



# “THIS STUDY WAS NOT SPONSORED”

The effects of sponsorship disclosure and video type  
on source credibility, brand memory, brand attitude  
and purchase intention.

UNIVERSITY  
OF TWENTE.

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*The effects of sponsorship disclosure and video type on source credibility, brand memory,  
brand attitude and purchase intention.*

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## **Abstract**

With the use of sponsored content on social media, brands are now able to reach a specific audience in a nonobtrusive way. Since the use of this new way of marketing, changes in the regulations of sponsored content have been made. To ensure fair communication, an influencer is now obligated to state when sponsored content is present. Recent studies have looked at the influence of these new regulations. However, research into social media platforms mainly using video seem scarce. Video is higher in social presence and vividness than most other forms of social media. Furthermore, when looking at video-based social media, there is a relatively new trend, namely live-streaming, which is quickly growing and gaining interest.

This study therefore explored the impact of: sponsorship disclosure (absence of disclosure versus a regular sponsorship disclosure versus an “honest” sponsorship disclosure) and video type (live streaming versus pre-recorded video) on: source credibility, message credibility, brand memory, brand attitude and purchase intention. Additionally, this study also measured overall interest in product type, liking of the narration style and brand familiarity for covariance. To explore the interactions and the influences of the independent variables this study has a 3 (absent versus regular versus an “honest” opinion sponsorship disclosure) x 2 (live streaming versus pre-recorded video) between respondent’s experimental design (n=131). The target group of this study were millennials, (between the ages 16-36) as they are the most avid users of social media and the internet in general.

In contrast to previous research on sponsorship disclosure, the results of this study showed that neither sponsorship disclosure nor video type has a significant effect on the dependent variables, source credibility, brand memory, brand attitude and purchase intention. Consumers might have gotten so used to seeing sponsorship disclosures, that the effect of them decreased over time. Sponsorship disclosures within video might also be less influential as other social media counterparts. More research into the effect, or more specifically lack off effect of sponsorship disclosures in a video format is suggested.

Moreover, both covariates, overall interest in product type and brand familiarity, were found to have a significant effect on purchase intention and liking of the narration style was found to have a significant effect on source credibility, brand attitude and purchase intention. These findings could be interesting to consider in future research. Since this study found various main effects of liking of the narration style, more research is suggested to expand our current knowledge.

**Keywords:** Sponsorship disclosure, video type, live-streaming, social media, source credibility, purchase intention, brand memory, brand attitude

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## 1. Introduction

Social media is one of the main methods of communication within today's society, and as social media platforms continue to grow and evolve, so do the methods for advertising on these platforms (Kemp, 2017). One of these methods is influencer marketing in which influential members on social media platforms are used for promotional purposes in different ways, such as paid promotions and collaborations (Sammis, Lincoln, & Pomponi, 2015). These influential members, such as bloggers, vloggers and streamers all have a very specific following based on a common interest or specific theme (Uzunoğlu & Misci Kip, 2014). Since the growth of influencer marketing, changes in the regulations in the EU, US and many other countries, concerning sponsored content have been made (Cain, 2011). These regulations are regulated by independent agencies of different governments across the world. For example, the Federal Trade Commission (FTC) in the United States or Stichting Reclame Code (SRC) in the Netherlands enforce these regulations to protect consumers. These regulations state, that to ensure fair communication, an influencer is now obligated to state when sponsored content is present in regard to social media content.

Within the landscape of social media different types of media are used, such as text based (i.e. blogs), image based (i.e. Instagram) and video based (i.e. YouTube) content. Within video-based content there is a relatively new trend, namely live streaming. Live streaming is increasing in popularity. For advertisers this growth is especially notable in the growth of ad views. While all segments of video have seen an increase in ad viewing, live streaming has grown the most with a growth of 113% in 2016 (Yahoo!, 2016). This might be explained by the growth of viewership, by 60%, in online video streaming (Markets and Markets, 2016).

Sponsored messages on these social media platforms are used to persuade potential consumers into liking and/or buying a product or service (Sammis et al., 2015). Whether this is actually successful is partly attributed to source credibility (Ohanian, 1991). When a source is perceived as credible they could affect the impact an online message makes on the consumer (e.g. impact on brand attitude and purchase intention) (O'Reilly, MacMillan, Mumuni, & Lancendorfer, 2016b). To decide



whether an online message is credible, consumers examine different source characteristics, such as trustworthiness and expertise (Dou, Walden, Lee, & Lee, 2012). However, recent research done by bothsocial (2018) a company that specializes in social media and online media, suggests that consumers might be getting tired of seeing influencer marketing and that the hype surrounding influencer marketing might be negatively impacting the effectiveness of influencer marketing.

Since the implementation of sponsored content in social media is still a widely used as a marketing strategy, research in this domain has also been increasing (Boerman, Reijmersdal, & Neijens, 2012, 2014; Boerman, Willemsen, & Aa, 2017; Hwang & Jeong, 2016; Mohr, 2012). However, with the increase in viewership of videos and live-streams, it might be interesting to look at social media platforms that use video-based content as opposed to text or image-based. Research in that domain seems to be scarce, which might have to do with the fact that viewership and interest in video and especially live-streaming has been relatively recent. Furthermore video-based content differentiates itself from text and picture-based content by creating a richer experience which results in a higher social presence (Gunawardena, 1995; Tu, 2002), as well as being more vivid (Coyle & Thorson, 2001).

This study will look at the effects of different kinds of sponsorship disclosure in the context of both pre-recorded video as well as live-streams. The results could be used to check whether the fairly new sponsorship disclosure regulations are effective in preventing unfair communication and prevent consumers to be misled by sponsored content. Moreover, the results could be used for companies and marketers to decide if video-based advertising is something to consider, and whether a pre-recorded or live-stream approach to sponsorship is the most interesting for their needs. This research will furthermore add to the already existing research about sponsorship disclosures in social media. This will be done by looking at a different setting (video and live-streaming) and different types of sponsorship disclosures. To conclude, this research will focus on answering the following questions:

**RQ1:** To what extent do sponsorship disclosure (absence of sponsorship disclosure, regular sponsorship disclosure and “honest” opinion sponsorship disclosure) and video type (live streaming versus pre-recorded video) influence source credibility, brand memory, brand attitude and purchase intention?

**RQ2:** To what extent do sponsorship disclosure (absence of sponsorship disclosure, regular sponsorship disclosure and “honest” opinion sponsorship disclosure) and video type (live streaming versus pre-recorded video) influence each other?

**RQ3:** To what extent does source credibility mediate the effect between the independent variables, sponsorship disclosure (absence of sponsorship disclosure, regular sponsorship disclosure and “honest” opinion sponsorship disclosure) and video type (live streaming versus pre-recorded video) and the dependent variables, brand attitude and purchase intention?

**RQ4:** To what extent do overall interest of the product type, liking of the narration style and brand familiarity act as covariates in this study?



## 2. Theoretical framework

### 2.1 Sponsorship disclosure

With influencer marketing, sponsored content is often included in non-commercial content, which can make the sponsored content hard to identify. For example, it is very usual for fashion bloggers to share their outfits with their audience through online posts whether that outfit is sponsored or not. Without a statement about this sponsorship the sponsorship is hard to identify. When sponsored content is not obvious, people may not process the message as critically compared to more traditional advertising. So, as to mitigate persuasion effects and to ensure fair communications, regulations in the EU, United States and many other countries require influencers to disclose sponsored content (Cain, 2011). Social media platforms such as YouTube, Instagram and Twitch refer to these regulations in their policies (Google, 2017; Instagram Business Team, 2017; Twitch Interactive, 2017). Sponsored content on social media comes in different shapes and forms, from a simple mention of a certain brand, product or service, to a sponsored product or service review. Lu, Chang & Chang (2014) state that influencers seem to have a more positive opinion about products, services or brands when talking about sponsored content. This is likely since the influencers are being compensated by a brand or company.

Sponsored content is supposed to persuade consumers into liking and/or buying a product or service (Sammis et al., 2015). Whether a sponsored message is successful can be partly related to source credibility (O'Reilly, MacMillan, Mumuni, & Lancendorfer, 2016a; Ohanian, 1991). A source that is more credible is found to be more persuasive than a source that is less credible (Pornpitakpan, 2004).

Source credibility, according to Ohanian (1991), has three components to determine if a source is perceived as credible; trustworthiness, expertise, and attractiveness. In the case of source credibility, trustworthiness refers to the perceived honesty, perceived unbiasedness and confidence a consumer has in the source, expertise refers to whether consumers believe a source has relevant knowledge, and attractiveness refers to the level of physical appeal a source has. According to Pornpitakpan (2004) however, expertise and trustworthiness are the main influencers of source credibility.

Furthermore, source credibility has been found to have a positive effect on consumers' attitude (including ad and brand attitudes) and behaviour (Hovland, Janis, & Kelley, 1953; Senecal & Nantel, 2004). Additionally, different studies have found that source credibility positively correlate with purchase intention (Jalilvand, 2012; Tsao & Hsieh, 2015; Wu & Wang, 2011), purchase intention being the evaluation of the possibility to buy a product (Hosein, 2012). When it comes to sponsorship disclosure, Hwang & Jeong (2016) found that having a regular sponsorship disclosure (e.g. "this post was sponsored by...") leads to a more negative source credibility than when no sponsorship disclosure is present. This effect can be attributed to the persuasion knowledge model (PKM), PKM states that when consumers recognise a persuasion attempt, it makes them evaluate the message more critically, and generally generate a more negative reaction (Friestad & Wright, 1994).

Considering previous research on source credibility, the following hypotheses is proposed:

**H1:** Source credibility will mediate the effects of the independent variables, sponsorship disclosure and video type on the dependent variables, brand attitude and purchase intention.

With the recent developments and changes in the regulations and popularity of sponsored content, different studies have looked at the effects of a sponsorship disclosure as opposed to the absence of a disclosure. For instance, the previously mentioned research by Hwang & Jeong (2016) found that a regular sponsorship disclosure (e.g. "*This was sponsored by..*") had a lower source credibility than when a sponsorship disclosure was absent. Reasoning for this is that a sponsorship disclosure prior to or during the sponsored content enhances the recognition of advertising. This causes the consumer to process the message more critically, which indirectly leads to a negative brand attitude (Boerman et al., 2014). Furthermore, sponsorship disclosure activates persuasion knowledge, meaning the consumer knows a persuasion attempt is made (Friestad & Wright, 1994), causing consumers to distrust the message more (Boerman et al., 2017; Hwang & Jeong, 2016; Van Reijmersdal, Lammers, Rozendaal, & Buijzen B, 2015). PKM suggests that consumers learn to recognize

persuasion attempts, including celebrity endorsements. However, Boerman et al. (2017) found that in the case of social media, consumers still have trouble identifying a persuasion attempt, since endorsers can have various reasons for sharing a post or message (e.g. because they simply like a product or review a viewer/follower suggested product).

Interestingly, Hwang and Jeong (2016) found that when a sponsorship disclosure is combined with a message in which the influencer states that a honest opinion will be given concerning the sponsored content (e.g. *“but this is my honest opinion”*), the previous stated negative effect on brand attitude is not found. As mentioned previously, Hwang & Jeong (2016) attribute this effect to a combination of, the previous mentioned, PKM and attribution theory (Kelley, 1973). While PKM states that when consumers recognise a persuasion attempt, consumers will be more critical and have a more negative reaction, Hwang and Jeong (2016) suggest that this effect can be lessened when the meaning of the message changes. Kelley’s (1973) discounting principle of attribution theory explains that when there is a given cause people attribute to that cause, however when other causes are present, people’s attribution to that cause is weakened. Hwang & Jeong (2016) conclude: *“Applying the principle, a sponsored post is likely to be attributed to persuasion motives when sponsorship is disclosed; however, this could be reduced when honest opinion is emphasized. By emphasizing honest opinions, a sponsored post could be attributed to self-expression motives or altruistic motives such as providing information to other consumers. When this occurs, persuasion motives are discounted and accordingly the change of meaning might not occur”* (p.528). In short, the negative impact of a regular sponsorship disclosure could be positively influenced by an “honest” opinion disclosure. Considering previously discussed research results by Hwang & Jeong (2016), Boerman et al. (2014) and Boerman et al. (2017), combined with both the theories of PKM and attribution theory, the following hypotheses are proposed:

**H2a:** The absence of a sponsorship disclosure as opposed to a regular sponsorship disclosure will lead to a more favourable brand attitude and source credibility, and in turn more favourable brand attitude and purchase intention.

**H2b:** An “*honest*” opinion sponsorship disclosure as opposed to a regular sponsorship disclosure will lead to a more favourable brand attitude and source credibility, and in turn more favourable brand attitude and purchase intention.

