

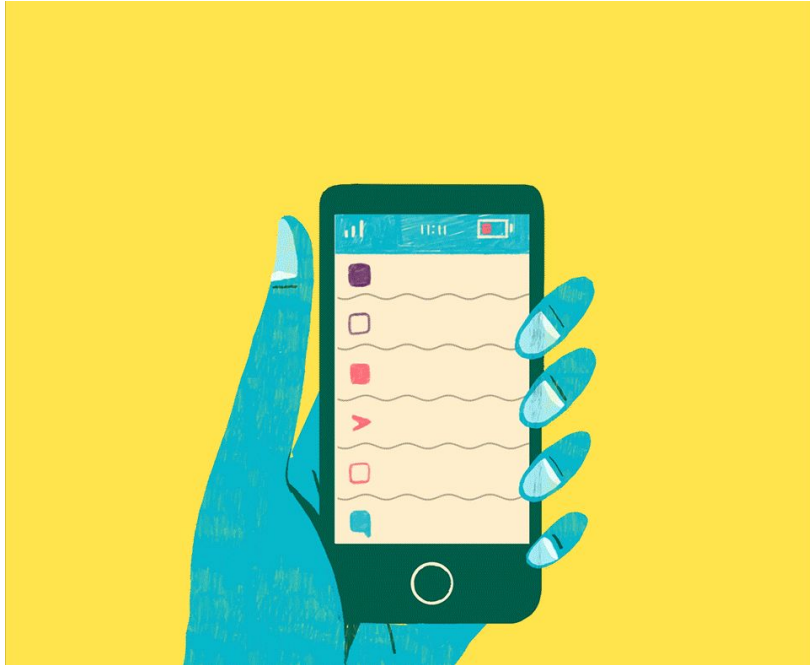
**#Sponsored**

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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

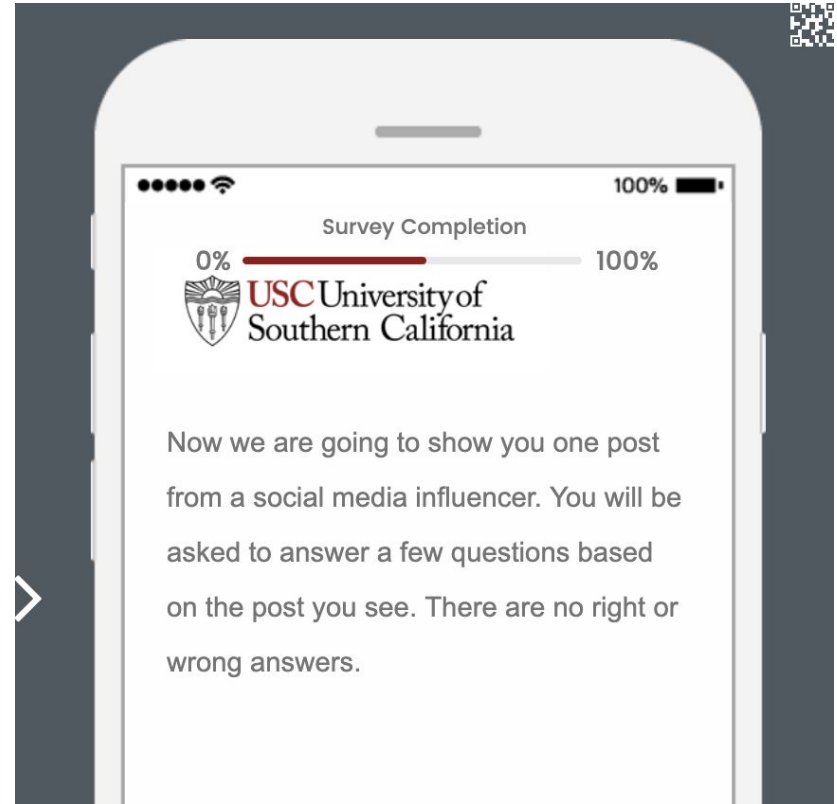
online survey, distributed through convenience and snowball sampling

