

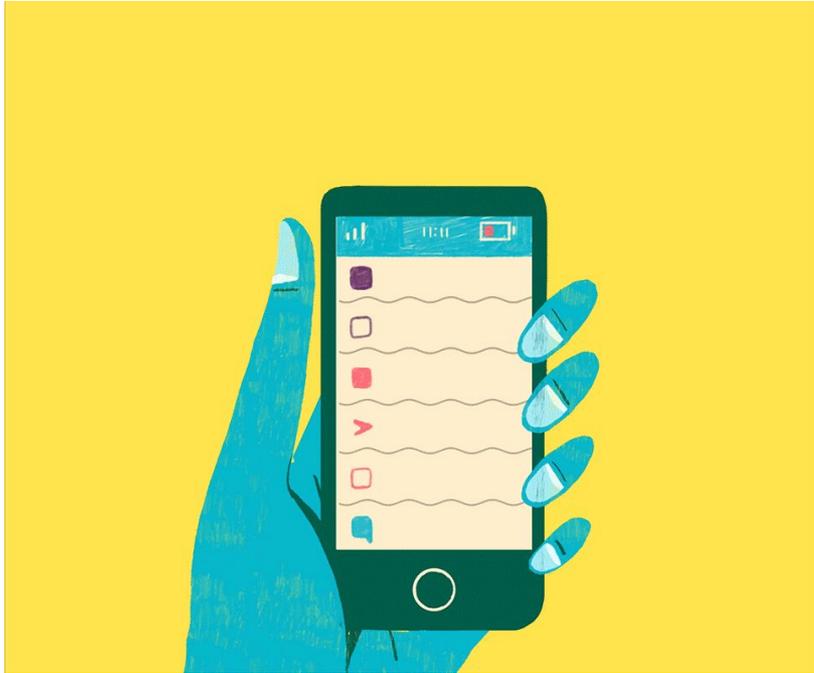
#Sponsored

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About our research

Look at the effects of paid Instagram disclosures on
influencer trust, authenticity and engagement.

Research Goals



- review the cultural shift of Instagram to a business and e-commerce platform
- assess audience perception of and engagement with different types of sponsorship disclosures from influencers
- evaluate whether the way an influencer discloses a paid collaboration has an impact on their audience's:
 - trust
 - perception of influencer authenticity
 - perception of the brand
 - likelihood to purchase

Method

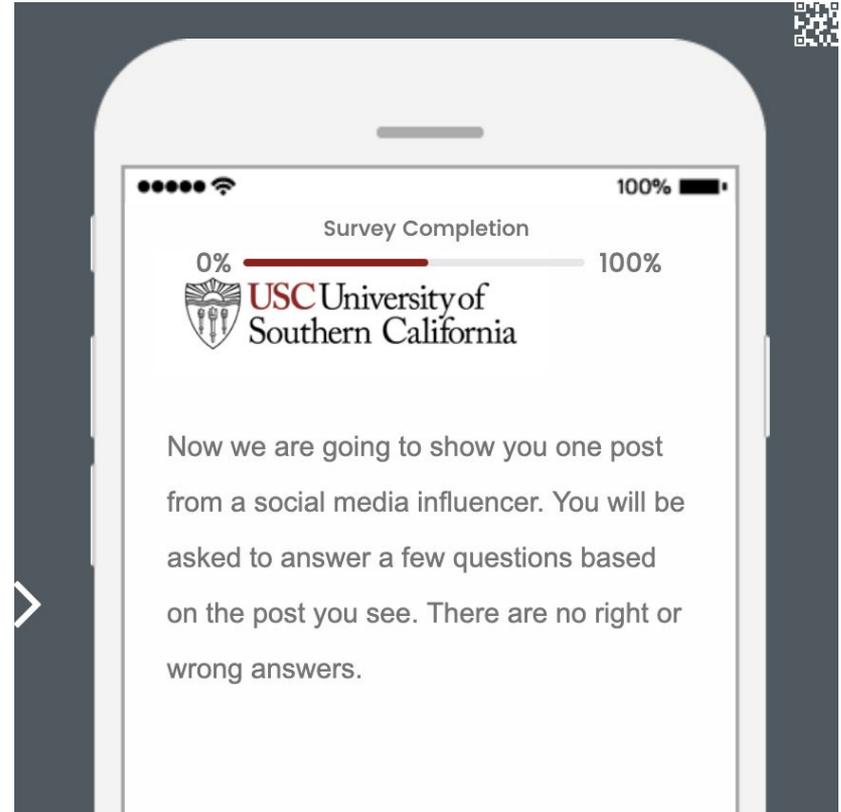
online survey, distributed through convenience and snowball sampling

