

Sponsorship disclosures in vlogs

The moderating role of self-control in the effect of sponsorship disclosures on brand evaluations, persuasion knowledge, and source credibility.



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Abstract

Marketers increasingly cooperate with vloggers by integrating sponsored content in vlogs to reach their target group. Therefore, the US and countries in Europe have set up guidelines, which state that integrated sponsored content in vlogs should be disclosed. The present research examines whether sponsorship disclosures in vlogs affect brand evaluations. Various studies indicate that sponsorship disclosures can activate persuasion knowledge and indirectly have a negative effect on brand evaluations. In addition, sponsorship disclosures can affect source credibility. So far, research has only focused on media context. The present research will compare two types of disclosures in vlog context, namely regular disclosures and honest opinions disclosures. Besides, the circumstances under which sponsorship disclosures in vlogs may affect brand evaluations are still unclear. Just like the “couch-potato” mind set in which people engage when watching entertaining television content, people can engage in a state of low self-control when watching vlogs. Current research shows an effect of self-control as a moderator of disclosure effects on source credibility. Respondents in the high self-control condition with an honest sponsorship disclosure reported a higher amount of source credibility than respondents in the high self-control condition that saw the regular disclosure. This has important theoretical implications for the effects of honest disclosures in vlogs on source credibility. A vlogger can for instance use an honest opinions disclosure, even though he or she is not completely honest.

1. Introduction

A vlog is a video that features a speaker talking into the camera to a non-present audience about for instance his/her daily life (Grimani 2016; Frobernius 2014). Last year, Mascha Feoktistova, known for the YouTube channel Vloggloss, has come into disrepute because of two vlogs she published (Neervoort, 2016). In the first vlog, Mascha and her boyfriend buy a new bed in a Swiss Sense shop. Three days later she publishes another vlog in which she gives her audience a discount code for Swiss Sense (Neervoort, 2016). Both vlogs do not mention any kind of sponsoring by Swiss Sense. The Reclame Code Commissie forced Mascha to add notifications, which state that the vlogs are sponsored (Neervoort, 2016). Sponsored content can be defined as persuasive messages of brands that are integrated into editorial media content on purpose, in exchange for compensation from a sponsor (Boerman & Van Reijmersdal, 2016). Mascha is not the only vlogger that uses sponsored content in her vlogs. Marketers increasingly use vloggers to reach their target audience (Neervoort, 2016).

Various studies show that sponsored content in television shows or movies can have a positive effect on brand evaluations and brand recognition (Matthes, Schemer & Wirth, 2007; Russell, 2002; Van Reijmersdal, Neijens & Smit, 2007; Yang & Roskos-Ewoldsen, 2007). Sponsored content in vlogs can be an effective marketing tool (Grimani, 2016). Consumers can compare themselves to an ‘ordinary’ vlogger and therefore accept integrated sponsored content more easily from a vlogger than when a company tries to sell a product by means of an advertisement (Grimani, 2016).

A television show or vlog without any sponsored content is categorised as editorial media content. Editorial media content is objective and does not contain sponsored content (Tuten and Solomon, 2015). So, when sponsored content is integrated in editorial media content, the persuasive intent of the message is not clear for the viewer (Boerman, Van Reijmersdal & Neijens, 2012). The sponsored content can be perceived as unaware persuasion, since it can lead to positive brand evaluations, which is misleading (Boerman et al., 2012; Cain, 2011; Van Reijmersdal et al., 2007). To protect viewers of these misleading effects of integrated sponsored content, the US and countries in Europe have set up guidelines, which in general state that sponsored content should be disclosed to the viewer (ASA, 2015; Stichting Reclame Code, n.d.).

These sponsorship disclosures can have negative effects on brand evaluations, since sponsorship disclosures make people look more critically at the sponsored content (Boerman, Van Reijmersdal & Neijens, 2012; Boerman, Van Reijmersdal & Neijens, 2013; Milne, Rohm & Bahl, 2009). Although a lot is known about the effects of sponsorship disclosures in traditional media content, not much is known yet about the effects of sponsorship disclosures in vlogs. Since a billion people are using YouTube each day, and sponsored vlog content is an important source of product information, it is important to investigate the impact of sponsorship disclosures in vlogs (YouTube, 2016). The aim of this research is therefore to examine how sponsorship disclosures in vlogs affect one’s critical processing of the sponsored content and one’s brand evaluations.

