MIS Research Seminar

“Designing the Medium and the Message for Sponsorship Recognition on Social Media: The Interplay of Influencer Type, Disclosure Type, and Consumer Culture”

Constantinos Coursaris – Michigan State University, USA

Tuesday, March 5th, 2019 – 14:00 – 16:00

Abstract:

In the context of Instagram-based influencer marketing, we examined the effect of distinct sponsorship disclosure types on consumers’ ability to recognize the sponsorship’ s disclosure. Although prior research has focused on the impact of sponsorship disclosure recognition on brand-related outcomes, limited attention has been given to unraveling the impact of disclosure cues on consumer disclosure recognition. Our findings indicate that any type of disclosure is effective, however, a combination of medium and message-based disclosures is most effective. Results further revealed that consumers are less likely to recognize posts authored by micro- influencers rather than celebrities as sponsored. Finally, our findings show that cultural background has a strong influence on which sponsorship disclosure type is most effective. These findings offer a significant contribution to the human-computer interaction literature in terms of informing the design of messages and media for native advertising. Furthermore, these findings have significant policy implications.