- 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



alldaymia  
miami\_bloggers

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.”*

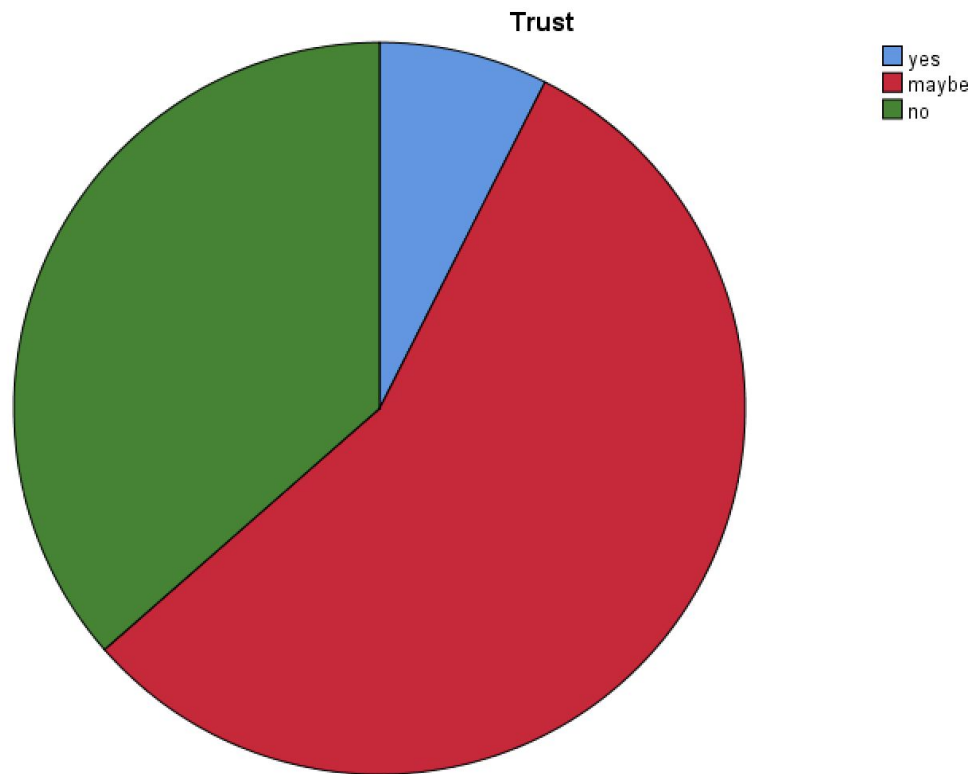
*“It's clearly a subtle advertisement meant to subvert the people who see it. That makes me dislike the product that is advertising and the content creator who is showing it.”*