Sponsorship disclosures can also affect perceived source credibility of the vlogger. Hwang and Jeong (2016) show that regular sponsorship disclosures in blogs negatively affect source credibility, whereas sponsorship disclosures with an honest disclaimer (“all opinions in the post are honest”), affect source credibility more

positively. Since sponsorship disclosures are often applied in vlogs and the effect of honest and regular sponsorship disclosures on source credibility have not yet been investigated in vlogs, this study will focus on the use of honest opinions sponsorship disclosures in vlogs compared to no – and regular sponsorship disclosures.

The results of the current study may lead to new theoretical insights, which have implications for consumers and marketing. From the consumer perspective, consumers deserve the right to know a vlog is sponsored. Sponsorship disclosures should thus be added to vlogs. However, consumers can be misled by honest disclosures, if vloggers for instance post insincere opinions (Hwang & Jeong, 2016). From a marketing perspective, Sponsorship disclosures makes consumers look more critically at sponsored content in vlogs, which can negatively affect their brand evaluations (Boerman et al., 2012; Boerman et al., 2013; Milne et al., 2009). However, adding honest opinions to a disclosure might help the vlogger gain more credibility, (Hwang & Jeong, 2016).

In addition, the circumstances under which people view a vlog may also affect the way sponsorship disclosures affect critical processing and brand evaluations. Janssen Fransen, Wulff and van Reijmersdal (2016) showed that the effect of sponsorship disclosures in television shows on brand evaluations depends on viewers' self-control. Self-control is the ability and motivation of a consumer to regulate his or her responses (Baumeister, Bratslavsky, Muraven & Tice, 1998). When watching entertaining television content, people tend to engage in a state of low self-control, whereby motivation to regulate responses to sponsored content is low, and the corrective effect of sponsorship disclosures on critical processing and brand evaluations not occurs. Because vlogs can be perceived as entertaining content, people might engage in a state of low self-control too when watching vlogs. Therefore, current research will focus on the role of self-control when watching vlogs

The present research aims to examine how different types of sponsorship disclosures (honest opinions and regular) in vlogs affect brand evaluations (brand attitude and purchase intention) and if this relationship is moderated by self-control. To better understand this relationship, persuasion knowledge (critical processing of sponsored content) and source credibility (credibility of the vlogger) will be examined as possible mediators of the relation between sponsorship disclosure and brand evaluations.

2. Theoretical Framework

2.1 Sponsored content

Sponsored content can be defined as “*persuasive messages of brands that are integrated into editorial content on purpose, in exchange for benefits from a sponsor*” (Boerman, & Van Reijmersdal, 2016). Marketers often integrate sponsored content in offline media such as television shows and in online media such as vlogs. An example of online integrated sponsored content is for instance a vlog in which the vlogger uses a certain brand of make-up, shows clothes of a certain brand, or eats food of a certain brand. For marketers, the integration of sponsored content online or in television shows is beneficial. First, viewers or consumers often do not notice that (a part of) the content is sponsored. In this way, marketers can promote their product or service, without the consumer being aware of it. This can lead to positive brand evaluations (Boerman et al., 2012; Van Reijmersdal et al., 2007). Second, integrated sponsored content in blogs or vlogs is not blocked by programs like Adblock. This ensures that the integrated sponsored content is more likely to be seen by the target group of a company (Ming, Yazdanifard, 2014).

The current research focuses on vlogs. In general, there are three forms of sponsored vlogs. First, there is explicit sponsorship. These vlogs are especially created for a brand. The vlogger is paid a fee or a specific amount of money per number of views on a video (Wu, 2016). A good example is the set of vlogs of Turkish Airlines. They sent 10 vloggers to secret locations around the world. These vloggers had to record their whole trip and share it with their audience. The videos showed how it is like to fly with Turkish Airlines. In addition, Turkish Airlines was associated with adventure, because of the vlogs (Moth, 2015). Second, a vlogger can promote affiliated links or coupon codes. Purchases made through these links or codes will help the vlogger earn a commission on the sale (Wu, 2016). A good example of this form is the earlier mentioned vlog of Mascha Feoktistova in which she gives a Swiss Sense discount code. Every time a purchase with that discount code is made, will earn a commission. Lastly, companies can send free products and samples to vloggers with the hope that they will post product reviews and generate exposure for the product (Wu, 2016).

