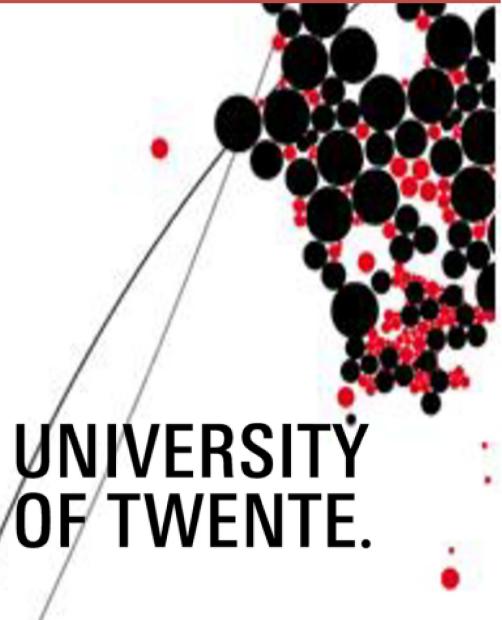




Research on the effects of sponsorship disclosure on Instagram



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#advertisement

The effects of sponsorship disclosure type and sponsorship disclosure position, mediated by advertisement recognition, on consumers' attitude, behaviour and persuasion knowledge in the context of Instagram postings

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Abstract

Social media platforms, like Instagram, become increasingly interesting for marketers to promote their brands and reach their target group in a less obtrusive way. Compared to traditional media sponsored posts are embedded in an entertaining environment. Simultaneous rising numbers of sponsorship disclosure regulations require marketers to explicitly inform consumers about the commercial nature of the promoting postings. The present research is one of the so far very few studies concentrating on the effects of sponsorship disclosure on consumers' responses for sponsored content on Instagram. Hereby the research addresses the effects of type (simple vs "honest opinion") and position (above vs below) of sponsorship disclosures in a quantitative 2x2 factorial experiment (N = 255), extended by a priorly conducted qualitative eye-tracking study.

Findings underline the importance of position of sponsorship disclosure on viewers' intention to participate in electronic Word-of-Mouth. Additionally, this study found a considerable interaction of type and position of sponsorship disclosure on consumers' attitude: A lower attitude towards the influencer is recorded for the simple sponsorship disclosure above the picture, compared to the disclosure below the picture. Furthermore, the present study emphasizes that advertisement recognition due to sponsorship disclosure leads to increased conceptual persuasion knowledge among consumers'. Besides the rejected moderating role of the evaluative persuasion knowledge, a direct significant relation towards the attitudes was shown.

Yet the results contribute to literature and give reason to further investigate the role of actual persuasion knowledge and the recent developments of consumers' perception of sponsored content. This research is necessary to contribute to the design of sponsorship disclosures, both beneficial for businesses and influencers, but also transparent and fair to consumers.

Keywords: Instagram, sponsored posts, sponsorship disclosure, advertisement recognition, persuasion knowledge, PKS-SC

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1. Introduction

In 2018 the number of Internet users reached a peak of over four billion people, resulting in the fact that well over half of the world's population is online now. At the same time, the usage of Social Media grew by 13 % to a total of over three billion users. This means, referring to the Global digital report of 2018, a total of 42 % of the total population is active on Social Media platforms (Kemp, 2018). This emergence of Social Media brings along massive effects on consumers: the boundaries between information, commercial and entertainment content become more and more blurry (Minton, Lee, Orth, Kim, & Kahle, 2012). Hereto especially sponsored posts contribute. Sponsored posts are defined as paid consumer generated posts, which contain brand messages (Hwang & Joeng, 2016). These posts are said to persuade potential consumers by increasing their intention to like and/or buy the promoted product or brand (Sammis et al., 2016). Over two million companies increasingly work with sponsored posts to transfer their messages to the target audience. Platforms like Instagram reach worldwide over 800 million users with such paid content (Roth, 2017). Nonetheless, the growing importance of sponsored posts has brought accompanied concerns to the forefront. It is criticized how much their effectiveness relies on the consumers' inability to recognize the content as a persuasive advertisement (Wojdynski & Evans, 2016).

Prior research of Friestad and Wright (1994) investigated consumers' abilities to cope with advertising messages and resulted in the persuasion knowledge model (PKM). The model proposes that consumers' understanding of advertising messages relies on the recognition of the persuasive nature of the messages (Boerman, van Reijmersdal, & Neijens, 2012; Campbell, Mohr, & Verlegh, 2013). Nowadays, this model is still of enormous importance. Recent research revived the model and transferred into the actual context of sponsored content. Here for the researcher newly developed the scale of persuasion knowledge (PKS-SC) by Boerman et al. (2018).

Prior research suggests that the activation of consumers' persuasion knowledge impacts consumers' responses such as attitudinal or behavioural changes (Campbell & Kirmani, 2000; Hibbert, Smith, Davies, & Ireland, 2007). In order to hide the commercial intent and prevent such negative impacts, sponsored posts are partly insufficiently labelled by brands or influencers. The imperceptible persuasion attempt let consumers' advocates question the consumers' ability to recognise sponsored posts as advertisement and provoke the demand for legislative control (Cain, 2011). Remedyng the presumed consumers' lack of knowledge, i.a. the Federal trade commission (FTC) designed guidelines for the identification of sponsored content in the United states (Petty & Andrews, 2008; Wojdynski & Evans, 2016). Leading the establishment of disclosures, the FTC points out the importance of sufficient and clear sponsorship disclosure on Instagram posts by the

declaration of “partnership” or by adding “sponsored” in order to protect consumers (Federal Trade Commission [FTC], 2017). More and more European institutions follow to implement own disclosure regulations. Regardless of the divergent developing guidelines worldwide, actual sponsorship disclosures vary in numerous characteristics like frequency, size, language or position (Wojdynski & Evans, 2014).

This study makes theoretical contributions to the understanding of how different sponsorship disclosure characteristics are processed and evaluated by consumers. The effects of disclosure type and position on advertising recognition as well as the impact of consumers’ behaviour and attitude are significant aspects in sponsorship disclosure research (Lu et al., 2014; Wojdynski & Evans, 2016) and are further elaborated in this study. Additionally, persuasion knowledge is investigated with the consolidation of the newly developed persuasion knowledge scale of sponsored content. The paper emphases on Instagram and contributes therefore to an existing lack of research, since prior disclosure research mainly focused on Facebook or blog posts (Boerman, Willemsen, & van der Aa, 2017; Hwang & Joeng, 2016). Hence the present study is premised on the following research question:

“What are the effects of sponsorship disclosure type and sponsorship disclosure position (mediated by advertisement recognition) on consumers’ attitude, behaviour and persuasion knowledge in the context of Instagram postings?”

Examining this research question positively influences both theoretical and practical implications of sponsorship disclosure on Social Media. For theoretical purposes, it is further investigated in how far elements of sponsorship disclosure impact consumers’ advertisement recognition and deriving their persuasion knowledge, attitudes and behaviour. This developed knowledge can be transferred into a practical context. For marketers, as well as influencers, this knowledge contributes to the evaluation of the effects of their used forms of sponsorship disclosure on their audience. As such, this study contributes to the actual development of legislations and regulations.

2. Research Context

In the past, different time eras have been defined by different methods of communication. In the 21st century, Social Media is defining current tools and strategies for communication (Saravanakumar & SuganthaLakshmi, 2012). This type of media is referred to as fast developing modern and consumer-centred media with over three billion active users (Smith, 2018a). Defined as a variety of new sources it offers many new opportunities in the two-way channel communication of both, individuals as well as organizations (Berthon, Pitt, Plangger, & Shapiro, 2012).

On the one hand, it allows companies to promote their products or create brand equity (Saravanakumar & SuganthaLakshmi, 2012). This opportunity is already used by the majority, as 91 % of the retailers have at least two Social Media channel (Smith, 2018a). With the growing intensity of marketing communication activities on Social Media, the total budgets spend in 2016 outgrow 40 billion US dollar and growth is forecasted for the upcoming years (Smith, 2018a). On the other hand, consumers benefit in this medium by informing each other about products, brands, services or other issues (Mangold & Faulds, 2009) and are able to create, initiate and circulate information online (Saravanakumar & SuganthaLakshmi, 2012). These different actions of information transfer initiated by consumers and companies have major impacts on consumers' behaviour, including awareness, attitudes or pre- and post-purchase behaviour (Mangold & Faulds, 2009).

Along with the general emergence of the phenomenon Social Media various categories of communication types emerged (Mangold & Faulds, 2009). The eight most common Social Media classifications are blogs, microblogs (Twitter), media-sharing sides (YouTube), voting sides (Reddit), review sites (Yelp), forums, virtual worlds (Second life) and social networks like Instagram (Zarrella, 2010). This study focuses on one of the most growing Social Media platform: Instagram.

The image- and video-based Social Media platform Instagram launched in October 2010 (Smith, 2018b). Since then, it continuously grew and reached over 800 million monthly active users and more than 500 million daily active users (Smith, 2018b). This increasing public attracts companies and brands to share their advertising message among a huge community, as 50 % of the Instagrammers are said to follow brands (Smith, 2018b). In the beginning, Instagram hardly regulated advertising on the platform and only opened up advertising activities for all in September 2015 (Smith, 2018b). Ever since, more and more companies include Instagram in their marketing activities. By now, over half of the existing brands are represented on Instagram, with a predicted rise to over 70 % in 2017. Focusing only at the top 100 brands worldwide the importance of

Instagram is highlighted even more, as 90 % of them have an Instagram account (Smith, 2018b). In order to achieve a successful spread of their message across the Instagram community, companies need to take different marketing forms into consideration. With the purpose to boost their brand, companies increasingly engage in ‘Influencer marketing’.

According to prior research, influencer marketing defines the engagement of people (influencers) who have high influential power and impact on others online. Companies chose influencers to create sponsored content to spread brand messages among their audience. Therefore they search for suitable influencers by the level of their social engagement, the number of their followers or the general size of their network (Brown & Fiorella, 2013). Using the influencers’ wide reach or deep influence in the community, companies equip influencers with products, free samples or payments to promote their products or messages. Thereupon the influencers create content for a posting on his or her own Social Media account (Sammis et al., 2016).

Deriving, influencers can be seen as representative opinion leaders, exploited to reach target audiences and promote the brand or product – still doubtful if the posting represents their own honest opinion (Sammis et al., 2016). Nevertheless, the impact of influencers is based on virtual Word-of-Mouth and consumers’ tendency to positively perceive messages from trusted persona. Consistent with research by Nielsen, 92% of consumer trust more in recommendations from friends, compared to any form of obvious advertising (Whitler, 2014). This resembles the immense power of the concept of influencer marketing on Instagram, as it blurs the lines between the perception of genuineness and paid content. This is the reason why sponsored content is nowadays highly criticized by consumers’ advocates and needs to accomplish special Instagram advertisement disclosures.

In general ‘sponsored content’ is defined as the payment of a sponsor for a purposeful, mostly unobvious, and commercial integration of products and brands into a non-commercial media environment (van Reijmersdal, Neijens, & Smit, 2009). In scholarly marketing research, it is also referred to as embedded advertising, native advertising or content marketing (Boerman, van Reijmersdal, Rozendaal, & Dima, 2018). Sponsored content is manifold used in marketing, for example in brand placement in TV programmes or online in product reviews on blogs and Social Media postings (Boerman et al., 2018). Sponsored content is therefore placed into the consumers’ environment of entertaining and editorial content. In order to increase consumers’ advertisement recognition of these sponsored contents industry and regulators developed transparency tools like sponsorship disclosure (Boerman et al., 2012; Wojdynski & Evans, 2016). Their main intent is to clarify the separation of non-commercial and commercial content. Recently, more and more influencers use wordings like #sponsored or #advertisement or the tag ‘paid partnership’ introduced by Instagram to label their cooperation with brands. Overall there exists no consistent handling of

sponsorship disclosures. With the purpose of standardizing the sponsorship disclosure variations, the American Federal Trade Commission (FTC) is leading the establishment of guidelines for the public in conformity with legal requirements. At its core, the guidelines reflect the so-called basic truth-in-advertising principle, stating that endorsers and influencers must be honest and not misleading about their sponsorship disclosures (FTC, 2018). According to the FTC, there is no regulation on the wording used. The focus is on the position, declaring that the disclosure should be placed at the beginning of the post (FTC, 2018). Regarding the official tag option by Instagram, the FTC evaluates it as insufficient, because it cannot be guaranteed as an effective way for sponsorship disclosure. Only if it fastens the users' attention and stand out of the eye-catching images of the platform Instagram it is considered as an appropriate method – though those characteristics are not further defined (FTC, 2018).

Besides the pioneering FTC guidelines, European countries increasingly introduce their own country-specific guidelines. In Germany for example, the State Media Authorities create own regulations of advertising disclosures based on German laws like the Telemedia Act or Law against unfair competition (Hellenkemper, 2017). Those regulations should clarify sponsorship disclosure to avoid strictly prohibited covered advertisement and contribute to influencers' responsibility of transparency for their followers. The detailedness of disclosure is mostly defined by the acquisition of products and the kind of content (Hellenkemper, 2017). Nevertheless, mandatory standardized characteristics in form wording and position are not further prescribed and the implementation of sponsorship disclosure still varies immensely.

Despite various demonstrated sponsorship disclosure guidelines, disclosure research provides evidence that adults may have difficulties to distinguish sponsored from non-sponsored content and the numerous forms of disclosure. This results in adults' inability to activate their persuasion knowledge and subsequent coping with influential messages (Boerman et al., 2018). This is the reason why the present research examined the impact of different forms of sponsorship disclosures, in terms of position and type, on consumers' responses. Concerning these responses, the present study will focus on three forms: consumers' persuasion knowledge, their behavioural intentions and their attitudes. All three will be further elaborated in the next paragraph.

3. Literature review and hypotheses

The first consumer response examined in the present study is the way people cope with persuasive messages when they are exposed to sponsored content. One of the most important models is the Persuasion Knowledge model by Friestad and Wright. Since the introduction of the model in 1994, the topic persuasion knowledge acknowledged a high amount of scholarly attention. With actual over 2500 citations on Google scholar, the model has proven relevance in numerous studies, especially in actual online advertising research (e.g. Boerman et al., 2018; Tutaj & van Reijmersdal 2012; Wojdynski & Evans 2016). The Persuasion Knowledge Model (PKM) describes the extent to which consumers perceive the goals and tactics used by marketers in their advertisements as appropriate (Wojdynski & Evans, 2016). It results in personal beliefs about suitable reactions and consumers' ability to recognize the persuasive nature of the message (Boerman et al., 2012; Rozendaal, Lapierre, van Reijmersdal, & Buijzen, 2011). This ability of understanding persuasion and advertising develops in early childhood years and express itself in the distinguishing between commercial and editorial content (Boerman et al., 2012). In order to improve the steady understanding of the complex topic of persuasion knowledge, researchers have newly developed a reliable standardized scale of persuasion knowledge of sponsored content (PKS-SC). This scale divides the persuasion knowledge into two different dimensions: the conceptual and the evaluative dimension (Boerman et al., 2018).

The conceptual persuasion knowledge (CPK) mainly deals with aspects like advertisement recognition, understanding of the persuasive intent and tactics of sponsored content or the recognition of a commercial source (Boerman et al., 2018). Overall, the CPK expresses in people's ability to differentiate commercial content from other media content and to deal with advertisers' attempt to influence mental states such as attitudes and cognitions about a product (Boerman et al., 2018). As previously presented, legislators claim that one aim of sponsorship disclosure is to activate consumers' CPK in order to fairly inform consumers about influencing content. Therefore the impacts of sponsorship disclosure on CPK are investigated in the present research and CPK is chosen as dependent variable.

Based on prior literature, a general impact of persuasion knowledge toward sponsored content on behavioural responses is assumed. The present study mainly focuses on two types of behaviour: the purchase intention and the intention to participate in electronic word of mouth. The dimension of purchase intention includes consumers' consideration or the willingness to purchase the advertised product. Prior research further specifies this as tendency people have to consider the advertised product or the advertised brand in their mindset (Kuo, Wu, & Deng, 2009). Complementary, Spears and Singh (2004) underline the peoples' conscious plan to invest the effort and buying a brand. The intent to either buy a product or a specific brand will define the purchase

intention as part of behaviour in the study at hand. The second dimension of consumers' behavioural responses concentrates on the interactive nature of Instagram. Sponsored postings may be distributed by linking, commenting or sharing by and within a consumer community (Boerman et al., 2017). This behaviour of social sharing of online product- or brand-related information between two or more persons is defined in prior research as electronic Word-of-Mouth (eWoM) (Boerman et al., 2017). In general, eWoM is associated with various positive effects, precisely the increased awareness and purchase intention of the brand, improved attitudes and loyalty.

Attitude is another most commonly investigated construct in consumer research and therefore placed as third dependent variable in the present study. In this research, the construct attitude is composed of three dimensions: attitude towards the brand, attitude towards the post and attitude towards the influencer. The brand attitude represents the consumers' evaluation of a brand and how the brand is perceived (Spears & Singh, 2004). Besides the general disposition towards the brand, general attitudes towards the post and the influencers are of critical importance for the context of Instagram as well. Past research underlines that the chosen person representing the brand in the posting has direct influence on the perception of the brand (Amos, Holmes, & Strutton, 2008). By including the mentioned three forms of attitude in the present research as dependent variables, it is aimed to reveal more Instagram specific results of consumers' attitudinal responses influenced by different stimuli of sponsorship disclosure. This can be of special interest for social media marketers for example, as the factors of type and position of sponsorship disclosure may affect the consumers' positive attitudinal responses and thus determines the effectiveness of a campaign.

3.1 Effects of type of sponsorship disclosure

Sponsorship disclosure helps consumers to recognize the persuasive intent of a message and activate their persuasion knowledge (Boerman et al., 2017). Labels like "sponsored" are designed to help the consumers to activate their persuasion knowledge and help recognize the commercial nature of the posts (Friestad & Wright, 1994), but there are various types of actual sponsorship disclosures. These different types arise of the fact, that most editorial sponsored content differs not only by the medium they are presented on but also in the realisation of size, frequency, and position (Wojdynski & Evans, 2014). However, Hwang and Joeng (2016) underline that not all sponsorship disclosures can be assumed to have the same effects. Prior studies of Boerman et al. (2017) emphasize two major types of sponsorship disclosure: simple disclosure and "honest opinion" disclosure.

First, the simple form of disclosure is represented by stating “this post is sponsored” or the labelling of the post with #sponsored, #advertisement, or similar. Compared to no sponsorship disclosure at all, this form is typically found with negative impacts on consumer responses. For example on their attitudes or in their behavioural intentions (Hwang & Joeng, 2016). The second type of sponsorship disclosure is based on the simple form, but has additional impacts like “but it is my own opinion”. Literature suggests that the extended version can change the attitude towards the aforementioned message of sponsorship disclosure (Hwang & Joeng, 2016). Related to Kelly’s (1973) discounting principle of attribution theory, people like to stay with a given cause, as long as there is no other plausible impact. As soon as there is additional input, it can have a weakened impact on the original cause. Applying this principle to the case of sponsored posts the original cause of an assumed negative effect of sponsorship disclosure on viewers’ responses can be reduced by implementing another plausible cause, namely emphasizing the own honest opinion (Hwang & Joeng, 2016). Expressing the own honest and unbiased opinion might lead to a lower persuasive resistance and accordingly can avoid the negative comprehension of disclosures. Resulting, consumers’ behavioural and attitudinal responses are hypothesized to be less negative for the case of honest opinion sponsorship disclosure, compared to content with simple sponsorship disclosure (Hwang & Joeng, 2016). Accordingly, the gradients of impacts of the different types of sponsorship disclosure are supposed to be researched in the following hypotheses:

H1: An Instagram post that is accompanied by a simple sponsorship disclosure has a more negative effect on viewers’ responses in terms of conceptual persuasion knowledge, behaviour and attitude, compared to no sponsorship disclosure.