Since an “*honest*” opinion disclosure still activates a form of persuasion knowledge, that is not activated when no sponsorship disclosure is present, the following is hypothesized:

**H2c:** The absence of a sponsorship disclosure as opposed to an “*honest*” opinion disclosure will lead to a more favourable brand attitude and source credibility, and in turn more favourable brand attitude and purchase intention.

Boerman, Reijmersdal & Neijens (2012) found that a sponsorship disclosure increased brand memory, (Brand memory suggesting better brand recall and brand recognition) regardless of the duration of the disclosure. This effect can be explained by the fact that a disclosure tells a consumer about the presence of sponsored content, essentially putting more emphasis on the sponsored content. Boerman et al. (2012) state: “*The disclosure may activate associations in memory that are connected to the brand.*” (p.1051). Taking these findings into account, the following hypotheses are proposed:

**H3a:** The absence of a sponsorship disclosure as opposed to a regular sponsorship disclosure will lead to a less favourable brand memory.

**H3b:** The absence of a sponsorship disclosure as opposed to an “*honest*” opinion disclosure will lead to a less favourable brand memory.

It can be argued that a “*honest*” opinion sponsorship disclosure puts even more emphasis on the sponsored content. Not only is there a statement about the sponsorship itself, there is also a mention

about giving an honest opinion in regards to the sponsored content. Therefore, the following hypothesis is proposed:

**H3c:** An “*honest*” opinion sponsorship disclosure as opposed to a regular sponsorship disclosure will lead to a more favourable brand memory.

## 2.2 Video type

The previous mentioned research in sponsorship disclosure has mainly focused on television programs (Boerman et al., 2012, 2014; Mohr, 2012) and within the domain of social media, in a textual context (e.g. a blog post) (Hwang & Jeong, 2016; Mohr, 2012) and in a static visual context (e.g. Facebook) (Boerman et al., 2017). This study however will focus on social media platforms that uses video as main attribute. Different platforms use video in different ways. Platforms such as YouTube and Vimeo give users the opportunity to upload and share pre-recorded video, while platforms such as Twitch, YouNow and Periscope gives users the opportunity to live-stream. Both pre-recorded video and live-stream have their own unique features which might influence the viewer, for this reason this study will look at the effects of both pre-recorded video and live-streaming.

A difference between video and other types of mediums on social media (e.g. blog post, picture-based posts such as Instagram posts or written messages such as twitter messages), is the degree of social presence present. Social presence can be attributed to how much we perceive a person in communication as “*real*”. Tu (2002) describes social presence as “*the degree of person-to-person awareness*” (p. 34). Social presence is a quality of a medium, some mediums have more social presence than others. Considering this, generally, video should have a higher social presence than text or images, which makes it more engaging and increases call back (Gunawardena, 1995; Tu, 2002). Coyle & Thorson (2001) state that videos stimulate the senses more than text or images and are more vivid in nature. Vividness encourages consumers to engage in cognitive elaboration, which causes messages

to be more persuasive (Kelley, 1989). This vividness benefits sponsored messages, as they are supposed to be persuasive.

Both Live-streaming and pre-recorded video benefit from high social presence, however according to Olenski (2017), *"Live streaming ... trumps pre-recorded video when you need to pack a personality-driven punch. Scripted videos are just that — scripted. In a live stream, you have an added sense of uncertainty and anticipation because you do not know what will happen next."*(P.1). Surveys done among a large number of companies shows that 80% of the respondents agree that a perceived benefit of live-streaming is that it provides a more authentic interaction (Brandlive, 2016).

While these assumptions are not scientifically proven, Yahoo!, a web services provider, reported that live content elicits a greater emotional reaction, and ads shown during live streaming have higher emotional engagement than its on-demand counterpart. In addition, viewers experience more positive emotions during live content and convey a positive halo effect, which is shown in the increase in brand favourability (up 481% compared to on-demand video) and purchase likelihood (up 77% compared to on-demand video) (Yahoo!, 2016).

Furthermore, interactivity is one of the components for a high social presence (Tu, 2002), which is something live-streaming thrives at. Live-streaming engages users in a live conversation. According to Olenski (2017): *"Live video comes with a generous helping of transparency. Your influencer's voice will ring truer in a live conversation with fans than it does in a blog post. Viewers can engage with your product or service and the influencer in open conversation handled in real time."*(p.1).

Because of the live aspect of live-streaming, a message might be perceived as more real and honest, as compared to a pre-recorded video. A pre-recorded video is often edited and thought out, which also means some parts of the original content might be left out or edited, which is why consumers might be more sceptical towards these videos. Furthermore live-streaming, as also stated by Olenski (2017), has the benefit of a live conversation with the audience. Any questions or remarks can be discussed in real time, which might make the message more trustworthy. If the source is indeed perceived as trustworthy, source credibility will increase as well, as trustworthiness is one of its key

components (Ohanian, 1991). When combining previous research about social presence and vividness, the following hypothesis is proposed:

**H4:** Live streaming as opposed to a pre-recorded video will have a higher a higher social presence and vividness.

Taking the previous findings by Coyle & Thorson (2001), Tu (2002) and statements by Olenski (2017), the following hypotheses are proposed:

**H5a:** A live-stream as opposed to a pre-recorded video will have a more favourable source credibility, and in turn more favourable brand attitude and purchase intention.

**H5b:** Sponsorship disclosures in a live streaming setting as opposed to a pre-recorded video setting will have a more favourable source credibility, and in turn more favourable brand attitude and purchase intention.

### 2.3 Covariate:

This study includes three covariates, overall interest in the product type, liking of the narration style and brand familiarity, which will be discussed in the following paragraphs.

#### *2.3.1 Overall interest in product type*

Whether a consumer has a lot of knowledge about a certain product or product category might influence the way they access received information and the source that provides it (Biswas, Biswas, & Das, 2013; Brucks & Brucks, 1985) . The same can be said for a consumer that has a high interest in a product or product category, a high interest often suggesting a higher personal relevance and/or personal importance. It was found that when a product has a higher personal relevance for consumers, they tend to be more sceptical towards this product (Petty E, Cacioppo T, & Schumann, 1983). This scepticism could influence the way consumers evaluate the source and the message they share.



Furthermore, when consumers are more interested they might pay more attention or attention to different things. Therefore, overall interest in the product type will be measured for covariance.

### *2.3.2 Liking of the narration style*

Newhagen and Nass (1989) showed that not all types of media are evaluated in the same way regarding source credibility. They suggest that news reporter's credibility on the television are judged on an individual level, focussing more on source characteristics, while newspaper reporters were judged more on an institutional level. While television is not the same as pre-recorded videos or live-streams on social media platforms, it has the same characteristic, both are related to video. It can therefore be argued that personalities in pre-recorded videos and live-streams will be judged mainly on source characteristics.

Different studies have looked at a person's voice and speaking style as source characteristics to predict source credibility. Gelinas-chebat, Chebat & Vaninsky (1996) found that voice characteristics such as the intensity of the voice and intonation of the voice can affect source credibility and purchase intention. When looking at different speaking styles it was found that a more dynamic style of speaking (faster, higher pitch, more variation) was less trustworthy than a more conversational style (slower, lower pitch, less variation).

Of course, people also have their own preferences when it comes to source characteristics. For example, people generally prefer to hear a British accent over an American one, but that does not mean no one prefers the American one. Since different aspects of the narration seem to influence a consumer, liking of the narration style will be measured for covariance.

### *2.3.3 Brand familiarity*

Baker, Hutchinson, Moore and Nedungadi (1986) describe brand familiarity as *"... unidimensional construct that is directly related to the amount of time that has been spent processing information about the brand, regardless of the type or content of the processing that was involved."* According to

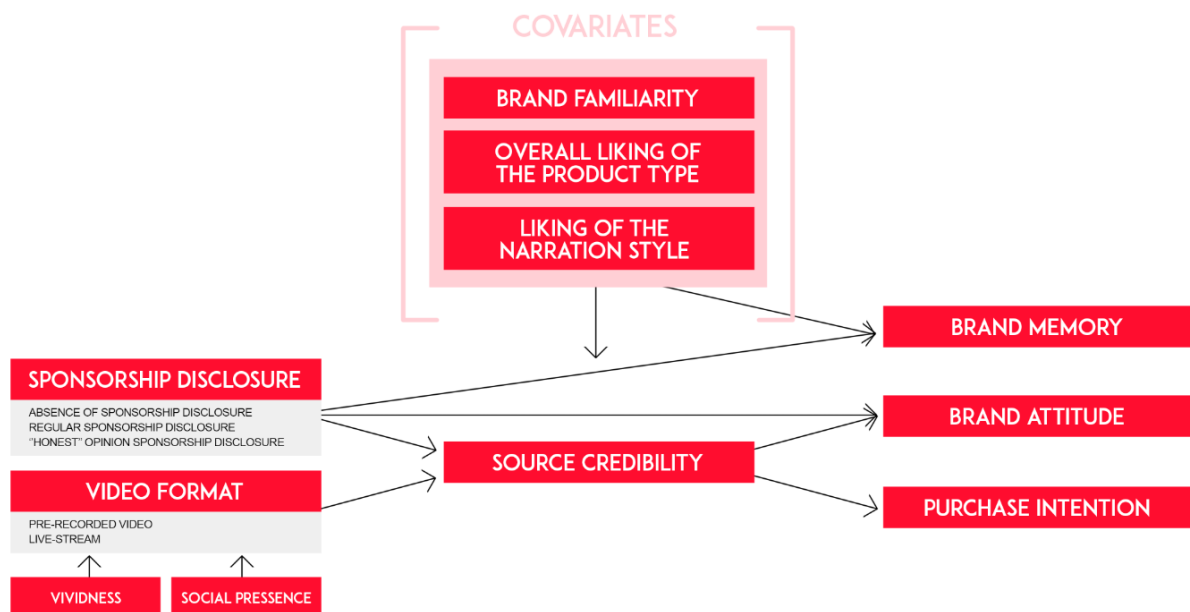
Bettman & Sujan (1987) familiarity could influence consumers attitude and decision making. Consumers familiar with a brand are more likely to judge an advertisement on previous existing brand attitude, while unfamiliar consumers base their brand attitude on the advertisement (Ahmed & Sallam, 2011). In addition Dahlén (2001) found that brand familiarity increased brand recall, and were more easily noticed in advertisements.

Since research suggests brand familiarity influences the way consumers make judgements and influences brand memory, brand familiarity will be measured for covariance.

## 2.4 Conceptual research model

Figure 1 shows a summary of the overall research model. Including the independent variables: sponsorship disclosure and video type, dependent variables: brand memory, source credibility, brand attitude and purchase intention and the covariates: Overall liking of the product category, liking of the narration style and brand familiarity. Social presence and vividness will be measured as characteristics of video type.

Figure 1: Conceptual research model



### 3. Method

#### 3.1 Research Design

This study focused on the influence of sponsorship disclosure and video type on brand memory, source credibility, brand attitude and purchase intention. This was done by a 3 (absence of a sponsorship disclosure, regular sponsorship disclosure and “honest” opinion sponsorship disclosure) X 2 (pre-recorded video and live-streaming) between respondent’s experimental design.

This design resulted in six different conditions. Firstly, three conditions used a pre-recorded video as the video type in combination with: 1; absence of a sponsorship disclosure, 2; a regular sponsorship disclosure, and 3: an “honest” opinion sponsorship disclosure. Secondly, three conditions used live-streaming as the video type in combination with: 1; absence of a sponsorship disclosure, 2; a regular sponsorship disclosure, and 3: an “honest” opinion sponsorship disclosure.

#### 3.2 Experiment design and procedure

##### 3.2.1 Participants

A total of 209 people participated in this study. After removing incomplete responses (responses that were not filled in for at least 95% were removed) and people outside the target group (between 16 and 36) the sample size is left with 131 responses (N=131). Participants were selected using convenience sampling, mainly using social media. To make sure this study included both participants with a high and low overall interest in product type, participants were collected through an art Instagram page (generally high overall interest in product type), students with and creative education background (generally high overall interest in product type) and random convenience sampling (both high and low involvement).

The target group of this study were people that belong to generation Y, also known as Millennials. These people are approximately born between 1982 and 2003 (Howe & Strauss, 2000). This group of people have grown up with the Internet, and are avid users of it (Hasbullah et al., 2016). Millennials are also the biggest consumers of social media (Centraal Bureau voor de Statistiek, 2017; Pew Research Center, 2017). Furthermore, they are the biggest demographic on YouTube, the platform

used in this study (Blattberg, 2015). Table 1 shows the distributions of gender and age amongst the six conditions. From the 131 participants two stated to identify as non-binary and one participant stating not yet to know their gender identity. Participants were from a wide-variety of countries, with the biggest portions being from the Netherlands (26%), Germany (26%) and the United Kingdom of Great Britain and Northern Ireland (13,5%).

