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Designing a Model of Online Dysfunctional Behavior and its Role in Personal Branding Based on the Grounded Theory

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Abstract

Views of influencers and celebrities specifically affect the perception of social media users. Therefore, personal brands are looking for activities in social media to create the correct image in the minds of users. However, all users' interactions with celebrities are not normally efficient. In this case, many users try to express their complaints and dissatisfaction in various fields with various dysfunctional behavior. In this regard, this research aims to design the model of online dysfunctional behavior and its role in personal branding by using grounded theory. The research statistical population includes those celebrities and influencers that are known and accepted in social media. In this research, a combination of theoretical, snowball, and purposive sampling methods was used to select the sample. Open coding, axial coding, and selective coding methods have been used to review and analyze the collected data. Finally, the results of the research were obtained by identifying the causal conditions from two psychological and sociological perspectives. In this regard, macro factors of cultural gap and colloquial literature were identified as the background conditions of the research subject. The amount of social media use and media literacy were also identified as intervening factors. The celebrities' interaction strategy was chosen in the section on actions and interactions. Finally, the consequences were also explained at three individual, marketing, and cultural levels.

Keywords: online Dysfunctional Behavior, social media, personal branding, online consumer behavior

1. Introduction

Traditional researchers mainly believe that users always behave logically and correctly (functionally) (Reynold, Harris, 2006) but numerous contemporary research shows significant dysfunctional behavior in the process of creating value in terms of user behavior (Machado et al, 2022) (Allen et al, 2020; Harris and Reynold, 2004; Punj, 1993). The behavior of dysfunctional users also often includes anger and incorrect and abnormal behaviors (Fullerton & Punj, 1997). Therefore, dysfunctional behavior is not only a common phenomenon, but it is also in a wide range (Reynold & Harris, 2006). In addition, most of the managers have made social media marketing a big part of their marketing strategies. Therefore, behavior in social media has become significant (Halm, 2022). In this regard, successful businesses also benefit from social media marketing for branding, user loyalty, and business development. Influencers and celebrities also use the same social media to build their personal brand because, social media not only reduce the time required for sales and reduce advertising costs but also increases marketing effectiveness and overall customer satisfaction (D'Arienzo et al, 2019). In this regard, misbehaved users (Throuvala et al., 2019) can be defined as follows: misbehaved users are people whose inappropriate behavior creates a negative image of other consumers, employees, or company brands or individuals. Examples of these behaviors include rude behaviors, the use of offensive and vulgar language, unreasonable demands, and even illegal behaviors such as theft and various attacks. In other words, any kind of norm violation in a business environment is considered a type of dysfunctional behavior. For example, one

of the cases of online dysfunctional behavior of users is the attack on the pages of athletes or sports referees¹. Another example can be the consequences of an artist's stance that the users or his fans do not agree with. As a result, a wave of expressing negative feelings is formed towards him so he is forced to react and express regret for his behavior in many cases². Some dysfunctional behavior is recognized as one of the conditions of membership in a group as a principle, which is considered the most negative form of online dysfunctional behavior³. The important question here is why famous people as a brand should take care of this environment? Because behaviors negatively affect other users', brand satisfaction, future purchase intentions, and brand loyalty (Harris & Reynolds, 2009).

In this context, despite being useful for human society, the development and expansion of new technologies in the modern era have many complications and consequences at the individual level, such as identity crisis, alienation and confusion, and the increase in lawlessness, crime, and social anomalies at the social level. In this regard, the modernization process has both technically and culturally imposed a new lifestyle on the people. In fact, this lifestyle caused a crisis in the value structure governing society and created a gap in values in society by fading the previous values and introducing new values, which was due to the presence of new technologies. Thinkers, psychologists, and sociologists have long been concerned with such issues, which appeared in Marx's theories in the form of alienation theory and in Durkheim's theories in the form of anomie theory (Burk, 2002).

It should be noted that about 23% of all time spent on the Internet is over browsing or interacting on social media, and at least 53% of people who are active on social media such as Facebook follow a brand. Therefore, the spread of social networks made customers expect more than ever to see and follow their favorite brands on social networks (E-marketer, 2016).

Furthermore, social media have created wonderful changes in marketing and its components. One of these components is branding and especially personal branding. Various famous people start producing content in these media, and some of them become indescribably famous. Naturally, these celebrities find contacts by carrying out new activities, who may act toward or against the celebrities' thoughts, which is the starting point for a new model of consumer behavior in the context of social media (Hwang, 2021). Attacks on pages, group insults, and virtual mistreatment are part of this model of dysfunctional behavior that not only distorts the image of the famous people who own the page but also causes anomalies in society (Mark, 2001).

Keller and Lehman (2003) to model the personal branding process proposed the brand value chain model. This 4-step process includes interaction with the user, visualization for the user, performance, and promotion of personal brand value among users. It was known that users have a special role in all stages of building the personal brand value chain. The value chain of the personal brand will be interrupted if the behavior of users on the level of social media is considered unimportant, either positively or negatively. Following this issue, the process of branding in its personal and commercial dimensions has faced ambiguity and people will not gain added value compared to the era before being on social media. In this regard, the branding cycle will be defective if a person who seeks to build his personal brand cannot establish a proper interaction with his users, or when users seek to weaken the brand of a celebrity on the level of social media. Nowadays, what makes personal branding important for celebrities is that personal branding leads to differentiation in providing brand value. Secondly, personal branding is important due to its trustworthiness and credibility. In addition, it creates professional opportunities for interested people, attracts users, and ultimately helps people to achieve their goals. Naturally, the expected results will be disrupted if the process of personal branding is disrupted by dysfunctional behavior.