Not much is known yet about the effects of sponsored content on brand evaluations in vlogs, but there has already been conducted extensive research on the effects of sponsored content in television shows. In research by Matthes et al. (2007),

respondents had to watch a television program, in which sponsored content was added. Results showed that sponsored content can have a positive effect on viewers' brand evaluations in comparison to a program without sponsored content. Research by Yang et al. (2007) is consistent with these findings. In their study, participants had to watch movie clips, in which sponsored content was added. Participants who saw sponsored content of the target brand in the movie clips were more likely to choose that brand after watching the movie, than participants who did not see the brand in the movie (Yang et al., 2007).

Abovementioned studies show that the integration of sponsored content in editorial content can be effective for marketers. People's brand evaluations are positively affected by sponsored content and people that watch programs with integrated sponsored content are more likely to prefer the target brand over other brands, than people that watch programs without sponsored content (Matthes et al., 2007; Yang et al., 2007).

However, integrated sponsored content in television shows can lead to unaware persuasion, since viewers do not always notice that the integrated sponsored content is an advertisement (Boerman et al., 2012; Cain, 2011). Therefore, the US and countries in Europe have set up guidelines for integrated sponsored content in editorial content. These guidelines state that integrated sponsored content should be disclosed (ASA, 2015; Stichting Reclame Code, n.d.). Since marketers increasingly cooperate with vloggers by integrating sponsored content in vlogs to reach their target group (Grimani, 2016), ASA (2015), and Stichting Reclame Code (n.d.) have stated that sponsored content in vlogs should also be disclosed to the viewer. Although we already know a lot about the effects of sponsorship disclosures in television shows on brand attitudes, the effects of sponsorship disclosures in vlogs on brand attitudes are still unknown yet. Since a billion people are watching YouTube videos each day (YouTube, 2016), the present research examines whether sponsorship disclosures in vlogs affect brand evaluations.

2.2 Sponsorship Disclosures

Both offline and online various types of sponsorship disclosures are applied. Research of Hwang and Jeong (2016) for instance distinguishes between two different types of sponsorship disclosures in blogs: a simple disclosure: "this post was

sponsored by [Brand]”, and a disclosure with honest opinions: “this post was sponsored by [Brand], but the contents are based on my own opinions”.

A sponsorship disclosure can be defined as a notification in editorial content, which mentions that the content is sponsored, so consumers are able to recognize the persuasive intent of the content (Boerman, Van Reijmersdal & Neijens, 2014; Boerman & Van Reijmersdal, 2016). For sponsorship disclosures in blogs, television shows and movies, the rules are clear: sponsored content should be disclosed to the viewer any time. An example: “this program contains product placement”. If this is not the case, a fine or other punishment will be given (Stichting Reclame Code n.d.). However, rules for sponsorship disclosures in other online content are still vague. The Stichting Reclame Code proposes a Social Media Code with rules for disclosing sponsored content online, but still a lot of companies and social influencers (like vloggers) do not respond to these regulations. The Social Media Code states for instance that for sponsored Instagram posts or tweets various hash tags should be used to indicate the post is sponsored. For example: #spon (sponsored), #paid, #ad (advertisement) or #prom (promoted) (Stichting Reclame Code, n.d.). Furthermore, blogs should add a sponsorship disclosure saying something like: “I received this product from company X”, or “I have been paid by company X”, or “this blog is sponsored by company X”. In vlogs, the vlogger should either say that the vlog is sponsored, a sponsorship disclosure should pop up during the vlog, or a sentence should be placed in the description underneath the vlog (Stichting Reclame Code, n.d.).

Though various sponsorship disclosures are being used online, not much research has been conducted on the effects of different types of sponsorship disclosures, especially not in vlogs. Current research will therefore look at the effects of different types of sponsorship disclosures on brand evaluations and source credibility.