*Table 1: Descriptive statistics research sample gender and age*

<b>Pre-recorded video</b>	<b>N</b>	<b>Gender</b>			<b>Age</b>
		<b>Male</b>	<b>Female</b>	<b>Other</b>	<b>mean <sup>a)</sup></b>
Absence of sponsorship disclosure	20	4 (20%)	16 (80%)	0 (0%)	26.25
Regular sponsorship disclosure	22	7 (31,8%)	14 (63,6%)	1 (4,6%)	22.65
“Honest” opinion sponsorship disclosure	19	2 (10,5%)	17 (89,5%)	0 (0%)	25
<b>Live-streaming</b>					
Absence of sponsorship disclosure	24	8 (33,3%)	16 (66,7%)	0 (0%)	22.65
Regular sponsorship disclosure	23	4 (17,4%)	18 (78,3%)	1 (4,3%)	23.3
“Honest” opinion sponsorship disclosure	23	7 (30,4%)	15 (65,2%)	1 (4,4%)	21.67
<b>Total</b>	<b>131</b>	<b>32 (24,4 %)</b>	<b>96 (73,3%)</b>	<b>3 (2,3%)</b>	<b>23.5</b>

*a) Measured in years*

Since the distribution of age is not quite homogeneous, an ANOVA with age as the dependent variable was performed. The ANOVA shows no main effect on sponsorship disclosure ( $F(2, 118)=1.11$ ,  $p=.33$ ), video type ( $F(1, 118)=4.12$ ,  $p=.05$ ) or video type\*sponsorship disclosure ( $F(2, 118)=2.29$ ,  $p=.11$ ). Since the effect on video type is close to significant, the variable age will be measured as covariate from this point on, to determine whether this influences the study.

### **3.2.2 Procedure**

An online experiment (See appendix D) was conducted using the software Qualtrics ([www.qualtrics.com](http://www.qualtrics.com)). In the first section of the questionnaire, respondents were shown a short introduction to the research, information about the duration of the questionnaire and the

confidentiality of the questionnaire. When respondents agreed to continue they continued to the second section of the questionnaire, where they were asked to provide their demographics, some personal information and whether they watch pre-recorded and live-streams online.

In the next section respondents were randomly assigned to one of the six conditions previously described. Respondents were asked to respond to different manipulation-check items (sponsorship disclosure and video type), different scales that measured the depend variables (brand memory, vividness, social presence, source credibility, brand attitude and purchase intention) and different scales to measure the covariates of this study (overall interest in the product type, liking of the narration style and brand familiarity).

The questionnaire ended with a message thanking the respondent for participating.

### *3.2.3 Manipulations: Stimulus materials*

For the experiment six different materials were made corresponding to the six different conditions. Each condition included one picture, a small text and a video.

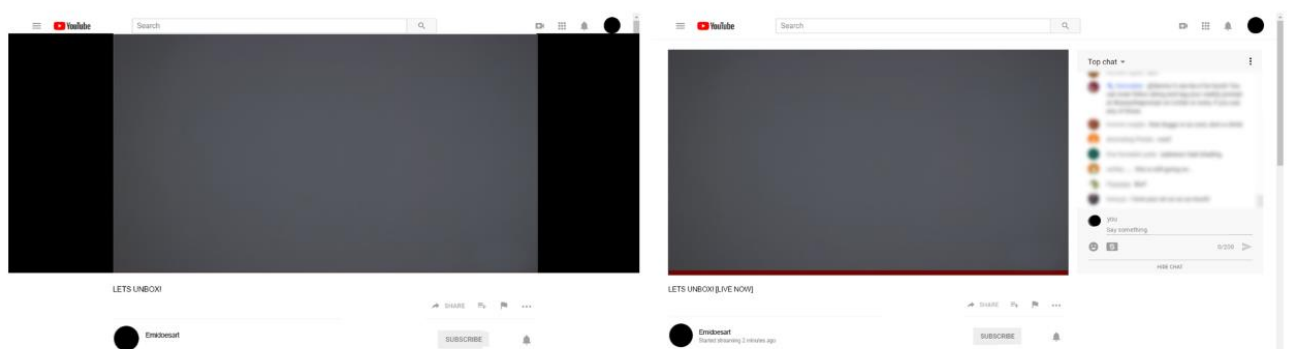
The manipulation of the sponsorship disclosure was shown in the video. The video is cut so that it included either a regular sponsorship disclosure, lack thereof or an “honest” opinion sponsorship disclosure. The video was around 1 minute long as to keep people’s attention. The materials used were from footage by youtuber Zzoffer’s scrawlrbbox unboxing video (ZZoffer, 2018). This was chosen as the video was filmed with a top down view, that can both be used for live-streaming and pre-recorded videos, it also allowed for easier editing of a customized voice-over and the youtuber was quite unknown. A script was written to include all types of sponsorship disclosure (see Appendix A) and the voice over was provided by a professional voice over actress, which was found on fiver under the username of aura91. The script was based on the original audio/text of the video, to keep the script realistic. The video was edited by cutting it in little pieces, putting in the voice-over matching the correct scenes and adding in sounds (such as the box hitting the table) to make it realistic.

The manipulation for video type made use of different cues to suggest either a live-stream or pre-recorded video. To start, when a participant was randomly assigned to one of the six conditions, they were first shown an image depicting a pre-recorded video or live-stream (see Figure 2). Consecutive to the image followed a text that explained what the participant was about to watch and whether this was a live video or not. The text was as follows:

**Introduction text pre-recorded video:** Below you will find a video made by emidoesart, in which she unboxes a scawlrbox. The original video was longer in length, which is why the video you are about to watch only contains clips of the video. Please note that the clips give an impression of the video, no important parts are taken out.

**Introduction live streaming:** Below you will find a video with clips taken from a live stream by emidoesart, in which she unboxes a scawlrbox. The original live-stream is long in length, which is why the video you are about to watch only contains clips of the live-stream. Please note that the clips give an impression of the live-stream, no important parts are taken out.

*Figure 2: Image shown for either the pre-recorded video manipulation (left) or live-streaming manipulation (right)*



The video itself had different cues that suggested either a pre-recorded video or live-stream. First, and most notable, the video was framed in such a way that it looked as if it was being played on the

YouTube browser, with either the lay-out of a regular YouTube video, or the YouTube live-streaming lay-out (see Figure 3). YouTube was chosen for this purpose, as it functions both as a regular video platform as well as a platform for live-streaming. The most notable difference between the two video conditions is the live chat that is present in the live-streaming condition. Other live-stream cues that were used are the ●live cue in the right bottom corner of the video, a full progress bar, since a live-stream does not have a clear end, and the inclusion of the text [LIVE] in the title of the video.

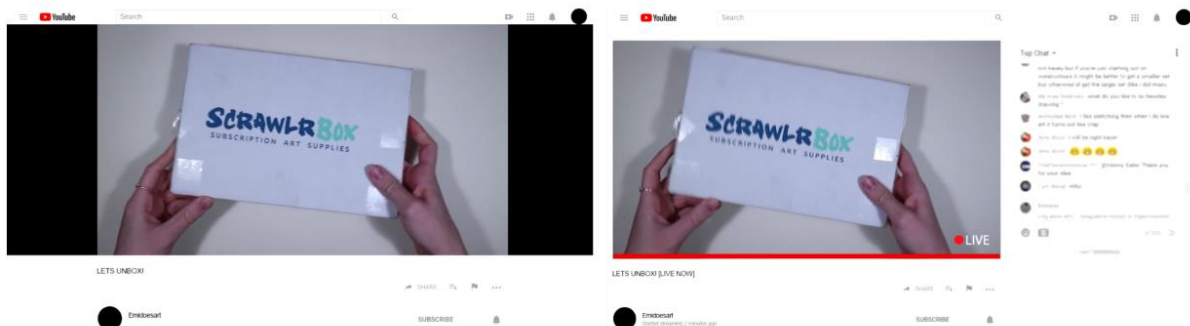
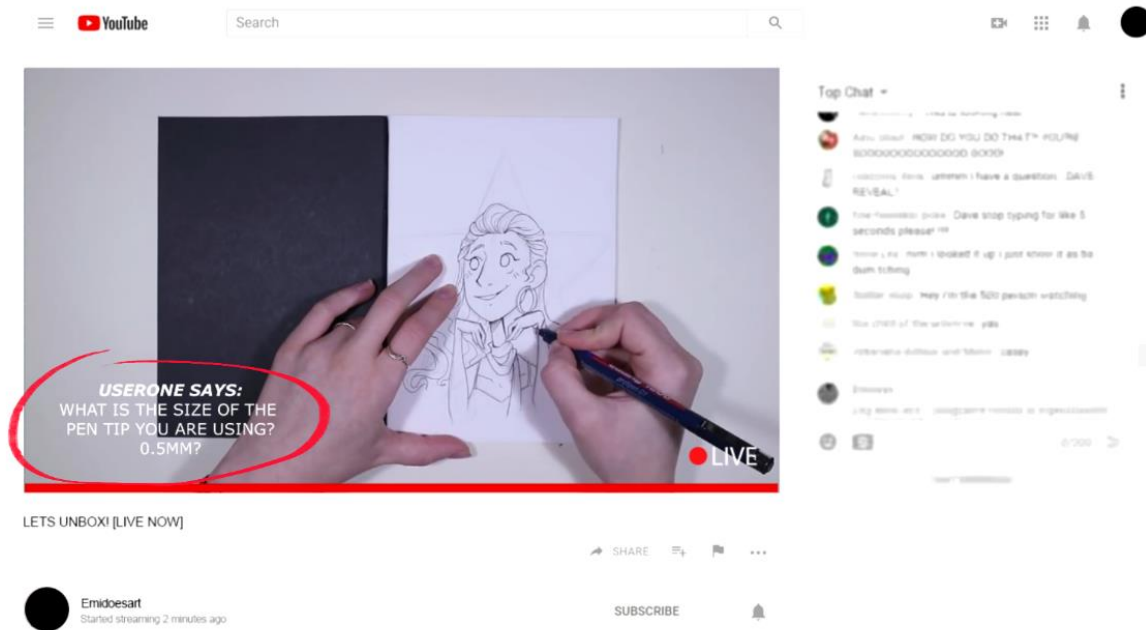




Figure 4: Pop-up in live-streaming condition



To see if these manipulations worked, manipulation check items were added to the main test. To measure whether respondents remembered seeing a sponsorship disclosure, they were asked *“Does the girl in the video mention being sponsored?”*. Respondents could answer with *“yes”, “maybe”* or *“no”*. To identify if the respondents thought the girl stated that she would give her honest opinion, the question *“Was it emphasised in the video that the girl would give her own honest opinion?”*, was asked, again with the answers *“yes”, “maybe”* and *“no”*. To see if respondents correctly identified the video as either pre-recorded or live, the question *“What type of video did you just watch?”*, was asked. The respondents could answer with either, *“parts of a YouTube live-stream”* or *“parts of a YouTube video”*.

### 3.3 Pre-test

To develop the right materials, a pre-test was conducted. The pre-test consisted of interviewing 10 different participants. The interviews consisted of watching the live-streaming video with the *“honest”* opinion sponsorship disclosure, answering questions about said video, filling in a few scales to measure both vividness and social presence followed by a few more questions. The whole process was repeated with the pre-recorded video without any sponsorship disclosures. The full pre-test can be found in Appendix C.

The pre-test found that pre-recorded videos were easy to identify as were the sponsorship disclosures. More problems occurred with the live-streaming condition. Some participants recognized the live-streaming by the text, 2 participants noticed the live icon and 1 participant explained the chat function helped identifying the live-stream. However, most participants missed both cues. One participant even suggested using a chat window next to the live-stream to make it feel more like a live-stream, while this was already present.

Participants who stated they did not feel like they were watching a live stream were asked to explain why they felt this way, and what was missing in their opinion. Most participants missed the interaction with the audience in the live-stream, *“it was like she ignored the audience”*. 2 Participants also suggested live-streams are known for their *“down-time”*. They suggested live-streams are usually very long, and sometimes not much is happening.

To combat both previously mentioned problems two solutions were implemented. As mentioned previously, a pop-up with a question was shown in the video. The girl in the video reacts to this question to create more interaction between the audience and her. To suggest the original stream had more down-time the introductory text was edited to include a statement about the long length of the stream. A more in-depth look at the results is found in Appendix C.