- Members of the group distributed the survey to people they knew
 - Posted it on social media in order to fulfill the quota of 98 people
 - Survey participants were required to meet the following criteria: female in Los Angeles between the ages of 18 to 27 who use Instagram
 - Data collection lasted for one week
 - 107 valid responses were collected by the time of data analysis. 30 responses were removed for being incomplete
-

Survey Questions

The questions were:

- How do you feel about this post?
- Do you think this post contains an ad?
- Would you trust this influencer's recommendation?
- How genuine do you feel this post is?
- How likely would you be to purchase this product?
- Does this post change your opinion of the product? Why?
- Please rate how likely would you be to engage with this post.



Affiliate Link



candicemtay • Follow

Toronto, Ontario



candicemtay What's your favourite way to accessorize an outfit?

If you've been around for a while, you'll know I'm all about the classic jewelry pieces. These hoops are my go-to pair because they are light, minimal and versatile. They go with literally everything and I can barely feel them when I'm out and about. I love accessorizing with jewelry to elevate a relatively simple outfit.

The hoops I'm wearing are from [@mejuri](#). I have an affiliate link in my bio if you're interested 🍷 !

4w



826 likes

OCTOBER 8

Add a comment...

Post

Tag the Brand



sabinasocol • Follow
Paris, France



sabinasocol • Very much into stacking up these beauties from the @missomalondon Momposina collection ✨ How many selfies do you take before you post one? 😊

21w



3sanket Smile 😊👉



19w Reply



fior_elle Gorgeous ❤️



17w 1 like Reply



fior_elle Gorgeous ❤️



Liked by ashleyseryn and 18,135 others

JUNE 12

Add a comment...

Post

#Ad



tamara • Follow



tamara Its been over a month now that I have been wearing these @missomalondon pieces as my every day jewellery. Love layering multiple necklaces from #LucyWilliamsxMissoma ad

5w



bayusamudra_mg So beautiful and looking great 😊



4w Reply



vanessaalmeidaatelier 🥰



4w Reply



22,584 likes

OCTOBER 3

Add a comment...

Post

Gifted



carla_cavalcanti • Follow

ALL DAY



carla_cavalcanti 🗨️ all day.....get it? @alldaymia & a big thanks to @mejuri for gifting me the cutest ring of allll time. This is my new fave ✨ #mejuri

2d



lolorhaine Pftaaa 💕



18h 1 like Reply

— View replies (1)



dindarahmaayuw I could stare at you 24/7 🥰



1d 1 like Reply

— View replies (1)



violet.christie An adorable beauty 🥰 ✨



585 likes

2 DAYS AGO

Add a comment...

Post

Data Analysis

- Used Qualtrics generated report and SPSS software to analyze data
 - Calculated percentage
- However, we manually coded some of the short answer questions
 - Instagram accounts people follow
 - Reasons that a post changed one's opinion or not

Quotes & Key words

“Looking at it from a deeper aspect, I do not know this influencer or if they do a ton of brand deals... therefore meaning if they lunge at any opportunity even if it isn't trustworthy for the consumer, also known as the followers.”

“I feel like for me, it would depend on if I know this person or not already and if I trust their opinion or not rather than the post itself.”

“The hashtag #ad and the commercial-like lines seen in the caption makes it blatantly obvious that this influencer is being sponsored. When someone is paid to endorse a product, my trust and the product's desirability diminishes.”

