

The Influence of Firm Network Entitativity on Consumers' Trust Perception and Data Sharing Decisions

Alina Gruener

University of Passau

Philipp Sleziona

University of Passau

Jan Schumann

University of Passau

Thomas Widjaja

University of Passau

Cite as:

Gruener Alina, Sleziona Philipp, Schumann Jan, Widjaja Thomas (2023), The Influence of Firm Network Entitativity on Consumers' Trust Perception and Data Sharing Decisions. *Proceedings of the European Marketing Academy*, 52nd, (114344)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



The Influence of Firm Network Entitativity on Consumers' Trust Perception and Data Sharing Decisions

Abstract

Retailers increasingly adopt business models in which they not only collect consumers' data for themselves but also share the data with third-party companies. Whereas initial research suggests that consumers tend to express negative attitudes toward such data-sharing networks, prior research on consumers' data disclosure decisions solely focuses on dyads of consumers and their focal firm of contact. As of yet there is no research on network-level characteristics on consumers' data disclosure decisions-making. The authors apply entitativity theory to the context of data-sharing networks and argue that consumers' perceptions of the networks entitativity influence their data disclosure decisions. In line with this reasoning, the results of a consumer panel scenario experiment (N=370) show that entitativity influences consumers' data disclosure decisions, such that network entitativity increases consumers' trust towards the network and consequently drives their willingness to provide data.

Subject Areas: *Consumer Behaviour, Decision-Making, Retailing*

Track: Retailing & Omni-Channel Management