Therefore, this research also focused on this point that what is the effect of dysfunctional behavior on the branding of people in the online environment (social media) because, branding has found a newer scope today and has moved away from its traditional form, and social and cultural concepts are joint to it. For example, the concepts of personal branding, celebrity branding and even political branding are created in the cycle of branding concepts. These concepts can be examined more carefully in branding through social media. For example, what is the effect of dysfunctional behavior such as violence, lies, and insults on the branding of organizations, companies, and people in the company's social media? For example, with the presence of corporate brands, politicians, artists, and reference groups in general on social media and their exposure to frank and unretouched opinions, and sometimes even dysfunctional behavior regarding the issues raised, what will happen to their

¹ For example, Lionel Messi scored a goal against the Iranian national football team in the World Cup, after which this event led to a flood of attacks and insults to his page in the online environment.

² For example, the expression of regret of many artists regarding the declaration of support for a candidate or political movement in the elections, who were forced to apologize and regret the declaration of their support position due to the pressure of user

³ For example, the fans of a rap singer named Amirhossein Maqsoodlou (Tattalo), who manages his fans by humiliating them. His fans do not consider this sense of inferiority to be negative. These conditions are recognized as a principle for membership in the group of fans of a social celebrity.

brand (Clark, 2011). Therefore, in this research, we seek to explain and analyze emerging dysfunctional behavior in social media and its role in personal branding.

2. Theoretical foundations and research background

2.1. Online dysfunctional behavior

Marketing scientists have generally studied inappropriate consumer behavior. Budden and Griffin (1996) investigated a special issue in the *Journal of Psychology and Marketing* that studied behavioral inconsistency and dysfunction. In this study, the background was often around topics such as compulsive buying, addictive consumer behavior, consumer fraud, and theft of goods from factories. These concepts were expressed at the beginning of the dysfunctional behavior definition, but they almost lost their meaning after the emergence of social media.

User dysfunctional behavior in the online environment is relatively a new phenomenon, therefore, this concept has been defined with a diverse spectrum. In one of the definitions, Freestone & Michel (2004) have defined a range of abnormal behaviors and online violations in the category of user dysfunctional behavior. In another definition, Daniel (2002) defines online dysfunctional behavior only as the pornographic activities of users. Bara et al (2007) define dysfunctional behavior as any conversations and behaviors that cause online harassment. Pafefer et al (2013) define social media dysfunctional behavior as any massive waves of group anger among users. The definition of Fishirin (2019) is the last definition of online dysfunctional behavior, which is also the closest definition to the purpose of this study. He states, "Online dysfunctional behavior refers to any negative behavior consisting of three key feelings of disgust, humiliation, and anger towards people and brands present in social media".

The theorists in the field of consumer behavior have also used different terms and expressions to describe such behaviors. The first term used for these behaviors was the concept of deviant customer behavior (Mills and Banoma, 1979). The next concept was "aberrant consumer behavior" (Fullerton & Punj, 1997). Then "problem customer" (Bitner, Booms, Mohr, 1994) was considered a newer concept in this field. In addition, the subsequent studies used a lot of the words "inappropriate behavior" (Strutton, Vittel, Pelton, 1997) and "consumer misbehavior" (Fullerton & Punj, 1997). In terms of law and criminology, the term "Jaycustomer" (Lovell, 2001) was used to explain consumer behavior. The concept of "Dysfunctional consumer behavior" was generally used after these terms and was considered to include almost all the previous terms (Harris & Reynold, 2003).

The emergence of social media has created a new issue in consumer behavior. Social media affects the ways of communication and interactions of consumers with each other (Eccleston & Griser, 2010). Social media is also defined as an online service tool that enables users to interact with each other (Carlson, 2010). In social media, people can openly communicate with others on a personal level and share their feelings (Gob, 2009). An important and fundamental aspect of social media is the concept of networking and sharing and what opinions are expressed (Carlson, 2010). In this regard, social media has changed the communication hypothesis from a limited scope to a communication structure with a wide scope and spreads information effectively and faster in all directions, such as consumer and corporate (Eccleston & Griser, 2009). The influence and accessibility to social media are constantly growing (Woallan, Smith, Zhou, 2010). The younger generation represents the largest group of social media users, but the development of a country's people in all age groups and demographics is increasingly adapting to social media technology. This increase means that many people consider social media as an "essential aspect of life" (Woallan, 2010).

Therefore, not only do people consider social media as an important platform, but also they consider it as a new medium that significantly affects companies. In terms of business, these media have many benefits for empowering companies and people active in these networks, such as strengthening the brand name, increasing income, and controlling the market (Woallan, 2010). In addition, due to the development of social media and its use as a tool to gain popularity among consumers, the pressure on organizations and individuals, and companies has increased to actively participate in this media. Companies and individuals will feel distanced from consumers if they do not use these media (Baid, Parasnis, 2011).