H2: An Instagram post that is accompanied by an honest opinion sponsorship disclosure has a more negative effect on viewers’ responses in terms of conceptual persuasion knowledge, behaviour and attitude, compared to a simple sponsorship disclosure.

3.2 Effects of sponsorship disclosure position

Research about online reading and processing behaviour confirms that users tend to analyse the content via an F-shape (Wojdynski & Evans, 2016). The users’ viewing pattern starts near the top left corner, followed by the processing of horizontal information first. After the rightward view, the scan is displaced vertically (Nielsen, 2016; Wojdynski & Evans, 2016). This line of research expresses the view, that advertisement disclosure is best placed before or above the displayed sponsored content (Boerman, van Reijmersdal, & Neijens, 2014). This is in line with research about disclosure timing in TV spots. Boerman et al. (2014) exposed a larger effect of sponsorship disclosure on consumers’ responses when the disclosure is presented ahead of the entertaining

content. In contrast, competing research gives evidence that the general F-shaped viewing pattern starts further down the page and information above the sponsored content area are unnoticed (Wojdynski & Evans, 2016). Thus, consumers engage with the editorial or entertaining content first and afterwards recognize disclosure information later (Campbell et al., 2013).

Overall the aspects of disclosure positioning are expressed to have varying effects on consumer advertising recognition and their responses (Wojdynski & Evans, 2016). As displayed there exists opposing research about the position of sponsorship disclosures, but no research is conducted in the context of Instagram postings. The majority of research agrees on the assumption, that viewers' critical processing of sponsored content and sponsorship disclosure, are activated most when the disclosure is presented ahead of the content (Boerman et al., 2014). Thus, the present research supports this line of research and hypothesizes following:

H3: An Instagram posting that is accompanied by sponsorship disclosure has a more negative effect on viewers' responses in terms of conceptual persuasion knowledge, behaviour and attitudes when placed above the picture, compared to when placed below the picture.

3.3 Combined effects of type and position of sponsorship disclosure

As previously displayed, sponsorship disclosure can be designed with regard to different characteristics which have varying impacts on the viewers. Hereby, also the interaction effects of the different characteristics have to be considered. Concerning the type and the position of sponsorship disclosure, no research investigated the interaction effects yet.

In general, literature supposes a more negative impact of simple sponsorship disclosure on consumers' responses, compared to honest opinion sponsorship disclosure. In addition, the present research assumes that sponsorship disclosure placed above the sponsored content it is more recognized by the viewers' and results in more negative impacts on consumers' responses. The simple form of sponsorship disclosure above the content directly warns viewers of the following sponsored content and is assumed to greater negative impacts on consumers' responses. The honest opinion disclosure above the content reveals this effect and represents honesty about the sponsorship even before the picture is processed. People who are exposed to this sponsorship disclosure above the picture have time to activate their conceptual persuasion knowledge or to reform their attitudes before they are exposed to the content.

Resulting, the present research assumes that effects of type of sponsorship disclosure have stronger impacts on consumers' responses when presented above the picture of an Instagram post. This assumption leads to the following hypotheses:

H4: The negative effect of the simple sponsorship disclosure on the viewers' responses in terms of conceptual persuasion knowledge, behaviour intentions and attitudes is stronger when the simple sponsorship disclosure is placed above the picture, compared to when placed below.

H5: The positive effect of the honest opinion sponsorship disclosure on the viewers' responses in terms of conceptual persuasion knowledge, behaviour intentions and attitudes is stronger when the honest opinion sponsorship disclosure is placed above the picture, compared to when placed below.

3.4 Mediating effects of advertisement recognition

Relating to the before mentioned Persuasion Knowledge Model two sequential processes are defining the efficiency of sponsorship disclosure: At first consumers must notice the disclosure, secondly, they need to be able to understand the message. Prior research has validated the positive impact of consumers' views on sponsorship disclosures and their advertising recognition (Boerman et al., 2014). In contrast, consumers' persuasion knowledge might not be activated if the message is not recognized as advertisement (Boerman et al., 2014). Therefore advertisement recognition is assumed as important pre-step for consumers to activate other mechanisms of their persuasion knowledge (Boerman et al., 2018). Resulting, the effectiveness of sponsorship disclosures is measured in the recognition of persuasive advertising content.

Overall advertisement recognition is defined as the ability to differentiate sponsored content from other forms of media content (Boerman et al., 2018), which results in a different processing of the presented message. The change of meaning suggests that messages, which are previously not considered as advertisement, are differently processed when they are recognized as advertising. This can occur by different elements of communication, including sponsorship disclosures (Friestad & Wright, 1994; Ham & Nelson, 2016). The result of different processing reflects in subsequent negative viewers' responses, such as behavioural or attitudinal changes (Evans, Phua, Lim, & Jun, 2017). As example, the present research underlies the assumption, that the recognition of advertisement has an influencing effect on both levels of consumer behaviour. More specific this implies a lower intention to purchase the advertised product or brand. Prior research emphasises the impact of recognizing advertising content and the deriving negative effect on electronic word of mouth (Wojdynski & Evans, 2016).

Additionally, literature suggests advertisement recognition results in negative attitudinal effects (Boerman et al., 2012; Friestad & Wright, 1994). As proposed by the PKM an overall negative impact on the promoted brand and the advertisement is expected. Less empirical investigation is conducted on the impact on the attitude towards the influencer posting the sponsorship disclosure. Based on prior research on attitude a comparable negative effect towards the influencer is expected (Boerman et al., 2014; Shrum, Liu, Nespoli, & Lowrey, 2012). The presented impacts of advertisement recognition are used to explain the mediating impact of advertisement recognition on consumers' responses:

H6: The effects of sponsorship disclosure on viewers' responses in terms of conceptual persuasion knowledge, behaviour intentions and attitudes are mediated by advertisement recognition.

3.5 Moderating effect of evaluative persuasion knowledge

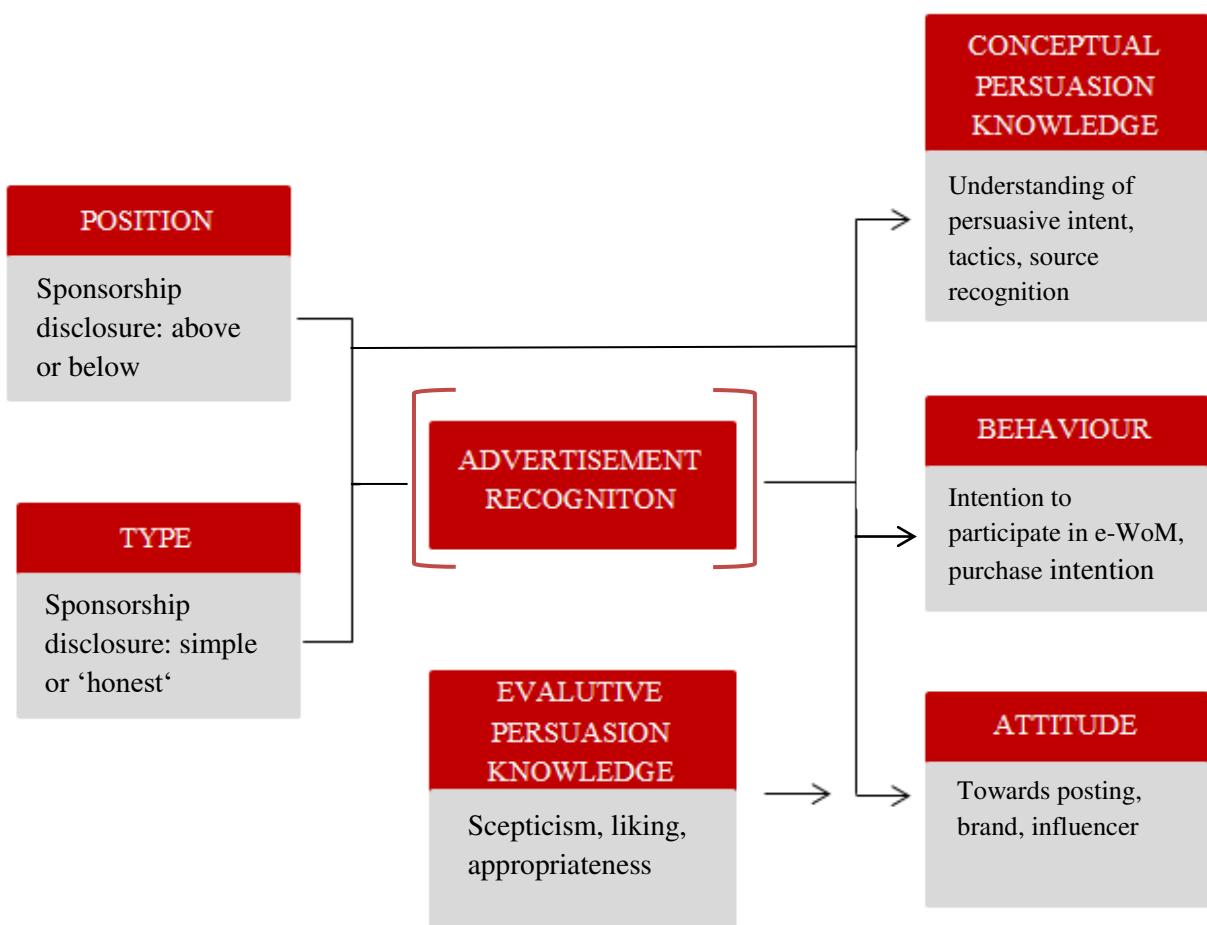
In the persuasion knowledge research Boerman et al. (2018) pointed out that not only peoples' conceptual persuasion knowledge is activated when recognizing and processing sponsored content, but also their evaluative persuasion knowledge. The evaluative persuasion knowledge (EPK) primarily embraces critical attitudes towards advertising (Boerman et al., 2018). In general, this dimension deals more with capturing people's feelings and beliefs about sponsored content. It is separated into three main constructs: scepticism, (dis)liking and appropriateness (Boerman et al., 2018).

Once viewers recognized the content as advertisement, those audience characteristics of the evaluative persuasion knowledge can play an important role for consumers' attitudinal responses to sponsored posts. For example, when people recognized a presented post in their Instagram feed as sponsored content they evaluate it differently. Some consumers perceive the sponsored content as appropriate, because they see an informative or useful added value. Others may focus more on the influential impact of sponsored content and perceive the post as inappropriate. Such differences in scepticism and perceived appropriateness can affect consumers' attitudinal responses to the present sponsored post. Additionally, literature suggests that consumers who are more sceptical and dislike the integration of commercial messages in their entertaining surrounding respond more negatively to sponsored postings in their attitudinal responses (Hwang & Joeng, 2016). Resulting, the activated evaluative persuasion knowledge of people is assumed to have moderating impacts on the relationship between advertisement recognition and consumers' attitudes. This moderation is displayed in Hypothesis 7:

H7: The effect of advertisement recognition on the attitudes towards the posting/brand/influencer is moderated by viewers' evaluative persuasion knowledge. More specifically, the negative effect of advertisement recognition on the attitudes is greater for people with high evaluative persuasion knowledge.

3.6 The conceptual research model

Figure 1 Conceptual research model



4. Method

This study aimed to increase the understanding of how sponsorship disclosures influence consumers' responses in terms of conceptual persuasion knowledge, behaviour intentions and attitudes, mediated by advertisement recognition. In order to gain meaningful insights, the research was divided into two parts. First, an eye-tracking pre-test was conducted to explore viewers' visual processing of Instagram postings. As nearly no prior research was conducted on the perception of Instagram postings, the pre-test was especially used to reveal indicators for the placement of sponsorship disclosure. Second, based on the pre-test, the main study was conducted in an online survey to reveal qualitative data about the effects of different forms of sponsorship disclosures. The pre-test and the main study will be presented more detailed in the following paragraphs.

4.1 Pre-Test

4.1.1 Pre-test design

The pre-test part of the research is based on a study with eye-tracking recordings with the Tobii glasses completed by a Qualtrics online survey with mainly open questions. Both qualitative research methods contribute to the value of the study by providing more in-depth knowledge of consumers' processing of Instagram postings. The recent development in eye-tracking technology enables accurate recordings of persons' eye movement and behaviour (Duchowski, 2007). This advantage was used to analyse participants' gaze tracking while processing postings and to generate before unknown profound insights in online reading behaviour on Instagram. Additionally, the qualitative Qualtrics questionnaire contributed to the overall understanding of consumers' advertisement recognition, their wording sensibility and their general knowledge of sponsorship disclosures and advertisement on Instagram.

4.1.2 Participants

In total, the pre-test included 16 participants, with an equal gender distribution of 8 females (50%) and 8 males (50%). The age of the participants ranged from 18- 36 years, with a mean age of 23.8 years. The sample is split into seven different nationalities, while half of the participants were Dutch (50%). In terms of Instagram usage, three-fourth of the participants (N=12) stated to have an own Instagram account, while one-fourth declined to have one (N=4). The eye-tracking result of one participant has been excluded from the analysis, because of a low gaze sample of 69%. All other participants reached a valid gaze sample of 85%-96% and have been included in the results.

4.1.3 Procedure and materials

The data was collected in the time from October 23, 2018, to October 26, 2018. The pre-test was presented to the participants in two parts, timed with 20 minutes per participant.

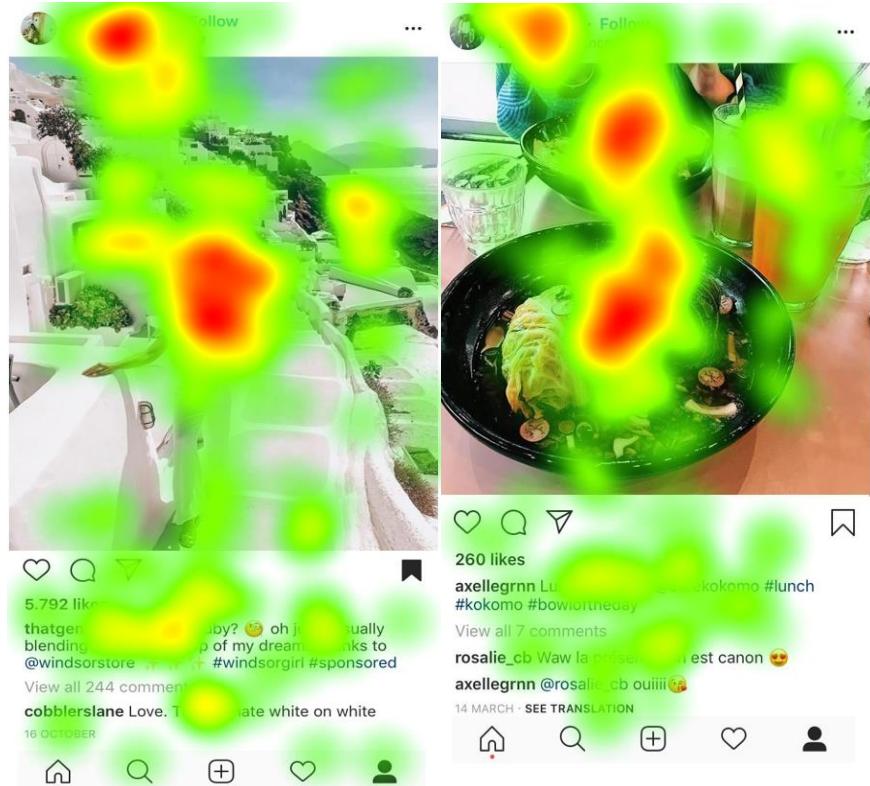
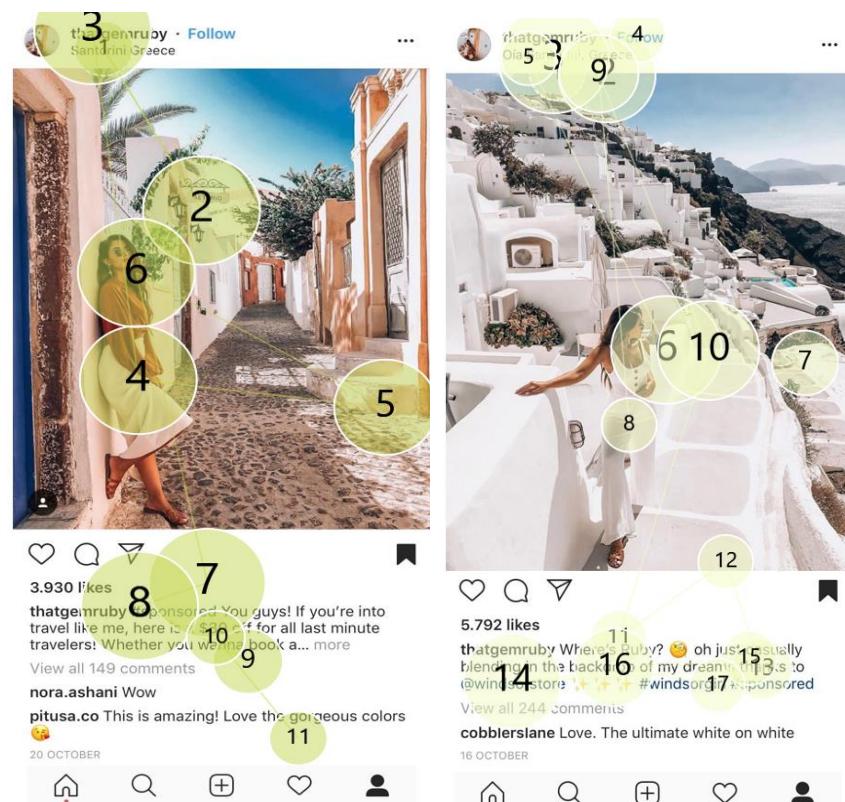
First, the participants were exposed to eight Instagram postings on a fictive account, created with saved original postings. This procedure includes various benefits: First, all participants were exposed to a consistent feed. Second, the original composition with likes and comments was maintained for all conditions. Third, the presentation of the postings on the phone offered a more natural usage environment. The stimulus material for the pre-test was selected among Instagram postings of female and male influencers with diverse content topics like fashion, travel, photography or food to stimulate participants' variety in interests. Additionally, the selection is composed by postings with brand mentioning, but no disclosure; postings with the disclosure tag "paid partnership" and sponsorship disclosure with wordings like "#sponsored". Thus, a variety of sponsorship disclosure conditions was covered as well. A full overview of the pre-test stimulus material can be found in the Appendix (Appendix A).

4.1.4 Measures

The participants were exposed to an online questionnaire created with the programme Qualtrics. This questionnaire was divided into five major parts: (1) attention towards the posting, (2) sensibility of disclosure wording, (3) knowledge about sponsored posting, (4) brand and influencer attitudes and (5) participants' demographical background. Different methods of measuring were applied, e.g. open questions for more detailed insights or the presentation of stimulus material for measuring the attitudes. A full overview of the methods and the conception of the online questionnaire for the pre-test can be found in the appendix (Appendix B).

