

How Exposure of “Social Others” Influences Consumers’ Online Repayment Behavior: Evidence from a Chinese Online Lending Company

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Cite as:

Wang Zeng, Zhang Xiaodan, Fu Guoqun (2019), How Exposure of “Social Others” Influences Consumers’ Online Repayment Behavior: Evidence from a Chinese Online Lending Company. *Proceedings of the European Marketing Academy*, 48th, (9473)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



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Abstract

This paper explores in what extent and how the exposure of different types of “social others” influences online borrower’s repayment behavior based on the data from a large Chinese online lending company. Specifically, we divide “social others” as three types: family members, close friends, and colleagues. Our prediction is that online borrowers are less likely to default when disclosing his/her colleagues’ information than disclosing only family members’ information or close friends’ information to the lender. The results support this prediction, and a possible explanation is offered and managerial and marketing implications are briefly discussed.

Keywords: *social others; online borrowing; repayment behavior*

Track: Consumer Behaviour