It should be noted that in terms of research, the theory of user dysfunctional behavior is considered a relatively new subject (Fullerton & Punj, 2004; Ang & Cassello, 2012). The current research is focused on social media; therefore, a few points should be briefly stated about dysfunctional online behavior. The development of social media with a large number of users and interaction capabilities has created more opportunities for customers to engage in dysfunctional behavior situations (Ang & Cassello, 2012). In addition, researchers have differently defined the concept of online dysfunctional behavior.

2.2. Personal branding

The concept of personal branding is not unique. This concept is derived from the transmission of the basic concept of product development and advertising strategies to personal development and self-promotional efforts. Personal branding is a new and emerging concept in the applied marketing literature (Zarkada, 2010), which is used by different professionals in different

fields such as athletes, politicians, businessmen, and musicians (Shepherd, 2005). Shepherd also states that the principles of personal branding are similar to the principles of product marketing and branding. In the process of personal branding, people often engage in self-marketing (Shepherd, 2005). Shepard (2005) described personal branding from a business perspective and explained the potential benefits of pursuing personal branding strategies to excel in the work market. Keller (2002) described the importance of differentiating oneself from others by building a personal brand to achieve professional goals and competitive advantage. McCork et al. (1992) described the primary goals and importance of self-marketing to highlight known skills to achieve professional goals. These studies were mainly based on the concept of personal brand to achieve professional goals and did not mention the motivation of self-marketing or personal brand to achieve personal or social goals. People are actually in the process of creating and promoting their personal brands, which serve as a potential for achieving communication goals if online communication platforms or network operating systems are considered as a market and users of online communication systems as brands (Markos et al., 2011). McCork has argued that cyberspace for various operating systems provides a platform for people called self-marketing with Web 2nd technology. According to experts, online personal websites and social media profiles can be created by anyone without any prior technical knowledge using the advanced tools of Web 2nd technology. This capability encourages people to provide user-generated content, uploading images, text, videos, digital resumes, and biodata (Larbrik, 2011). As a result, he states that the internet has become an internet platform for maintaining a personal brand.

2.3. Background

Based on mentioned above, the background of the studies is as follows: Reynold (2003) referred to this issue with the topic of the "customer dysfunctional behavior chain" and applied the term dysfunctional behavior to aberrant customers who intentionally or indirectly disrupt the service in a way that negatively affects the organization or other customers. In addition, Dumas and Harris (2009) referred to this issue with the topic of "Online Consumer Disbehavioral Using Neutralization Theory". Various studies have argued that customer dysfunctional behavior has become increasingly common in various sectors. This study investigates online dysfunctional behavior for the first time. Suderlind and Lindahl (2013) referred to this issue with the topic of "Knowledge transfer during dysfunctional behavior ". They state that media discussions about the negative aspects of the Internet and social media are also virtual in blogs and forums. In fact, this study emphasized the role of the web 2nd. In another study, Bilioux et al. (2014) referred to this issue with the topic of "Does the excessive use of smartphones cause dysfunctional behavior ". They have been looking for an answer through a process approach to analyze such behaviors. They believed that addiction to consumption leads to dysfunctional behavior. Veloso and Oliveira (2015) focused on the topic of "Dysfunctional consumer behavior: Proposing a measurement scale". This study emphasizes the development of a scale that can identify customers who are more prone to dysfunctional behavior. In addition, Mudrik et al. (2016) studied the effect of social media on the authoritarian behavior of fans". This study examines the effect of social media on the representation of social identity in the field of fans' reactive behaviors, especially the interaction of the media with public behavior that expresses the identity and types of behavior that appear normally. Troika et al (2017) investigated a study titled "Symptoms of online dysfunctional behavior and its Relationship with Personality". As a result, this study introduced personality categories for online dysfunctional behavior. Ogopaul (2019) investigated a study titled "helping social networks to hide identity". This study concluded that some users in social networks deliberately hide their identities to show certain behaviors. Jacobson (2020) investigated a study titled "Social Media Management and the Future of Personal Branding and Audiences". He states that the branding environment has changed through social media in today's era, and in the future, commercial and personal brands will be better introduced to consumers. Finally, Ramos et al. (2021) investigated a study titled "the influence of family communication on dysfunctional behavior in social networks". They referred to various aspects of the relationship between fathers, mother, and child and state what the role of the family can be in the formation of dysfunctional behavior. The summary of the background of the research is given in Table 1.

Table 1 Contextual summary

Name of author(s)	Publication year	Title
Reynold and Harris	2003	customer misbehavior chain
Dumas and Harris	2009	Online Consumer Disbehavioral Using Neutralization Theory
Soderlind and lindahl	2013	The knowledge transfer during dysfunctional behavior
Bilioux et al	2014	Does the excessive use of smartphones cause dysfunctional behavior
Veloso and Oliveira	2015	Dysfunctional consumer behavior: Proposing a measurement scale
Mudrik et al	2016	social media on the authoritarian behavior of fans
Tsoika et al	2017	symptoms of online dysfunctional behavior and its relationship with personality
Ogopaul	2019	Helping social networks to hide the identity
Jacobson	2020	Social Media Management and the Future of Personal Branding and Audiences

Ramos et al	2021	the influence of family communication on dysfunctional behavior in social networks
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3. Research methodology

In this study, the grounded theory method was used, which using regular methods of data collection, identified categories, themes and established the relationship between these categories, and presented a theory to explain a process. The grounded theory is used when it comes to explaining a process. When the existing theories do not explain such a process, the grounded theory can formulate a theory about the occurrence of this process or the problem or the observed people (Bazargan, 2008).