2.3 Disclosure effects on brand evaluations via persuasion knowledge

Hwang & Jeong (2016) were the first to look at honest opinion disclosures in online content. Current research will continue where they left, by looking at the effects of honest opinion disclosures in vlogs in comparison to regular disclosures.

The actual goal of sponsorship disclosures is to activate persuasion knowledge, which will diminish the misleading effects of sponsored content (Cain, 2011). Persuasion knowledge can be defined as personal knowledge and beliefs about the tactics used in persuasion attempts such as advertising. This defines how a person will respond in a persuasion attempt (Friestad & Wright, 1994). When persuasion knowledge is activated, consumers can critically look at the integrated sponsored content (Cain, 2011). This might affect the way consumers look at the brand (brand evaluations).

Evidence from traditional media domains shows that sponsorship disclosures in radios and television shows activate persuasion knowledge and indirectly negatively affect brand attitudes (Boerman et al., 2012). In research by Boerman and colleagues (2012), respondents watched an episode of the television program *MTV Was Here*. In the second part of the episode, sponsored content was integrated. In the disclosure condition, a sponsorship disclosure was added, saying: “this program contains advertising by [Brand]”. Results show that sponsorship disclosures activate persuasion knowledge and indirectly negatively affect brand attitudes. After exposure to a sponsorship disclosure, respondents are better able to distinguish sponsored from editorial content, compared to viewers who are not exposed to a disclosure (Boerman et al., 2012). This consequently results in more distrust of the sponsored content and more negative brand attitudes (Boerman et al., 2012).

Additionally, in research by Wei and colleagues (2008), respondents had to listen to a radio fragment. In one condition, it was told that a brand paid for the radio show (sponsorship disclosure) and in the other condition, nothing was said about sponsoring by a brand. Results showed that the activation of persuasion knowledge (by a sponsorship disclosure) negatively affected brand evaluations (Wei et al., 2008). Since aforementioned studies make it clear that sponsorship disclosures in television and radio shows activate persuasion knowledge and therefore negatively affect brand evaluations, the same could be expected for a vlog context. Current research therefore will investigate the mediating role of persuasion knowledge between the type of sponsorship disclosure and brand evaluations in vlogs. On basis of the studies of Boerman et al. (2012) and Wei et al. (2008), the following hypothesis is proposed:

H1: Compared to no disclosure, a regular sponsorship disclosure in a vlog will result in more persuasion knowledge, which will result in more negative brand evaluations.

Except for research of Hwang and Jeong (2016) not much research has been conducted on honest opinions disclosures yet. Therefore, there are not much cues and no hypothesis can be formed. Hence, the following research question is proposed in addition to the aforementioned hypothesis:

RQ1: How will the effect of an honest opinions disclosure relate to the effects of a regular sponsorship disclosure and no sponsorship disclosure on persuasion knowledge and brand evaluations?

2.4 Disclosure effects on brand evaluations via source credibility

Not only may sponsorship disclosures affect brand evaluations and persuasion knowledge, sponsorship disclosures can also affect source credibility (Hwang & Jeong, 2016). Source credibility can be defined as how credible, true and believable a source is perceived by someone (Hwang & Jeong, 2016). Prior mentioned research by Hwang and Jeong (2016) focused on the effect of sponsorship disclosures on source credibility. For their study, a personal blog post was created concerning tourism in the Seychelles (country in the Indian Ocean). There could be two types of sponsorship disclosure at the end of the post. A regular sponsorship disclosure that stated: “this post was sponsored by the Seychelles Tourism Board”, or an ‘honest opinions’ disclosure, saying: “this post was sponsored by the Seychelles Tourism Board, but the contents are based on my own opinions”. Afterwards, the participants needed to fill out a questionnaire that measured source credibility and message attitudes. They found that the regular sponsorship disclosure negatively affected source credibility and message attitudes compared to no sponsorship disclosure. However, the honest opinions disclosure did not negatively affect source credibility or message attitudes (Hwang & Jeong, 2016). In addition, the honest opinions disclosure even positively affected source credibility and message attitudes among participants that were high in scepticism toward product review posts (Hwang & Jeong, 2016).