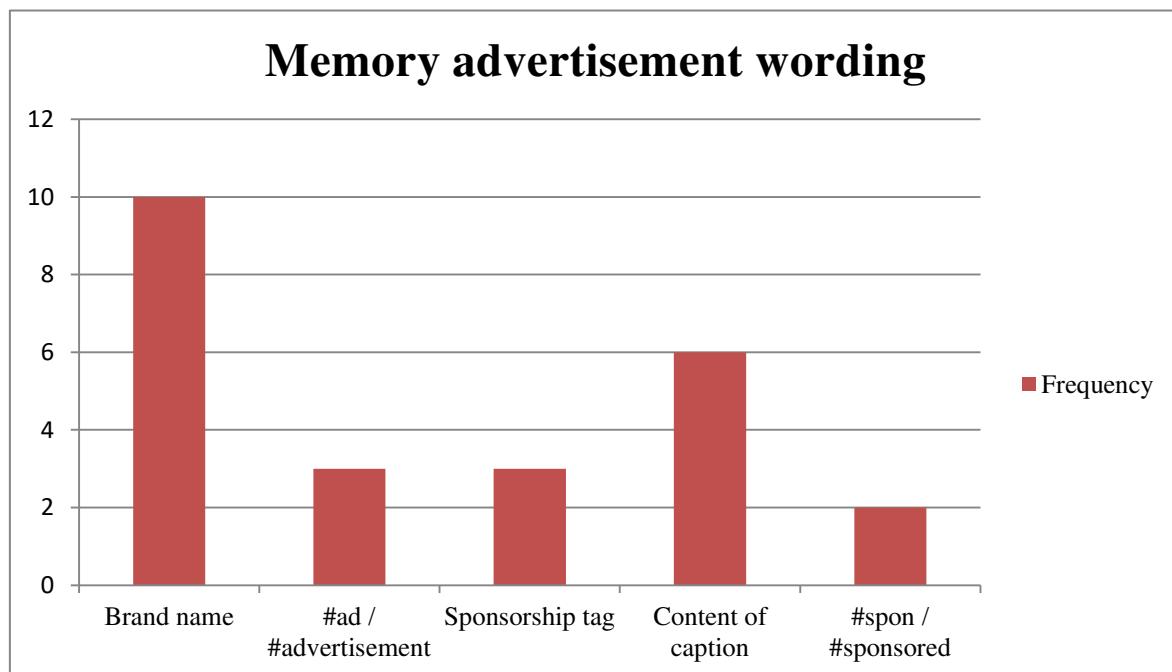
4.1.5 Results

As displayed in Figure 2 and Figure 3, the main findings of the pre-test with regard to disclosure position are that the focus of the persons is mainly visual driven and concentrated on the picture rather than on the text. Nevertheless, the caption above the picture is increasingly focused. Less attention is spent on the caption below the picture, while at this point more focus is laid on the beginning of the caption, compared to the end of the caption and the following comments. A full overview of the heat maps and the gaze plots can be found in Appendix C and D.

Figure 2 Pre-test results: Heatmaps**Figure 3 Pre-Test results: Gaze plots**

The second aim of the pre-test was to investigate the participants' sensibility for disclosure wordings. The majority of participants recalled the word 'advertisement', or shortly 'ad', with sponsored postings. As can be seen in Figure 4, the brand name or logo was named as an indicator for a sponsorship, followed by the disclosure label 'sponsorship', 'sponsored' or 'spon'. This is in line with prior secondary research, which pointed out that besides the official tag "paid partnership" the two most common hashtags are "#ad" (6,768,345 posts) and "#sponsored" (1,759,598 posts) (Instagram, 2018). For the extended sponsorship disclosure, the majority of the participants focused on expressing emotions, followed by statements about the opinion (e.g. 'in my opinion', 'my opinion is..'). Additionally, the focus on mentioning Personas ('I' or 'we') was expressed. Combining those outcomes of the wording expressions for the honest opinion option resulted in the statement: 'Advertisement, but I give my own honest opinion'.

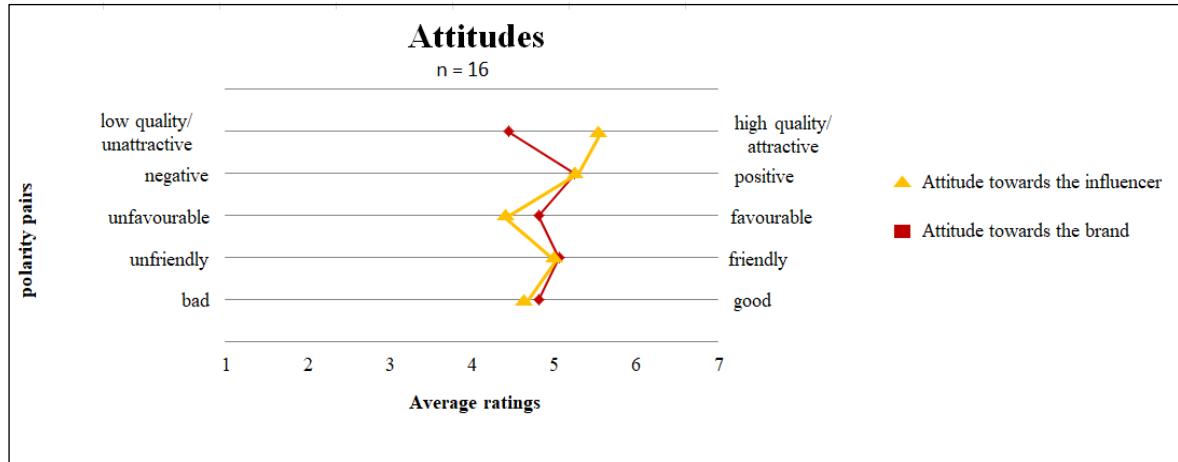
Figure 4 Pre-test results: Overview of memorized sponsorship disclosure wording



The third part of the pre-test is compiled by the general knowledge of sponsored postings on Instagram and the related attitude. The analysis of the knowledge displays a limited background regarding sponsored postings on Instagram. In general, the attitude towards sponsored postings on Instagram is more negative. The results gave reason to further elaborate both, the conceptual and evaluative persuasion knowledge for sponsored content, in the main study.

The fourth part concentrated on the attitude towards the brand and the influencer. Analysing the semantic differentials in Figure 5, both the fictive brand cosyme and the selected influencer Kirabejaoui have reached an average ranking with only a slightly positive trend. An over-average positive impact on the viewers' attitudes in the main study was therefore disproven. In conclusion, both have been validated for the main study.

Figure 5 Pre-test results: Overview brand and influencer attitude



In conclusion, the pre-test resulted in reliable discoveries, which were taken into account when creating the stimulus material and the questionnaire for the main study. Based on the eye-tracking results, the position of the sponsorship disclosures in the main study were decided to be placed above the content and below the content, but before the text. Concerning the type of sponsorship disclosure, the results of the pre-test support the usage of 'advertisement' for the simple sponsorship disclosure and the usage of 'advertisement, but I give my own honest opinion' for the extended sponsorship disclosure. Additionally, the before chosen Influencer kirabejaoui and the invented brand cosyme were proven as neutral factors and approved for creation of the stimulus material for the main study. As the participants showed only limited knowledge about sponsored content on Instagram, the evaluative and conceptual persuasion knowledge has to be further investigated in the questionnaire of the main study as well. A full overview of the questionnaire results of the pre-test can be found in Appendix E.

4.2 Main study

4.2.1 Study design

In the main study the present research aimed at clarifying the impact of sponsorship disclosure type and position, mediated by the advertisement recognition, on the conceptual persuasion knowledge, and the consumers' attitudinal and behavioural responses. Therefore a 2 (disclosure type: simple disclosure vs. "honest opinion" disclosure) x 2 (disclosure position: above vs. below) factorial design in form of an online experiment was used. The design contained, based on the results of the pre-test, five different conditions: (1) a simple disclosure above the content; (2) a simple disclosure below the content; (3) an "honest opinion" disclosure above the content; (4) an "honest opinion" disclosure below the content. As a control group, a fifth condition (5) without sponsorship disclosure was included. Along with the presented variables and the stimulus material, a Qualtrics online questionnaire was designed to conduct more quantitative insights.

4.2.2 Participants

A complete data set of the survey with 374 respondents was downloaded from Qualtrics and imported to SPSS. Of these, 255 were useful for further analyses. The majority of participants was female (56,1 %), what represents the gender distribution on Instagram with slightly more female user (Aslam, 2018). The average age of the participants was 25 years (N = 242). In total 18 nationalities participated in the main study, with a significant concentration on German (62%) participants (N=255). The educational level is high, as nearly the majority (63.6%) of the participants having an academic background with a bachelor (41.6%) or master degree (22%) (N=243). Consistently, deeper analyses confirm a slightly over-averaged knowledge in the field of marketing ($M = 4.11$, $N=243$) and communication ($M = 4.38$, $N = 243$). The knowledge regarding the field of Instagram is rated lower with a mean value of 3.72 ($N = 242$).

The participants are further defined by the majority of Instagram user with an own account (72.9%, $N = 253$). The usage is divided into 173 people with a private account and twelve participants with a private and professional Instagram usage. The professionals state the usage inter alia for business cases, as a brand or social media manager, or for educational purposes to stay updated with marketing trends. In general, the time spent on Instagram ranges from no daily use (11%) to over two hours (3.1%), but the main focus is under 30 minutes (21.2%) up to 30 to 60 minutes (24.7%) ($N=186$).

With regard to the presented stimulus materials the survey achieved an equal distribution. The control group consist of 49 participants with “no” sponsorship. For ‘simple above’ and ‘honest above’ sponsorship disclosure respectively 47 participants were conducted. 50 participants were exposed to ‘honest below’ sponsorship disclosure and the maximum of 53 participants saw the ‘simple below’ stimulus material.

4.2.3 Procedure

Participants accessed the experimental study via a link provided by the online survey platform Qualtrics. The questionnaire provides general information, the study purpose and informed consent first. Regarding the ethical requirements, a selective question about the willingness of participation in the study is part of the first sector. In this section, the participants are filtered by age. In order to only address participants in the age range of 16-36 years, a skip logic was implemented to automatically lead to the end of the survey for all participants outside this age group.

Afterwards, the manipulated stimuli material is presented, whereas each participant is randomly assigned to one of the five prepared posting conditions. The mediating variable advertisement recognition, the conceptual persuasion knowledge as well as the consumers’ attitudes and behaviour intentions are measured in additional situational scales. The moderating variable of the evaluative persuasion knowledge and the covariates are measured on dispositional scales. Furthermore, the participants are asked to complete different questions about their demographics and their Instagram usage. In the end, a short acknowledgement and content clarification are closing the questionnaire.

4.2.4 Experimental material and manipulations

Based on the detailed pre-test analyses, the experimental material for the main study was designed. The manipulated stimulus material contained one Instagram posting in five variations. To exclude any additional intervening stimuli only the independent variables have been manipulated. Therefore the postings differ in the type, as well as the position of the sponsorship disclosure in order to examine the participants’ preferences of sponsorship disclosure wording and position. Stimulus material with the sponsorship disclosure “advertisement” and “advertisement, but I give my own honest opinion” have been designed. For the sponsorship disclosure position, two different variations were selected due to the presented pre-test results: (1) above the content; (2) below the picture and behind the name, but before the caption. The four postings, created by the combination

of these two factors, were complemented by one control posting without sponsorship disclosure. All other factors were identical for each posting. On the one hand, these factors include more obvious factors like the pre-tested influencer Kirabejaoui, the pre-tested fictive brand cosyme, the visual layout of the picture. On the other hand, more subtle factors like the number of likes, the font or the description of comments have been designed immutable as well. An overview of the five final postings can be found in Appendix F.

4.2.5 Measures

Ad recognition is measured by the open question “Did you see any advertising in the Instagram posting that was presented in the beginning?” with the possibilities of ‘yes’, ‘no’ and ‘not sure’. Subsequently, the open statement ‘You indicated that you saw advertising in the Instagram posting. What leads you to the opinion that it was an advertising post?’ is added with a display logic for those participants, who answered with ‘yes’ or ‘not sure’. These measures verify the presence and quality of the advertisement recognition and were designed in consideration of the PKS-SC from Boerman et al. (2018). In their study, the open-ended responses relate to codings as 0 (no or wrong description of the disclosure label of sponsored content) and 1 ((partly) correct description of the disclosure label of sponsored content). Comparable open questions and coding systems have been used in prior studies by Tutaj and van Reijmersdal (2012) or Wojdynski and Evans (2016). The statement was positioned behind the dependent variables in order to avoid any influencing effects on the prior situational statements. A full overview of the coding schemes and results can be found in Appendix G.

Conceptual persuasion knowledge is measured by three constructs based on the PKS-SC by Boerman et al. (2018). The original dispositional construct from Boerman is placed into the situational context of the Instagram survey and tailored for the designed postings. The first construct is the *understanding of the selling and persuasive intent of sponsored content*. Using the statement ‘The reason the brand cosyme is shown in Instagram posts is to...’ the participants are asked to rate seven items on a 7-point Likert scale (1 = Strongly agree, 7 = Strongly disagree). The items are divided into four items representing the brands’ selling intention and three items referring to the entertaining intention. The four statements of the selling intention represent the correct items corresponding to the understanding of the selling and persuasive intent. The reliability check of the four correct items resulted in a Cronbach’s alpha of 0.76 ($M = 6.14$, $SD = 0.77$).

Second, *the recognition of the commercial source of sponsored content* is measured. This construct is measured by three items, including two wrong statements (e.g. ‘The influencer pays for

showing a brand in an Instagram posting') and only one correct item ('The brand pays for showing a brand in an Instagram posting'). Based on prior studies the statements are rated on a 7-point Likert scale (1 = Strongly agree, 7 = Strongly disagree) and analysed regarding the correct item ($M = 6.21$, $SD = 1.06$) (Boerman et al., 2018; van Reijmersdal, Rozendaal, & Buijzen, 2012).

Third *the understanding of the persuasive tactics in sponsored content*. To indicate the people's understanding of persuasive tactics a 7-point Likert scale (1 = Strongly agree, 7 = Strongly disagree) was used in prior research already (Boush et al., 1994). This scale, adopted by Boerman et al. (2018) for the PKS-SC, contains in total of seven statements. The five correct statements (e.g. making sure it does not look like advertising) were adopted from the PKS-SC. The two incorrect statements were additionally designed for the Instagram context (e.g. entertaining me with the posting). The four original correct statements were all maintained and resulted in a Cronbach's alpha of 0.82 ($M = 4.23$, $SD = 1.41$).

The dependent variable *attitude towards the post, brand, and influencer* is measured in order to determine the degree of the persuasive effect. Besides, attitudes towards the post and the attitude towards brand are of fundamental value and most commonly examined in advertisement and marketing research (Spears & Singh, 2004). Additionally, the attitude towards the influencer who is posting the advertisement represents a unique point of this research and is considered of specific significance regarding the Social Media platform Instagram. The dependent variable was measured by five items on semantic differential scales based on a 7-point rating system (Hwang & Joeng, 2016). The measured items are for example bad/good or unpleasant/pleasant (Bruner, 2009). The reliability proof for scales of the attitude towards the posting resulted in a Cronbach's alpha of 0.87 for the five items used ($M = 4.82$, $SD = 1.10$). Comparable good is the result for the attitude towards the brand with an alpha value of 0.93 with $N=5$ ($M = 4.39$, $SD = 0.99$). The scale for the attitude towards the influencer was analysed and resulted in a Cronbach's alpha of 0.89 with $N=5$ ($M = 4.60$, $SD = 1.10$).

In marketing research, *behaviour* is most commonly measured by the consumers' intention to buy the promoted product (Spears & Singh, 2004). In the case of online advertisement and especially the advertisement on Social Media platforms, the electronic Word-of-Mouth (e-WoM) is measured as well. This includes the intention to like, to comment or to share the content (Wojdynski & Evans, 2016). The intention of e-WoM and the purchase intention were measured in the present study on a 7-point Likert scale, rating five intention statements from 'very high' to 'very low'. Similar scales have been used in prior research (van Reijmersdal, Neijens, & Smit, 2007; Wojdynski & Evans, 2016). The scale of purchase intention was composed of two items ($N=2$) and resulted in a satisfying Cronbach's alpha value of 0.92 ($M = 2.42$, $SD = 1.48$). The

scales of electronic word-of-mouth intention resulted in a Cronbach's alpha of 0.76 for N=3 (M = 1.94, SD = 1.05).

The moderating variable, namely the *evaluative persuasion knowledge* as the second dimension of the persuasion knowledge, was placed in a dispositional context to investigate the general evaluation of sponsored postings on Instagram. Therefore the construct was divided into two sections Firstly, people's *scepticism toward sponsored content*. After a short informative introduction about the fact, that brands sometimes pay influencers for postings, the statement 'I think that showing brands (for which the brand has paid) in Instagram postings is ...' is rated by the participants for six items (e.g. dishonest-honest, not truthful-truthful). High scores in this scale refer to higher critical evaluations and thus a higher level of scepticism (Boerman et al., 2018). This was measured by six items and the reliability check resulted in a low Cronbach's alpha of 0.28. Further reliability analyses lead to no improvement in the reliability value. The items had significant different loadings. Aiming for a reliable analysis, the construct of scepticism toward sponsored content was excluded from further research.

Secondly, the *appropriateness of sponsored content* and the *(dis)liking of sponsored content* is measured by a 7-point semantic differential scale (Boerman et al., 2018). The statement: 'I think that showing products/ brand messages for which the brand has paid in Instagram postings is ...' is rated by eight polarity pairs. Based on prior studies of acceptability of brand placement (Wei et al., 2008) item pairs like 'inappropriate – appropriate' have been developed. The (dis)liking of the sponsored posting is measured with contrasting pairs like 'negative-positive' or 'obtrusive-unobtrusive'. These items are based on prior similar attitude measures of advertising research (Bergkvist & Langner, 2017; Boerman et al., 2018). Additionally, the original scales used by Boerman's study had been extended with two items. The pairs 'irritating – helpful' and 'misleading – directive' represent the contextual Instagram background and are tailored for this specific study. A Cronbach's alpha of 0.82 was measured. As a result, all eight items were maintained (M = 4.30, SD = 1.17).

The measurement of the covariates was mainly focused on *account ownership* and *usage intensity*. The nominal question 'Do you have an Instagram account?' if specified further in the following questions like 'For which purpose do you use Instagram?'. These Social media specific items were extracted from prior research (Boerman et al., 2017; Lu, Chang, & Chang, 2014) and adjusted for this specific research. Additionally, the *demographical background* of the participants was measured by standardised scales (Bearden, Netemeyer, & Haws, 2011; Leeuw).

An overview of the reliability results with the means and standard deviations can be found in Appendix G. Additionally, a full overview of the questions and scales of the questionnaire including all display and skip logic can be found in Appendix H.

4.3.3 Validity

Based on the before performed reliability check of the constructs, a validity proof of the main study was conducted. The validity of the research was proven by the factor analyses. In order to indicate an adequate sampling, Kaiser-Meyer-Olkin was measured in addition. A KMO value above 0.7 is an indicator of adequate sampling. Based on these values and the classification of researchers carrying on with a factor analysis is reasonable (Field, 2009a).

After this first check of reliability and the elimination of items, a detailed factor analysis was conducted. This analysis aims to prove whether the developed questions, as described in the measurement instrument part, are measuring the right construct. An adjustment was executed by reducing the number of constructs by the evaluative persuasion knowledge dimension ‘scepticism’. The complete factor analysis resulted in a KMO of 0.89. The overall factor analysis revealed some expected unclear loadings for the attitude, the behaviour, the conceptual persuasion knowledge and the evaluative persuasion knowledge. Therefore, individual factor analyses were constructed.

The factor analysis for the *attitude* consisted of the attitude towards the posting, the brand and the influencer. The individual factor analysis for the attitudes towards the posting resulted in a clear value on one component with values > 0.71 . The analysis for the attitude towards the brand resulted in a clear loading on one component with values > 0.88 . The third dimension attitude towards the influencer resulted in a clear loading on one component with values > 0.65 . This verified the internal construct validity for all three constructs. Resulting, the further analyses in the results section will treat the participants’ attitudes towards the brand, the influencer and the posting as three single constructs.

The construct *behaviour* includes two different dimensions, namely the intention to participate in eWoM and the purchase intention. The three items of eWoM loaded all on the same component, with a minimum value of 0.74. The analysis for purchase intention resulted in clear loading with values > 0.96 . This verified the internal construct validity for both constructs.

For the construct *conceptual persuasion knowledge*, two individual factor analysis were constructed with the following results: persuasive intent loaded on one component (minimum value of 0.70) and the persuasion tactics loaded on one component (minimum value of 0.70). The individual factor analysis verified the internal construct validity for both constructs.

Evaluative persuasion knowledge was beforehand reduced by the subdimension scepticism. The dimension liking and appropriateness was included in the individual factor analyses. The loading on three components was revealed. The items ‘boring: interesting’ and ‘not amusing: amusing’ had a high double loading on the second component, while the items ‘unobtrusive: obtrusive’ loaded uniquely on the third component. In order to increase the internal validity of the construct, the before mentioned three items were removed. The adjusted individual factor analysis loaded on one component with a minimum value of 0.73. An overview of the complete factor analysis can be found in Appendix I.

