predict how often they recommended products on social media. Meanwhile, young Chinese consumers' attitudes to viral marketing were found to be influenced by subjective norms and pleasure, which positively affected their product recommendations on social media. Subjective norms and pleasures influence good eWOM/viral marketing attitudes in different cultures. Cross-cultural analysis suggests that psychographic rather than demographic characteristics are relevant in explaining differences in market mavenism. As hypothesized by Flynn et al. [98], market mavens from different demographic groups should be recruited by interactive marketers from different cultures to help them spread positive eWOM. According to Stokburger-Sauer & Hoyer [106], market mavens are more likely to be satisfied consumers because they foster a greater willingness to help the company in a cross-cultural environment. Heavy users of social networking sites (SNS) have been identified as more lucrative targets for interactive marketers as they are more likely to engage in online word-of-mouth marketing, according to this cross-cultural study.

Moreover, Zhang & Lee (2013) examined whether market cognizance and opinion leadership were separate but related ideas in the United States. Given the cultural value orientations used, vertical individualism and horizontal collectivism were significant predictors of both market mavenism and opinion leadership, while horizontal individualism influenced only market mavenism. Neither type of consumer influence was predicted by vertical collectivism. Correlations between vertical individualism and opinion leadership and between horizontal collectivism and market mavenism were modulated by interactions with service employees. Theorists have suggested that normative forces explain the effect of market mavens, and academics have been asked to analyze cultural values and social identities as antecedents of market mavenism. Scholar found show that individualism-collectivism has an indirect influence on mavenism via membership in the global trading culture. Finally, both configural and full or partial metric invariance are supported by the assessment of cross-cultural equivalence in the constructs examined for the United States and South Korea [83]. The results showed that cultural individualism is related to general self-confidence, general self-confidence is related to consumer self-confidence, and consumer self-confidence is related to market mavenism. All of these studies show that the cultural aspect is an important factor in the market maven literature that needs to be further explored, especially in the social media domain. Researchers [3] also suggested to assess intrinsic and extrinsic motivations, as well as psychological aspects, as antecedents for market mavens sharing information, especially on social media (Figure 5).