Boger and Menez (2009) defined experts and thinkers and divided them into one of three categories of expertise in experimental fields, expertise in the field of specific knowledge, and expertise formed through the acquisition of social knowledge. In addition, Bogner and Menz state that in some cases of social research, being an expert in a specific field does not create expertise, but the criterion of expertise is having social knowledge in the relevant research field. Online dysfunctional behavior is an emerging phenomenon at the level of social media. Therefore, it should refer to people with more experience in facing such behaviors. For this reason, to design the research framework, the statistical population are expert and famous people in social media, which includes many celebrities and experts in the field of media, especially social media. The list of interviewed people is also given in Table 2.

The first stage is the construction of the research model, in which the theoretical sampling method was used to select the sample. In this method, sampling continues until the model reaches the construction limit and saturation. Theoretical sampling is a method during which the researcher collects relevant data to refine and construct the categories needed for theory construction (Charmaz, 2006). Theoretical sampling is the best method for developing a theory. It is the lung (Green & Cresswel, 2007). In theoretical sampling, in-depth interviews with experts are carried out to the extent of theoretical saturation. Evidence of theoretical saturation was observed in the seventh interview, but it continued until the 10th interview to be sure. The kappa agreement coefficient was used to validate the extracted concepts. The options have to obtain a percentage above 60 to have sufficient credibility. The options with less than desired percentage were removed from the research process.

$$= \frac{\text{Pr}(a) - \text{pr}(e)}{1 - \text{Pr}(e)}$$

Pr (a): percentage of agreement probability in different options + percentage of disagreement probability in different options
Pr (e): percentage of agreement probability between two people on the common option + the percentage of disagreement probability between two people on the common option

Guba & Lincoln's (1994) evaluation method has been used to ensure validity and reliability in qualitative research, which is equivalent to validity and reliability in quantitative research. For this purpose and based on this method, four criteria of credibility, transferability, consistency, and confirmability are considered for evaluation. The researcher has taken the following measures to increase credibility:

1. Review by the members of the research team: the components and concepts were considered by the members of the team and the final opinions were extracted.
2. Review by experts: At this stage, the opinions of experts in the field of sociology of social media and marketing were received about the categories and concepts.

In addition, two university experts who did not participate in the research were consulted to obtain the transferability of the extracted categories and components. Research details and notes were recorded in all stages to create confidence. The interview questions were checked using these recorded files after each interview and the gaps that may be filled with smaller questions were revealed to the researcher. The results were used in the next interview, which helped to strengthen the reliability of the measurement tool.

Table 2 Interviewees

Row	code	Interviewee	Celebrity profile	Level of Education	Number of followers
1	P1	Reza Sadeghi	Singer, poet, and composer	diploma	4.2 million
2	P2	Ehsan Alikhani	TV presenter, producer, and director	Master of Business Administration	3.8 million
3	P3	Ali Zia	TV presenter, producer, and director	Bachelor's degree	2 million
4	P4	Sogol Mashaikhi	Psychologist, Maulana Pejoh, Hafez Pejoh	Ph.D. in Behavioral Sciences	528 thousand

5	P5	Ali Zand Vakil	Singer, composer	Bachelor's degree	1.6 million
6	P6	Hamidreza Mohtashmi	Teacher of personal development and motivational courses	P.H.D	200 thousand
7	P7	Ehsan Karami	Actor, performer, singer	Associate degree	1 million
8	P8	Reza Sadeghpour	Vice Chairman of Esteghlal Board of Directors	Ph.D. in Sociology	100 thousand
9	P9	Resalat Bozari	TV presenter, producer, and director	Bachelor's degree	100 thousand
10	P10	Bijan Abdul Karimi	Philosopher, university teacher	Ph.D. in Philosophy	150 thousand

4. Research findings

The analysis process based on coding strategies means breaking down the interviews and other forms of data into separate semantic units that are given titles to create concepts. For this purpose, open coding and axial coding were used. The process of conceptualization is described for a concept to avoid long tables, which is shown in Table 3. Then, the summarized Tables of categories are explained.

Table 3 coding examples

Second level category	First level category	Source	Abundance	concept
mental disorder	Mental illness, personality disorder, mental shock, unresponsive complexes, weak self-confidence, lack of self-esteem, sense of ineffectiveness, personality damage	P1/p2	37	People in society are depressed due to circumstances/many dysfunctional behavior are due to unsolved complexes/daily mental shocks from various issues can be the cause of dysfunctional behavior /issues within people remain unanswered and are looking for answers. Many people have weak self-confidence and individual/Lack of self-esteem makes us not consider ourselves important/People of our country have a sense of inadequacy due to justice/The character of the victim makes us blame everything/ When a person's character is tarnished in the society, his behavior can no longer be counted on.

4.1. Primary axial coding

4.1.1. Causal conditions

Causal conditions were identified with fourteen articles listed in Table 4.