4.3.4 Correlation analysis

A correlation analysis was conducted to reveal relationships between different variables. The analysis shows the strongest significant correlation between the two independent variables type of sponsorship disclosure and position of sponsorship disclosure $r = 0.779$, $n = 246$, $p < .01$.

Table 1 Correlations

Constructs	Type	Position	Advertisement recognition	Attitude twd post	Attitude twd brand	Attitude twd influencer	e-WoM	Purchase intention	CPK	EPK
Type	1									
Position	0.639**	1								
Advertisement recognition	0.221**	0.200**	1							
Attitude twd post	0.014	0.041	0.042	1						
Attitude twd brand	0.041	0.040	0.119	0.665**	1					
Attitude twd influencer	0.230	0.050	0.092	0.779**	0.740**	1				
e-WoM intention	0.001	-0.077	-0.002	0.344**	0.342**	0.412**	1			
Purchase intention	0.032	-0.063	0.088	0.361**	0.413**	0.411**	0.500**	1		
CPK	0.002	-0.060	0.212**	0.335**	0.344**	0.392**	0.246**	0.306**	1	
EPK	0.121	0.046	0.064	0.376**	0.317**	0.427**	0.060	0.251**	0.086	1

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

In general, the attitudinal responses display significant relations with the other attitudes and, the behavioural intentions and the conceptual persuasion knowledge as well as the evaluative persuasion knowledge. The two behavioural response intention a strong correlation as well ($r = 0.5$). Another remarkable significant relation is revealed for the consumers’ advertisement recognition and their conceptual persuasion knowledge.

5 Results

5.1 Descriptive statistics

In order to gain an overview of the findings of the main study, a simple analysis was conducted for the control group without sponsorship disclosure and the interaction of the characteristics of sponsorship disclosure (see Table 2). As presented in Table 2, the behavioural intentions to participate in eWoM and to purchase the presented product are considerably low.

Table 2 Overview interaction study

Simple sponsorship disclosure	Sponsorship disclosure above			Sponsorship disclosure below			No sponsorship disclosure		
	Mean	N	SD	Mean	N	SD	Mean	N	SD
Advertisement recognition	3.11	47	1.48	3.02	53	1.45	3.11	49	1.48
CPK	5.47	47	0.71	5.46	53	0.62	5.47	49	0.71
e-WOM intention	2.09	47	1.02	1.71	53	0.92	1.89	49	0.99
Purchase intention	2.46	47	1.55	2.23	53	1.35	2.37	49	1.39
Attitude twd brand	4.24	47	0.98	4.45	53	0.79	4.35	49	1.09
Attitude twd posting	4.71	47	1.13	4.95	53	0.91	4.73	49	1.14
Attitude twd influencer	4.29	47	1.26	4.82	53	0.80	4.58	49	1.27
Honest opinion sponsorship disclosure	Mean	N	SD	Mean	N	SD			
	3.13	47	1.38	3.51	50	1.28			
Advertisement recognition	5.61	47	0.71	5.58	50	0.63			
CPK	1.99	47	1.01	1.81	50	0.96			
e-WOM intention	2.75	47	1.64	2.22	50	1.38			
Purchase intention	4.46	47	0.99	4.43	50	1.09			
Attitude twd brand	4.85	47	1.23	4.74	50	1.11			
Attitude twd posting	4.72	47	1.15	4.56	50	1.06			

5.2 Advertisement recognition

Prior research emphasized that viewers' attention to content with disclosure-related information impacts their ability to correctly recognize advertisements (Boerman et al., 2014). In this experiment, the time the participants were exposed to the stimulus material showed a wide range. As can be seen in Table 3, the values range from a minimum of 4.10 seconds to a maximum

of 253.74 seconds. Aside from those extremes, the total average time of exposure is 25.83 seconds. Nevertheless, an additionally conducted Pearson correlation check did not reveal any significant correlations between the times of exposure and advertisement recognition.

Table 3 Overview manipulation check

Manipulation overview	Exposure time (sec.)				Advertisement recognition		
	N	Min	Max	Mean	correct	incorrect	indefinite
No sponsorship disclosure	49	4.69	69.19	20.96	33 %	67 %	-
Simple sponsorship disclosure							
Placed above	47	4.82	107.99	25.43	47 %	27 %	26 %
Placed below	53	4.10	253.74	30.25	45 %	30 %	25 %
Honest opinion sponsorship disclosure							
Placed above	47	9.07	123.59	28.07	53 %	26 %	21 %
Placed below	50	7.52	50.26	24.43	55 %	15 %	30 %

Additionally, Table 3 displays the overview of correct, incorrect and indefinite answers to the relating question “Did you see any advertisement in the prior presented posting?”. In general, almost the majority of participants did not correctly identify the sponsored content. In particular, only 33% of the participants in the no sponsorship condition correctly identified that there was no advertisement present. In most cases, the participants of this control group indicated to be exploited to an advertisement, although no sponsorship disclosure was labelled (Table 3). In the groups with the manipulated stimulus material, a majority of people testified to remember the word ‘advertisement’, especially in the combination with the expressed ‘own honest opinion’. Nevertheless, the qualitative analysis of the open question “What leads you to the opinion that it was an advertising post?” revealed that most people answered the advertisement recognition wrongly, as they understand the brand name as component of advertisement disclosure. Even though not all manipulation checks were ideal and the correctly identified advertisement recognition is rather low, it was decided to continue with the data set. A detailed discussion of the used experimental material can be found in the sixth paragraph.

5.3 Analysis of variance

A multivariate analysis of variance (MANOVA) was used to investigate the effects of sponsorship disclosure type and sponsorship disclosure position on the three levels of the dependent variable attitude and on the dependent variable conceptual persuasion knowledge. Additionally, an ANOVA was conducted for the two levels of the dependent variable behaviour¹.

Before conducting the MANOVA and ANOVA analyses, four assumptions for reliable results were taken into account, e.g. the criteria of scale measurement or the violation of homogeneity. The criteria of scale of measurement and independence were met. Levene's test was examined to evaluate the homogeneity of variance. The CPK resulted in $F(4,220) = 1.117$, $p = 0.349$. The analysis for the three levels of attitude resulted in the following: $F(4,228) = 0.981$, $p = 0.419$ (attitude towards the posting), $F(4,228) = 1.071$, $p = 0.371$ (attitude towards the brand) and $F(4,228) = 1.950$, $p = 0.103$ (attitude towards the influencer). The results for the two level of behaviour resulted in: $F(4,238) = 0.515$, $p = 0.725$ (intention to participate in electronic-Word-of-Mouth) and $F(4,238) = 1.332$, $p = 0.259$ (purchase intention). As all results were not significant, violation of homogeneity of variance is not assumed.

However, the test for normality revealed significant results for the variables and therefore assumed non-normal distribution. As ANOVA is perceived quite robust against moderate violations of this assumption (Field, 2009a), the analyses were pursued conscious of differences of means, especially for the variable behaviour and displayed in the following:

Table 4 Multivariate test

F-Test	Source	F	p	df
ANOVA	Type	0.270	0.763	2, 237
	Position	2.658	0.072	2, 237
	Type * Position	1.067	0.346	2, 237
Wilk's Lambda				
MANOVA	Type	0.675	0.568	3, 226
	Position	0.761	0.517	3, 226
	Type * Position	1.888	0.132	3, 226

¹ As presented in table 3 on page 26, the lowest mean value is achieved for the consumer behaviour. Additionally to the low mean, the standard deviation are comparable high (total SD = 1.072). These results have to be seen with cautious and impact the further analysis of the results as they violate the normal distribution and resulting the analysis of variance. Resulting, a separated ANOVA was conducted.

Table 5 Test of between-subjects effects

Variable	Source	F	p	df
Intention to participate in e-WOM	Type	0.005	0.943	1, 243
	Position	4.366	0.038*	1, 243
	Type*Position	0.676	0.412	1, 243
Purchase intention	Type	0.463	0.497	1, 243
	Position	3.442	0.065	1, 243
	Type*Position	0.463	0.497	1, 243
Attitude towards the brand	Type	0.451	0.503	1, 233
	Position	0.377	0.540	1, 233
	Type*Position	0.719	0.397	1, 233
Attitude towards the post	Type	0.055	0.815	1, 233
	Position	0.093	0.761	1, 233
	Type*Position	1.070	0.302	1, 233
Attitude towards the influencer	Type	0.380	0.538	1, 233
	Position	1.341	0.248	1, 233
	Type*Position	4.197	0.042*	1, 233
CPK	Type	1.581	0.210	1, 225
	Position	0.084	0.773	1, 225
	Type*Position	0.005	0.946	1, 225

Note. * Significant effects (significant at $p < .05$)

The F-Test resulted in no significant results for the ANOVA. Also, the Wilk's Lambda resulted in no significant results for the MANOVA (Table 4). Drawn from the analyses for the dimensions of behaviour, the dimensions of attitude and the variable CPK, the results of the between-subjects effect were revealed. All significant and non-significant results are displayed in the overview of test between-subjects in Table 5. As can be seen in Table 5, the analyses revealed two significant effects – one main effect and one interaction effect. Those effects were further elaborated by post-hoc analyses and the results are displayed in the following paragraphs.

5.3.1 Main effect

The prior drawn Hypothesis 1 predicted that an Instagram post that is accompanied by a simple sponsorship disclosure has a more negative effect on viewers' responses in terms of

conceptual persuasion knowledge, behaviour and attitude, compared to no sponsorship disclosure. Additionally Hypothesis 2 assumed that the effect of honest opinion sponsorship disclosure will be less negative, compared to the simple form. As presented in Table 5, the MANOVA and the ANOVA did not reveal any statistically significant impact of the type of sponsorship disclosure on viewers' behavioural and attitudinal responses or their persuasion knowledge. As no significant main effect could be found, Hypothesis 1 and Hypothesis 2 about the impacts of type of sponsorship disclosure were rejected.

Nevertheless, the Between-Subjects effects test of the MANOVA revealed a statistically significant main effect for the position of sponsorship disclosure on the intention to participate in e-WoM, $F(1,238) = 4.366$, $p = 0.038$. The strength of the effect resulted in a partial eta squared of $\eta^2 = 0.018$. A post-hoc analysis of planned contrasts was examined to gain more insights into the effects of sponsorship disclosure position (Table 6). The results show that there was a decrease of intention to participate in e-WoM (mean difference = 0.28, $SE = 0.07$, $p < 0.04$) between the sponsorship disclosure above the Instagram posting ($M = 2.04$, $SD = 1.01$) and the sponsorship disclosure below the Instagram posting ($M = 1.76$, $SD = 0.94$). The difference between the group of no sponsorship disclosure (control group) and the honest opinion sponsorship disclosure was not statistically significant (mean difference = 0.13, $SE = 0.05$, $p = 0.42$). The other displayed effects of sponsorship disclosure position on other viewers' responses, i.e. on their conceptual persuasion knowledge or on their attitudes, were not significant.

Resulting, Hypothesis 3 was rejected. The only consumer response affected by the position of sponsorship disclosure was the behavioural response of intention to participate in electronic Word-of-Mouth. Compared to sponsorship disclosure above the presented content, the intention to participate in eWoM is lower in the sponsorship disclosure condition below. This is in contrast to the hypothesized negative impact of sponsorship disclosure above the content.

Table 6 Effects of sponsorship disclosure position

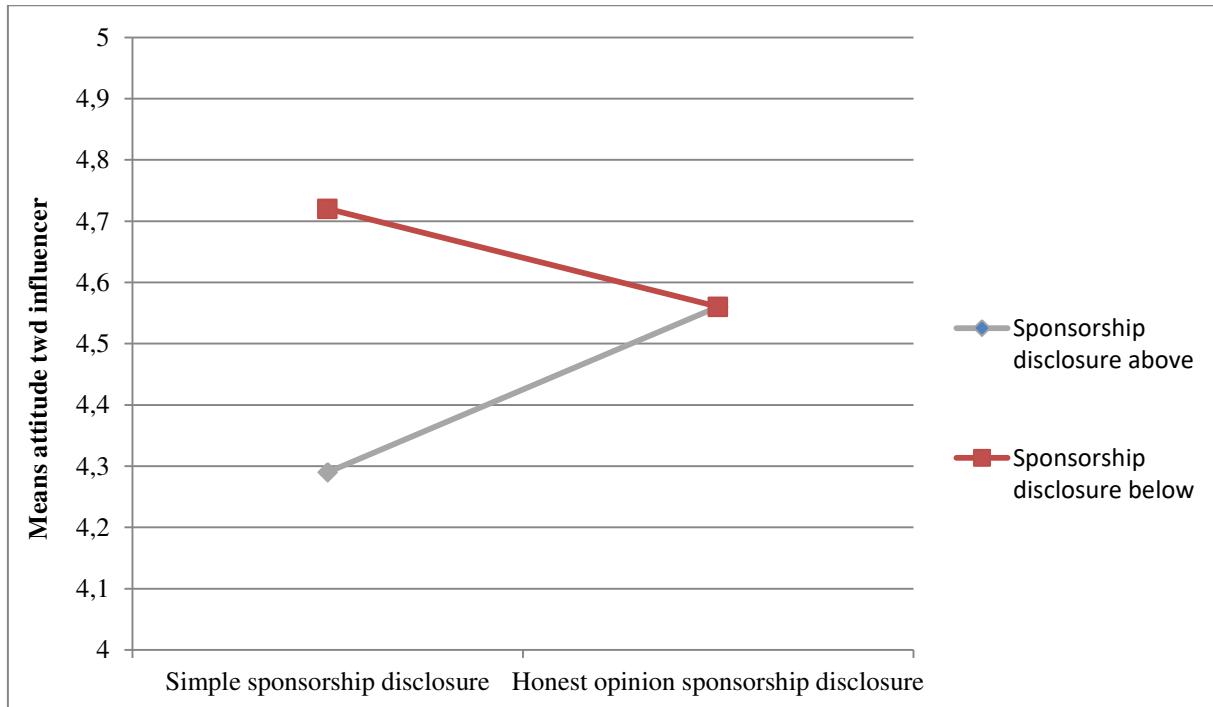
	No (N = 49)	Above (N = 94)	Below (N = 103)
CPK	5.66 (0.76) ^a	5.53 (0.70) ^a	5.51 (0.62) ^a
e-WoM intention	1.89 (0.99) ^a	2.04 (1.01) ^a	1.76 (0.94) ^b
Purchase intention	2.37 (1.39) ^a	2.61 (1.59) ^a	2.22 (1.36) ^a
Attitude twd. brand	4.35 (1.08) ^a	4.35 (0.99) ^a	4.44 (0.94) ^a
Attitude twd. post	4.73 (1.13) ^a	4.78 (1.18) ^a	4.85 (1.01) ^a
Attitude twd. influencer	4.58 (1.26) ^a	4.51 (1.17) ^a	4.69 (0.94) ^a

Note. Cell entries are means with standard deviations in parentheses. Means sharing the same superscript are not significantly different from each other.

5.3.2 Interaction effect

The Hypotheses H4 and H5 assumed an interaction for the type and position of sponsorship disclosure on viewers' responses. The present research resulted in a statistically significant interaction effect for the type of sponsorship disclosure on the attitude towards the influencer depending on the position of sponsorship disclosure, $F(1,228) = 4.197$, $p = 0.042$. The strength of the effect resulted in a partial eta squared of $\eta^2 = 0.018$. The nature of this interaction is illustrated in Figure 4. Concerning the other consumer responses investigated no further significant interaction results were revealed.

Figure 4 Interaction effect of type and position on attitude towards the influencer



Concerning the hypothesized interaction effect, Hypothesis 4 stated that the negative effect of the simple sponsorship disclosure on the viewers' responses is stronger when the simple sponsorship disclosure is placed above the picture, compared to when placed below. As displayed in Figure 4, the present research resulted in a significantly lower attitude towards the influencer for the simple sponsorship disclosure above the picture ($M = 4.29$), compared to the effect of simple sponsorship disclosure below the posting ($M = 4.72$). Thus, Hypothesis 4 is supported.

Hypothesis 5 stated that the more positive effect of the simple sponsorship disclosure on the viewers' responses is stronger when the honest opinion sponsorship disclosure is placed above the picture, compared to when placed below. As displayed in Figure 4, there was no significant difference between the position conditions of honest opinion disclosure revealed (disclosure above: $M = 4.46$; disclosure below: $M = 4.56$). Thus, Hypothesis 5 was rejected.

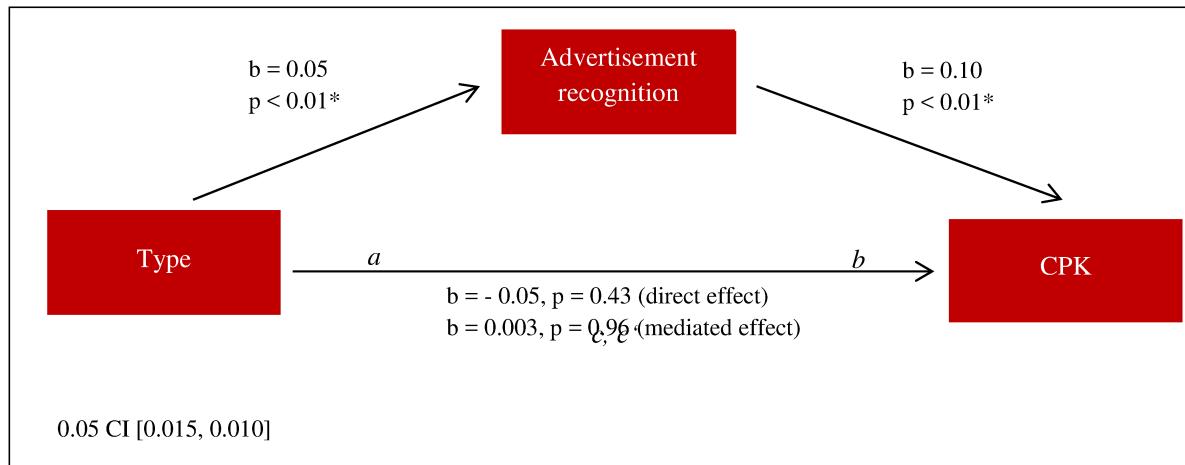
5.4 Meditating effect

According to Baron and Kenny (1986), a triangle of significant relationships builds the basis for mediation analysis. This includes significant results between the independent and the dependent variables, the independent and possible mediator and between the possible mediator and the dependent variable (Baron & Kenny, 1986). Using the SPSS 'Process'-tool (Hayes, 2019) the relationships are verified for significance and tested for the conceptual persuasion knowledge, the behavioural responses and the attitudinal responses (H6).

The mediation analysis for the independent variable type and the mediator advertisement recognition resulted in non-significant results for the behavioural and attitudinal responses. Nevertheless, all five mediation analyses revealed a significant effect of type on advertisement recognition. The full overview of all the non-significant mediation models can be found in the Appendix J.

The analysis of the mediation effect of type of sponsorship disclosure and advertisement recognition on conceptual persuasion knowledge revealed a significant model, $(F(2,234) = 5.85, R^2 = .05, p < 0.01$ and $b = .10, t(234) = 3.42$). The effects of type on advertisement recognition ($b = 0.05, p < 0.01$) and of the advertisement recognition on the conceptual persuasion knowledge ($b = 0.10, p < 0.01$) are significant. With a confidence interval above zero (0.05 CI [0.015, 0.010]), the analysis revealed a mediating effect of advertisement recognition on conceptual persuasion knowledge. An illustrated mediation model can be found in Figure 5.