This study thus shows that sponsorship disclosures can affect source credibility (Hwang & Jeong, 2016). In addition, a high level of source credibility can positively affect attitudes toward the advertisement, toward the brand and purchase intention (Hovland, Janis and Kelley (as cited in Hwang & Jeong, 2016); Lu, Chang & Chang, 2014). Therefore, current research will investigate the mediating role of source credibility between type of sponsorship disclosure and brand evaluations in

vlogs. Hence, on basis of research of Hwang and Jeong (2016) the following hypothesis is proposed:

H2: Compared to no disclosure, a regular sponsorship disclosure will result in less source credibility, which will result in more negative brand evaluations.

RQ2: How will the effect of an honest opinions disclosure relate to the effects of a regular sponsorship disclosure and no sponsorship disclosure on source credibility and brand evaluations?

2.5 Sponsorship disclosures and self-control

The circumstances under which people view a vlog may also affect the way sponsorship disclosures affect critical processing and brand evaluations. Janssen et al. (2016) already showed that the effect of sponsorship disclosures in television shows on brand evaluations depends on viewers' self-control. Self-control, or self-regulation, is a consumer's competence and motivation to regulate his or her responses, in order to stick to goals or norms (Baumeister et al., 1998). People have limited self-control and after an intensive task of regulating emotions, thoughts or behaviour, one's self-control will be depleted (Baumeister, Vohs & Tice, 2007). Therefore, the subsequent task that needs self-control will suffer from this (Baumeister et al., 2007). Moreover, Gillespie, Joireman and Muehling (2012) state that people in general watch television shows (that oftentimes contain sponsored content) in the evening, after a day of work and other activities. Because of all these activities on a day, people's self-control is depleted. This makes it harder for people to regulate their responses to the integrated sponsored content in television shows (Gillespie et al., 2012).

Not only do people watch entertaining television shows in the evening, they can also go on the Internet for entertainment. According to Kaye, (1998), the strongest motivation for using the Internet is namely entertainment. It is unknown yet if self-control affects the effect of sponsorship disclosures in vlogs. However, we do know that the effect of sponsorship disclosures in television shows on brand evaluations depends on viewers' self-control (Janssen et al., 2016). Janssen and colleagues (2016) focused on the role of consumer self-control in the effects of sponsorship disclosures. The study used a 2 (self-control depletion versus no self-

control depletion) x 2 (sponsorship disclosure versus no sponsorship disclosure) between-subjects design. Participants first had to do a depletion (or no depletion) task. Afterwards, participants had to watch a fragment of a Dutch soap, with integrated sponsored content. In the disclosure conditions, a disclosure was shown with a logo and the text “this show contains product placement”. Results show that when self-control is high, sponsorship disclosures weaken the persuasive effect of the sponsored content and even increase resistance. When self-control is low, sponsorship disclosures on television result in no effect or even more positive brand evaluations (Janssen et al., 2016).

It can be concluded that a state of low self-control moderates the effect of sponsorship disclosures on brand evaluations in television shows. The question is, does this also apply to sponsorship disclosures in vlogs? People might engage in a state of low self-control when watching vlogs, just like when watching television shows. Since it has not been investigated yet if this is also the case for vlogs, the current research will focus on the effects of sponsorship disclosures in vlogs on brand evaluations and the moderating role of self-control herein. On basis of aforementioned research by Boerman et al. (2012) and Janssen et al. (2016) the following hypotheses are proposed:

H3a: When self-control is high, a regular sponsorship disclosure will result in more negative brand evaluations than no sponsorship disclosure.

H3b: When self-control is low, a regular sponsorship disclosure will result in more positive brand evaluations than no sponsorship disclosure.

RQ3: How will the effect of an honest opinions disclosure relate to the effects of a regular sponsorship disclosure and no sponsorship disclosure on brand evaluations, with self-control being the moderator?

Since no prior research has been conducted on the effects of self-control on persuasion knowledge and source credibility, no hypothesis can be formed either. Therefore, the following research questions are proposed, in addition to the prior hypotheses and research questions:

RQ4: What is the interaction effect of disclosure type and self-control on persuasion knowledge?

RQ5: What is the interaction effect of disclosure type and self-control on source credibility?

The hypotheses and research questions can also be found in the conceptual model (Figure 1).