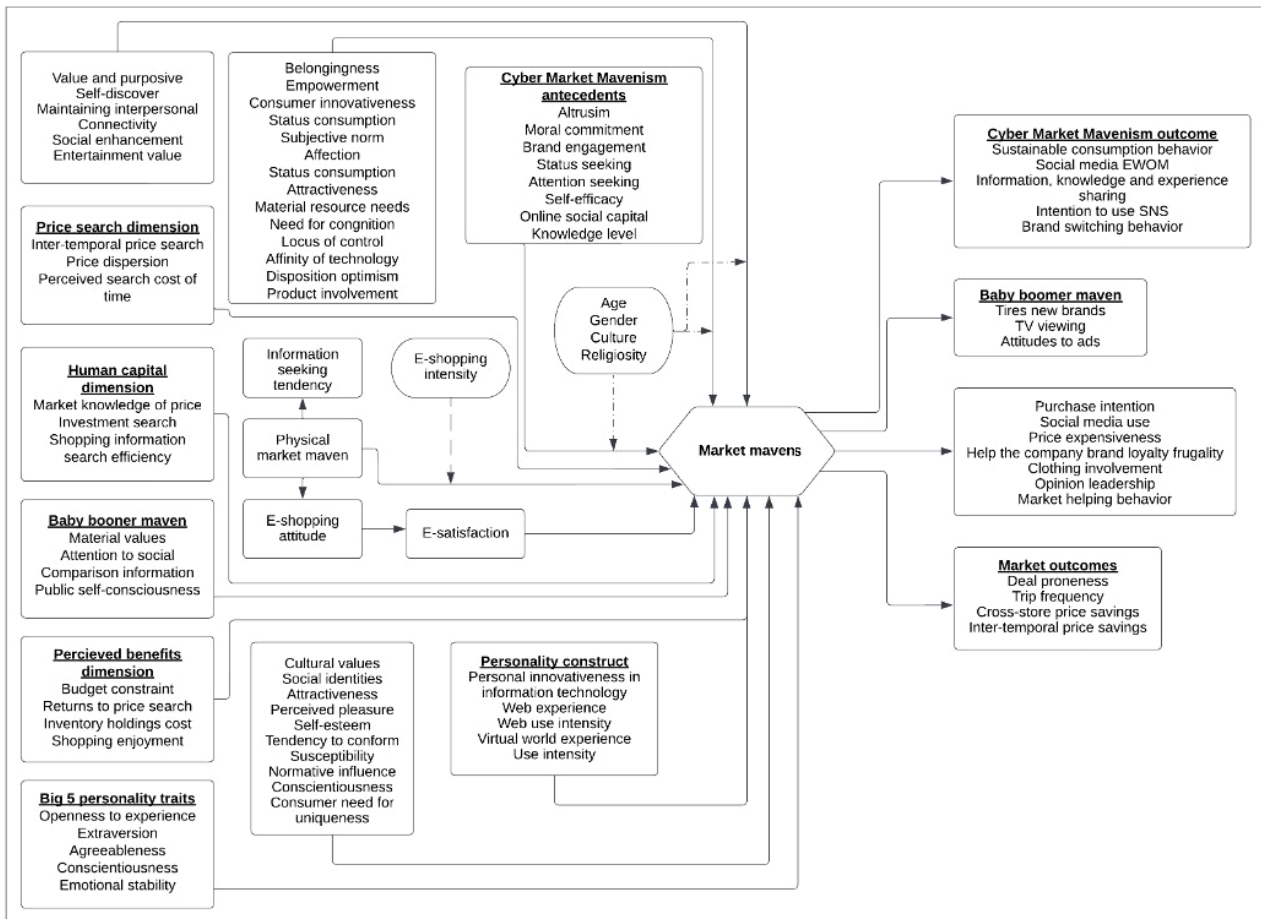


Figure 5. The antecedents and consequences of market Mavens

Consequences of Market Mavens- The literature suggests that mavenism is likely to result in a number of managerially important and visible market outcomes at the individual customer level. Market mavens have the potential to influence a variety of behaviors and inclinations, including frugality behavior, knowledge- and experience-sharing about the market, and brand-switching behavior. For example, it has been reported that mavenism and online participation incentives reveal that customers with market maven tendencies are also strongly driven to participate in online activities [63]. However, the influence of mavens on a variety of environmental and economic outputs -such as cross-store price savings, bargain proneness, sustainable consumption, and trip frequency - is the subject of further research [10]. Awais et al. [6] reported that e-mavenism has a beneficial impact on sustainable consumption behavior, which helps marketers to better understand sustainable consumption behavior and enables opportunities to incorporate these structures into their strategies to gain a competitive advantage. Furthermore, market maven's influence diffusion processes [107]. Moreover, individuals' mavenism traits are a strong predictor of market recommendations; individuals with higher levels of mavenism are more inclined to go out of their way to recommend a product to others, even if there is no immediate personal gain [9, 108, 109]. According to previous research, higher degrees of mavenism traits are associated with more frequent product recommendations [110]. Price et al. [99] also discovered that Market Helping Behavior (MHB) and its antecedents, general altruism and marketplace involvement, have significant relationships. Price et al. [99] found the market maven construct to entirely moderate the link between the antecedent constructs of general altruism and marketplace engagement and the consequent construct of MHB. This finding motivated Harikrishnan et al. [76] to study the link between MHB and the market maven; the latter was shown to be influenced by the information presented in Indian MHB, which entirely regulated the link between general altruism and marketplace involvement. In this scenario, managers may take advantage of favourable relationships to enhance revenue by contributing to the marketing field with a tried and proven relationship.

General market Mavens and non-Mavens- According to the literature, it is difficult to identify mavens using certain demographic or cognitive variables. It has been argued that there are no differences between mavens and non-maven in terms of family size, income, age, the number of children under the age of 18, education, or cognitive attributes. However, some studies have found significant differences in terms of referral value [70], online product shopping [81], purchase evaluative criteria [111], and decision-making style [94]. Market mavens are also more price-conscious than non-mavens [112]. Mavens read more advertising than non-mavens, especially direct mail and classified newspapers, while female market mavens are considerably more likely than female non-mavens to read homemaking magazines [110,

113]. Harrigan et al. [68] argued that market mavens (as opposed to non-Mavens) use hashtags more frequently, utilize less unique words but more uppercase letters, have less legible posts, post more frequently, and have more followers. Social media mavens often choose to use social media more frequently than non-mavens do and, compared to their counterparts, they have distinct patterns of perceived relevance on a range of purchase evaluation criteria across a variety of items and for both stores and brands [81, 111]. When it comes to online product shopping categories, Goldring & Azab [49] found more significant differences between mavens and non-mavens than between different generations. Moreover, [5] suggested that experienced teenage Internet mavens should have more influence in family decision-making than non-mavens, especially when it comes to items that include and fascinate teens. Although mavenism has an indirect impact on the area of spending, mavens report that they shop more than non-mavens (Flynn et al. [98]).

