Testing the cross-national validity of the SMPC scale: Constructive replication and measurement invariance across eight countries

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While social media platforms operate globally, privacy norms and regulations remain nationally embedded. Establishing cross-national validity of privacy constructs, including social media privacy concerns, is therefore essential. Building on prior scale development research, this study tests the cross-national validity of the Social Media Privacy Concerns (SMPC) scale through a constructive replication across eight countries: Brazil, Chile, France, Morocco, Portugal, Singapore, Spain, and the United States (n = 4,000). Using confirmatory factor analysis (CFA), we assess the measurement invariance of a four-dimensional higher-order SMPC structure across countries. Whereas the original 17-item specification exhibited instability at the scalar level, a theoretically consistent refined 15-item version achieved configural, metric, and scalar invariance across nations. These findings suggest that the SMPC construct is structurally stable and psychometrically comparable across national contexts, supporting its use in multinational research settings.

Keywords: Social Media Privacy Concerns; Measurement Invariance; Cross-national Scale Validation; Constructive Replication; International Marketing