Table 4 Causal conditions

Second level category	First level category
mental disorder	Mental illness, personality disorder, mental shock, unresponsive complex, weak self-confidence, lack of self-esteem, sense of ineffectiveness/personal injury
Jealousy	narrow-mindedness, seeking fame, not tolerating the success of others, miserliness, not accepting differences, society's view of fame, doing anything
Draw attention	Being seen in social networks, the need to be seen, being seen at a low cost, being seen with ease of access, attractive tools for being seen, being seen at the cost of abuse
Prejudice	Human error, judgment, the difficulty of expressing an opinion, the complexity of conditions, the relationship between permission and reality, change of human thinking, worldview, cognitive bias, the difficulty of expressing an opinion, human fallibility, judgmentalism
superficiality	Yellow look, lack of presence of experts, interest in ridicule, sexual content, lack of attractiveness of respectable content, non-experts

violence	Anger, online anger, anger to vent, costlessness of online anger, anger on social networks
Family neglect	The core of the family, lack of surveillance in cyberspace, removing the family from interactions, lack of family online literacy, legislation by the family, family dysfunctional behavior, family encouraging dysfunctional behavior
Lack of knowledge	Internet developments, Internet era, the importance of Internet education, lack of knowledge of the Internet, online lifestyle, limited access to the Internet, need to know the online community, Web 2 technology, lack of knowledge of the difference between social networks
Common misconceptions	Pattern making, champion breeding, popular false pattern, lampoon breeding
Lack of training	The importance of education, strategic education, basic education, specialized education, family education, lack of virtual space education, technology education
Ethnicism	presence of ethnicities, ethnic diversity, ethnocentrism, racism, extremism, ethnic insult, intercultural differences, subcultures
Failure to respect privacy	The importance of privacy, violation of privacy, the framework of online space, the new definition of online privacy
aimless society	Purposefulness, purposeless society, hopeless society, outlook on life
Violent society	Anger in society, the spread of anger to social networks, online violence, group violence, collective hand attacks, sense of collective loss, online bullying, angry forums

4.1.2. contextual factors

Background factors with four main categories are presented in Table 5

Table 5 Contextual factors

Second level category	First level category
Economic failures	Behavioral economy, class difference, state economy, poverty, unemployment, cultural economy, consumerism, fair distribution of wealth
Failed education system	The education system, behavior formation, education, prevention through education, education of norms, lack of efficiency of education in Iran, education is a basic issue, public education, educational transformation
Cultural gap	Globalization, convergence, modernism, new communication technologies, cultural identity, authenticity, traditionalism, modern lifestyle, culture reproduction, cultural adaptation, consumerism
Colloquial literature	Inappropriate words, daily literature, famous literature, special vocabulary, the historicity of obscenity, speech restriction, absurd art and music, online literature, fake literature

4.1.3. Intervening factors

Intervening factors with two main categories are presented in Table 6.

Table 6 Intervening factors

Second level category	First level category
Use of social media	Internet penetration rate, usage time, quantity and quality of smart devices, demographics of social media, filtering, addictive use
media literacy	Presenting opinions, producing content, developing analytical thinking, actively dealing with content, knowing the appropriate response tools, message orientation, trusting sources, and originality of content.

4.1.4. Actions and interactions

Actions and interactions were categorized into five main groups and are presented in Table 7.

Table 7 Actions and interactions

Second level category	First level category
value creation	Creativity and innovation, opportunism, risk-taking, hard work, and effort, providing optimal value, reactivity, lean content, differentiation
Modeling	Growing of heroes, acceptability, appropriate content, lack of heroism, being influenced by heroes, community leadership
Culturalaizing	Normalization, beliefs, values, motivational pattern, lifestyle, dos and don'ts
Social responsibility	Concern, social participation, understanding people, recounting problems, targeting people,

	leadership, awareness, passivity
Rebranding	Criticism, managing opinions, managing complaints, managing emotions, turning threats into opportunities, turning negative opinions into positive ones

4.1.5. Consequences

In terms of results, nine main categories were identified, which are shown in Table 8.

Table 8 results

Second level category	First level category
Digital Marketing	Social network marketing, e-commerce, user management, increasing users, customer orientation, needs assessment, integrated communication, new marketing model
Content production	Valuable content, relevant content, reliable content, high engagement rate, personalized content, authentic content, professional content
Economic progress and development	Digital economy, attention economy, consumer behavior, economic indicators, data governance, economic behavior, business environment, unemployment, GDP, income, purchasing power, online business prosperity, competitive advantage, investment increase, wealth production
General culture	Reputation culture, self-expression, social interactions, social capital, patronage culture, respect culture, consumer culture, privacy
Promotion of appropriate literature	Literature, language, spelling, online literature, virtual writing, vocabulary, mixed writing
Activism	Social criticism, social wave, civil protests, conformity, free expression
Strengthening the spirit of tolerance	Increasing capacity, criticism, dialogue with the opposite, threshold of tolerance, self-censorship
Personality	Neuroticism, extraversion, openness, agreeableness, conscientiousness, narcissism, anxiety, negative emotion
Behavioral	Trust building/frequency of contact, member intimacy, support received, social interactions

4.2. Theoretical coding:

Finally, the final categories were extracted as follows by categorizing the core categories.