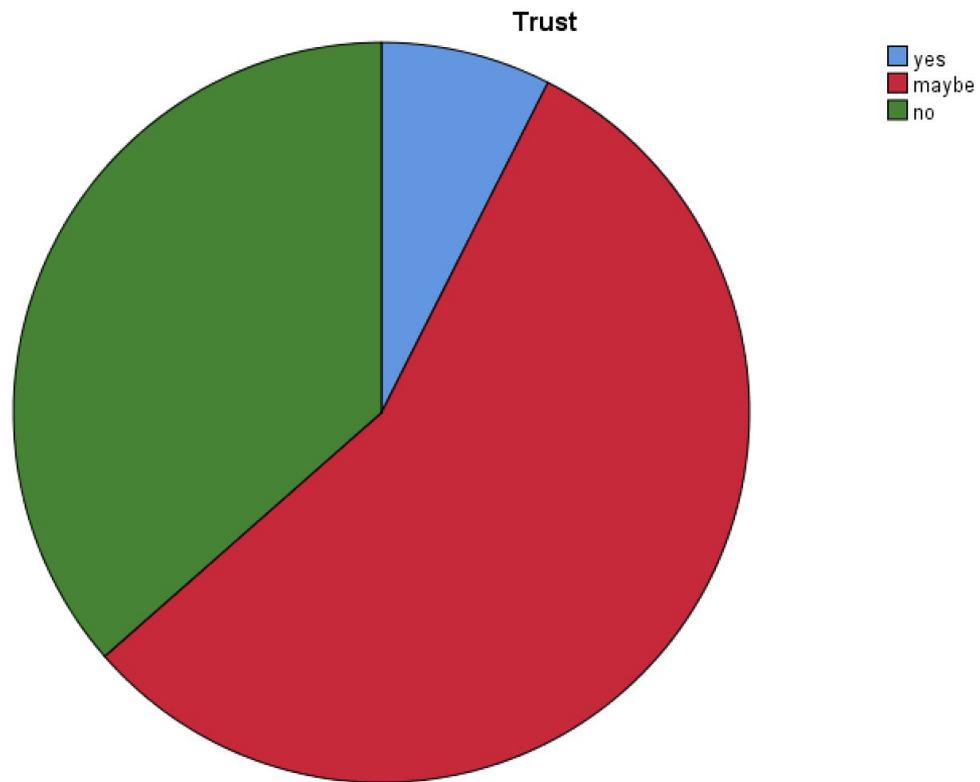
“It's clearly a subtle advertisement meant to subvert the people who see it. That makes me dislike the product that is advertising and