Market mavens supply more information about a variety of services, durables, and nondurables than non-mavens do [114]. Concerning new technology adoption, Geissler & Edison [100] suggested that mavens were more likely than non-mavens to have a greater affinity for new technology, while mavenism was positively associated with innovativeness and negatively associated with resistance to change [115]. The findings for Web mavenism terms of channel experience and usage intensity were not statistically significant, but the data revealed a correlation between virtual world usage intensity and market mavenism. The fact that mavens are always looking for new methods of sharing their knowledge is unsurprising, given their interest in cutting-edge technology. Compared to non-mavens, mavens have a more favorable opinion of direct mail as a means of gathering information [54]. For example, studies have observed that market mavens are more likely than non-Maven (i.e., other types of people) to spend more time on the Internet for amusement purposes [5, 116]. The results suggest that market mavens (as opposed to non-Mavens) have slower network growth in terms of the number of their relationships. Market mavens, on the other hand, tend to make fewer friends over time. Although market mavens tend to build social relationships with others [117], their relationship patterns reflect a selective network of like-minded market mavens rather than a broad network. This is consistent with one finding from the study by Barnes and Pressey [115]: market mavens are more aware of other Mavens.

4- Discussion and Future Research Directions

This study is based on a thorough literature review and includes a summary of the findings related to market mavens' research. The results of the selected primary studies provide a clear, comprehensive picture of this study, which focuses on market mavens. Three fundamental themes of market mavens were identified, including the antecedents, consequences of market Mavens, and the differences between market mavens and non-mavens. In addition, the results of this study enabled the clarification of a number of important factors for market maven studies.

Market mavens and opinion leaders are two of the most important types of consumer influencers. There is a dearth of literature on market mavenism, and the current study was intended to add to the body of knowledge by examining this topic in a variety of domains. Reviewing earlier research on this subject revealed that a considerable number of prior studies suffer from a lack of generalizability as a result of the sampling strategy used, such as convenience sampling (non-probability sampling) or quota sampling [6, 51, 105, 118-121]. Due to the homogeneity of the samples, questions regarding external validity and the issue of self-selection bias may rise. As a result, future studies will require more precise sample strategies to aid in generalizability. Additionally, a sizable portion of the sample research was drawn from university students in very collectivist single country, limiting the generalizability of these works [90, 105, 108]. Limiting a study's sample size to a specific group may also limit its external validity to groups with specified traits.

Similarly, some studies have concentrated on one sector, such as the fashion industry [4, 119]. Comparative analysis could not be used in such studies; however, other investigations into various services, industrial industries, social networks, and respondents may be undertaken in the future. The impacts of individuals on each other's lives could also be investigated by researchers, who could also explore the impact of the generational divide between individuals and determine whether or not placing an age or gender restriction on individuals is meaningful, given the nature of social networks [4]. Furthermore, limited studies have explicitly addressed cultural differences in market maven research in papers using multi-country data [87]. The literature has commonly highlighted the impacts of socio-psychological and cultural factors on mavenism and consumer behavior [73, 88], and these impacts might differ from one country to another. This issue offers ample scope for further work.

Furthermore, the idea of religious beliefs requires additional examination by scholars, particularly in terms of the distinctive elements of each religion and the relationship between religious beliefs and culture. Further investigation of these variations and the deconstruction of these aspects in connection to the features of mavenism could be the subject of future study. Additionally, Cleveland & Bartikowski [52] suggested that marketplace information diffusion was used for specific product categories and actual brands. Meanwhile, given the discovery of a strong correlation between cultural identity dispositions and mavenism, communications about lifestyle brands (e.g., Starbucks, Lululemon, and Apple) epitomized global consumer culture. Gauri et al. [10] claimed that access to purchase data from a rival chain would allow an additional examination of the impacts on other outcome variables, such as consumer loyalty to a store's pricing or the format approach. Access to cost data might also aid academics in examining the financial effect of mavens, and it would

be fascinating to examine market maven behavior in the context of online buying, as well as the role of social media in promoting behavior. Kiani & Laroche [108] focused on the variances in the frequency of recommendations provided by market experts via social media or other channels; the range of access platforms makes it difficult to narrow the distinctions between social media platforms. Each platform has its particular qualities in terms of its online environment, the language used, and other specialized components. While research indicates broad disparities across modes of communication, more nuanced studies of social media might be advantageous. This might potentially pave the way for future research. Numerous additional psychological variables, including cognitive dissonance, the consumer compulsive purchase index, and hedonic shopping motives, may be viewed as antecedents to market participation, with socially responsible consumer behavior as a consequent variable [76]. Future research on specific product categories such as mobile phones, trendy clothes, and automobiles could be conducted to acquire a deeper knowledge of market maven psychology. Future research on the strength of the market mavens' mediating influence on the aforementioned combinations of antecedents and consequences could be conducted to widen the understanding of market mavens' involvement in the consumer behavior sector.

In addition, this study reveals that, for many countries, there has been little or no comparable empirical research on customer behavior toward mavens that is not based on a legal origin. It is therefore necessary to conduct additional studies in this field, as it is becoming increasingly important to understand how other country-level factors influence the antecedents and consequences of market mavens. According to Zhang & Lee [43], studies comparing market mavenism and opinion leadership have only been undertaken in western markets, such as those of Germany and the United States. In addition, some researchers [9, 108, 109] have claimed that the datasets collected may contain distinctive cultural and normative specifications that may affect the outcomes. In the future, researchers may replicate the studies and evaluate the findings across a variety of situations, which would be beneficial. Furthermore, seven countries (i.e., Croatia, Japan, and Taiwan) were each the subject of a single study.