2.6 Current research

The aim of current research is to examine how different types of sponsorship disclosure (regular or honest opinions) in vlogs affect brand evaluations (brand attitude and purchase intention) and to investigate if this relationship is moderated by self-control. In addition, persuasion knowledge and source credibility will be examined as mediators between sponsorship disclosure and brand evaluations.

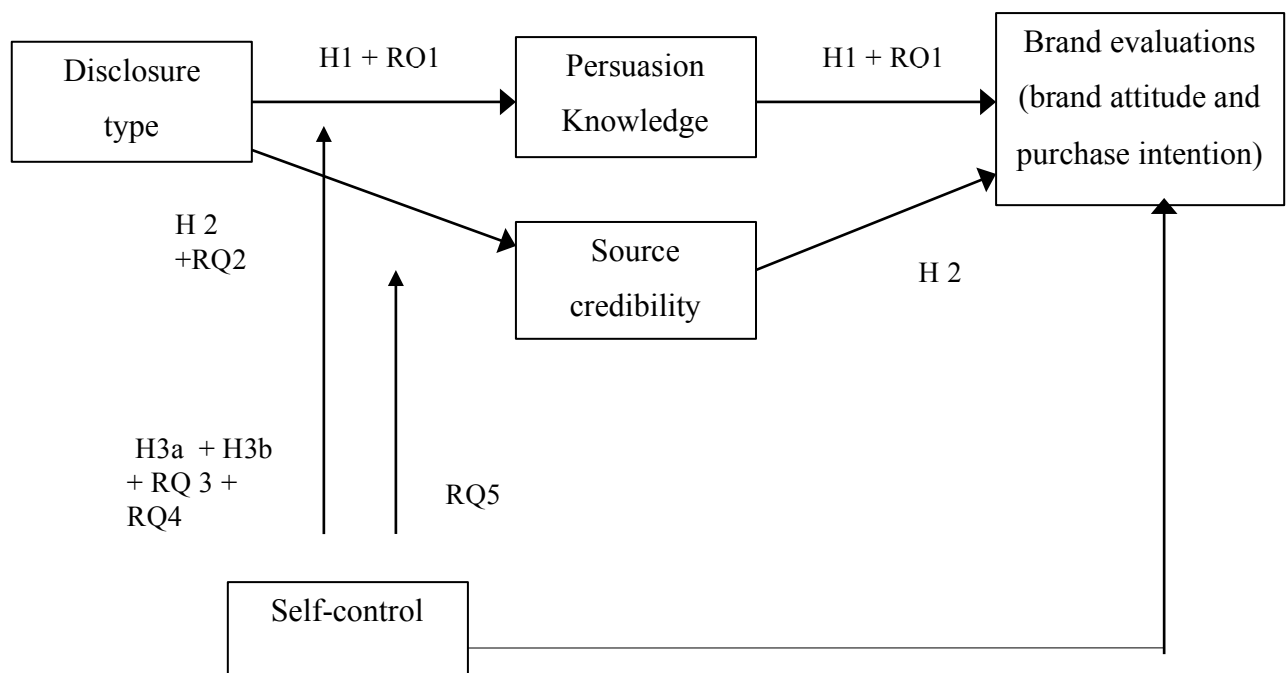


Figure 1. *Conceptual Model*

To test these hypotheses and research questions, an experiment was conducted in which respondents were presented with a vlog by Mascha Feoktistova of the channel

Vloggloss. In this vlog, the brand Canon was promoted. Half of the respondents engaged in a self-control task before they were exposed to the vlog and disclosure. The vlog could contain no disclosure, contain a regular disclosure or contain an honest disclosure. Furthermore, respondents' brand attitude, purchase intention, persuasion knowledge and source credibility were measured.

3. Method

3.1 Participants and design

A total of 238 respondents (all of them women) voluntarily participated in this study, which was carried out online. Respondents who had not properly filled in the questionnaire were excluded from the analysis. Eventually, 217 respondents were used in the analysis. The mean age was 22.91 ($SD = 3.30$) year. According to the statistics of the channel Vloggloss, the target group is between 18 and 34 years old. Therefore, the current study only approached women between 18 and 34 years. The study used a 3 (disclosure condition: no disclosure, regular disclosure, honest opinions disclosure) x 2 (self-control depletion condition: depletion versus no depletion) between subjects design. The dependent variables were brand attitude and purchase intention, together called brand evaluations. Persuasion knowledge and source credibility were the mediators and self-control was the moderator.

