

Measuring Susceptibility to Online Social Influence

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Cite as:

Stäckli Sabrina, Bartsch Fabian, Shen Henry (2021), Measuring Susceptibility to Online Social Influence. *Proceedings of the European Marketing Academy*, 50th, (93631)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



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Abstract

This research introduces consumer susceptibility to online social influence (SOSI) as a dispositional trait that captures the social dynamics of online social networks (OSNs). The SOSI construct captures consumers' tendency to seek and accept information from others to reduce uncertainty when making decisions and to conform to social norms to obtain approval from others in OSNs. Across multiple studies, we develop a psychometrically sound and multi-dimensional higher order measure of SOSI. In testing its nomological network and its experimental application, we underline SOSI's value-added role in helping explain various behaviors of OSN users related to trust, addiction, and information processing. Our results help disentangle prior findings and open avenues for further research on critical societal developments pertaining to OSN dynamics.

Keywords: *Social Influence; Social Media; Scale Development*

Track: Digital Marketing & Social Media