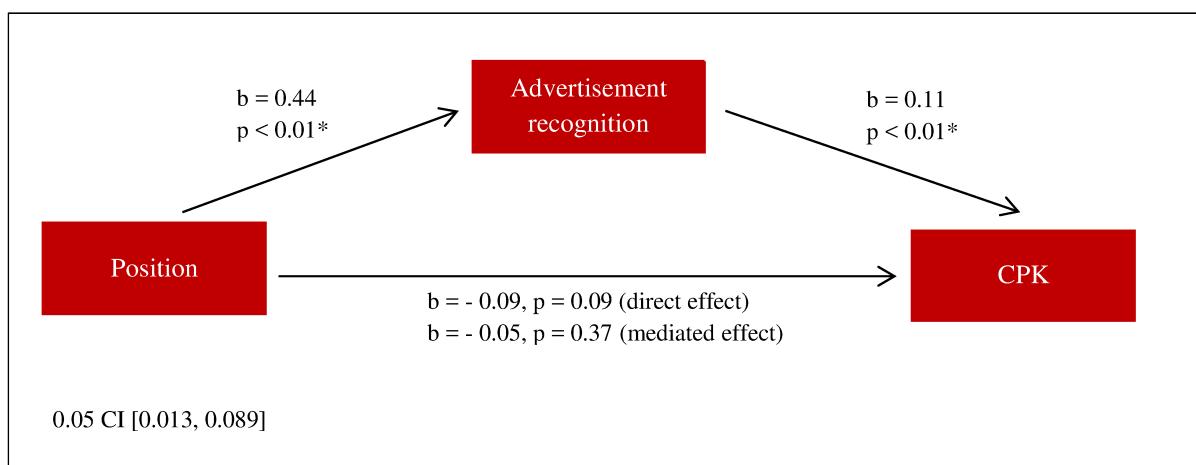
Figure 5 PROCESS analysis for mediation of advertisement recognition between type of sponsorship disclosure and CPK



Similar to the first mediation analysis, the mediation analysis for the independent variable position of sponsorship disclosure and the mediator advertisement recognition resulted in non-significant results for the behavioural and attitudinal responses. Nevertheless, also here all five mediation analyses revealed a significant effect of position on advertisement recognition. The full overview of the non-significant mediation models can be found in the Appendix L.

The analysis of the mediation effect of advertisement recognition on conceptual persuasion knowledge revealed a significant model, ($F(2,234) = 7.03$, $R^2 = .06$, $p < 0.01$ and $b = .10$, $t(234) = 3.63$). The effects of position on advertisement recognition ($b = 0.44$, $p < 0.01$) and of the advertisement recognition on the conceptual persuasion knowledge ($b = 0.11$, $p < 0.01$) are significant. With a confidence interval above zero (0.05 CI [0.013, 0.089]), the analysis revealed a mediating effect of advertisement recognition on conceptual persuasion knowledge. An illustrated significant mediation model can be found in Figure 6.

Figure 6 PROCESS analysis for mediation of advertisement recognition between position of sponsorship disclosure and CPK

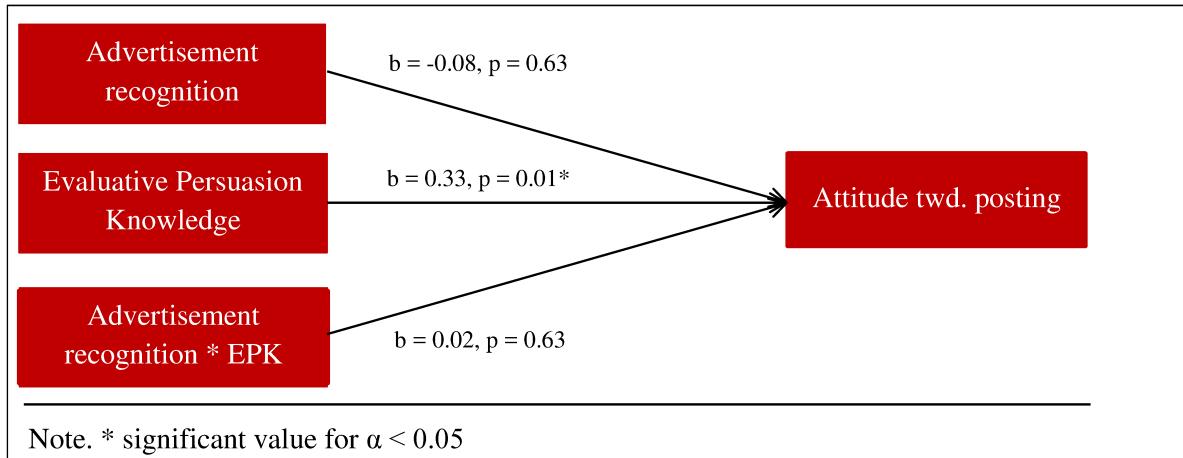
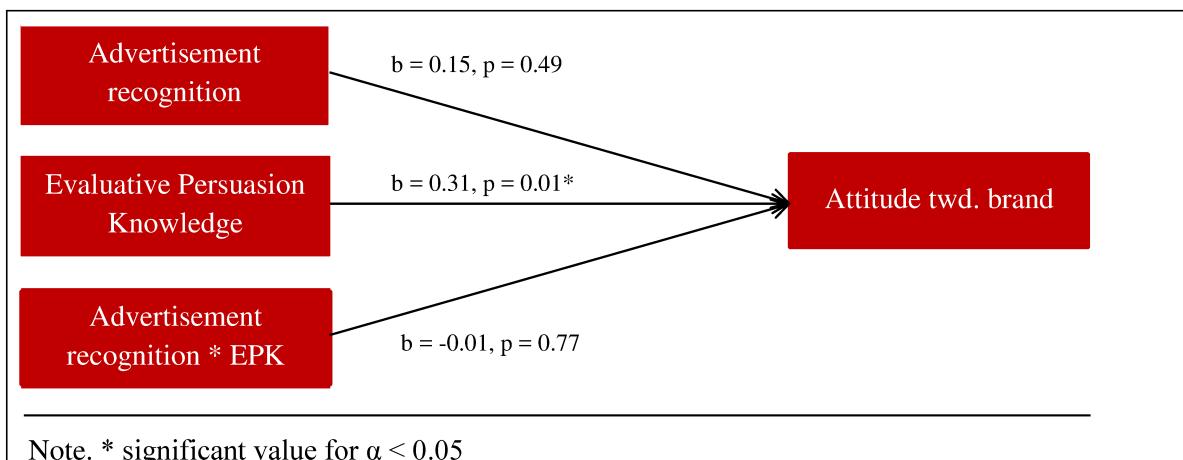
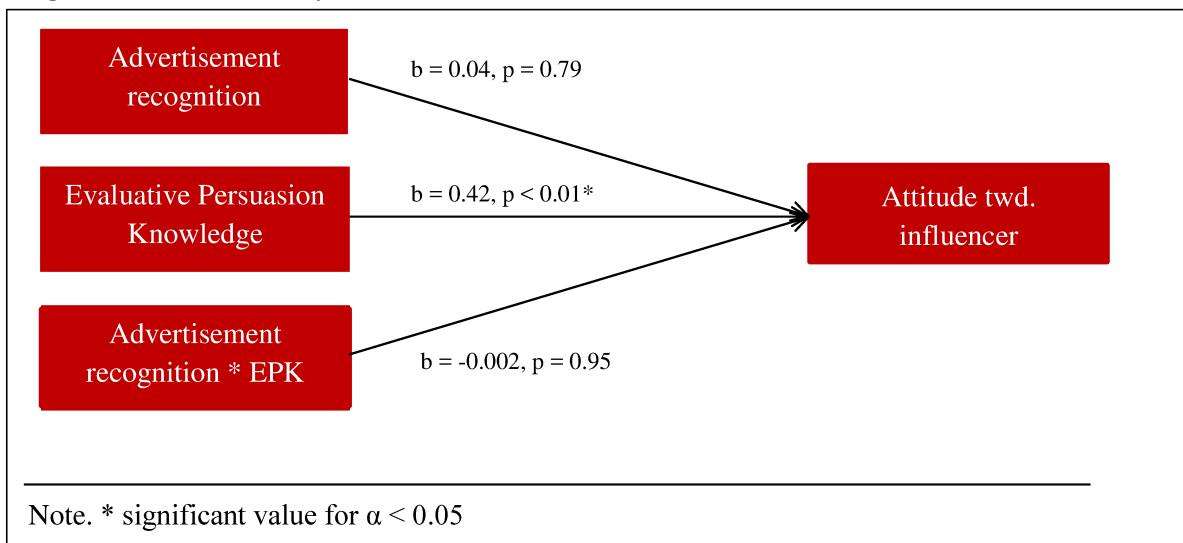


Hypothesis 6 stated, that the effects of sponsorship disclosure on viewers' responses in terms of conceptual persuasion knowledge, behaviour intentions and attitudes are mediated by advertisement recognition. As presented in Figure 5 and Figure 6, advertisement recognition acts only as mediator for conceptual persuasion knowledge. Thus H6 is only partly supported.

5.5 Moderating effects

A moderation analysis was conducted with 'PROCESS' to test the influence of advertisement recognition on viewers' attitudinal responses, moderated by the evaluative persuasion knowledge. The analyses resulted in a significant moderation models for the attitude towards the posting: $F(3,221) = 15.82$, $R^2 = 0.18$, $p < 0.01$, the attitude towards the brand $F(3,216) = 10.35$, $R^2 = 0.13$, $p < 0.01$ and the attitude towards the influencer $F(3,217) = 17.10$, $R^2 = 0.19$, $p < 0.01$. However, all three cases did reveal that the interaction effect of advertisement recognition and the evaluative persuasion knowledge resulted in no significant impact on the attitudes.

Therefore the moderation effect in the proposed research model was not proven. Resulting, Hypothesis 7, stating that the effect of advertisement recognition on the attitudes towards the posting/brand/influencer is positively moderated by viewers' evaluative persuasion knowledge, is rejected. Nevertheless, significant relationships between the evaluative persuasion knowledge and each of the three different attitudes were discovered. An overview of the moderation analysis can be found in the following figures (F7, F8, F9).

Figure 7 Moderation analysis (posting)**Figure 8 Moderation analysis (brand)****Figure 9 Moderation analysis (influencer)**

5.6 Results of the hypotheses

Table 7 Overview of supported and rejected hypothesis

	Hypothesis	Result
Hypothesis 1	An Instagram post that is accompanied by a simple sponsorship disclosure has a more negative effect on viewers' responses in terms of conceptual persuasion knowledge, behaviour and attitude, compared to no sponsorship disclosure.	Rejected
Hypothesis 2	An Instagram post that is accompanied by an honest opinion sponsorship disclosure has a more negative effect on viewers' responses in terms of conceptual persuasion knowledge, behaviour and attitude, compared to a simple sponsorship disclosure.	Rejected
Hypothesis 3	An Instagram posting that is accompanied by sponsorship disclosure has a more negative effect on viewers' responses in terms of conceptual persuasion knowledge, behaviour and attitudes when placed above the picture, compared to when placed below the picture.	Rejected
Hypothesis 4	The negative effect of the simple sponsorship disclosure on the viewers' responses in terms of conceptual persuasion knowledge, behaviour intentions and attitudes is stronger when the simple sponsorship disclosure is placed above the picture, compared to when placed below.	Partly supported
Hypothesis 5	The positive effect of the honest opinion sponsorship disclosure on the viewers' responses in terms of conceptual persuasion knowledge, behaviour intentions and attitudes is stronger when the honest opinion sponsorship disclosure is placed above the picture, compared to when placed below.	Rejected
Hypothesis 6	The effects of sponsorship disclosure on viewers' responses in terms of conceptual persuasion knowledge, behaviour intentions and attitudes are mediated by advertisement recognition.	Partly supported
Hypothesis 7	The effect of advertisement recognition on the attitudes towards the posting/brand/influencer is positively moderated by viewers' evaluative persuasion knowledge.	Rejected

6 Discussion

The present research addressed the effects of sponsorship disclosure in the context of sponsored content and Instagram postings. The purpose of the study was threefold. First, it aimed to increase insight knowledge on the effects of sponsorship disclosure in the context of Instagram postings and the related activation of consumers' advertisement recognition. Second, it examined under which conditions these effects occur. Therefore sponsorship disclosure was separated by two variables: type and position. Third, the present research intended to detect the effects of sponsorship disclosure and advertisement recognition on consumers' persuasion knowledge, including conceptual and evaluative persuasion knowledge. Additionally, the study revealed influences on consumers' attitudinal responses (including attitude towards the posting, the influencer and the brand) and behavioural responses (separated into the intention to participate in eWoM and purchase intention). These points were investigated in an experimental online survey with manipulated stimulus material based on a qualitative eye-tracking pre-study.

The results showed that the type of sponsorship disclosure resulted in no significant impact on the viewers' behavioural and attitudinal responses or their conceptual persuasion knowledge. In contrast, the study revealed that the position of sponsorship disclosure below the content has a negative impact on viewers' intention to participate in electronic Word-of-Mouth. In addition, the study revealed an interaction effect of type and position of sponsorship disclosure on the attitude towards influencers in case of simple sponsorship disclosure. The hypothesized mediation effect of advertisement recognition on viewers' responses was only proven for the impact on conceptual persuasion knowledge. Moreover, the study revealed significant relations between the disclosure characteristics type and position on viewers' advertisement recognition. The analysis of moderation effect revealed no significant moderation of the evaluative persuasion knowledge on consumers' attitudes, but significant relationships of the evaluative persuasion knowledge on viewers' attitudes towards the presented posting, the brand and the influencer. In the following, the previously displayed findings will be discussed in detail.

6.1 Discussion of results

6.1.1 Type of sponsorship disclosure

Regarding the effect of type of sponsorship disclosure, this study showed no significant effects. The results suggest that using simple sponsorship disclosure or emphasizing the "honest opinion" has no significant impact on viewers' behavioural or attitudinal responses or on their

conceptual persuasion knowledge. Only some research has examined the effects for different types of sponsorship disclosure (Carr & Hayes, 2014; Dekker & van Reijmersdal, 2013). For the simple form much past research has noted a negative effect of disclosing sponsorship (e.g., Campbell et al., 2013; Carr & Hayes, 2014; van Reijmersdal et al., 2015). Hwang and Joeng (2016) prominently examined the role of honest opinion sponsorship disclosure. They emphasize that honest opinion sponsorship disclosure results in more favourable attitudes compared to simple sponsorship disclosure (Hwang & Joeng, 2016).

The discrepancy to the present results might result from the different mediums and consumer responses tested. Hwang & Jeong (2016) focused on the analysis of blog post and the impact on source credibility. In contrast to the verbose medium of blog posts, the present study is more impacted by visual-based Instagram postings. The different nature of the mediums may cause deviating processing of the sponsorship disclosures as manifold factors have an impact. This is also represented in the present study, as type does not have a significant impact on consumers' responses itself, but in combination with the position.

With regard to future research of types of sponsorship disclosure, the present study can be extended. The analysis of the different effects of the most commonly used words like 'advertisement' or 'sponsored' is recommended. Moreover, the stimulus material can be manipulated with regard to linguistic or visual expressions of sponsorship disclosure. In line with prior research by Boerman et al. (2015) a comparison between pure text disclosure and combined text and logo disclosures may extend the present research as Instagram is a highly visual-based medium and the pre-test showed viewers' tendency to concentrate on the picture as well. Those results would also contribute to actual designs of sponsorship regulations by the FTC, stating that sponsorship disclosure should fasten the users' attention and visually stand out of the eye-catching images on Instagram.

6.1.2 Position of sponsorship disclosure

Further analyses revealed a main effect for the position of sponsorship disclosure on the viewers' behavioural response. The intention to participate in eWoM is higher for people who are exposed to sponsorship position above the picture and significantly lower for people who are exposed to sponsorship disclosure below the picture. At this point, the present study was able to contribute to literature. Prior sponsorship disclosure research by Boerman et al. (2017) emphasized a general significant effect of the disclosure on the intention to participate in eWoM. This study extended this assumption, by pointing out that the negative effect is only occurring for sponsorship disclosure below the picture. Nevertheless, the results on viewers' behavioural responses have to be

considered with caution. The overall results show considerable low values for the intention to participate in eWoM and in purchase intention. These finding also impact practical implementations. Marketers have to consider negative effects on consumers' behavioural responses of sponsorship disclosure below the picture while conducting an effective marketing strategy, particularly for campaigns aiming for a high eWoM and online awareness.

In contrast to the significant finding of sponsorship disclosure position below the content, the results of the eye-tracking study displayed focus points on the text line above the content. Therefore a negative impact of the disclosure above was assumed. This is more in line with the limited prior research on the position of sponsorship disclosure indicating a priming effect of sponsorship disclosure prior to or concurrent with the sponsored content (Boerman et al., 2014). Thus, based on the eye-tracking study, the present research supports actual FTC regulations which determine the importance of the position of sponsorship disclosure above the content (Federal Trade Commission, 2018). Nevertheless, the position of sponsorship disclosure has to be verified in combination with the type of sponsorship disclosure.

Overall, future research is needed to investigate the different processing of sponsored content and sponsorship disclosure on Instagram with regard to position and the impacts on behavioural intentions. Therefor the eye-tracking study is to be extended in order to gain more reliable results. Additionally, the details of viewers' processing of sponsored content and disclosure is to be explored.

6.1.3 Interaction effects

Previous studies of Boerman et al. (2014) and Wojdynski & Evans (2016) proposed a negative effect of sponsorship disclosure above or prior to the sponsored content on consumers' attitude. This research revealed an interaction effect of the type of sponsorship disclosure and the position of sponsorship disclosure on viewers' attitudinal responses, namely on their attitude towards the influencer. The position of sponsorship disclosure only has an impact for the simple sponsorship disclosure, but not for the honest opinion sponsorship disclosure. The attitude towards the influencer is significantly lower for simple sponsorship disclosure above the picture, compared to disclosure below the picture. These findings contribute to literature as not many studies have examined the effects of sponsorship disclosure position and type, and very little research was conducted for the interaction effects of both variables.

For practitioners, in this case namely the influencers, these findings provide some guidelines for designing own and sponsored content on Social Media, especially on Instagram.

These people have to balance their responsibility to fairly inform their follower about cooperations and sponsored content and on the same time try to avoid harmful effects of sponsorship disclosures on their reputation. At this point they have to consider the revealed negative effects on consumers' attitudes towards them. Moreover, influencers have to reflect on actual regulations in order to avoid punishments. The results of this study demonstrate to legislators that the position and the type of sponsorship disclosure have a marginally significant impact on consumers' responses in terms of conceptual persuasion knowledge, behaviour and attitudes. Nevertheless, the interaction between both characteristics has to be considered. The characteristics of sponsorship disclosure should be further considered and extended in the ongoing development of effective sponsorship disclosure regulations. At this point, further research in addition to this work is needed to develop noticeable and transparent advertisement disclosures and thus more consistent and effective regulations and legislation.

6.1.4 Advertisement recognition

Advertisement recognition is a central aspect of the present research. Prior studies controversially discuss the status of this element and implement advertisement recognition in various ways, either as part of the conceptual persuasion knowledge (Boerman et al., 2018) or as an activator for persuasion knowledge (Wojdynski & Evans, 2016). In the proposed research model for this study, advertisement recognition was implemented as mediator. The analyses did not reveal significant mediating effects of the advertisement recognition on consumers' behavioural and attitudinal responses. Prior studies on advertisement recognition already exhibited less influence on consumers' responses than hypothesized (Wojdynski & Evans, 2016). Nevertheless, the analysis revealed a mediation effect for the impacts of advertisement recognition on CPK. As soon as consumers' advertisement recognition is activated due to sponsorship disclosure, they have an improved conceptual persuasion knowledge. This would be in line with the research results of Boerman et al. (2018) analysing and developing the PKS-SC. For theoretical implementations this research corroborates the development of the PKS-SC (Boerman et al., 2018) and pursue the implementation of persuasion knowledge scales in the context of sponsorship disclosures. As the first transcription of the original dispositional PKS-SC into a situational context, this study contributes as an exemplary application of the newly developed scale.

