Member Lock-In and Knowledge Break-Out in SNS Groups: Integrating the “Pull-In,” “Push-Back,” and “Mooring” Effects: An Abstract

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Abstract Social networking site (SNS) group provides a new cyberspace for users to share knowledge. As competition intensifies and recruiting new members becomes more difficult, SNS groups need to devote their strategic efforts to encouraging members' contributions. However, prior research has seldom touched this issue from the “online switching barrier” perspective. We develop and test a structural equation model incorporating pull-in (group-member and member-member relationship quality), push-back (alternative unattractiveness), and mooring (switching cost) effects, which subsequently affect members' knowledge contribution behavior (knowledge sharing and knowledge co-creating) through the mediating role of self-development and pro-social motivation for engagement. Results based on 382-respondent survey data show that pull-in and push-back factors facilitate members' contributing motivations, which in turn lead to contribution behavior. The mooring effect which is reflective of different levels of switching costs moderates the effects of pull-in/push-back on self-development and pro-social motivation. The findings provide academic insights for scholars and marketing implications for practitioners in leveraging lock-in effect in SNS groups.

References Available Upon Request

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