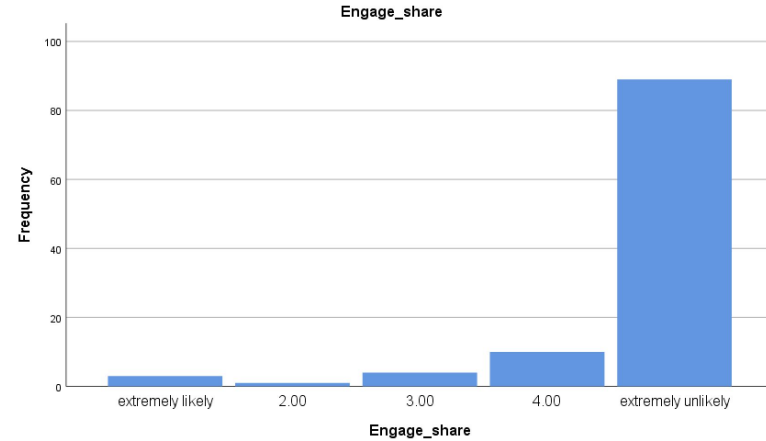
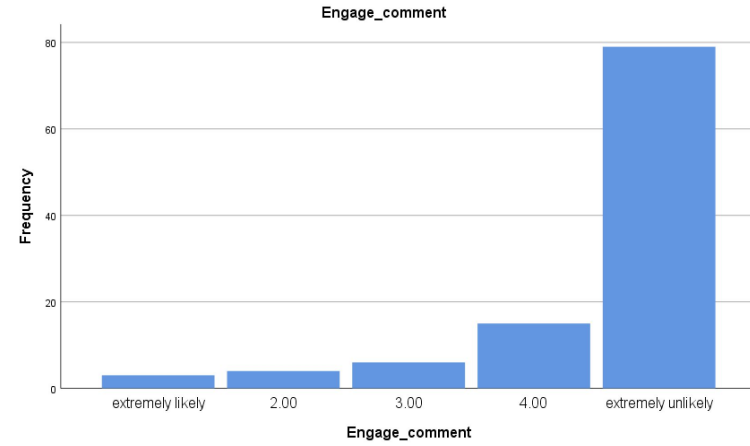
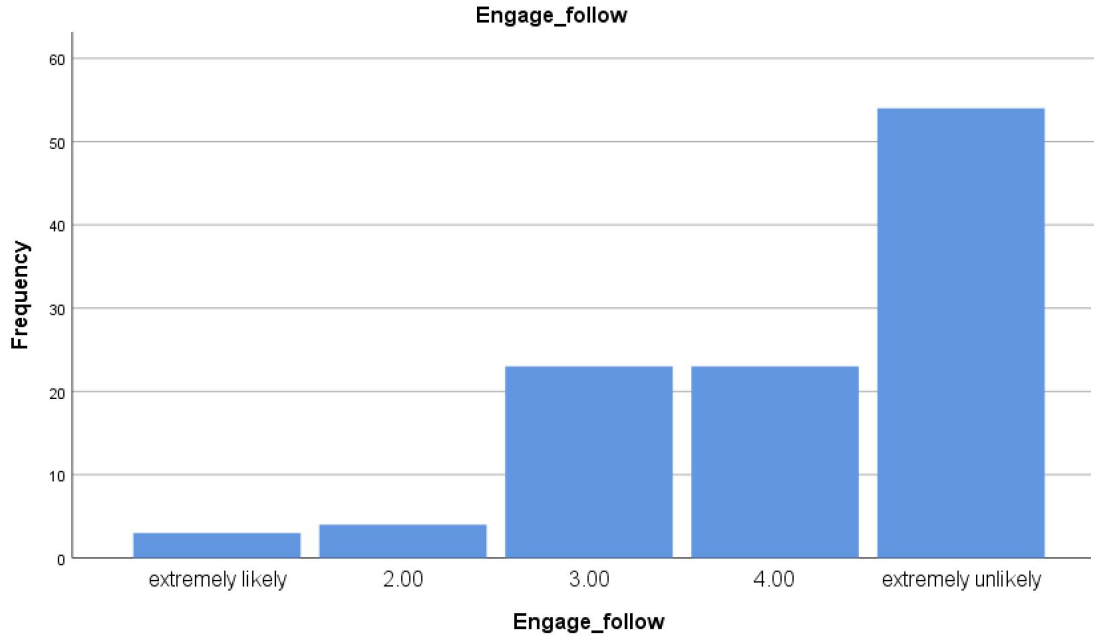
# Findings

- 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?