The findings of this study show that the majority of studies had no theoretical direction. Unlike many marketing and management fields, the sample literature was fragmented across a variety of theoretical grounds, indicating a lack of consensus among scholars on the appropriate theoretical grounds on which to explain the complex nature of market maven aspects; this requires additional attention in future work. It should be noted that researchers will continue to confront major obstacles when attempting to review such fragmented information. According to Trang & Tho [122], traditional methodologies such as structural equation modeling may be insufficient for revealing the complexity of marketing phenomena due to their inherent simplicity. They demonstrated through their findings the potential for using set-theoretic methods in addition to conventional approaches to reveal these underlying complexities. Additionally, future researchers should consider using qualitative methods. Finally, qualitative research on the relationship between pricing perceptions and brand loyalty would be fascinating to undertake. This could potentially lead to the discovery of other mechanisms for explaining the unexpected correlations discovered in this research [84]. This would complement such models with assessments using qualitative evaluations [123]. Even though this study takes the perspective that frugality is a desirable virtue, qualitative research is required to confirm what types of customers also consider frugality to be a virtue and whether this perception changes by country or culture. The analysis also revealed that it is frequently portrayed as miserly behavior motivated by a desire to gain wealth for its own sake [118].

5- Conclusion

The purpose of this comprehensive literature review was threefold. The first was to identify general research designs and underlying theories with respect to the topic of market mavens. The second was to examine the antecedents and consequences of market mavens. The third was to identify and characterize future areas of research in this area. Through this rigorous review and synthesis of 105 research papers published over a 23-year period, the above objectives were achieved. Although a wide range of theoretical lenses have been applied in the sample literature, it was found that a variety of social and communication theories might be used to better explain the varied functions of the market maven as well as consumer behavior. Several driving factors were investigated in the literature as antecedents of market mavens, including price search dimensions, human capital dimensions, baby boomer mavens, perceived benefit dimensions, and five major personality traits. These aspects were found to be the key determinants of market maven effectiveness. However, there is limited research on market mavens and the moderating effects of age, gender, and culture, all of which require further investigation, especially when it comes to motivations and cyber market mavenism. Furthermore, it is said that consumer culture and ethnic identification could help explain the complex nature of market maven determinants. Also, market maven researchers are recommended to conduct more qualitative and mixed-methods research due to the advantages offered by these approaches.

Our review provides the groundwork for future research into market mavens and should encourage policymakers and practitioners to improve the relevant policies. It is hoped that this research program will stimulate more empirical research on mavenism, thus enhancing the understanding of how leaders make decisions that influence the customers who buy various products. This study includes a summary of the current academic research on this issue, the more popular and less popular research themes, and the research gaps in each of the areas covered. Future researchers will be

able to take advantage of many of the study opportunities mentioned in this paper. Determining the moderating roles of culture, media type, and user personality is one of the future study opportunities. Many researchers have suggested using longitudinal and experimental/causal methods to improve research design. This study has some limitations. It is possible that the results of the search string utilized in this work did not cover all the papers in this area because of the limitations of the search strategy employed in this investigation. As a result, comparable studies in the future could include additional and related terms in the search string. In addition, the study used a number of keywords to locate the sample literature in the Scopus and Web of Science databases, which are the most comprehensive abstract-indexing sources for peer-reviewed publications available. Future studies, on the other hand, might look at additional databases such as the ABS and the ABDC. This would increase the sample literature and expand the findings of this review. So, it would make researchers and professionals, especially those in the emerging market maven fields, more aware of this field.

6- Declarations

6-1- Author Contributions

Conceptualization, H.F.A. and A.J.; methodology, A.M.S.; software, H.F.A.; validation, A.J., A.M.S. and S.F.A.K.; formal analysis, A.M.S.; investigation, A.F.A. and A.M.S.; resources, A.J.; data curation, H.F.A.; writing—original draft preparation, H.F.A.; writing—review and editing, H.F.A. and S.F.A.K.; visualization, A.M.S.; supervision, A.J. and A.M.; project administration, S.F.A.K.; funding acquisition, A.J. and A.M. All the authors read and agreed to the published version of the manuscript.

6-2- Data Availability Statement

Data sharing is not applicable to this article.

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Not applicable.

6-5- Informed Consent Statement

Not applicable.

6-6- Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this manuscript. In addition, the ethical issues, including plagiarism, informed consent, misconduct, data fabrication and/or falsification, double publication and/or submission, and redundancies have been completely observed by the authors.

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