### 3.4 Measurements

#### 3.4.1 Constructs

Brand memory was measured by asking the participants at the end of the questionnaire if they remembered the brand, and if yes, what the brand name was (Boerman et al., 2012). Source credibility was measured using 5 items on a 7-point Likert scale, derived from the scale of West (1994), with items such as *“the information is: trustworthy”* and *“the information is: believable”*. As a safety measure, message credibility was also measured using the same scale. Additionally, the dependent variable, purchase intention, was measured using 3 items derived from the scale of Dodds, Monroe and Grewal (1991), such as the item *“I will consider purchasing the product after seeing this video”*, which was also measured using a 7-point Likert scale. The measurement of brand attitude used 7 items, also measured

with a 7-point Likert scale. This scale was modified from two studies done by, Erdem and Swait (2004) and Erdem, Swait and Valenzuela (2006), and included items as *“This brand delivers what it promises”* and *“This brand’s product claims are believable”*.

The first covariate overall interest in the product type was measured using a 5-point Likert scale, with items such as *“this product is exciting to me”* and *“this product is fascinating to me”*. These items were derived from a scale used by Coulter, Price and Feick (2003). The second covariate, liking of the narration style was measured with 5 items using a 7-point Likert scale, including questions such as *“I enjoy the way this video was narrated”* and *“I enjoy the storytelling in this video”*. And the last covariate, brand familiarity was measured by 1 item on a 7-point Likert scale, asking participants *“To what extent Were you familiar with the brand featured in this video?”*, answers ranging from *“not at all”* to *“to a very great extent”*.

To check whether vividness and social presence indeed differentiated live-streaming and pre-recorded video both were measured. Vividness was measured on a 7-point Likert scale, asking the participant how vivid they would rate the video. Social presence was measured using a 14 bipolar scale using a 5 point scale, with scales such as: Stimulating-dull, personal-impersonal, sociable-unsociable (Gunawardena, 1995). The full scales can be found in the transcript of the final test, found in Appendix D.

#### 3.4.2 Validity

A factor analysis was performed using all constructs to see if the constructs were valid (see appendix E). The factor analysis did not show a clear difference between the constructs source credibility and message credibility, however when individual factor analyses were performed of these two constructs, no issues were found. Since for both overall interest of the product type an social presence not all items loaded into the same construct, an individual factor analysis of those items was conducted. This factor analysis showed that 3 items of the construct overall interest of the product type reduced the overall validity of the construct. These items were: *This type of product ... - Portrays an image of me to*

*others, this type of product ... - Tells others about me and This type of product ... - Tells me about other people.* The factor analysis of social presence showed 2 items reducing the overall validity of the construct, namely the easy/difficult and the reliable/unreliable bipolar scales. The aforementioned 3 items for overall interest in the product type and 2 items of social presence were removed.

### 3.4.3 Reliability

To measure internal consistency among the different constructs, Cronbach's alpha was measured. All constructs scored higher than a 0.70 which is, according to Nunnally (1978), the minimum to consider a construct reliable. The mean, standards deviation and Cronbach's alpha for all measured constructs can be found in table 3.

*Table 3: Overview of the constructs with mean, standard deviation and Cronbach's alpha*

<i>Construct</i>	<i>N-item</i>	<i>Mean</i>	<i>Standard deviation</i>	<i>Cronbach's Alpha</i>
Source credibility <sup>a)</sup>	5	4.37	0.85	0.82
Brand attitude <sup>a)</sup>	6	4.53	0.68	0.88
Purchase Intention <sup>a)</sup>	3	4.53	0.68	0,94
Overall interest in product type <sup>a)</sup>	6	4.08	1.15	0.91
Liking of the narration style <sup>a)</sup>	5	3.82	1.35	0.93
Message credibility <sup>a)</sup>	5	4.26	0.95	0.88
Social presence <sup>b)</sup>	12	2.82	0.73	0.91

*a) 7-point Likert scale (1=strongly agree / 7=strongly disagree)*

*b) bipolar scale using a 5 point scale*

## 4. Results

### 4.1 Manipulation check

The manipulations in this research were sponsorship disclosure (absence of, regular and “honest” sponsorship disclosure) and video type (pre-recorded video and live-streaming). Sponsorship disclosure was measured with two items and video type with one item as mentioned previously.

Table 2 shows the percentages of respondents correctly answering the manipulation check items. In general respondents had no trouble identifying the video type, although the live-streaming condition seemed harder to identify than the live-streaming condition. The reason for this might be that YouTube is more well known for its video sharing service than its live-streaming.

Respondents were sometimes unsure if they saw a sponsorship disclosure and opted to answer maybe. The question “ *Was it emphasised in the video that the girl would give her own honest opinion?*” attempted to identify whether respondents thought the girl stated that, even though she was sponsored, she would still give her honest opinion. However, many respondents answered yes on this question, even without the “honest” opinion disclosure being present in the video. This is likely because the girl is giving her opinion throughout the video, and respondents might have responded to that instead. Even though not all manipulation checks were ideal, it was decided to continue with this data set.

Table 2: Overview of the manipulation checks

<i>Pre-recorded video condition</i>	<i>N</i>	<i>% sponsorship disclosure</i>	
		<i>manipulation check correctly answered</i>	<i>% video type manipulation check correctly answered</i>
Absence of sponsorship disclosure	20	80% (90%) <sup>a)</sup>	90%
Regular sponsorship disclosure	22	55% (68%) <sup>a)</sup>	91%
"Honest" opinion sponsorship disclosure	19	63% (79%) <sup>a)</sup>	89%
<i>Live-streaming condition</i>			
Absence of sponsorship disclosure	24	58% (92%) <sup>a)</sup>	71%
Regular sponsorship disclosure	23	57% (87%) <sup>a)</sup>	78%
"Honest" opinion sponsorship disclosure	23	61% (83%) <sup>a)</sup>	74%

a) Percentages outside the brackets only include respondents who answered yes. Percentages between brackets include both yes and maybe answers on the question whether respondents remembered seeing a sponsorship disclosure.

#### 4.2 Interactions study

To get an overview of the finding of this study, a simple analysis was done (see table 3). Table 3 shows that the highest mean score for message credibility ( $M=4.51$ ) was obtained by the live-streaming condition combined with a regular sponsorship disclosure. The lowest score ( $M=4.09$ ) was obtained by the live-streaming condition with the absence of a sponsorship disclosure. For Brand attitude the highest score ( $M=4.66$ ) was measured for the pre-recorded video condition together with a regular sponsorship disclosure. The lowest score ( $M=4.39$ ) was measured for the pre-recorded video condition with no sponsorship disclosure. The highest score for purchase intention ( $M=3.64$ ) was measured for the condition pre-recorded video with a regular sponsorship disclosure. The lowest score ( $M=2.81$ ) was measured for live-streaming condition with no sponsorship disclosure. Finally, the highest score for message credibility ( $M=4.43$ ) was measured for the pre-recorded condition with a regular sponsorship disclosure, the lowest score ( $M=3.99$ ) was measured for the live-streaming condition with the absence of a sponsorship disclosure.

Table 3: Analysis main test

	<i>Pre-recorded video</i>			<i>Live-streaming</i>		
	<i>Mean</i>	<i>N</i>	<i>SD</i>	<i>Mean</i>	<i>N</i>	<i>SD</i>
<b><i>Absence of sponsorship disclosure</i></b>						
Source credibility <sup>a)</sup>	4.51	20	.70	4.09	24	1.10
Brand attitude <sup>a)</sup>	4.39	20	.66	4.56	24	.62
Purchase Intention <sup>a)</sup>	2.97	20	1.35	2.81	24	1.28
Message credibility <sup>a)</sup>	4.40	20	.92	3.99	24	1.15
<b><i>Regular sponsorship disclosure</i></b>						
Source credibility <sup>a)</sup>	4.47	22	.97	4.51	23	.65
Brand attitude <sup>a)</sup>	4.66	22	.69	4.44	26	.93
Purchase Intention <sup>a)</sup>	3.64	22	1.30	3.33	23	1.42
Message credibility <sup>a)</sup>	4.43	22	1.07	4.26	23	.68
<b><i>“Honest” opinion sponsorship disclosure</i></b>						
Source credibility <sup>a)</sup>	4.28	19	.96	4.40	23	.56
Brand attitude <sup>a)</sup>	4.58	19	.73	4.56	23	.42
Purchase Intention <sup>a)</sup>	3.49	19	1.13	2.96	23	1.31
Message credibility <sup>a)</sup>	4.15	19	1.16	4.32	23	.70

*a) 7-point Likert scale (1=strongly agree / 7=strongly disagree)*

#### 4.3 Analysis of variance

An analysis of variance was conducted, see table 4. The Wilks' Lambda shows that there is no main effect, since no values are smaller than 0.05 ( $P < .05$ ). The test of between subjects design, see table 5, shows no main effect nor interaction effects between the independent and dependent variables. Since no main effects were found, this study will not look further into these effects.



Table 4: Multivariate test

**Multivariate Tests**

<i>Wilks' Lambda</i>	<i>F-value</i>	<i>Sig.</i>	<i>df</i>
Sponsorship disclosure	.67	.72	8, 244
Video type	.64	.63	4, 122
Sponsorship disclosure*video type	.92	.28	4, 244

Table 5: Test of between subjects design effects

**Test of between subjects design effects**

	<i>F-value</i>	<i>Sig.</i>	<i>df</i>
<i>Sponsorship disclosure</i>			
Source credibility <sup>a)</sup>	.64	.53	2, 125
Brand attitude <sup>a)</sup>	.27	.80	2, 125
Purchase Intention <sup>a)</sup>	2.34	.10	2, 125
Message credibility <sup>a)</sup>	.39	.68	2, 125
<i>Video Type</i>			
Source credibility <sup>a)</sup>	.35	.55	1, 125
Brand attitude <sup>a)</sup>	.05	.83	1, 125
Purchase Intention <sup>a)</sup>	2.12	.15	1, 125
Message credibility <sup>a)</sup>	.78	.38	1, 125
<i>Sponsorship disclosure*Video Type</i>			
Source credibility <sup>a)</sup>	1.27	.28	2, 125
Brand attitude <sup>a)</sup>	.85	.43	2, 125
Purchase Intention <sup>a)</sup>	.22	.80	2, 125
Message credibility <sup>a)</sup>	1.01	.37	2, 125

*a) 7-point likert scale (1=strongly agree / 7=strongly disagree)*

#### 4.4 Vividness and social presence

To get an overview of the differences between social presence and vividness in video type and sponsorship disclosure an analysis was done (see table 6).

Table 6: Analysis, effect social presence and vividness on video type

	<i>Video type</i>	<i>Mean</i>	<i>N</i>	<i>Std. Error</i>
Social presence <sup>a)</sup>	Pre-recorded video	2.88	61	.78
	Live-streaming	2.79	70	.68
Vividness <sup>b)</sup>	Pre-recorded video	4.31	61	1.31
	Live-streaming	4.27	70	1.15

*a) 7-point Likert scale (1=strongly agree / 7=strongly disagree)*

To see whether live-streaming had a higher social presence and vividness than a pre-recorded video a second MANOVA was conducted (see table 7). The Wilks' Lambda shows no values smaller than 0.05 ( $P < .05$ ), meaning there is no main effect

The test of between subjects design effects, see table 8, shows that video type ( $F(2,124)=.75$ ,  $p=.47$ ) has no main effect on social presence ( $F(1,125)=.68$ ,  $p=.41$ ) or vividness ( $F(1,125)=.04$ ,  $p=.85$ ). Furthermore sponsorship disclosure ( $F(4,248)=.19$ ,  $p=.94$ ) does not show any main effect on social presence ( $F(2,125)=.18$ ,  $p=.84$ ) and vividness ( $F(2,125)=.06$ ,  $p=.94$ ) either.