3.2 Procedure

The program Qualtrics has been used to set up the experiment and collect the data. Respondents primarily have been approached via Facebook, WhatsApp and e-mail. They enrolled in the study by clicking on the link that was sent to them. They were randomly assigned to one of the six conditions. The self-control task and questions about the vlog were introduced as unrelated, separate studies, to reduce suspicion about the study. Respondents started with the self-control task, then they had to watch the vlog (without disclosure or with regular/honest disclosure), after that they had to fill in the questionnaire about source credibility, brand attitude, purchase intention, and persuasion knowledge. Furthermore, a manipulation check and disclosure recall were performed. And after that, respondents had to fill in some questions concerning familiarity with the brand and vlog. Lastly, some demographics were asked. The questionnaire closed with a debriefing, a box for comments and the option to contact the researcher. The whole questionnaire can be found in Appendix A.

Independent variables

Self-control depletion

The six experimental conditions started with a self-control manipulation adopted from Janssen et al. (2016). Respondents saw 15 well-known Dutch expressions and proverbs. In every sentence, one word was missing, which contained one or multiple

instances of the letter “e”. Respondents in the no depletion condition had to fill in the blanks to complete the sentences. Respondents in the self-control depletion condition also had to fill in the blanks, but were not allowed to use a word that contained the letter “e”. The whole self-control depletion task can be found in Appendix A.

According to Schmeichel, Harmon-Jones and Harmon Jones (2010), one needs self-control to avoid the use of a commonly used letter. One namely has to actively override the word that first comes in to mind and think of a word without an “e” that makes a meaningful and grammatically correct sentence. After this self-control task, respondents had to fill in a question about their current mood state (1 = *very negative*, 7 = *very positive*), to control for unintended effects of the task on the mood of the respondents ($M = 4.77$, $SD = 1.20$).

Disclosure

Subsequently, respondents watched a 5-minute (shortened) vlog of the Dutch vlog-channel *Vloggloss*. At 2 minutes and 3 seconds, Mascha Feoktistova shows her new Canon camera. The camera is shown for about 2 minutes and 50 seconds. In the disclosure conditions, during the first 6 seconds of the fragment, a disclosure was displayed at the bottom of the screen, with the sentence: “Sponsored by Canon” (regular disclosure) or “Sponsored by Canon, but I give my honest opinion on this product” (honest disclosure).

Dependent variables

Source credibility

After respondents watched the vlog, they had to fill in questions concerning source credibility. They had to indicate their thoughts about Mascha (the vlogger) on a 7-point Likert scale (*not honest - honest, not trustworthy - trustworthy, not sincere - sincere*; cf. Hwang and Jeong, 2016.) One filler item was added: *not nice - nice*. The other three items were averaged into one source credibility measure ($\alpha = .82$; $M = 4.36$, $SD = 1.24$).

Brand attitude

Next, respondents indicated their attitude toward the brand Canon on five 7-point Likert scales (*bad - good, not trustworthy - trustworthy, not interesting - interesting, unattractive - attractive, negative - positive*; cf. Janssen et al, 2016; Dekker and van

Reijmersdal, 2013; Matthes et al., 2007). The five items were averaged into one brand attitude measure ($\alpha = .90$; $M = 5.28$, $SD = .96$). In addition, respondents had to indicate their attitude towards the app Druppel on two 7-point Likert scales (*not handy – handy, not interesting – interesting*). These two items were filler items to reduce suspicion about the questions.

Purchase intention and intention to share

Two items were used to measure respondents' intention to purchase the Canon camera (cf. Janssen et al., 2016). Respondents had to indicate the likelihood of buying a Canon camera (1 = *very small*; 7 = *very big*) and if they would like to try out the product (1 = *totally disagree*; 7 = *totally agree*). The two items were averaged into one purchase intention measure ($r = .39$; $p < .001$; $M = 4.61$, $SD = 1.31$). In addition, respondents had to indicate their intention to share the vlog with their friends (1 = *totally disagree*; 7 = *totally agree*).

