

The Role of Network Centrality in the Flow of Consumer Influence

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Typically, we assume that people who are central in a social network will hold influence over others; after all, we all want to do what the popular kids do. However, in an upcoming *Journal of Consumer Psychology* article, authors Lee, Cotte and Noseworthy not only find support for this idea that a consumer's central position in a social network is related to opinion leadership, but also find that these opinion leaders are quite susceptible to the influence of others. Using two field network studies, the authors demonstrate that being central in a network is one way consumers can influence others in a social network. However, by understanding that the social group influences the consumer too (the opposing flow of influence), marketers can better predict adoption behaviors of individuals in a network.