Hereby, one limitation of the present study has to be considered with the overall compilation of the measured variable advertisement recognition. The present study focusses on the measurement of the correctness of the advertisement recognition by analysing two questions. This is in line with prior research on warning labels and consumers' information processing, which

suggest an information-processing model with sequential stages. Here attention is a central stage, as a warning (or in this case the sponsorship disclosure) does not impact the viewers' information processing, if not recognized (Boerman et al., 2012). In order to measure the viewers' attention the question 'Did you see any advertisement in the presented posting?' was conducted. It is questionable if all participants interpret this question in the same way and were pointed to the sponsorship disclosure. Moreover, the time participants spend on looking at the posting in the questionnaire highly varied (compare Table 7 p. 34). Ranging from four seconds to over 200 seconds it can be assumed, that the visual attention is attracted differently for each participant. Resulting, the impact of attention is challenging to standardise for each participant. Nevertheless, the question is key to gain overall insights of viewers' visual attention to advertising content in a quantitative study.

Additionally, the overall understanding of the conception of sponsorship disclosure was measured in the second step. Therefore the open question: 'What leads you to the opinion that it was an advertising post?' was implemented in the questionnaire (see Appendix G). The question aimed at participants' recall of the presented sponsorship disclosure activated by the prior visual attention to the sponsorship disclosure. This is a prominent way to measure advertisement recognition and used in a similar way in research by Boerman et al. (2015) and Wojdynski and Evans (2016) before. The analysis of the qualitative statements regarding recall and understanding of consumers' advertisement recognition revealed a tendency to misunderstand advertisement in Instagram postings.

An important unanticipated finding of this study is the fact that only one-third of participants in the control group without a labelled sponsorship classified the Instagram posting correctly as no advertisement. Consumers' interpret the mentioning of a brand name with a sponsored post, although there might be no cooperation behind it, and expect more sponsored content than there might be. This confirms the assumption of Boerman et al. (2017) that consumers have difficulties inferring the commercial nature sponsored postings, which are posted out of various motivations, including commercial and non-commercial motivations such as the desire to share a genuine liking for a product. In contrast, prior research revealed a percentage of 56% of research participants exposed to advertisement who did not recognize the commercial intent and assumed only little attention is paid for sponsorship disclosure (Boerman et al., 2012; Boerman et al., 2017; Campbell et al., 2013). This study provides new evidence that the consumers' perception of sponsorship disclosure and advertising activities changed over the past years. This assumption is proven in the present study by the fact that the overall mean scores of the conceptual persuasion knowledge are the highest, indicating a good understanding of the economic background and the persuasive intentions and tactics of marketers. Moreover, this is in line prior research discoveries, assuming an emerging persuasion knowledge for sponsored content for people who grew up with

Social Media, compared to elderly persons who more likely grew up with traditional forms of advertising (Boerman et al., 2018).

Therefore, the study at hand emphasizes the investigation of further elements of advertisement recognition, including e.g. viewers' attention, for future research. Beside the conceptualization of advertisement recognition, the present study underlines the resulting changes in consumers' perception of sponsored content on Instagram. It supports the assumption by Friesstad and Wright (1994) that consumers' processing of advertising content changes over time. In order to deal with those actual changes in new media landscapes like Social Media, research needs to be ahead of societal developments. The present research, therefore, tries to capture actual changes in consumers' advertisement recognition and processing of sponsored content by combining qualitative and quantitative methods. This study may also contribute to literature as fundament of long-term observations of consumers' processing of sponsored content in order to examine continuing developments in consumer behaviour.

The changes of viewers' processing of sponsored posts also have practical implementations. The participants of this research represent the main target group of Instagram user and are exposed to Social Media advertisement. Although the advanced knowledge about Instagram is rated average for the participants in this study, it is assumed that consumers are more and more exposed to advertisement on Social Media and increasingly familiar to sponsored content. This may leads to lower visual attraction to sponsorship disclosure and deriving a minor activation of the persuasion knowledge. Consequently, even if marketers show compliance with current Social Media and advertising regulations, disclosures sometimes do not successfully inform consumers about sponsored content. Therefore, on the one hand, consumers need more training and transparency of disclosures. On the other hand, legislators need to further invest in the development of proper regulations concerning the disclosure of sponsored content. Recent trends on Instagram already result in disclosures like *#notsponsored* or 'bought it myself' give transparency to the followers and to underline that there is no sponsorship or cooperation behind the displayed content.

6.1.5 Evaluative persuasion knowledge

The moderation analysis of the present study concentrated on the moderation effect of the evaluative persuasion knowledge on consumers' attitudes. This study was first to experimentally split the construct of persuasion knowledge and to place the evaluative persuasion knowledge as moderator. Theoretically, in line with prior research on persuasion knowledge the dimension of evaluative persuasion knowledge has to be taken into consideration when dealing with consumers'

perception of advertisement and has a close connection to consumers' attitude (Boerman et al., 2018). Yet, Ham, Nelson, and Das (2015) emphasize the importance of the evaluative dimension and underline the various ways this construct was conceptualized and measured in the past. The present results reveal a non-significant relationship of advertisement recognition and the evaluative persuasion knowledge on consumers' attitudes. Therefore, the application of EKP as moderator has to be questioned in the future. Nevertheless, a significant relationship between the evaluative persuasion knowledge and the attitude is revealed and stresses the important position of EKP in consumer behaviour research. Additionally, the comparison of the mean values to the other constructs displayed a positive tendency of the EPK measured in a dispositional context. In line with other findings of this study, this can be interpreted as an indicator for general increasing acceptance of commercial content on Instagram. This assumption has to be further investigated in future research

Hereby, a limitation of the present study should be considered: the scale of scepticism as part of the evaluative persuasion knowledge in the present questionnaire. The original scepticism scale of Boerman et al. (2018) was designed for the PKS-SC. This scale was adjusted for the present survey and transferred into the situational context of Instagram postings. The six self-constructed items resulted in a very low Cronbach's alpha and therefore an unacceptable reliability value. Due to the fact, that further reliability analyses lead to no improvement of this score and revealed significant different construct loadings, the construct scepticism was not included in the present study. However, Boerman et al. (2018) underlined the impact of scepticism on the EPK. Future research should concentrate on adjusting existing scales of scepticism or develop new reliable scales with regard to Social Media. This would contribute to further differentiate the aspects of EPK and gain more insight knowledge regarding consumers' dimensions of persuasion knowledge.

7 Conclusion

This study aimed to increase the understanding of how sponsorship disclosures influence consumers' advertisement recognition and consequently the persuasive effect on their responses. Moreover, the type and the position of sponsorship disclosure were examined. The research model proposed a mediating effect of advertisement recognition for the interaction between the different sponsorship disclosure variation and consumer responses, namely attitude, behaviour and persuasion knowledge. Special focus was on the consumers' persuasion knowledge, divided by conceptual and evaluative persuasion knowledge, and measured by the newly developed Persuasion Knowledge Scale for Sponsored Content (PKS-SC) by Boerman et al. (2018). In order to gain extensive results, the research was divided into two parts. First, a qualitative pre-tested with an eye-tracking study offered insights on consumers' processing of sponsored content and their recall of disclosures. Based on this, the main study contained a quantitative online survey in an experimental design.

As hypothesized, the analyses revealed impacts of the position of sponsorship disclosure on the behaviour, especially on the intention to participate in electronic Word-of-Mouth. Hereby the sponsorship disclosure below the content resulted in a significant lower intention. The interaction of type and position of sponsorship disclosure resulted in an effect on the attitude towards the displayed influencers. This is expressed in a more negative consumers' attitude in case of simple sponsorship disclosure above the picture. Additionally, the present research examined statistical significant influences of the position and the type of sponsorship disclosure on advertisement recognition. The mediation effect on advertisement recognition was only proven for the conceptual persuasion knowledge. For the evaluative persuasion knowledge no moderation impact was revealed, but a significant relationship towards consumers' attitude was verified. Overall, the study pointed out a change in viewers' perception and processing of sponsored content on Social Media and deriving changing influences of sponsorship disclosures on consumers' responses.

Despite the popularity and the increasing need for consistent regulations, not many studies have examined the effects of type and position of sponsorship disclosure, especially not in the context of sponsored posting on Instagram. Hereby, the present study additionally contributes to the literature by examining the role of persuasion knowledge and the first application of the newly developed PKS-SC by Boerman et al. (2018). At this point, future research can continue and examine the development of consumers' persuasion knowledge, their attention and procession of sponsorship disclosure and deriving the impact on viewers' advertisement recognition. Along with its important contribution and continuation to prior sponsorship disclosure research and to the theory of modern persuasion knowledge, this study has important practical implications. From a

marketing perspective, this study suggests that the use of sponsorship disclosure should be considered with regard to type and position, especially when aiming at influencing consumers' behaviour. Contrary, from a consumer protection and legal perspective, this study supports the actual mandatory position above the content. As displayed, especially by the interaction effect of position and type of sponsorship disclosure, the present study suggests increasing attention also on the type of sponsorship disclosure. Nevertheless, increased research on sponsorship disclosures and consumer education on sponsored content on Social Media is required.

Finally, with regard to the research question, it can be concluded that both the type and the position of sponsorship disclosure have an effect on advertisement recognition and partly affect consumer responses. Furthermore, this study gives proof for the importance of further research on the development of consumers' perception and processing of sponsored content and sponsorship disclosures with regard to different Social Media platforms.

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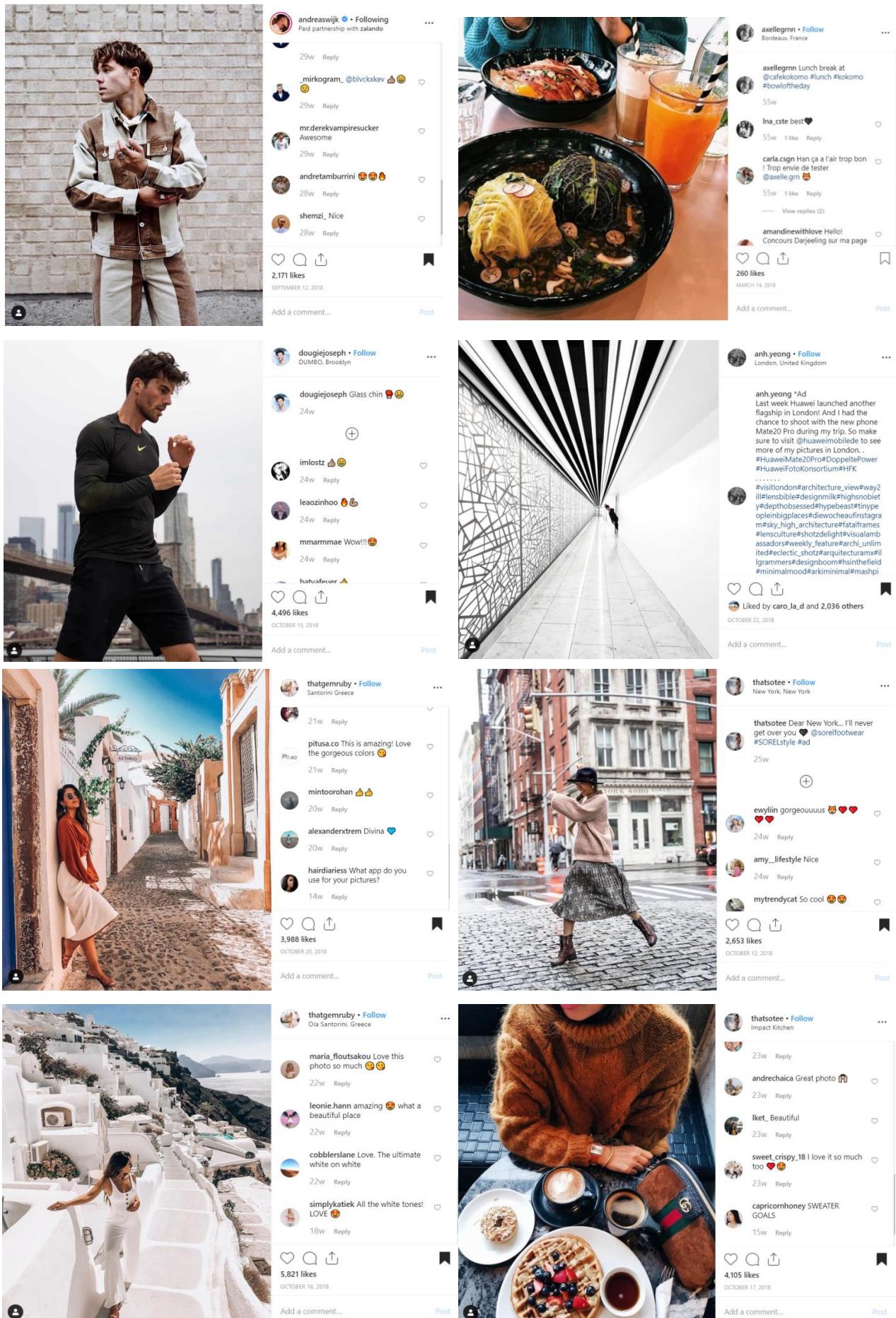
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Appendix

Appendix A (Overview pre-test stimulus material)



Appendix B (Pre-test survey)

Overview pre-test measurements

Part	Topic	Measurement type	Measurement examples
1	Attention towards posting	Open question	“What did you see in the Instagram postings before?”
2	sensibility of disclosure wording	Open question	“Which words would be an indicator for you that the presented posting was financed by a brand?”
3	knowledge about sponsored posting	Open question	“What do you know about sponsored postings on Instagram?”
4	brand and influencer attitudes	7-point semantic differential by Bruner (2013)	“What do you think about the brand ‘cosyme’?”
5	participants’ demographical background	Nominal, ordinal and Likert scales	Age, gender, nationality, educational level, Instagram usage

Master Thesis - Pre-Test

Start of Block: Introduction

Dear participant,

this research deals with the perception of Instagram posts and it will take approximately 10-15 minutes. I do kindly ask you to read the description carefully.

What is your part in the study? You as a participant are a valuable source of information. Your task for today is to have a close look at the Instagram postings on the phone in front of you while wearing the eye-tracking glasses (part 1). Please take all the time you want. While wearing the glasses, your eye movement and voice will be recorded through the classes. Afterwards, a short questionnaire on the computer has to be filled out (part 2). There will be no right or wrong answers. During the whole time, please speak out loud your impressions, thoughts and feelings as freely and honestly as possible.

This survey is conducted for a graduation project at the University of Twente. Your data will be processed anonymously and participation is voluntary. In case you do not feel comfortable, you can ask questions or withdraw from the study at any given time.

If you have any questions or remarks, you also have the possibility to contact me later via: f.nordmann@student.utwente.nl.

Thank you in advance,

Freya Nordmann

End of Block: Introduction

Start of Block: Part 1

Part 1:

Please take the phone laying in front of you on the table. You will see a list of different Instagram postings. You are free to take as much time as you want to have a close look at the postings.

When you have the feeling to be ready, please continue with part 2 of this questionnaire.

End of Block: Part 1

Start of Block: General Impressions

Part 2:

What did you see in the postings on the phone? Please write down everything that comes to your mind.

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____

Additional Space:

End of Block: General Impressions

Start of Block: Advertising recognition

Did you recognize any indicators for advertisements in the postings?

Yes

Maybe

No

Display This Question:

If Did you recognize any indicators for advertisements in the postings? = Yes

Which indicators of advertisement did you recognize?

Display This Question:

If Did you recognize any indicators for advertisements in the postings? = Maybe

Which indicators of advertisement did you recognize?

End of Block: Advertising recognition

Start of Block: Wording

Which words would be an indicator for you, that the shown postings are financed by brands?

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____

Which words would be an indicator for you, that the person expresses his/her honest opinion in the postings?

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____

End of Block: Wording

Start of Block: General

What do you know about sponsored postings on Instagram?

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

What do you think of sponsored postings on Instagram?

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____

End of Block: General

Start of Block: Brand & Influencer Attitudes

Please have a close look at the following posting and answer the questions below.



2.966 Likes



kirabejaoui I am ready for the fall
season 2018! My new cute sweater
from @cosyme keeps me warm and is
super cosy. #fall2018 #sweaterlove

The displayed Instagram posting contains a brand called 'cosyme'. Did you know the brand before?

Yes

Maybe

No

What is your opinion about this brand? I think that the brand in the Instagram posting is ...

	1	2	3	4	5	6	7	
bad	<input type="radio"/>	good						
unpleasant	<input type="radio"/>	pleasant						
unfavourable	<input type="radio"/>	favourable						
negative	<input type="radio"/>	positive						
poor quality	<input type="radio"/>	high quality						

The displayed Instagram posting contains an influencer (the person who created the post) named Kirabejaoui. Did you know her before?

Yes

Maybe

No

What is your opinion about this influencer? I think the influencer in the Instagram posting is ...

	1	2	3	4	5	6	7	
bad	<input type="radio"/>	good						
unfriendly	<input type="radio"/>	friendly						
unfavourable	<input type="radio"/>	favourable						
negative	<input type="radio"/>	positive						
unattractive	<input type="radio"/>	attractive						

End of Block: Brand & Influencer Attitudes

Start of Block: Demographics

What is your gender?

Male

Female

other

What is your age?

<16 (24) ... >36 (23)

What is your nationality?

What is your highest level of education?

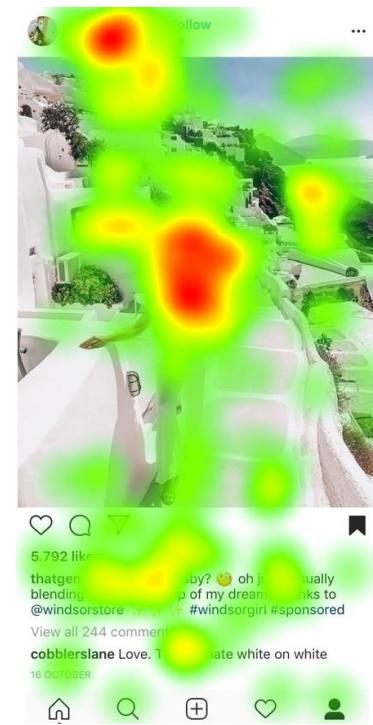
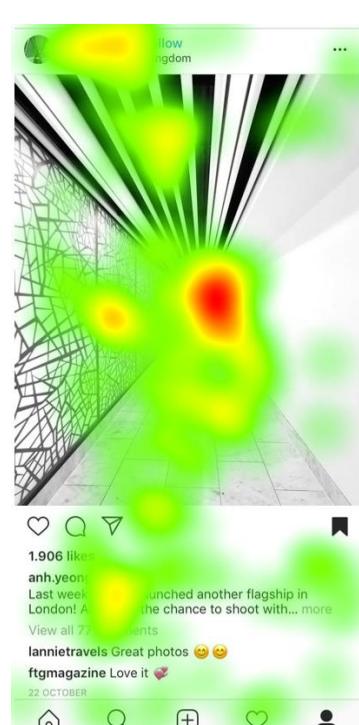
- Secondary school
- Bachelor's degree
- Master's degree
- Apprenticeship/Berufsausbildung/Beroepsopleiding
- Other: _____

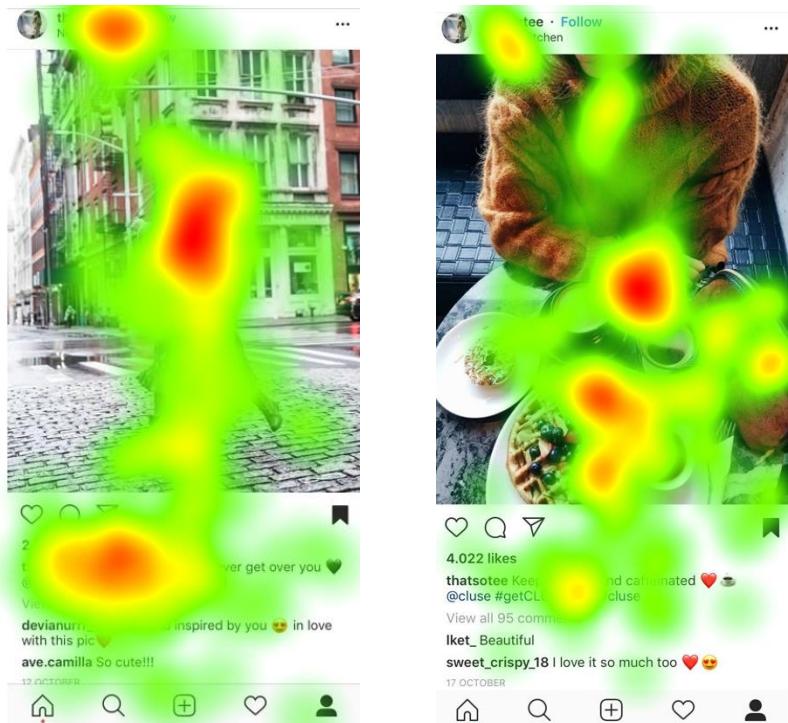
Do you have an own Instagram account?