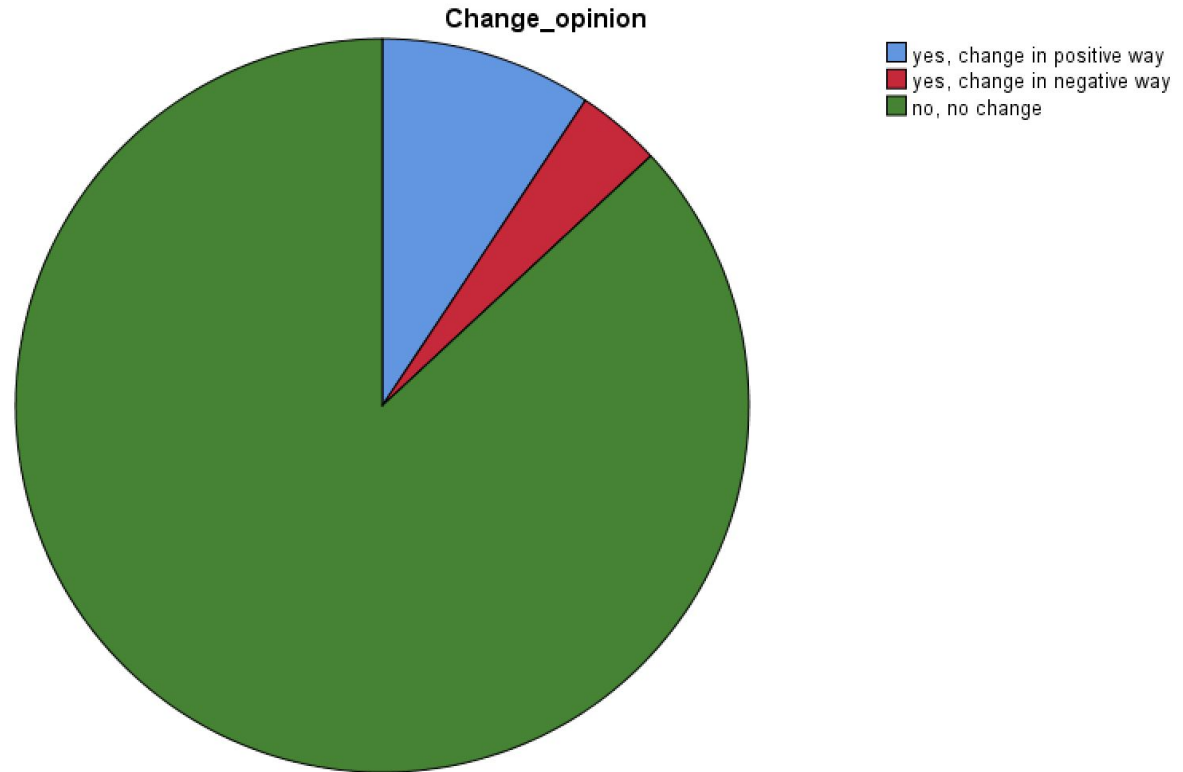
# Trust



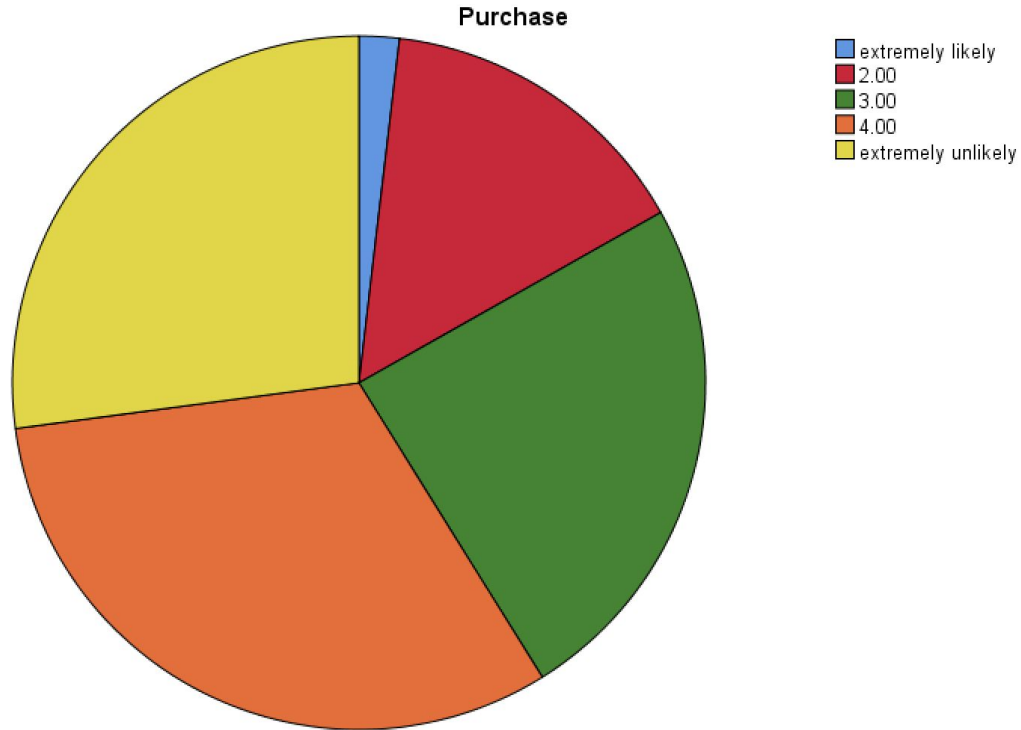
# Audience Engagement



# 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!