4.2.1. Causal conditions

In this model, causal conditions are events that create situations and issues related to a phenomenon. They describe why and how individuals and groups respond in certain ways (Corbin and Strauss, 1990). Causal conditions include categories that directly affect the phenomenon of online dysfunctional behavior and personal branding in the context of social media, or these factors create and develop the phenomenon. The categories related to causal conditions are shown in the Table below.

Table 9 General categories of causal conditions

Causal conditions	Second level category
psychological factors	Mental disorder, jealousy, attracting attention, prejudice, superficiality, violence
Sociological factors	Neglect of the family, lack of awareness, common wrong patterns, lack of education, ethnicism, lack of respect for privacy, aimless society, violent society

4.2.2. Contextual factors

Contextual conditions represent a specific set of characteristics related to the phenomenon, which generally refers to the place of events and related events. Contextual characteristics include factors without which online dysfunctional behavior is not possible and provide the context of certain conditions, in which strategies are made to manage, control and respond to the phenomenon. These conditions are made up of a set of concepts, categories, and contextual variables (Mohammadi, 2014). These factors are shown in the Table below.

Table 10 general categories of contextual conditions

Contextual factors	Second level category
Macro factors	Economic failures, educational system, cultural gap, colloquial literature

4.2.3. Intervening factors

Intervening conditions include more general conditions such as space that act as facilitators or constraints of strategies. These

conditions are for facilitating or limiting action/reciprocal action in a specific context. Each of these conditions forms a spectrum whose influence varies from very far to very close (Mohammadi, 2014). These factors are shown in Table 11.

Table 11 General categories of intervention

Interfering factors	Second level category
Smart devices	The amount of social media use, media literacy

4.2.4. Axial category

The considered phenomenon must be axial. It means that all other main categories can be related to it and appear repeatedly in the data. On the other hand, some signs point to that concept in all or almost all cases. The axial phenomenon refers to an idea or a phenomenon that is the basis and axis of a process to which all other main categories are related (Mohammadi, 2013). Table 12 shows the main categories of these factors

Table 12. Axial categories

The axial category	Second level category
Online dysfunctional behavior	Evacuation of emotions, concealment of identity, conscious dysfunctional behavior, identityless dysfunctional behavior

4.2.5. Actions and interactions

Strategies are actually plans and actions that are the output of the axial category of the model and end in consequences. Strategies are a set of measures that are used to manage, administer or respond to the phenomenon under investigation (Strauss & Corbin, 1998). The researcher makes a decision according to the set of concepts extracted from the interviews and the final codes. The personal branding strategy is the key to all the activities of a person. This issue let celebrities pay attention to the user in all work fields and pay attention to his suggestions, produce appropriate content for the user, create value, create culture, have social responsibility, and can control the change behavior when is encountered with negative behavior. Table 13 shows the categories and concepts related to actions and interactions.

Table 13 General categories of actions and interactions

Actions and interactions	Second level category
Personal branding strategy	Value/anti-value creation, model making, culture-making, social responsibility, rebranding

4.2.6. Consequences

Consequences are the outputs or results of actions and reactions (Mohammadi, 2014). The last part of the online dysfunctional behavior pattern and the impact on personal branding in the context of social media includes tangible and intangible consequences. According to open coding, the concepts related to the consequences of the model have been extracted. Then, the main categories have been extracted and named based on the reciprocating motion between the themes and concepts. Accordingly, the consequences have been classified into three sections. Table 14 shows categories and concepts related to consequences.

Table 14 General categories of consequences

Consequences	Second level category
Marketing	Digital marketing, content marketing
Economic	Economic progress and development, online business boom
cultural	General culture (enhancement/weakening), promotion of appropriate literature
Society	Activism, strengthening the spirit of tolerance
Individual	behavior, personality

Using the Delphi technique, the categories were given to five academic experts after the end of the three-level coding process and some categories were removed. In the study, the grounded theory model was formulated as follows after the Delphi technique:

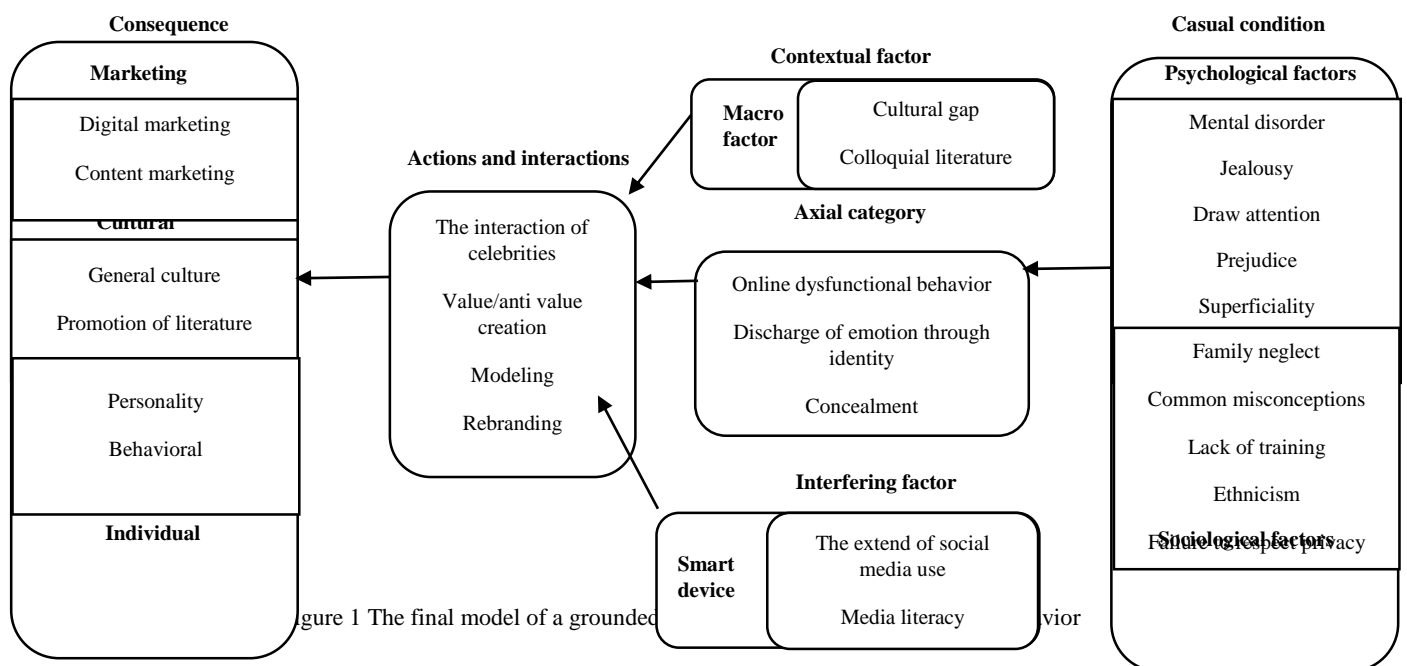


Figure 1 The final model of a grounded theory

5. Discussion and conclusion

The dysfunctional behavior in human behavior may be as old as his presence on the planet. It seems that investigation and analysis of these ineffective behaviors is a relatively emerging phenomenon in social media and lack of attention to this issue leads to a gap between users of virtual space and people active in this media. On the other hand, personal branding in social media is growing at high speed, and people with different expertise and abilities are trying to become a "brand" in their field. This intersection between the dysfunctional behavior of users and the interest in branding causes the emergence of sometimes-unsolvable challenges for social media management (Kepem, 2012). Therefore, the emergence of dysfunctional behavior has created new challenges for brands (companies or individuals) active in social media (Harris, 2008). Generally, there is substantial competition in today's marketing environment among people who are brands or who are looking to become brands, which is the challenge of interacting with customers. For this reason, dealing with dysfunctional behavior in the online environment, especially social media, has become a serious, strategic, and important discussion. For example, a person's personal brand will be seriously threatened and endangered if his users in the social media space condemn him and he cannot interact properly with his contacts and users.

This study was conducted to present the design of online dysfunctional behavior and its role in personal branding by using qualitative research methodology including grounded theory strategy. There is little research regarding online dysfunctional behavior, therefore, the innovative aspect of the upcoming research can be expressed in the form of a comprehensive and rich model, which is compiled using the grounded theory. Previous researchers, including Jacobson (2020), Veloso & Oiliera (2015), and Dumass & Harris (2009), have only investigated the nature of dysfunctional behavior in the online environment and have also made a comparison with dysfunctional behavior in the real environment. This research, with an inductive approach and using semi-structured interviews with celebrities and experts in the field of personal branding, designs a pattern of online dysfunctional behavior in social media by users and roles in personal branding, focusing on the macro environment of Iran. The findings in this study were also obtained after the coding process based on three stages: open coding, axial coding, and selective coding. Based on these findings, 260 first-level categories were obtained from the collected data. They were

converted into 35 second-level categories through coding and finally into 6 main categories related to the main topic of the research.

In this research, in the causal factors section, two dimensions of psychological factors and sociological factors were presented as the causal conditions that create the online dysfunctional behavior phenomenon. Psychological factors include mental disorders, jealousy, attracting attention, prejudice, superficiality, and violence, and sociological factors include family neglect, common wrong patterns, and lack of education, ethnicism, and non-respect for privacy. Due to social media, behaviorism has more challenges than in real and offline environments. Therefore, the reasons for dysfunctional behavior should be investigated more deeply in these media. Ramos (2022) conducted similar research about family communication on the dysfunctional behavior of people in social networks. He introduced the factors of drug addiction, violence, family education, and abusive communication as the roots and causes of dysfunctional behavior, which is consistent with the present study.

The extracted category in the central phenomenon of online dysfunctional behavior was about the evacuation of emotions, identity concealment, conscious dysfunctional behavior, and identityless dysfunctional behavior. In other words, people express their feelings easier when they hide their identity, which causes people to consciously perform behaviors that they are aware of their negative consequences. In fact, social media has given the chance for cult and violent behavior by providing the ability to distort the identity of users. Similar research was presented at the prestigious Network X conference, which stated the case of identity concealment in social media, which is consistent with this study.