Table 7: Analysis, effect social presence and vividness on video type and sponsorship disclosure

**Multivariate analysis**

<i>Wilks' Lambda</i>		<i>F-value</i>	<i>Sig.</i>	<i>df</i>
	Video type	.75	.47	2, 124
	Sponsorship disclosure	.19	.94	4, 248
	Video type*Sponsorship disclosure	.95	.14	4, 248

Table 8: Test of between subjects design effects social presence and vividness

**Test of between subjects design effects**

		<i>F-value</i>	<i>Sig.</i>	<i>df</i>
<i>Video type</i>				
	Social presence <sup>a)</sup>	.68	.41	1, 125
	vividness <sup>b)</sup>	.04	.85	1, 125
<i>Sponsorship disclosure</i>				
	Social presence <sup>a)</sup>	.18	.84	2, 125
	vividness <sup>b)</sup>	.06	.94	2, 125
<i>Video type*Sponsorship disclosure</i>				
	Social presence <sup>a)</sup>	2.11	.13	2, 125
	vividness <sup>b)</sup>	.01	.99	2, 125

*a) bipolar scale using a 5 point scale*

*b) 7-point Likert scale (1=strongly agree / 7=strongly disagree)*

#### 4.5 Mediator; Source credibility

To determine whether source credibility acted as a mediator in this study, PROCESS, a SPSS add-on feature, written by Andrew F. Hayes was used. This SPSS add-on analyses the data to find if a mediating effect is present, and if so, if this is significant. A mediator is significant when the following criteria is met: the relationship between independent and mediating variable is significant, the relationship between the mediating variable and dependent variable is significant, the relationship between the independent variable through the mediating variable to the dependent variable is both significant and stronger than the relationship between the independent and dependent variable if the mediating variable would not be present (Hayes, 2012).

Figure 5: PROCESS analysis for mediation of source credibility between sponsorship disclosure and brand attitude and purchase intention.

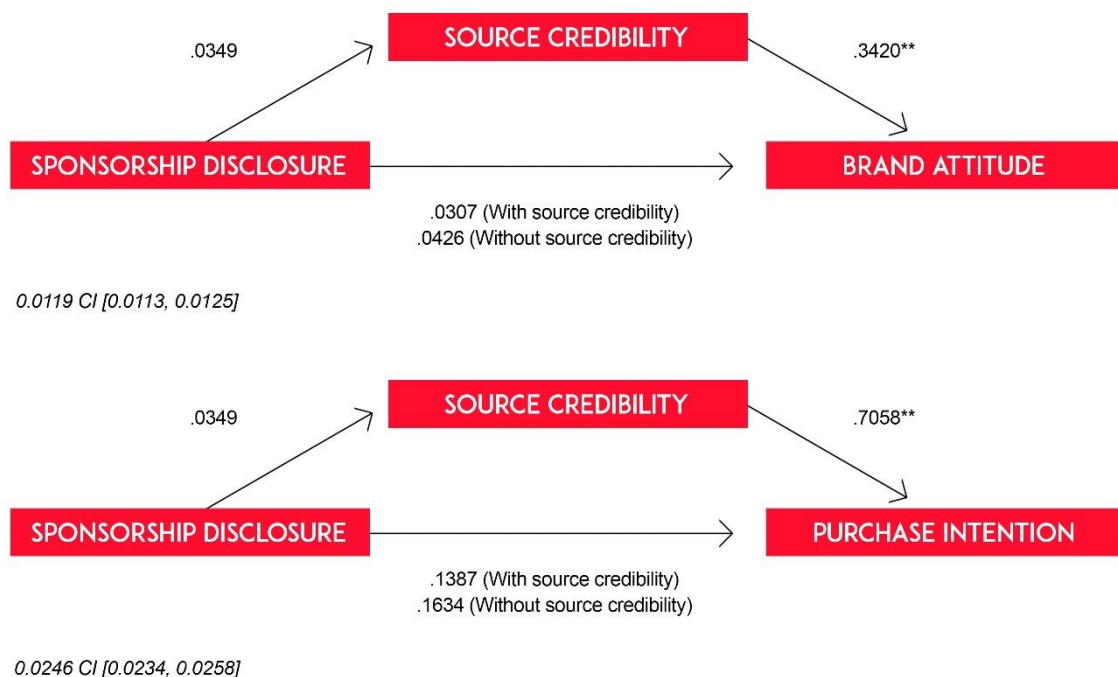


Figure 5 shows the results of the PROCESS analysis of sponsorship disclosure for both brand attitude and purchase intention. The effect of sponsorship disclosure on source credibility ( $F(1,129)=.15$ ,  $p=.70$ ,  $R^2=.00$ ,  $b=.03$ ,  $t(129)=.46$ ,  $p=.65$ ) is shown to be insignificant, since the criteria, the relationship between independent and mediating variable is significant, for mediation is not met. Therefore it can

be concluded that source credibility did not act as mediator between sponsorship disclosure and purchase intention.

Figure 6: PROCESS analysis for mediation of source credibility between video type and brand attitude and purchase intention.

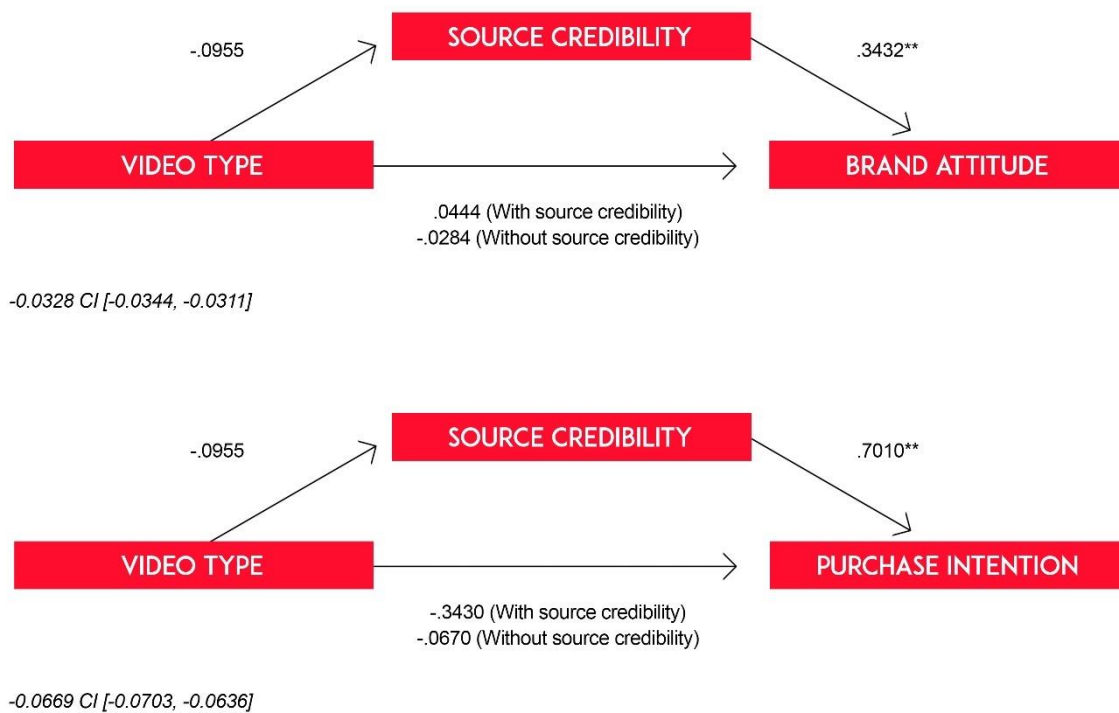


Figure 6 shows the results of the PROCESS analysis of video type for both brand attitude and purchase intention. The effect of video type on source credibility ( $F(1,129) = .41$ ,  $p = .52$ ,  $R^2 = .00$ ,  $b = -.10$ ,  $t(129) = -.64$ ,  $p = .52$ ) is insignificant, since the criteria of "the relationship between independent and mediating variable is significant" is not met, meaning no mediation was found. To conclude, source credibility did not act as mediator between video type and brand attitude and purchase intention.

#### 4.6 Brand memory

Of the 131 respondents 53.4% stated they remembered the brand featured in the video and 53.8% of them remembered the brand name correctly. Table 9 shows the percentages of respondents stating they remember the brand and if they remembered correctly or incorrectly for each sponsorship disclosure condition. Table 9 also shows the percentage for “no previous knowledge brand”.

*Table 9: Percentages brand memory*

<i>Construct</i>	<i>Claimed to</i>			
	<i>No previous knowledge brand</i>	<i>remember the brand</i>	<i>Remembered brand correctly</i>	<i>Remembered brand incorrectly</i>
Absence of sponsorship disclosure	86,4%	54.5%	50.0%	50.0%
Regular sponsorship disclosure	73,3%	40.0%	66.7%	33.3%
“Honest” opinion sponsorship disclosure	76,2%	66.7%	46.2%	53.8%

A logistic regression analysis with sponsorship disclosure as categorical predictor and brand familiarity as control variable was conducted (see table 10) to test the effect of sponsorship disclosure on brand memory. Orthogonal contrast was used to compare the effect of the absence of a sponsorship disclosure and a regular sponsorship disclosure, and the effect of a regular sponsorship disclosure and a “honest” sponsorship disclosure.

Recalling of the brand (-2LL=156.30, Nagelkerke  $R^2=.04$ ,  $X^2(8)=6.98$ ,  $p=.54$ ) did not increase or decrease with any of the sponsorship disclosure types. The test results indicate no significant difference between any of the sponsorship disclosure types.

*Table 10: Logistic regression analysis for sponsorship disclosure predicting brand memory, controlled for brand familiarity.*

<i>Variable</i>	<i>b</i>	<i>SE b</i>	<i>Odds Ratio</i>
Sponsorship disclosure			
Absent versus regular sponsorship disclosure	.07	.49	1.07
Regular versus “honest” opinion sponsorship disclosure	-.25	.47	.78
Brand familiarity	-.14	.18	.87
Liking of the narration style	.22	.15	1.25
Overall liking of the product category	.06	.18	1.06
Constant	.07	.83	1.07

## 4.7 Covariates

### 4.7.1 Correlation analysis

A correlation analysis was performed (see table 10) to see whether any of the covariates (liking of the narration style, overall interest in product category, brand familiarity and age) correlated with the dependent variables. Various correlations were found: between overall interest in product type and source credibility ( $r(131) = .238$ ,  $p=.006$ ), brand attitude ( $r(131)=.178$ ,  $p=.042$ ), purchase intention ( $r(131)=.525$ ,  $p=.000$ ) and message credibility ( $r(131)=.202$ ,  $p=.021$ ), between liking of the narration style and source credibility ( $r(131)=.553$ ,  $p=0.00$ ), brand attitude ( $r(131)=.371$ ,  $p=0.00$ ), purchase intention ( $r(131)=.636$ ,  $p=0.00$ ) and message credibility ( $r(131)=.495$ ,  $p=0.00$ ) and between brand familiarity and brand attitude ( $r(131)=.178$ ,  $p=.042$ ) and purchase intention ( $r(131)=.456$ ,  $p=0.00$ ). For the covariate age no significant correlations were found, therefore this study will not look further into age as covariant.



Table 10: Correlations overall interest in product type

Construct	I.O.T.N.S.	O.I.I.P.T.	B.F.	Age	S.C.	B.A.	P.I.	M.C.
Liking of the narration style <sup>a)</sup>	1							
Overall interest in product type <sup>a)</sup>	.307**	1						
Brand familiarity <sup>a)</sup>	.242**	.257**	1					
Age	-.032	-.091	.019	1				
Source credibility <sup>a)</sup>	.553**	.238**	.147	.068	1			
Brand attitude <sup>a)</sup>	.371**	.178*	.195*	-.056	.426**	1		
Purchase intention <sup>a)</sup>	.636**	.525**	.456**	-.058	.456**	.385**	1	
Message credibility <sup>a)</sup>	.495**	.202*	.076	.049	.813**	.492**	.446**	1

a) 7-point Likert scale (1=strongly agree / 7=strongly disagree)

\*Correlation is significant at the 0.01 level (2-tailed)

\*\* Correlation is significant at the 0.05 level (2-tailed)

#### 4.7.2 Multivariate analysis of covariance (MANCOVA)

Since various significant correlations were found, a multivariate analysis of covariance (MANCOVA) with liking of the narration style, overall interest in product type and brand familiarity was conducted (see appendix F). Significant effects of overall interest in the product type (Wilks' Lambda=.16,  $F(4,119)=5.67$ ,  $p=.00$ ), liking of the narration style (Wilks' Lambda=.57,  $F(4,119)=22.30$ ,  $p=.00$ ) and brand familiarity (Wilks' Lambda=.84,  $F(4,119)=5.69$ ,  $p=.00$ ) were found.

The test of between subjects design effects shows a few main effects of the covariates. Overall interest of the product type has a main effect on purchase intention ( $F(1, 122)=22.74$ ,  $p<0.05$ ). Liking of the narration has a few main effects, namely on: source credibility ( $F(1, 122)=43.24$ ,  $p<0.05$ ), brand attitude ( $F(1, 122)=13.89$ ,  $p<0.05$ ), purchase intention ( $F(1, 122)= 60.19$ ,  $p<0.05$ ) and message credibility ( $F(1, 122)=32.75$ ,  $p<0.05$ ). For brand familiarity a main effect was found on purchase intention ( $F(1, 122)=18.83$ ,  $P<0.05$ ).