the content creator who is showing it.”



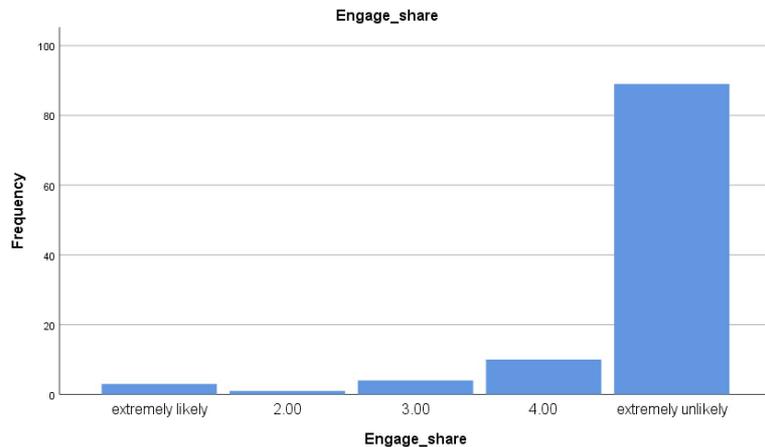
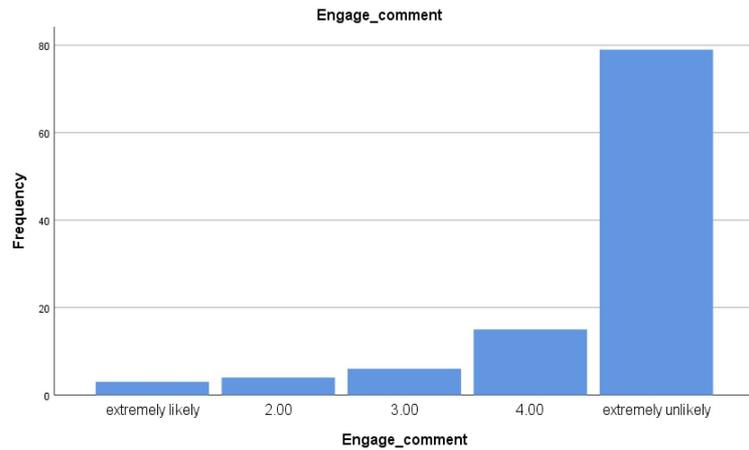
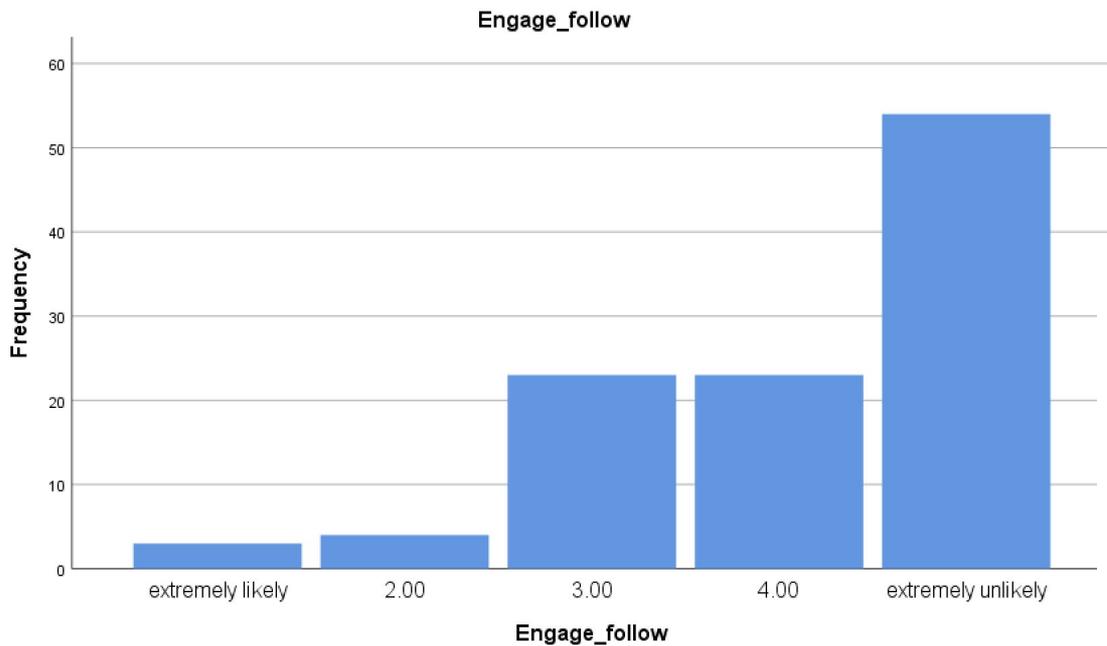
Findings