Contextual conditions are examined by macro factors, which include two dimensions of cultural gap and colloquial literature. Cultural inadequacies are one of the platforms that reinforces these behaviors. In other words, the possibility of dysfunctional behavior increases when the people of a society are not in proper cultural conditions. The educational system can be the most reliable solution to correct many behaviors. In addition, the cultural gap between different spectrums of our society has deepened the problem of management in this space. Finally, some dysfunctional behavior is also rooted in our colloquial literature. Lotfi Haqiqat (2021) conducted a study, in which cultural inadequacy causes abnormal behaviors in society, which is consistent with the present research.

Intervening factors are also related to using mobile phones. In recent years, social media has become much easier to use with smartphones. This issue shows quantitatively more diverse behaviors due to more use. In addition, media literacy is a topic that has emerged in recent years to deal with wrong content in social media. Learning this skill can also prevent many of our emotional behaviors. Bilieux (2015) conducted a study, which emphasized the role of mobile phone use in the occurrence of abnormalities such as anger and sexual behaviors, which is consistent with this study.

Online dysfunctional behavior actions and interactions are analyzed from the point of view of the celebrities' interaction. It should create value in these media to have correct corrective behaviors in the field of social media. In fact, dysfunctional behavior is created when added value is not created in the behavioral dimension. On the other hand, we were looking for a hero and modeling successful characters for a long time. For this reason, modeling and popularization of these models can greatly help users. Jacobson (2021) conducted a study, which stated that personal branding needs a framework for value creation and providing the correct model in social networks for future audiences. In this study, value creation and the correct model were presented as two strategies for branding, which is consistent with the current research.

This research concluded that today's world is talking about the all-around effects of social media in life. Social media is both an improvement in mass communication and a threat to human relations. Social media is where we can show our lives and see others' lives. This is where comparison starts and usually makes people unhappy with their current situation and leads to depression. Therefore, social media is not a complete win-win game and has caused gaps in our lives. Using social media is inevitable but behaviors can be controlled and regulated. We should continue using social media in a balanced and healthy manner. This is the only way we can do it in terms of using technology. In this research, the identification of consequences is presented at several levels.

First level- Marketing effect

There would be efficient and better content production if personal branding policies are correctly used, and along with this, the digital marketing space will also have fundamental changes. Marketing consequences have a wide range such as creating new user-oriented channels, reaching new contacts in a wide range, creating strategies based on word-of-mouth marketing, the cost-effectiveness of marketing strategies, receiving regular and consistent feedback from users, increasing interaction with users, increasing brand loyalty and creating a positive customer experience. Abbasi (2022) conducted a study, which states that correct branding will lead to correct digital marketing implementation.

The second level- Cultural Effects

Social media has created a profound cultural revolution. In the era of globalization, social media has become very popular with its user-friendly and effective functions. Social media has improved creativity and social awareness by enhancing interaction with people and sharing new ideas and opinions. In addition, social media has increased the level of intra-cultural and cross-cultural adaptation of people but there are still negative effects and many people still live in a virtual world. Therefore, social media has a profound influence on the cultural aspect of our life, whether good or bad. Societies like Iran are considered a consumer society. Therefore, it should create a culture of using social networks before it is institutionalized in society. A range of culturalizing strategies can be done by social network celebrities. Celebrities should try to influence users' behavior with a valid personal branding framework. Sepehri et al. (2018) conducted a study, which stated the behavioral reforms at the level of social media - which promotes general culture and promotes appropriate literature - which is consistent with the present research.

The third level -Individual effect

Despite the advantages listed in this research for social media, improper use of social media has many personality and behavioral damages such as isolation, depression, unclear identity, chatting, and addictive chats to humans. If dysfunctional behavior is corrected at different levels, it is possible to prevent these damages. Dadras et al. (2018) presented the positive and negative effects on personality and behavioral consequences of using social media, which is consistent with the current research.

Like other related studies, the concepts of this research confirm that the influence of brands on the decision-making process of users is increasing day by day. Nowadays, celebrities have an incomparable role in the social media environment. They act actively in the process of user behavior and are also influenced by their users. In addition, dysfunctional behavior is inevitable in all societies but it is more important to manage this dysfunctional behavior than the occurrence of this type of behavior. The celebrities' effect has been described and explained in various studies (Jin et al, 2019). This study also suggests the creation of constructive interaction between cultural guardians and celebrities as an effective implementation strategy in the management of dysfunctional behavior. The findings showed that personal brands should correctly present and explain their positions when using social media because the smallest carelessness can ruin their image with users. In this context, consultants and managers are suggested to increase their knowledge of their users' interests in various fields.

Finally, the output of the current research is the model of dysfunctional behavior management at the level of social media. This model has provided opportunities for the expansion of behavioral studies in the context of social media, and it is a suitable platform for researchers and thinkers interested in this field to start research. In addition, the issue of users' dysfunctional behavior in social media was a new subject, therefore, this study tried to investigate the effect of this issue on personal branding. In this regard, it is suggested to investigate the effect of online dysfunctional behavior on commercial brands in future research. In addition, in terms of marketing consequences, the occurrence of group dysfunctional behavior will affect the country's national brand, which can also be considered as future research. In this research, one of the limitations was the lack of resources and similar studies due to the novelty of the subject. In addition, this research was conducted using the grounded theory method. Therefore, this research finding can be only analyzed in the context of this research, and its generalizability depends on the time and place of the research.

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