After controlling for the effect of overall interest of the product type, liking of the narration style and brand familiarity as covariates, still no main effects were found for sponsorship disclosure or

video type. It is interesting to note however that the effect of video type on purchase intention approaches significance ( $F(1, 122)=3.85, P=.05$ ) with the controlling effect of the aforementioned covariates.

## 4.8 Hypotheses overview of accepted and rejected hypotheses

Table 12 gives an overview of both the rejected and accepted hypotheses of this study.

Table 12: Overview hypotheses

Hypotheses	Content	Result
H1	Source credibility will mediate the effects of the independent variables, sponsorship disclosure and video type on the dependent variables, brand attitude and purchase intention.	Rejected
H2a	The absence of a sponsorship disclosure as opposed to a regular sponsorship disclosure will lead to a more favourable brand attitude and source credibility, and in turn more favourable brand attitude and purchase intention.	Rejected
H2b	An “honest” opinion sponsorship disclosure as opposed to a regular sponsorship disclosure will lead to a more favourable brand attitude and source credibility, and in turn more favourable brand attitude and purchase intention.	Rejected
H2c	The absence of a sponsorship disclosure as opposed to an “honest” opinion disclosure will lead to a more favourable brand attitude and source credibility, and in turn more favourable brand attitude and purchase intention.	Rejected
H3a	The absence of a sponsorship disclosure as opposed to a regular sponsorship disclosure will lead to a less favourable brand memory.	Rejected
H3b	The absence of a sponsorship disclosure as opposed to an “honest” opinion disclosure will lead to a less favourable brand memory.	Rejected
H3c	An “honest” opinion sponsorship disclosure as opposed to a regular sponsorship disclosure will lead to a more favourable brand memory.	Rejected
H4	Live streaming as opposed to a pre-recorded video will have a higher a higher social presence and vividness.	Rejected
H5a	A live-stream as opposed to a pre-recorded video will have a more favourable source credibility, and in turn more favourable brand attitude and purchase intention.	Rejected
H5b	Sponsorship disclosures in a live streaming setting as opposed to a pre-recorded video setting will have a more favourable source credibility, and in turn more favourable brand attitude and purchase intention.	Rejected

## 5. Discussion

This research's main goal was to find whether sponsorship disclosure and video type influence source credibility, brand memory, brand attitude and purchase intention. This study found no main effects for sponsorship disclosure or video type, nor the interaction between the two. Main effects were however found for the covariates of this study, namely, overall liking of the product category, liking of the narration style and brand familiarity. The following paragraphs provide an overview of the limitations of the research, research findings, practical implications, and makes some suggestions for future research.

### 5.1 Discussion of the results

#### 5.1.1 *No main effects sponsorship disclosure*

This study did not find a main effect between sponsorship disclosure and the dependent variables. Expectations were that a regular sponsorship disclosure had a more negative effect on the dependent variables than the absence of a sponsorship disclosure and the "*honest*" opinion disclosure, however no significant differences among the dependent variables was found.

This study previously suggested an effect was expected since according to Friestad & Wright's (1994) Persuasion Knowledge Model people's attitudes change when they know a sponsorship is present. However, it is possible no effect was found because people are so used to seeing sponsored messages like this, they assume sponsorship in all conditions. This would also tie in with PKM, which states that people learn to recognize persuasion attempts. Many online celebrities nowadays even use messages such as #notsponsored or "*this video was not sponsored*" to make it clear to the audience that a video does not include a sponsorship.

Furthermore, previous mentioned research by Hwang & Jeong (2016), suggests that a "*honest*" opinion sponsorship disclosure leads to a more positive source credibility than when a regular sponsorship disclosure is made. However, this study did not find the same effect. The study by Hwang & Jeong (2016) focussed on blog posts, which might give an explanation as to why no effect was found in this study. To elaborate, blog posts and video are two different mediums that are

experienced differently. For example, when watching video content, a sponsorship disclosure might be more easily skipped over, than when reading a blog post. While a video just plays, with no further actions required by the watcher a blog post needs a reader to put effort in reading it. These statements are purely speculation, and more research on how different types of social media are experienced regarding source credibility is needed.

No effect on brand memory was found in relation to sponsorship disclosure. Boerman et al. (2012) found that sponsorship disclosure increased brand memory, since a disclosure puts more emphasis on the brand. However, the study of Boerman et al. (2012) used a television program and the sponsorship disclosure was done in a textual manner, displaying the disclosure in the upper right corner of the screen. It is possible that a verbal confirmation of a sponsorship disclosure has a different effect than a textual one. A textual disclosure might be more obtrusive as watcher's peripheral vision picks up on it. It is also possible that the verbal disclosure is more easily skipped over than a textual one, as the verbal disclosure is just part of the video, no further effort is needed from the watcher, while a textual disclosure needs more effort from the watcher as they need to read the disclosure. Further research could look at the effects of the presentation (such as textual or verbal) of different types of sponsorship disclosures.

If people do not get influenced by sponsorship disclosures, this could mean people do not take active notice of them. The reason endorsers have to state whether sponsored content is present is to ensure fair communication towards the consumers. This study however suggests this does not have its intended effect, as no main effect of sponsorship disclosure was found in this study.

#### *5.1.2 No main effects video type*

This study found there is no main effect for video type and the dependent variables. It was expected that live-streaming would have a more positive effect on the dependent variables, however this was not the case. Neither live-streaming nor pre-recorded video showed a significant effect.

It was hypothesised that live-streaming would have a more positive effect on the dependent variables than pre-recorded video because of its higher social presence and vividness. However, this study did not find that live-streaming had a higher social presence, nor higher vividness than pre-recorded video.

A big part of why live-streaming was expected to have a higher social presence was because of the interactivity a live-stream has, that is not present in a pre-recorded video. According to Tu (2002) interactivity is one of the components for a higher social presence. It could be that the interactivity part was not present enough in the stimulus materials provided in this study. To elaborate, participants were not able to participate and interact themselves with the live-stream, which would be possible were the live-stream actually live. This might have influenced participants conception of interactivity. Furthermore, while the live-streaming stimulus material had a live-chat window, the stimulus material only had one clear interactive cue between the watcher and the endorser (a pop-up window with a question, which in turn was answered by the endorser), which might not have been enough. Future research should consider the interactivity part of live-streaming, and how to best simulate the feeling of interactivity.

Vividness did not increase when watching a live-stream compared to a pre-recorded video. While Coyle and Thorsen (2001) stated that video would have a higher vividness than text or still images. It was hypothesised that live-streaming would have a higher vividness, as it could be considered livelier since it includes a live conversation and a possibility to interact. While the somewhat lacking interactive part could play a part in the explanation for not finding a difference in vividness, it could be that pre-recorded video and live-streaming are too similar in vividness to elicit a difference. Both use video, which is generally considered lively and animated, two of the key components of vividness.

Apart from the fact that no effect of social presence or vividness was found, participants also had more trouble identifying the live-streaming condition than the pre-recorded condition (see table

2). This could be partly influenced by the use of YouTube as the platform, as this platform is mainly known for its video sharing services and not its live-streaming.

Furthermore, it was speculated that live-streaming would increase trustworthiness, as a live-stream allows the audience to discuss things in real time and does not allow for editing of the footage. Since trustworthiness is one of the components for source credibility it was expected that source credibility would be higher for live-streaming (Ohanian, 1991). However, this was not the case, reasoning for this could be the previous mentioned lack of interactivity since this was supposed to make the endorser more trustworthy. In addition, it is also possible that even though the introductory text to the video states “*no important parts a left out*”, participants still watched a pre-recorded video of a live-stream, and not a live-stream itself. This could mean that people did not experience the live-stream as unedited, which was also speculated to increase the trustworthiness.

As for the interaction between video type and sponsorship disclosure, no interaction effects were found. The way participants judged different sponsorship disclosures did not change with the video type. It was previously established that the difference between the two video types, pre-recorded video and live-streaming was not as prominent as expected. It was found both video types did not differ in social presence or vividness as previously speculated. Nor did the condition video type have a main effect on any of the dependent variables. It is likely no interaction effect was found because participants seem to have judged both video types rather similarly.

### 5.1.3 Covariates

While this study did not find any main effects on the independent variables, it did find main effects of covariance. When conducting a MANCOVA, with overall interest in the product type, liking of the narration style and brand familiarity as covariates different main effects of covariance were found.

#### Overall interest in the product type

It was found that that overall interest in the product type had a main effect on purchase intention.

Research by Petty et al. (1983) suggested consumers with a higher interest would be more sceptical

towards the product, which could in turn affect the way consumers evaluate the source. This study however did not find a main effect for overall interest in the product type on source credibility. It could be the case that this scepticism was not used to judge the source or even the message, as no effect on message credibility was found either, but to judge the product and if it is worth purchasing. This could explain why a main effect for purchase intention was found. Furthermore, it is quite likely that people who have a higher interest in a certain product type simply have more intention to buy that product type, since they are already interested in it.

For brand memory no main effect was found. It was expected that overall interest in product type would increase brand memory, however this notion was not supported. Research by Petty et al. (1983) suggested that brand recall would increase with the overall interest in the product type. However, the way Petty et al. tested for brand recall was different from this study. While their study provided a list with 12 brand names to choose from, this study did not. Participants relayed entirely on their memory to recall the brand and were giving an open question to enter the brand name. This would have made it harder for the participants, since they could not rely on recognition to choose the right brand name. The difference in testing for this might explain the difference in findings. However, it is also possible that the difference in medium (standard advertisement versus a video) could have played a role. More testing is however needed to make any final conclusions.

#### Liking of the narration style

For the covariant liking of the narration style main effects of covariance were found on all dependent variables: source credibility, brand attitude, purchase intention and message credibility. These findings are in line with findings by Gelinas-chebat et al. (1996), which found that voice characteristics and speaking styles influence source credibility and purchase intention. This finding suggests that the way a video is narrated is very important in how a consumer evaluates a brand and whether it is worth buying. To determine however what parts of the narration have the most influence,



what type of narrations are preferred and what source characteristics play the most important role, further research is necessary.

It seems the liking of the narration style did not influence brand memory as no main effect was found. It was argued that people who like the narration style tend to pay more attention to what is said than people who do not. However, since this was an experiment, people were supposed to watch and pay attention to the whole video, whether they liked it or not. In a real live setting, it might be the case that people who do not like the narration style click away to find something they like better.

#### Brand familiarity

This study found no main effect of brand familiarity on source credibility, brand attitude or message credibility, however a main effect of brand familiarity on purchase intention was found. Research by Bettman & Sujan (1987) suggested that familiarity could influence consumers attitude and decision making. While the focus of their research was product familiarity and product category familiarity, it was hypothesized that a similar effect would be found for brand familiarity. This was however not the case. Research by Bettman & Sujan (1987) stated that a person with a certain product knowledge or familiarity could be perceived as an expert on a product or product category. It was hypothesized that brand familiarity would see a similar effect, as a person could be perceived as an expert on a brand. However, results in this study suggest product familiarity and brand familiarity do not affect source credibility the same way. Product familiarity and product familiarity differ in a few different areas, probably most profound is that product familiarity could be based on specifics, such as knowing the specs of a computer, or the colour of a clothing item, while brand familiarity relates more to a feeling, such as the feeling a brand produces good quality products or that a person would obtain a certain status by purchasing a certain brand.

This study did find that brand familiarity influenced purchase intention. It seems that the more familiar a person is with the brand, the higher the purchase intention. In this study a very specific

product and brand was used, so it is likely only people with a previous interest in the product or brand knew the brand. Therefore, further research would be needed to confirm if this finding is relevant to a broader range of brands.

## 5.2 Limitations

This study had several limitations that will be discussed here. Firstly, the unusable responses (From  $n=209$  to  $n=131$ ) were rather high, leaving the study with a relatively small sample size, which might have influenced the overall validity of this research. The total sample size of  $n=131$ , left each condition with 19 to 24 (see table 1) respondents. The distribution of male ( $\text{Gender}_{\text{male}}=24,4\%$ ) and female ( $\text{Gender}_{\text{female}}=73,3\%$ ) was rather uneven, with females overrepresented in this study. Because of this difference, no generalizations for gender could be made.

Furthermore, this study included respondents from a variety of nationalities. This could be a possible threat to external validity, as culturally differences can affect people's way of thinking (Hofstede, 1983; Weinschenk, 2011). The big variation of nationalities, together with gender, indicate that the study was relatively heterogenous which indicates a possible threat to external validity.

The collecting of respondents was done through convenience sampling, which is prone to sampling bias (Bornstein, 2013). A random sampling technique could reduce sampling bias, and create a higher validity, as a simple random sampling would make it possible for everyone in a sample to be equally likely to be chosen.

