

MASTER'S THESIS

The Effects of Sponsorship Literacy Intervention on Consumer Response to Sponsored Product Review Videos

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ABSTRACT

This thesis aims to examine the effects of sponsorship literacy intervention on consumers' persuasion knowledge, sponsorship transparency, and subsequent brand responses within the context of a product review video. While previous research has primarily focused on the impact of sponsorship disclosure on consumer response, there is limited understanding regarding the effects of interventions implemented in sponsorship practices. Consequently, deriving from previous research about advertising literacy and media intervention, this study conceptualizes and operationalizes a novel intervention termed "sponsorship literacy intervention" to enhance consumers' awareness and comprehension of sponsorship in influencer marketing and then empirically investigates the impact of sponsorship literacy intervention on consumer responses.

Through statistical analysis and the implementation of structural equation modelling, the findings of this study demonstrates that sponsorship literacy intervention could increase on the positive impact of attitudinal persuasion knowledge on consumers' attitude towards influencer, intention to follow and purchase intention. These findings underscore the significance of bolstering consumers' awareness of sponsorship dynamics within the realm of influencer marketing, paving the way for informing consumers' decision-making processes and fostering a more mutually beneficial relationship between influencers and consumers. Therefore, the study not only challenges the existing body of research concerning the negative repercussions of sponsorship disclosure but also addresses a critical gap in our understanding by delving specifically into the realm of sponsorship within influencer marketing. Also, it provides valuable implications for marketers and influencers, highlighting the importance of informing the public about the functioning of the business model of influencer and mitigating biased perceptions toward sponsorship.