- Yes
- No

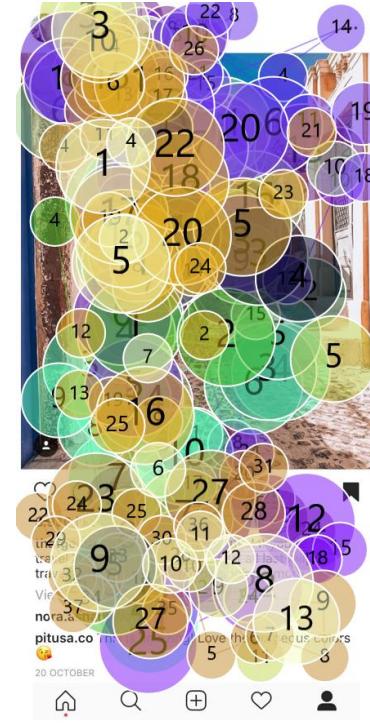
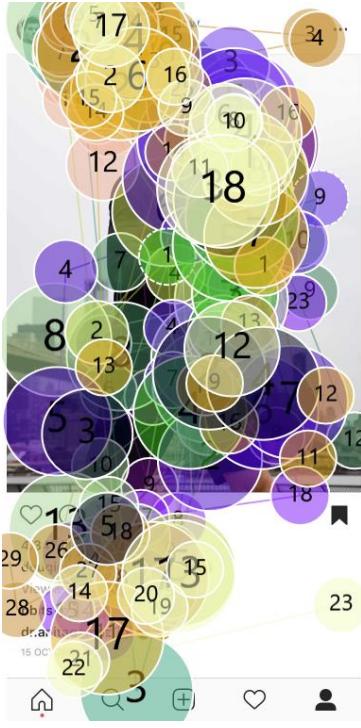
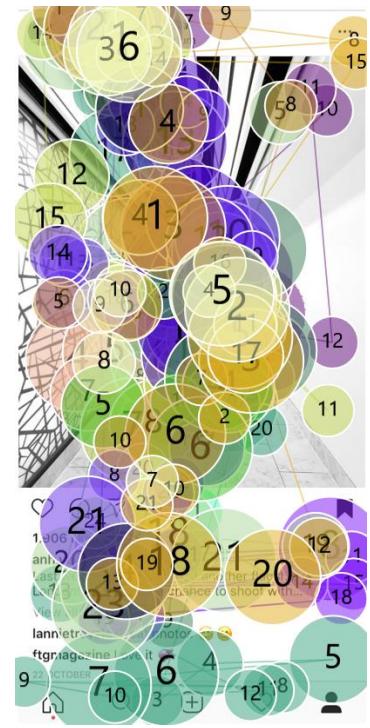
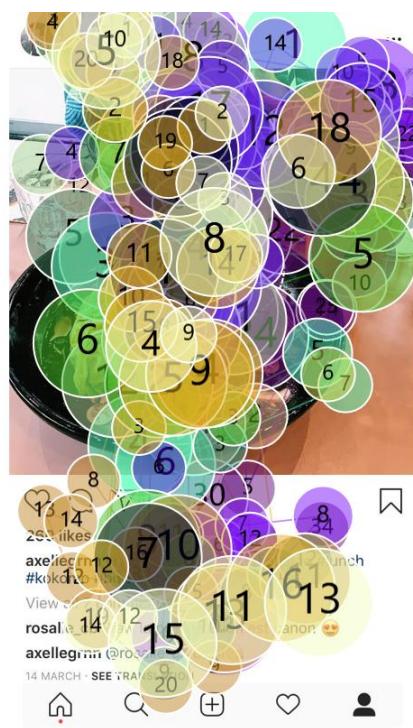
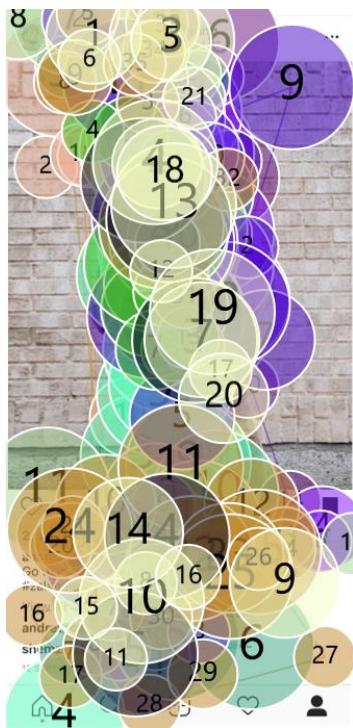
End of Block: Demographics

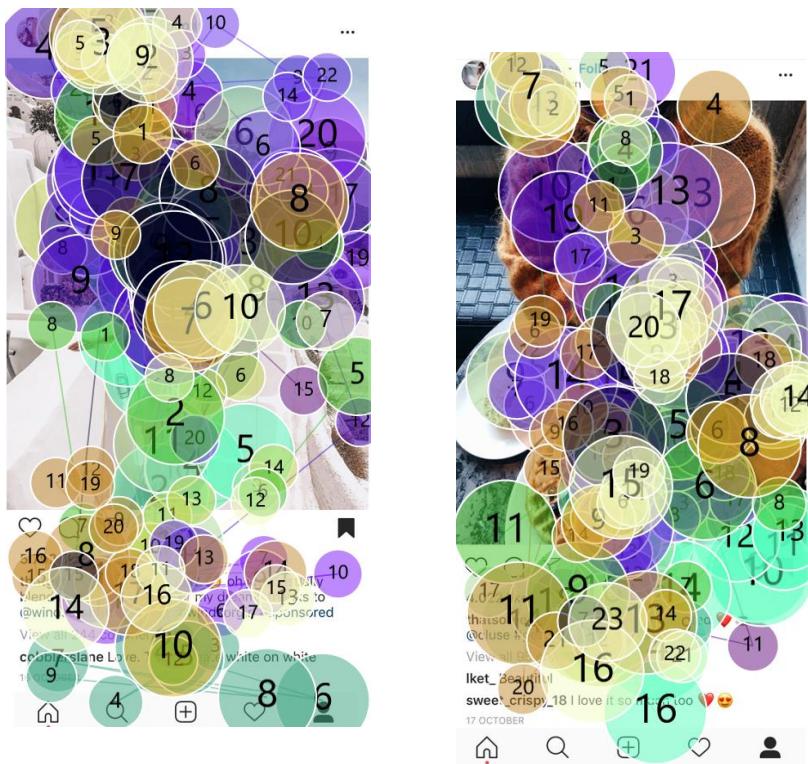
Appendix C (Pre-test heatmaps)





Appendix D (Pre-test gaze plots)





Appendix E (Overview results pre-test)

Demographics

Statistics						
What is your gender?			What is your nationality?		What is your highest level of education? - Selected Choice	Do you have an own Instagram account?
N	Valid	16	16	16	16	16
	Missing	0	0	0	0	0

Gender

What is your gender?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	8	50.0	50.0
	Female	8	50.0	100.0
	Total	16	100.0	100.0

Age

What is your age?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	1	6.3	6.3
	19	2	12.5	12.5
	21	2	12.5	12.5
	22	1	6.3	6.3
	23	3	18.8	18.8
	24	3	18.8	18.8
	25	1	6.3	6.3
	27	1	6.3	6.3
	32	1	6.3	6.3
	>36	1	6.3	6.3
Total		16	100.0	100.0

Nationality

What is your nationality?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brazilian	1	6.3	6.3	6.3
	Dutch	8	50.0	50.0	56.3
	Turkish	1	6.3	6.3	62.5
	German	3	18.8	18.8	81.3
	Indonesia	1	6.3	6.3	87.5
	Netherlands	1	6.3	6.3	93.8
	Russian	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

Education

What is your highest level of education? - Selected Choice					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary school	6	37.5	37.5	37.5
	Bachelor´s degree	8	50.0	50.0	87.5
	Master´s degree	1	6.3	6.3	93.8
	Other:	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

Instagram Account

Do you have an own Instagram account?				
		Frequency	Percent	Cumulative Percent
Valid	Yes	12	75.0	75.0
	No	4	25.0	25.0
	Total	16	100.0	100.0

Brand knowledge**Influencer knowledge**

		Frequency	Percent	Valid Percent	Cumulative
					Percent
Valid	Yes	1	6.3	6.3	6.3
	No	15	93.8	93.8	100.0
	Total	16	100.0	100.0	

Brand attitude**Brand Attitude**

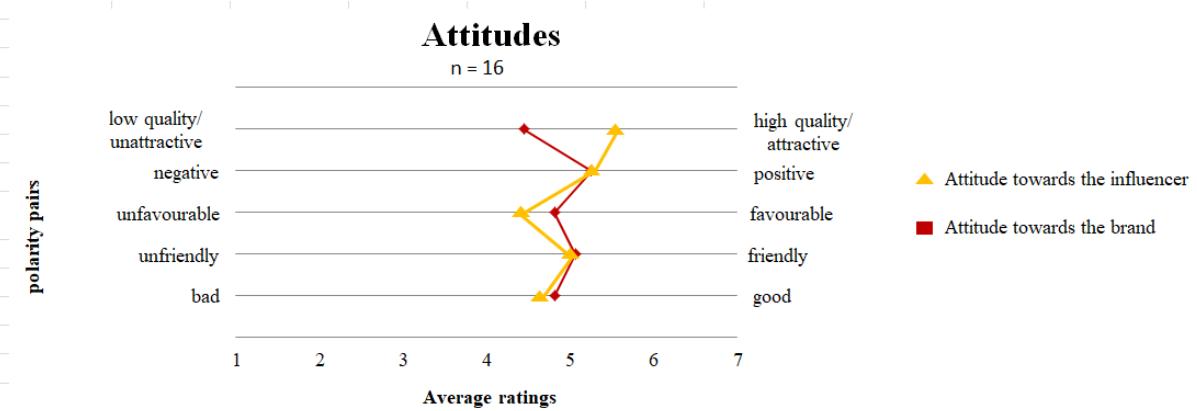
	N	Minimum	Maximum	Mean	Std. Deviation
bad:good	16	2	6	4.81	1.109
unpleasant:pleasant	16	3	7	5.06	.998
unfavourable:favourable	16	1	7	4.81	1.559
negative:positive	16	3	7	5.25	1.125
poor quality:high quality	16	3	6	4.44	1.031
Valid N (listwise)	16				

Influencer knowledge**Influencer knowledge**

	Frequency	Percent	Valid Percent	Cumulative	
				Percent	Percent
Valid	No	16	100.0	100.0	100.0

Influencer attitude**Influencer Attitude**

	N	Minimum	Maximum	Mean	Std. Deviation
bad:good	16	2	6	4.62	.957
unfriendly:friendly	16	3	7	5.00	1.033
unfavourable:favourable	16	2	6	4.56	1.153
negative:positive	16	4	7	5.25	1.000
unattractive:attractive	16	4	7	5.56	.892
Valid N (listwise)	16				



Recall Instagram postings

Coding	Topics	Examples
1	Picture content	People, colours, locations
2	Sponsorship disclosure	Hashtags, sponsored
3	Brands	Zalando, clues
4	Text	Read more
5	IG specifics	Likes
6	others	Professionality of pictures, no remarks

Memory of Instagram postings

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Picture Content	85	81.73	81.73	81.73
2 Sponsorship Disclosure	8	7.9	7.9	89.42
3 Brand	3	2.88	2.88	92.3
4 Text	2	1.92	1.92	94.22
5 IG specifics	1	0.96	0.96	95.18
6 Others	5	4.82	4.82	100
Total	104	100	100	

Ad recognition**Advertisement recognition**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	68.8	68.8	68.8
	Maybe	4	25.0	25.0	93.8
	No	1	6.3	6.3	100.0
	Total	16	100,0	100,0	

Indicators/ remember

Coding	Words
1	Brand name
2	#ad / #advertisement
3	Pad partnership tag
4	Content of caption
5	#spon / #sponsored

Memory Advertisement Wording

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Brand name	10	41.67	41.67	41.67
2 #ad / #advertisement	3	12.5	12.5	54.17
3 Sponsorship tag	3	12.5	12.5	66.67
4 Content of caption	6	25	25	91.67
5 #spon / #sponsored	2	8.33	8.33	100
Total	24	100		

Sponsorship disclosure/ free

Coding	Words
1	Collaboration
2	Sponsorship/ spon/ sponsored by
3	Brand name/ brand logo
4	Advertisement / ad
5	Money signs/ prices
6	Paid partnership
7	Thanks to
8	Supported by/ help of
9	Others

Wording sponsorship disclosure

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Collaboration	1	1.96	1.96	1.96
2 Sponsorship/ Spon/ Sponsored by	9	17.65	17.65	19.61
3 Brand name/ logo	10	19.69	19.69	39.3
4 Ad / Advertisement	12	23.53	23.5	62.83
5 Money signs/ prices	4	7.84	7.84	70.69
6 Paid partnership	2	3.92	3.92	74.56
7 Thanks to	2	3.92	3.92	78.48
8 Supported by/ help of	2	3.92	3.92	82.4
9 Others	9	17.65	17.6	100
Total	51	100	100	

Honest opinion

Coding	Topics	Examples
1	Usage of personas	I or we, speaking for myself
2	Emotions	Love, like
3	Opinion	I would like to share, In my opinion
4	No business connections	Not mentioning brand name
5	Positive adjectives	Great, beautiful
6	others	Usage of emojis, signs (!?#)

Wording honest opinion

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Personas	4	11.76	11.76	11.76
2 Emotions	11	32.35	32.35	44.11
3 Opinion	8	23.53	23.53	67.64
4 No business connections	3	8.82	8.82	76.46
5 Positive adjectives	3	8.82	8.82	85.28
6 Others	5	14.72	14.72	100
Total	34	100		

Knowledge

Coding	Topics	Examples
1	Economic background	Money driven, paid by brands
2	Sponsorship disclosure	Caption tag, need to be disclosed
3	Influencer	Popular accounts, wide reach
4	Nothing	
5	Brand presence	Product is visible, brand named
6	Fake/ not honest	Fake reality, post things they do not like
7	others	Agencies, analytics, happens a lot

Knowledge sponsored postings on Instagram

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Economic background	13	26.53	26.53	26.53
2 Disclosure	8	16.33	16.33	42.86
3 Influencer	10	20.41	20.41	63.27
4 Nothing	2	4.01	4.01	67.28
5 Brand presence	5	10.23	10.23	77.51
6 Falsity	6	12.26	12.26	89.77
7 Others	5	10.23	10.23	100
Total	49	100	100	

Attitude

Coding	Evaluation	Topics	Examples
1	Neutral	Way of advertising	Just another way to promote products
2	Neutral	If not too influenced	If not too influenced by brands, there is no bad if advertiser is sincere about posting an ad
3	Negative	Fake/ Influential	Pictures are too perfect, not really represent true life of the endorser
4	Positive	User perspective	
5	Positive	Economic perspective	Useful for companies
6	Negative	Not suitable	Ofstets the purpose of the medium, not always visable
7	-	others	Wasting time

Attitude towards sponsored postings on Instagram

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Neutral – Form of advertising	10	20.41	20.41	20.41
2 Neutral – Consumer view	7	14.29	14.29	34.7
3 Negative - Influence	13	26.53	26.53	61.23
4 Positive – Consumer view	2	4.8	4.08	65.31
5 Positive Economic perspective	7	14.29	14.29	79.6
6 Negative - Falsity	7	14.29	14.29	93.89
7 Others	3	6.11	6.11	100
Total	49	100	100	

Appendix F (Overview stimulus material)



2.966 Likes

kirabejaoui I am ready for the fall season 2018! My new cute sweater from @cosyme keeps me warm and is super cosy. #fall2018 #sweaterlove

Control group
without sponsorship
disclosure



2.966 Likes

kirabejaoui Advertisement. I am ready for the fall season 2018! My new cute sweater from @cosyme keeps me warm and is super cosy. #fall2018 #sweaterlove



2.966 Likes

kirabejaoui I am ready for the fall season 2018! My new cute sweater from @cosyme keeps me warm and is super cosy. #fall2018 #sweaterlove



2.966 Likes

Kirabejaoui Advertisement, but I give my own honest opinion. I am ready for the fall season 2018! My new cute sweater from @cosyme keeps me warm and is super cosy. #fall2018 #sweaterlove



2.966 Likes

kirabejaoui I am ready for the fall season 2018! My new cute sweater from @cosyme keeps me warm and is super cosy. #fall2018 #sweaterlove

Appendix G (Overview reliability check)

Construct	Elements	Original number of items	Number of Items removed	Cronbach's Alpha	Mean	Std. Deviation
Attitude	Towards post	5	0	0.87	4.82	1.10
	Towards brand	5	0	0.93	4.40	0.99
	Towards influencer	5	0	0.89	4.60	1.10
Behaviour	Purchase intention	2	0	0.92	2.42	1.48
	eWoM intention	3	0	0.76	1.94	1.05
Conceptual persuasion knowledge	Persuasion intent	7	3	0.76	6.14	0.77
	Economic background	3	2	-	6.22	1.06
	Persuasive tactics	6	2	0.82	4.23	1.42
	Total	16	7	0.71	5.54	0.69
Evaluative persuasion knowledge	Liking&Appropriateness	8	0	0.82	4.30	1.18
	Skepticism	6	6	0.276	-	-
	Total	8	0	0.82	4.30	1.18

Appendix H (Overview questionnaire main study)**Master Thesis - Survey**

Start of Block: Introduction

Dear participant,

this research deals with the perception of Instagram posts and it will take approximately 10-15 minutes. At first, you will see an Instagram posting, followed by additional questions. At the end of the study, you will find some demographical questions. I do kindly ask you to read the descriptions carefully.

This survey is conducted for a graduation project at the University of Twente. Your data will be processed anonymously; participation is voluntary and you can withdraw from the research at any given time.

If you have any questions or remarks, please do not hesitate to contact me via f.nordmann@student.utwente.nl.

Thank you in advance,

Freya Nordmann

Do you want to continue with the survey?

Yes

No

Skip To: End of Survey If Do you want to continue with the survey? = No

Display This Question:

If Do you want to continue with the survey? = Yes

Are you in the age of 16-36?

Yes

No

Display This Question:

If Are you in the age of 16-36? = No

Dear participant,

this study aims at the investigation of the main user group of Instagram with an age between 16 - 36. Your previous answer indicates that you do not belong to this group. Therefore this questionnaire will end for you at this point.

Thank you for your interest and effort.

Skip To: End of Survey If Dear participant, this study aims at the investigation of the main user group of Instagram with a...() Is Displayed

End of Block: Introduction

Start of Block: Stimulus Material - control

Timing

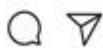
First Click

Last Click

Page Submit

Click Count

Please take some time and have a close look at the picture shown. The questions on the next pages will refer to this Instagram posting.



2.966 Likes

kirabejaoui I am ready for the fall season 2018! My new cute sweater from @cosyme keeps me warm and is super cosy. #fall2018 #sweaterlove

End of Block: Stimulus Material - control

Start of Block: Stimulus Material - simple above

Timing

First Click

Last Click

Page Submit

Click Count

Please take some time and have a close look at the picture shown. The questions on the next pages will refer to this Instagram posting.