- Demographics
 - Average age: 22.59
 - 57 out 107 participants said they follow and prioritize friends' content on social media
 - 89.91% of people surveyed follow influencers
 - Top 4 mentioned accounts
 - @emilyaeyoung, @imjennim, @weylie and @best.dressed
- Perceptions to Sponsored Content
 - 82.2% identified the post contains an ad
 - Take a guess: How do most people feel about the ad?

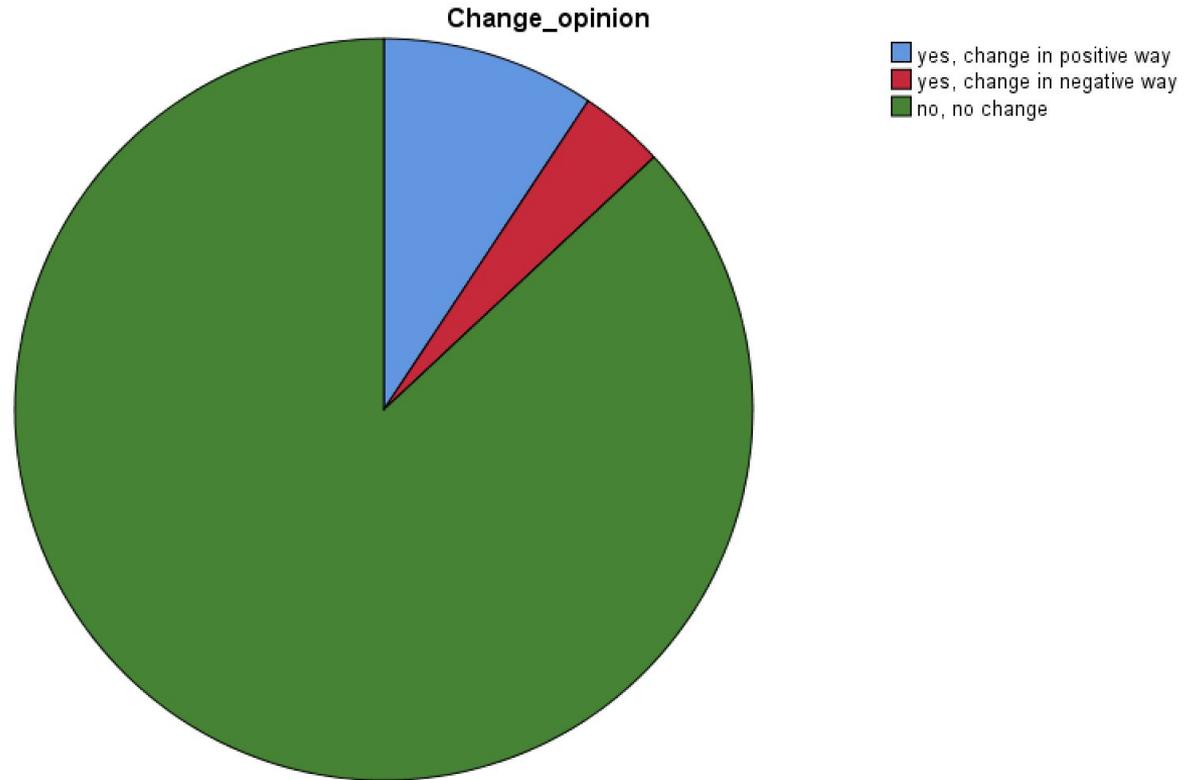
Trust



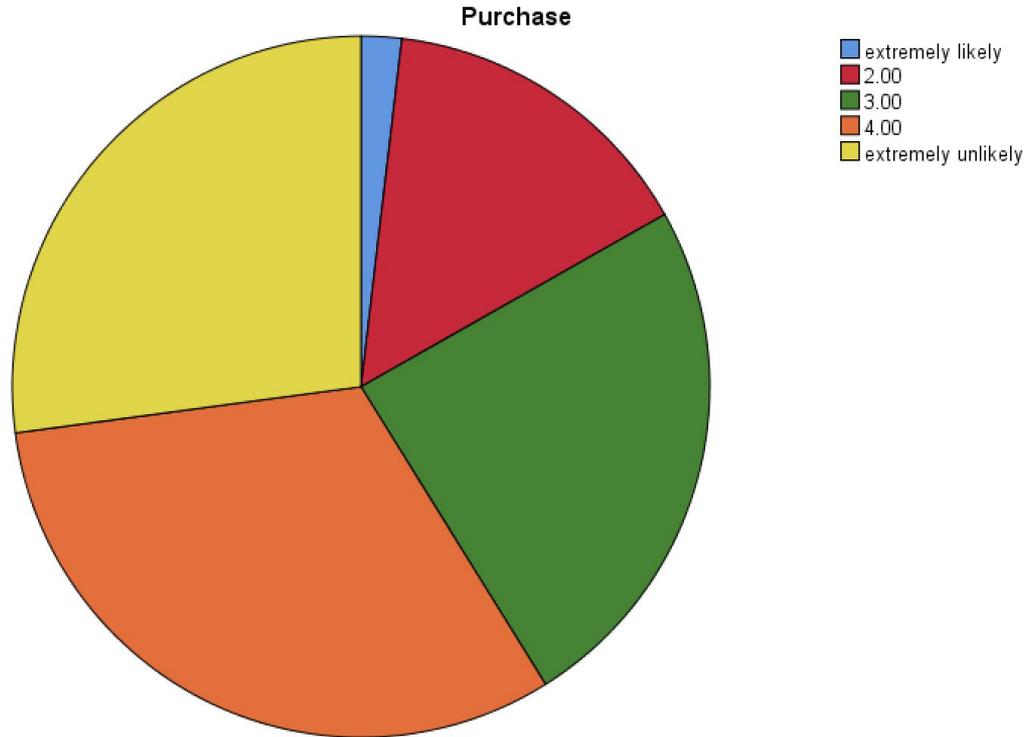
Audience Engagement



Opinion



Intent to purchase



Limitation

- Survey limited to one type of product (Jewelry)
- Inherent bias based on attractiveness
- Survey limited to participants in Los Angeles
- Bias towards particular jewelry brand

Conclusion

- Consistent correlation between sponsored content and neutral to negative emotions across all 4 disclosure types (both obviously sponsored and more subtly sponsored content).
- What does this mean?
 - Type of disclosure doesn't matter for perception, engagement and potential buying behaviors.
- What matters:
 - Subjective views to Instagram ads and influencers in general, personal relevance of product being advertised

Conclusion

- Regardless of which disclosure method you choose, there will be criticism
 - So don't worry so much about type of disclosure
- Focus on choosing influencers with following that matches target audience
 - Ideal if this following/audience is accustomed to seeing ads and have neutral to positive perception of influencers
 - Give influencers freedom to use own copy and creative leeway

Thank You!