In addition, some limitations in the stimulus materials were found as well. While the live-streaming materials had several cues to indicate it being a live-stream, the fact remained that the video was in fact not "live". This meant that people could not interact with the stream itself, which would have been a possibility if the stream were live. This could have influenced people live-streaming experience, as this interactivity is an important characteristic of live-streaming. Furthermore, the videos were presented to the participants on YouTube as a pre-recorded video, which could have made

it harder for people to identify a live-stream. These two factors probably played a role in the manipulation check for video type, which was not ideal.

Further limitations could be the identification of the “honest” opinion in the “honest” opinion sponsorship disclosure construct. The manipulation check for this sponsorship disclosure was rather weak. The question for this manipulation check, *“Was it emphasised in the video that the girl would give her own honest opinion?”*, was not as clear as previously thought, as the girl in the video gives her opinion throughout the video in every sponsorship disclosure condition, even stating: *“I mean I am going to be honest, I do not like the colour combination I got.”*. Respondents could have confused this with the intended “honest” opinion disclosure. However, in the pre-test no problems were found when identifying the “honest” opinion disclosure.

### 5.3 Theoretical implications and future research

This study looked at the effects of sponsorship disclosure and video type. Research within the domain of social media platforms focused on video in relation to the effects of sponsorship disclosure seemed scarce. This study contributes to fill in that gap and makes some suggestions for further research.

While research on sponsorship disclosure generally suggests an effect on source credibility, brand memory, brand attitude and purchase intention, this study did not find any. This could suggest that sponsorship disclosure does not affect consumers as much in a video type setting, as opposed to previously researched settings such as blogposts. However, another explanation could be that consumers over the years have started to judge sponsorship disclosures differently as they are so used to hearing and seeing them. These implications are still speculative and need further research.

Furthermore, while video type did not find any main effects in this study, further research might be needed. This study had a few issues with the stimulus materials for live-streaming, where the live-streaming materials might have lacked in interaction. With both pre-recorded video and especially live-streaming still growing, this is an interesting field to explore.

Additionally, this study found main effects of the covariates overall interest in the product type, liking of the narration style and brand familiarity. Overall interest in the product type and brand

familiarity showed an effect on purchase intention, which should be taken into account in future studies researching effects on purchase intention in similar settings. Moreover, liking of the narration style was found to influence source credibility, message credibility, brand attitude and message credibility. This significant finding could be an interesting starting point for future research, as much is still unknown about the workings of this construct. Future research could look at the different types of narration and their effect, what types of narration are preferred in different situations and what kind of characteristics related to narration are most influential in a social media setting.

#### 5.4 Practical implications and future research

Many of the formulated hypotheses in this study were rejected and more research will be necessary to make final conclusions. However, some things could still be said about sponsorship disclosures and even video type. It seems that whether youtubers and streamers decide to not-disclose, use a regular disclosure or a “honest” opinion disclosure does not greatly impact the source credibility, message credibility, brand attitude or purchase intention. Therefore, it seems that brands that are looking for collaboration with these endorses do not have to be strict on how that endorses should disclose the sponsorship. So far it does not seem that live-streaming or pre-recorded video have a significant effect on the dependent variables, which makes it easier for brands to pick the video type that fits the brand or their audience best.

This study suggests that liking of the narration style influences source credibility and the other dependent variables. It is therefore important brands look at what type of narration works best for them. Further research in this domain is suggested.

## 6. Conclusion

Social media platforms keep growing and evolving, and so do the marketing methods on these platforms. To ensure fair communication towards consumers, new regulations are enforced, stating social media endorses have to clearly state when sponsored content is present. Within the landscape of social media different types of platforms use different mediums. There are text-based platforms, such as blogging websites, image-based platforms, such as Instagram and video-based platforms, such as YouTube. Video-based platforms such as YouTube have seen a big growth in viewership and ad viewing. But more noticeably, live-streaming has seen a big increase in popularity. This study intended to find out if and how sponsorship disclosures influence consumers, and what role different video types play a part in that.

This study did not find any main effects for sponsorship disclosure or video type on source credibility, brand memory, brand attitude, purchase intention or message credibility, nor a main effect for the interaction between the two. However, main effects were found for the covariates. This study suggests that overall interest of the product type, liking of the narration style and brand familiarity influence purchase intention. Additionally, it was found that liking of the narration style influences source credibility, message credibility and brand attitude. This study found some limitations, which is why future research in sponsorship disclosure and video type is needed. The covariates in this study were found to have main effects, which could be an interesting starting point for future research.

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## 8. Appendix

### Appendix A (Script)

*"Hello everyone and welcome to whatever this is.*

*Today we are going to look at scrawlrbbox*

*And thank you so much to scrawlrbbox for sponsoring me*

*Of course, I will be giving you my honest opinions here, so lets get into it!*

*\*box won't open\* augh, god*

*Tu tu tu tuu (Link opening chest in Zelda)*

*I guess it fell out of there, \*sees candy\* ooooooooh*

*I see we got a full sketch book this time!*

*So, lets take this out of the way boop boop*

*Oké, lets open this up, I see we have the scrawlrbbox sticker*

*I can see some pens, ooo markers*

*I mean, I guess I like the pencil, its just a little hard to erase*

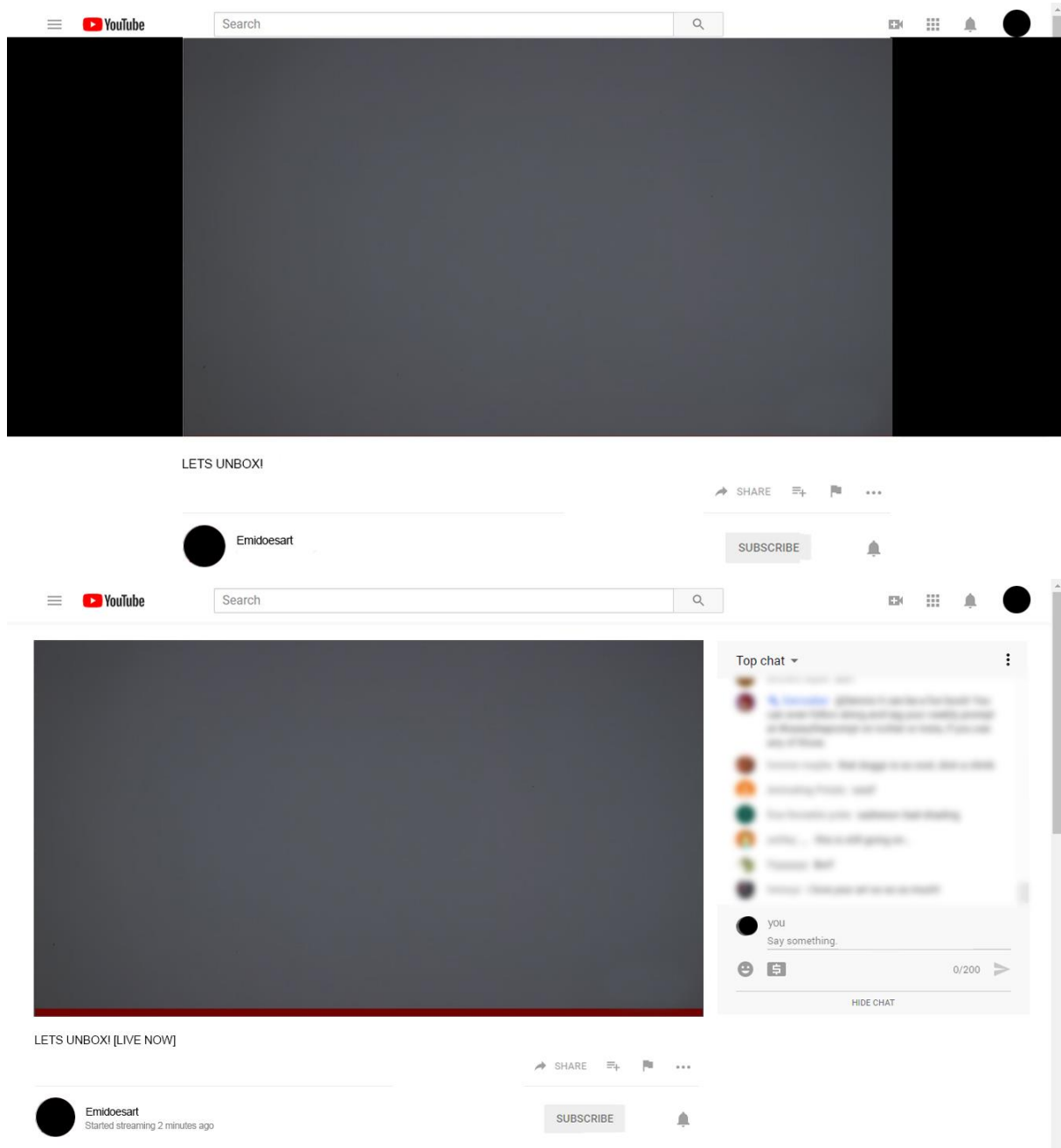
*Yes, it is a 0.5 thickness I guess, which is a lot smaller than I'm used to, but that is fun for a change*

*I mean I am going to be honest, I do not like the colour combination I got. But I guess I like the markers, they go on very smooth.*

*I'm putting down some finishing touches. Overall, I think I really like this box*

*I'm just going to leave it at that, thanks for checking in, see you guys later!"*

## Appendix B (Materials)



- i. Video: live-streaming, "honest" opinion sponsorship disclosure:  
<https://www.youtube.com/watch?v=6AnDPMagbfM>
- ii. Video: live-streaming, regular sponsorship disclosure:  
<https://www.youtube.com/watch?v=g1QqJtLCjuM>
- iii. Video: live-streaming, no sponsorship disclosure:  
<https://www.youtube.com/watch?v=y4ZCRruliTU>
- iv. Video: Pre-recorded, "honest" opinion sponsorship disclosure:  
<https://www.youtube.com/watch?v=gR9hXZP5hNo>

- v. Video: pre-recorded, regular sponsorship disclosure:  
<https://www.youtube.com/watch?v=WO8O6o-4C5g>
- vi. Video: pre-recorded, no sponsorship disclosure:  
[https://www.youtube.com/watch?time\\_continue=7&v=f\\_S8abEzVww](https://www.youtube.com/watch?time_continue=7&v=f_S8abEzVww)



## Appendix C (Pre-test)

### The test itself:

First the live streaming video with all sponsorship disclosures was shown, then the process was repeated with a pre-recorded video with no sponsorship disclosures:

### Open questions:

What did you just watch? (Looking for live-stream/pre-recorded video, and sponsorship)

Did you understand what you just watched?

Was it clear what it was about?

Is it believable/realistic?

Did they notice the sponsorship disclosure? What did they think of it? Was it honest?

### Scales:

Let participant fill in the scale to test vividness and social presence. Participants answers were discussed afterwards.

	Very strongly disagree	Strongly disagree	disagree	Neither agree or disagree	agree	Strongly agree	Very strongly agree
The video I just watched is very vivid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Stimulating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Dull
Personal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	impersonal
sociable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	unsociable
sensitive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	insensitive
warm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	cold
colourful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	colourless
interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	boring
appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not appealing
interactive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Non-interactive
active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	passive
reliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	unreliable
humanizing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	dehumanizing
immediate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Non-immediate
easy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	difficult
efficient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	inefficient
unthreatening	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	threatening
helpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	hindering

## 1. The results:

### 1.1 Sponsorship disclosure:

When asked to recall the beginning of the video, most participants could recall the sponsorship disclosure and some also recalled the “honest” opinion disclosure. When only recalling the sponsorship disclosure, almost all participant remembered the “honest” opinion after asking: “What did she say about the sponsorship disclosure?”.

Some participants stated that the girl was send the box by a company to review it. While this is not stated in the video. Probably because this is how they think a sponsorship works.

Only one participant did not recall the sponsorship message. But this might have to do with the fact the sound was not loud enough when the video started playing.

The pre-test did suggest that trustworthiness is reduced when a sponsorship disclosure is present. However, one participant suggested she did not really trust the video not to be sponsored, when no sponsorship was present.

### 1.2 Pre-recorded video:

All participants identified the video as a pre-recorded video and found the video to be realistic.

### 1.3 Live-streaming:

The video used to simulate live-streaming was not as strong as the pre-recorded video. Some participants recognized the live-streaming by the text, 2 participants noticed the live icon and 1 participant explained the chat function helped identifying the life-stream. However, most participants missed both ques. One participant even suggested using a chat window next to the live-stream to make it feel more like a life-stream, while this was already present.