End of Block: Stimulus Material - simple above

Start of Block: Stimulus Material - simple below

Timing

First Click

Last Click

Page Submit

Click Count

Please take some time and have a close look at the picture shown. The questions on the next pages will refer to this Instagram posting.



2.966 Likes

kirabejaoui Advertisement. I am ready
for the fall season 2018! My new cute
sweater from @cosyme keeps me
warm and is super cosy. #fall2018
#sweaterlove

End of Block: Stimulus Material - simple below

Start of Block: Block Stimulus Material - honest above

Timing

First Click

Last Click

Page Submit

Click Count

Please take some time and have a close look at the picture shown. The questions on the next pages will refer to this Instagram posting.



End of Block: Block Stimulus Material - honest above

Start of Block: Stimulus Material - honest below

Timing

First Click

Last Click

Page Submit

Click Count

Please take some time and have a close look at the picture shown. The questions on the next pages will refer to this Instagram posting.

**2.966 Likes**

Kirabejaoui Advertisement, but I give my own honest opinion. I am ready for the fall season 2018! My new cute sweater from @cosyme keeps me warm and is super cosy. #fall2018 #sweaterlove

End of Block: Stimulus Material - honest below

Start of Block: Posting recall

Timing

First Click

Last Click

Page Submit

Click Count

Please indicate what you saw in the previous posting.

- Statement 1 _____
- Statement 2 _____
- Statement 3 _____
- Statement 4 _____
- Statement 5 _____

End of Block: Posting recall

Start of Block: Attitude

Q19 On the next three pages, you will see different questions which are related to the Instagram posting you just saw. Please answer the following questions with regard to the posting.

What is your opinion about the prior displayed Instagram posting?

I think the Instagram posting is ...

The displayed Instagram posting contained a brand (@cosyme).

What is your opinion about this brand? I think that the brand in the Instagram posting is ...

The displayed Instagram posting contained an influencer (the person who created the post named Kirabjaoui).

What is your opinion about this influencer? I think the influencer in the Instagram posting is ...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
bad	<input type="radio"/>	good						
unattractive	<input type="radio"/>	attractive						
unfavourable	<input type="radio"/>	favourable						
negative	<input type="radio"/>	positive						
not trustworthy	<input type="radio"/>	trustworthy						

End of Block: Attitude

Start of Block: Behavior

Please indicate the extent to which you agree with the following statements.

	Very high (1)	Moderately high (2)	Slightly high (3)	About the same (4)	Slightly low (5)	Moderately low (6)	Very low (7)
My intention to like the displayed post is .. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My intention to comment on the displayed post is .. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My intention to share the displayed post is .. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My interest to buy the pullover presented is .. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My intention to buy a product from the brand cosyme is.. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Behavior

Start of Block: Persuasion Knowledge - Conceptual Dimension

Please indicate the extent to which you agree with the following statements.

The reason the brand cosyme is shown in Instagram posts is to...

In the Instagram posting the brand cosyme and the influencer Kirabejaoui was shown.

To what extent do you agree with the following statements?

Please complete the following statement: Seeing the brand name cosyme influences me by ...

	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)
... making sure the posting does not look like advertising. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... placing the brand in a context that I like. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... placing the brand in a context that I trust. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... making the posting more attractive. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... entertaining me with the posting. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... misleading my assumption of a promotional purpose. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Persuasion Knowledge - Conceptual Dimension

Start of Block: Posting response

Did you see any advertising in the Instagram posting that was presented in the beginning?

- Yes
- No
- Not sure

Display This Question:

If Did you see any advertising in the Instagram posting that was presented in the beginning? = Yes

You indicated that you saw advertising in the Instagram posting. What leads you to the opinion that it was an advertising post?

Display This Question:

If Did you see any advertising in the Instagram posting that was presented in the beginning? = Not sure

You indicated that you saw advertising in the Instagram posting. What leads you to the opinion that it was an advertising post?

End of Block: Posting response**Start of Block: Instagram Usage**

The two next pages will be about your general Instagram usage and your attitude. Those questions are in no relation with the prior postings you saw in the beginning of the survey.

Do you have an Instagram account?

Yes

No

Display This Question:

If Do you have an Instagram account? = Yes

For which purpose do you use Instagram?

Privat

Professional

Both

Display This Question:

If For which purpose do you use Instagram? = Professional

Or For which purpose do you use Instagram? = Both

Please explain your professional use of Instagram more in detail.

Display This Question:

If Do you have an Instagram account? = Yes

How much time do you spend on Instagram daily?

- No daily usage
- < 30 minutes
- Between 30 minutes and 1 hour
- Between 1 hour and 2 hours
- > 2 hours

End of Block: Instagram Usage

Start of Block: Persuasion Knowledge - Evaluative Dimension

Brands sometimes pay the producers of an Instagram post/ influencer to show products or messages in the name of their brand.

What is your opinion about this? I think that showing products/ brand messages for which the brand has paid in Instagram postings is ...

When brands are paying for postings on Instagram, the influencer is obligated to display a sponsorship disclosure.

Please rate the following statements:

	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)
I am aware of sponsorship disclosures on Instagram. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think all influencers label their postings correctly. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think sponsorship disclosure is helpful to recognize advertisements. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think influencers only promote products they are truly convinced of. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think influencers want to hide promotional purposes. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think brands want to hide promotional purposes. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Persuasion Knowledge - Evaluative Dimension

Start of Block: Demographics

What is your gender?

- Male
- Female
- Divers
- No response

What is your age?

▼ 16 (1) ... 36 (21)

What is your nationality?

What is your highest level of education?

- Secondary school (1)
- Bachelor's degree (2)
- Master's degree (3)
- Apprenticeship (4)
- Other: (5) _____

Please indicate in how far you have advanced knowledge in the following fields.

	Very low (1)	Low (2)	Rather low (3)	Neither low nor high (4)	Rather high (5)	High (6)	Very high (7)
Field of marketing (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Field of communication (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Field of Instagram (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Demographics

Appendix I (Overview coding scheme)

Topic	Coding	Label	Examples
General	FQ	Filter question	
Statement content of posting	1	Sponsorship disclosure	Advertisement
	2	Brand name	Name, 'tag naar het merk'
	3	Influencer/ Woman	Model, young woman
	4	Fashion/ Look	Pullover, Fall outfit
	5	Background	City, 'Fassade'
	6	Emotions	Smiling, Laughing
	7	Advertisement	Reclame
	8	Others	Nothing, nice posting
	9	Instagram specifics	'over 2000 likes', Instagram name
	10	Own opinion	'so-called own opinion'
Correctness of advertisement recognition	1	Correct	Sponsorship disclosure + 'yes' + 'advertisement'; no sponsorship disclosure + 'no'
	2	Not correct	Sponsorship disclosure + 'no'; no sponsorship disclosure + 'yes' + 'brand name'
	3	Inconclusive	Sponsorship disclosure + 'text'
	4	No statement	

Appendix J (Overview factor analysis)

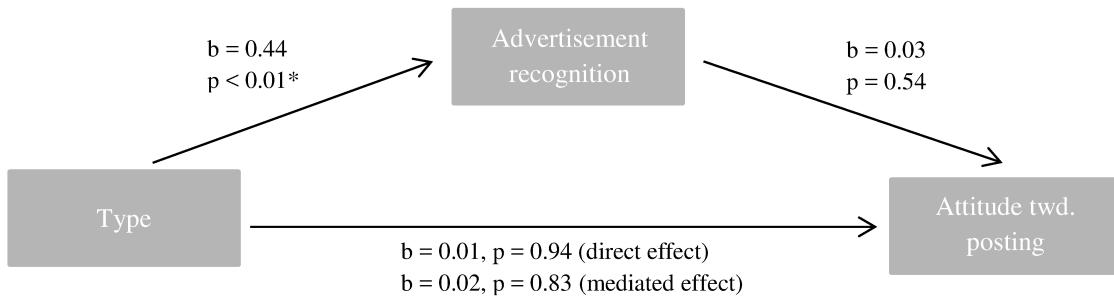
	Rotated Component Matrix ^a						
	Component						
	1	2	3	4	5	6	7
OP- bad:good	,703						
OP - unattractive:attractive	,743						
OP - unfavourable:favourable	,725						
OP - negative:positive	,672						
OP - poor quality:high quality	,704						
OB - bad:good			,743				
OB - unattractive:attractive			,712				
OB - unfavourable:favourable			,762				
OB - negative:positive			,815				
OB - poor quality:high quality			,776				
OI - bad:good	,623		,460				
OI - unattractive:attractive	,678						
OI - unfavourable:favourable	,746						
OI - negative:positive	,624		,404				
OI - not trustworthy:trustworthy	,421						,406
EWOM - liking				,597			
EWOM. - commenting				,816			
EWOM - sharing				,836			
PUR - My interest to buy the pullover presented is ..				,573			,473
PUR - My intention to buy a product from the brand cosyme is..				,545			,470
PI - make people think positively about the brand.					,659		
PI - make people remember the brand.					,723		
PI - attract attention to the brand.					,795		
PI - encourage people to buy the brand.					,774		
EBK_brand pays					,508		
PT - making sure the posting does not look like advertising.			,779				
PT - placing the brand in a context that I like.			,793				
PT - placing the brand in a context that I trust.			,754				
PT - misleading my assumption of a promotional purpose.			,673				

Extraction Method: Principal Component Analysis.

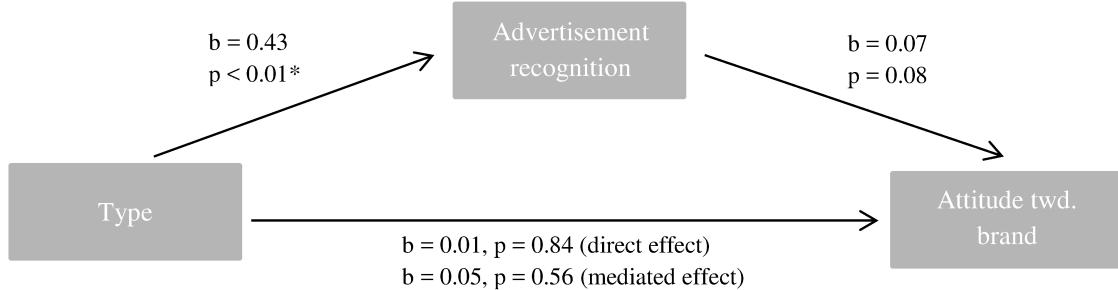
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

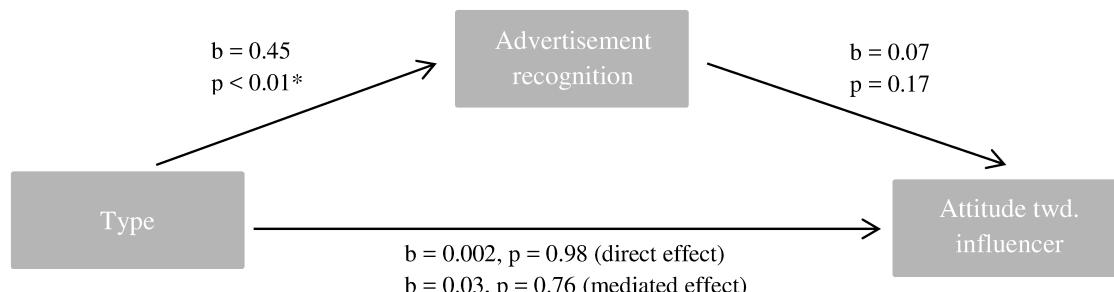
Appendix K (Overview mediation analyses (type))



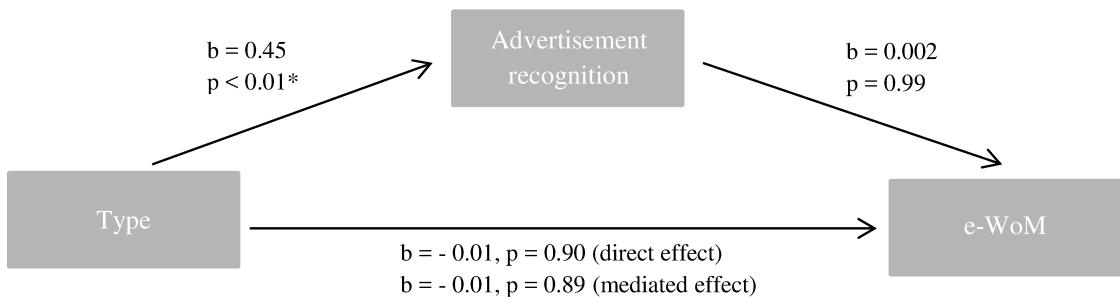
0.013 CI [-0.028, 0.058]



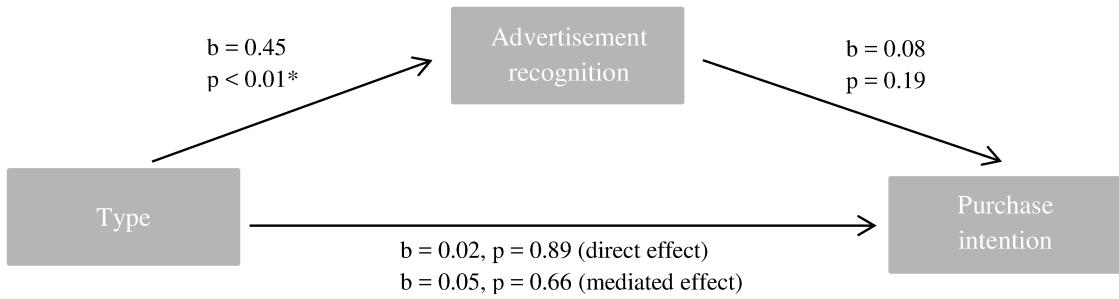
0.033 CI [-0.004, 0.080]



0.03 CI [-0.012, 0.081]

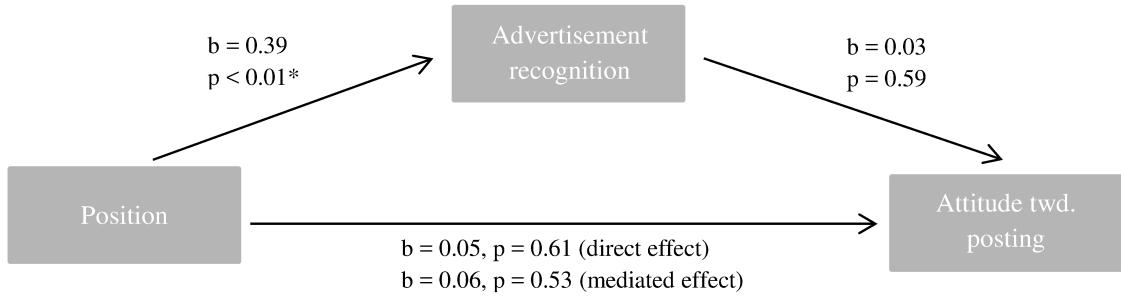


0.0001 CI [-0.047, 0.045]

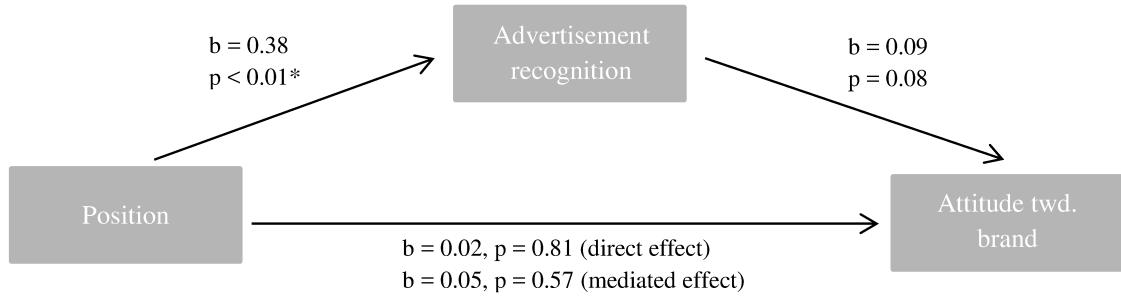


0.037 CI [-0.018, 0.107]

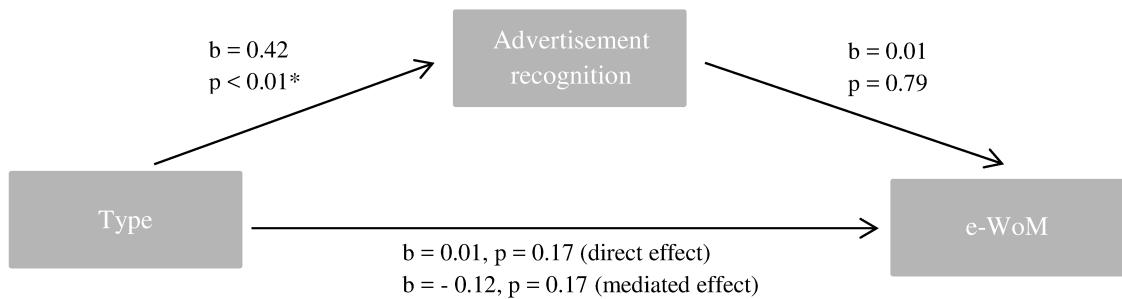
Appendix L (Overview mediation analyses (position))



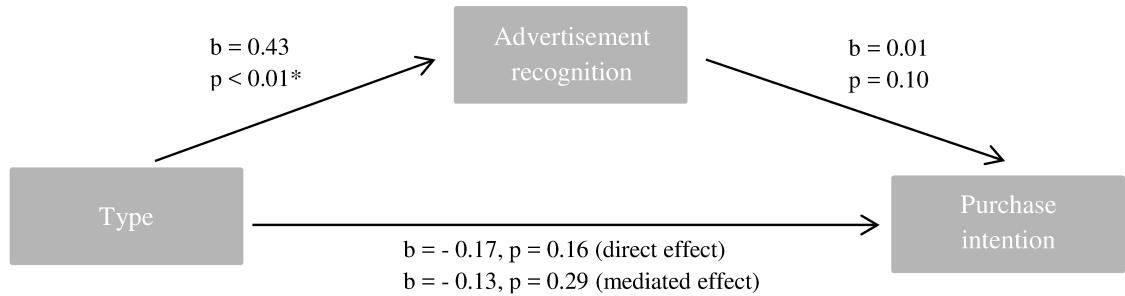
0.009 CI [-0.025, 0.053]



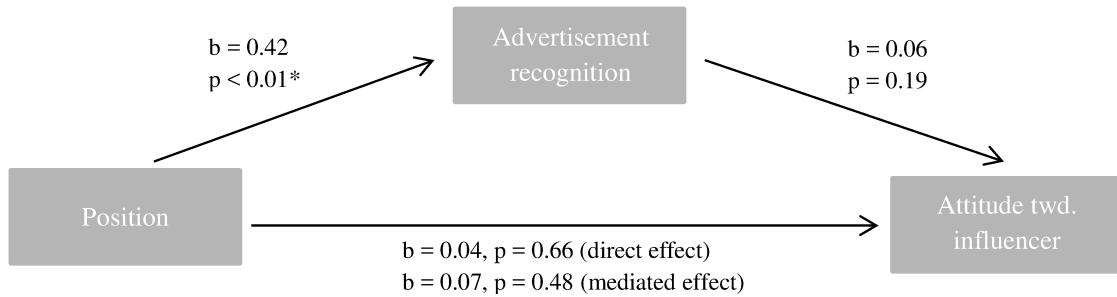
0.03 CI [-0.012, 0.081]



0.005 CI [-0.035, 0.047]



0.045 CI [-0.001, 0.120]



0.025 CI [-0.013, 0.074]

Appendix M (Ethical approval from University of Twente)

Requestnr. : 18896
Title : Sponsored posts on Instagram
Date of application : 14-11-2018
Researcher : F. Nordmann
Supervisor : M. Galetzka
Commission : J.F. Gosselt
Usage of SONA : No

Your research has been approved by the Ethics Committee.