Participants who stated they did not feel like they were watching a life stream were asked to explain why they felt this way, and what was missing in their opinion. Most participant missed the interaction with the audience in the live-stream, *“it was like she ignored the audience”*. 2 Participants also suggested live-streams are known for their “down-time”. They suggested live-streams are usually very long, and sometimes not much is happening.

Participants did agree that these kinds of live-streams are realistic to find online.

It is interesting to note that participants that occasionally watch live-streams found the live-streaming more unbelievable than participant that did not have much experience with live-streams.

### 1.4 Vividness and social presence:

The pre-test did not find a difference in vividness between pre-recorded video and live-streaming. Participants felt like the watched the exact video twice.

Some participants suggested they would rank social presence lower as they only saw hands and no face.

### 1.5 Other:

Two participants suggested that the second video they saw, the girl was more positive than she was in the first one. While both videos are identical, except for the sponsorship disclosure. Whether the sponsorship disclosure caused this effect, or seeing the video twice is unclear.

Found problems and suggested solutions:

## **2.1 Missing chat and live icon que**

### **2.1.1 Chat**

To increase visibility of the chat window, the blurriness is reduced, and the icons will no longer be blurred. Before the whole chat block was blurred, which drew attention away from it, now the chat window has some parts shown (no text, as this might influence the watcher). This will make the chat window more visible.

### **2.1.2 Live icon**

The live icon is moved to the right under corner, as this is the place where the platform YouTube places the icon.

### **2.1.3 Extra cue: Red beam**

An extra cue is added. A red beam is added to the video, which is also in line with how the livestream looks on Youtube. This beam suggests that the video does not have a set starting or ending point.

## **2.2 Live-stream did not feel as a live-stream:**

### **2.2.1 Interaction**

Participants missed the interaction in the live-streaming video. Earlier research shows that this interaction is a key characteristic in live-streaming.

To add more interaction to the video, a pop-up with a question is shown. These kinds of pop-ups are often used in streaming services such as Youtube and Twitch. A user can send in a question or comment (usually by donating to the streamer) to the streamer, and that will pop-up during the stream. The streamer can then react to it.

### **2.2.2 Down-time and lengthiness**

To suggest that the stream includes down-time and that the video is in fact cut from a long live-stream, an extra bit of text will be added to the description. This text will state that the original video was very long and that any down-time was cut out.

## Appendix D (Main test)

### SECTION 1

Before we start, I would like to thank you for participating in this questionnaire. This questionnaire will be used for my master thesis that I am currently working on at the University of Twente.

The questionnaire will take between 10 to 20 minutes, depending on reading speed. This questionnaire is completely anonymous, and you will only be able to participate once.

Do you wish to continue?

- ☐ Yes
- ☐ No

### SECTION 2

Measuring: Demographics

What is your age?

- ☐ Open question

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other

What is the highest degree or level of school you have completed? *If currently enrolled, pick current education, If this is the highest degree.*

- ☐ No schooling
- ☐ High school
- ☐ Trade/technical/vocational training (MBO)
- ☐ College (HBO)
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ Doctorate degree

What is your country of citizenship / nationality?  
[Option for all countries]

How often do you ...

	Never	Sometimes	Regularly	Often	Always
<b>watch online video content? (Pre-recorded videos, such as videos on YouTube and Vimeo)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Watch live-streaming content?</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If participants are outside the age group, they will be redirected to the end of the questionnaire.

### SECTION 3

Measuring: Overall interest in product type

Please give your interest in the following items:

I have a general interest in...

	Very strongly disagree	Strongly disagree	disagree	Neither agree nor disagree	agree	Strongly agree	Very strongly agree
<b>Creative supplies</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Art supplies</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Art</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Please indicate your interest in the following type of product:*

A subscription box service providing creatives with a mystery box of premium art supplies every month. Inspiring artists of all levels and abilities, with a monthly selection of creative tools and inspiration.

This month's box has an assortment themed around pens, markers and paper.

Please give your opinion by answering the following questions:

This type of product ...

	Very strongly disagree	Strongly disagree	disagree	Neither agree nor disagree	agree	Strongly agree	Very strongly agree
Is part of my self-image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is boring to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portrays an image of me to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is fun to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is fascinating to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is exciting to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tells others about me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tells me about other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### SECTION 4

Manipulation checks: video type, sponsorship disclosure

Participants are shown one of the following constructs with the corresponding video.

Live-streaming with the absence of a sponsorship disclosure	Pre-recorded video with the absence of a sponsorship disclosure
Live-streaming with a regular sponsorship disclosure	Pre-recorded video with a regular sponsorship disclosure
Live-streaming with a "honest" opinion sponsorship disclosure	Pre-recorded video with a "honest" opinion sponsorship disclosure

Together with the video for the manipulation live-streaming, the following text will be shown:

**Introduction text pre-recorded video:** Below you will find a video made by emidoesart, in which she unboxes a scrawlrbbox. The original video was longer in length, which is why the video you are about to watch only contains clips of the video. Please note that the clips give an impression of the video, no important parts are taken out.

**Introduction live streaming:** Below you will find a video with clips taken from a live stream by emidoesart, in which she unboxes a scrawlrbbox. The original live-stream is long in length, which is why the video you are about to watch only contains clips of the live-stream. Please note that the clips give an impression of the live-stream, no important parts are taken out.

After watching the video, the following questions will be asked:

What type of video did you just watch?

<input type="radio"/> Parts of a Youtube live-stream	<input type="radio"/> Parts of a Youtube video
--	--

How would you rate this video in amount of vividness (full of life; lively; animated)

	Very strongly disagree	Strongly disagree	disagree	Neither agree nor disagree	agree	Strongly agree	Very strongly agree
The video I just watched is very vivid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Does the girl in the video mention being sponsored?

- ☐ Yes
- ☐ Maybe
- ☐ No

Was it emphasised in the video that the girl would give her own honest opinion?

- ☐ Yes
- ☐ Maybe
- ☐ No

## SECTION 5

Measuring: Brand attitude, Purchase intention, source credibility, message credibility

Give your opinion below:

	Very strongly disagree	Strongly disagree	disagree	Neither agree nor disagree	agree	Strongly agree	Very strongly agree
I enjoy watching videos similar to this one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy the way this video was narrated.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy the storytelling in the video.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The narration of the video is pleasing to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy listening to the narrator of the video.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Give your opinion about the brand by answering the following statements:

	Very strongly disagree	Strongly disagree	disagree	Neither agree nor disagree	agree	Strongly agree	Very strongly agree
This brand delivers what it promises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand's product claims are believable/credible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand has a name you can trust.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand does not pretend to be something that it isn't	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand is committed to delivering on its claims, no more and no less.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand has the ability to deliver what it promises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Give your opinion below

	Very strongly disagree	Strongly disagree	disagree	Neither agree nor disagree	agree	Strongly agree	Very strongly agree
I would buy this product after seeing this video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would consider purchasing the product after seeing the video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would definitely consider buying this product after seeing this video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please answer the following statements

The person providing information in this video is...

	Very strongly disagree	Strongly disagree	disagree	Neither agree nor disagree	agree	Strongly agree	Very strongly agree
Trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accurate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unbiased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experienced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The information provided in this video is ...

	Very strongly disagree	Strongly disagree	disagree	Neither agree nor disagree	agree	Strongly agree	Very strongly agree
Trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accurate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unbiased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experienced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please pick what fits the video you just watched best:

Stimulating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Dull
Personal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	impersonal
sociable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	unsociable
sensitive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	insensitive
warm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	cold
colourful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	colourless
interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	boring
appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not appealing
interactive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Non-interactive
active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	passive
reliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	unreliable
immediate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Non-immediate
easy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	difficult
efficient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	inefficient

## SECTION 6

Measuring: Brand memory

	Not at all	To a small extent	To some extent	To a moderate extent	To a great extent	To a very great extent
To what extent Were you familiar with the brand featured in this video?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you recall what brand was featured in the video?

- ☐ Yes
- ☐ No

If yes

What was the name of the brand in the video?

Open answer

## SECTION 7

This is the end of the questionnaire. Thank you for participating!

If you want to keep up-to-date with this research, feel free to e-mail: [suus\\_de\\_bruin@hotmail.com](mailto:suus_de_bruin@hotmail.com)

Thank you for participating!

## Appendix E (Factor analysis)

Rotated Component Matrix <sup>a</sup>										
	Component									
	1	2	3	4	5	6	7	8	9	10
Liking of the narration style 2	.878									
Liking of the narration style 5	.839									
Liking of the narration style 2	.834									
Liking of the narration style 3	.829									
Social presence 8	-.577		.531							
Social presence 1	-.519		.489					.445		
Liking of the narration style 1	.474									
Social presence 11		-.774								
Message credibility 2		.758								
Message credibility 3		.740								
Message credibility 1		.738								
Source credibility 1		.700								
Source credibility 2		.689								
Source credibility 3		.668								
Source credibility 4		.585								.439
Message credibility 4		.563								
Social presence 10			.761							
Social presence 9			.696							
Social presence 12			.685							
Social presence 3			.673							
Social presence 5			.656							
Social presence 2			.622							
Social presence 6			.575							
Social presence 7	-.516		.555							
Social presence 4										
Overall liking of the product type 4				.890						
Overall liking of the product type 2				.871						
Overall liking of the product type 7				.857						
Overall liking of the product type 5				.771						
Overall liking of the product type 6				.766						
Overall liking of the product type 1				.636					.479	
Brand attitude 5					.804					
Brand attitude 4					.794					
Brand attitude 6					.786					
Brand attitude 2					.751					
Brand attitude 1					.682					
Brand attitude 3					.658					
Purchase intention 3						.739				
Brand familiarity						.709				
Purchase intention 2	.456					.693				
Purchase intention 1						.665				
Source credibility 5							.803			
Message credibility 5							.578			

Social presence 13		.591
Social presence 14	.448	.526
Overall liking of the product type 8	.532	.669
Overall liking of the product type 3	.470	.641
Overall liking of the product type 9		.746

---

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.  
a. Rotation converged in 11 iterations.

## Appendix F (Multivariate analysis of covariance)

### Multivariate analysis of covariance (MANCOVA)

<i>Wilks' Lambda</i>		<i>F-value</i>	<i>Sig.</i>	<i>df</i>
	Overall interest in product category	5.67	.00	4, 119
	Liking of the narration style	22.30	.00	4, 119
	Brand familiarity	5.69	.00	4, 119
	Sponsorship disclosure	.337	.95	4, 238
	Video type	.98	.42	4, 119
	Sponsorship disclosure*video type	1.09	.37	8, 238

### Test of between subjects design effects

	<i>F-value</i>	<i>Sig.</i>	<i>df</i>
<i>Overall interest in product category</i>			
Source credibility <sup>a)</sup>	.82	.37	1, 122
Brand attitude <sup>a)</sup>	.33	.57	1, 122
Purchase intention <sup>a)</sup>	22.74	.00	1, 122
Message credibility <sup>a)</sup>	.66	.42	1, 122
<i>Liking of the narration style</i>			
Source credibility <sup>a)</sup>	43.24	.00	1, 122
Brand attitude <sup>a)</sup>	13.89	.00	1, 122
Purchase intention <sup>a)</sup>	60.19	.00	1, 122
Message credibility <sup>a)</sup>	32.75	.00	1, 122
<i>Brand familiarity</i>			
Source credibility <sup>a)</sup>	.03	.87	1, 122
Brand attitude <sup>a)</sup>	1.09	.30	1, 122
Purchase intention <sup>a)</sup>	18.83	.00	1, 122
Message credibility <sup>a)</sup>	.33	.57	1, 122
<i>Sponsorship disclosure</i>			
Source credibility <sup>a)</sup>	.27	.76	2, 122
Brand attitude <sup>a)</sup>	.11	.90	2, 122
Purchase intention <sup>a)</sup>	.97	.38	2, 122

	Message credibility <sup>a)</sup>	.16	.85	2, 122
<i>Video Type</i>				
	Source credibility <sup>a)</sup>	.11	.74	1, 122
	Brand attitude <sup>a)</sup>	.01	.92	1, 122
	Purchase intention <sup>a)</sup>	3.85	.05	1, 122
	Message credibility <sup>a)</sup>	.37	.54	1, 122
<i>Sponsorship disclosure*Video Type</i>				
	Source credibility <sup>a)</sup>	1.75	.18	2, 122
	Brand attitude <sup>a)</sup>	.76	.47	2, 122
	Purchase intention <sup>a)</sup>	.18	.84	2, 122
	Message credibility <sup>a)</sup>	1.00	.37	2, 122

*a) 7-point Likert scale (1=strongly agree / 7=strongly disagree)*