Persuasion Knowledge

Thereafter, respondents' persuasion knowledge was measured on five 7-point Likert scales (cf. Janssen et al., 2016). They had to indicate whether they thought the vlog contained advertisements (1 = *totally disagree*; 7 = *totally agree*), whether they thought the Canon camera was an advertisement (1 = *totally disagree*; 7 = *totally agree*), whether they thought the Canon camera was being showed to stimulate the sales (1 = *totally disagree*; 7 = *totally agree*), whether they thought the Canon camera was being showed to make people like the brand (1 = *totally disagree*; 7 = *totally agree*), and whether they thought the Canon camera was being showed to influence the consumer (1 = *totally disagree*; 7 = *totally agree*). These five items were averaged into one persuasion knowledge measure ($\alpha = .89$; $M = 5.77$, $SD = 1.13$). In addition, respondents had to answer two filler items, and indicate whether they thought the Canon camera was being showed to inform the consumer (1 = *totally disagree*; 7 = *totally agree*), and whether they thought the Canon camera was being showed to entertain the consumer (1 = *totally disagree*; 7 = *totally agree*). These two items were added to reduce suspicion about the questions concerning persuasion knowledge.

Manipulation check

Furthermore, the manipulation (depletion task) was checked by four questions concerning self-control efforts (Janssen et al., 2016; Janssen et al., 2010). Participants indicated whether they found the task difficult, effortful, whether they had to suppress automatic responses, and whether they needed to control themselves during the task (1 = *totally disagree*; 7 = *totally agree*).

Disclosure recall

Subsequently, respondents were asked whether they had seen a sponsorship disclosure while watching the vlog (*yes* or *no*; cf. Janssen et al., 2016). If their answer was *yes*, they had to indicate which sponsorship disclosure they thought they had seen. Respondents could choose between two screenshots of the sponsorship disclosures *Sponsored by Canon*, or *Sponsored by Canon, but I give my honest opinion on this product*, or the option *I don't know anymore*. Screenshots of the sponsorship disclosures can be found in Appendix A.

Familiarity with the brand and the vlog

Next, respondents had to indicate their familiarity with the brand Canon and the vlog Vloggloss (cf. Janssen et al., 2016). These variables were measured to check if they might influence the results of current study. Respondents were asked whether they already knew the brand Canon before watching the vlog (*yes* or *no*), whether they had or have had a Canon camera (*yes* or *no*), whether they were interested in digital camera's (*totally not – very much*) (7 points Likert scale) and how often they watched the vlog Vloggloss (*never – on a daily basis*; $M = 1.90$, $SD = 1.73$; 72.8% indicated to never watch the show). Only two respondents did not know the brand Canon before watching the vlog. Therefore, these two respondents were excluded from the analysis.

Demographics

Lastly, respondents had to fill in demographics like their age, gender, and education.

4. Results

First, a logistic regression analysis was performed to determine the impact of self-control (low self-control versus high self-control) and disclosure type (no disclosure versus honest disclosure versus regular disclosure) on respondents' disclosure recall. There was no main effect of both predictors (disclosure type, Wald = 3.68, $p = .16$; self-control, Wald < .001, $p = 1$) and the interaction between disclosure type and self-control type, Wald = 2.48, $p = .29$. Furthermore, there were no effects of honest disclosure (versus no disclosure) $b = -21.71$, Wald < .001, $p = .998$ and regular disclosure (versus no disclosure) $b = -20.88$, Wald < .001, $p = .998$ on disclosure recall. So both self-control and disclosure type do not affect whether respondents remember their disclosure or not.

Furthermore, it was examined whether respondents correctly remembered seeing or not seeing a sponsorship disclosure. In the honest opinions disclosure condition, 60,5% of the respondents correctly remembered seeing a disclosure and in the regular disclosure condition, 50% of the respondents correctly remembered seeing a disclosure. Failing to remember the sponsorship disclosure did not vary by self-control depletion condition, $\chi^2(2) = .43$, $p = .81$. According to Stewart and Martin (1994), it is possible that the effects of warning messages (like sponsorship disclosures) occur on an implicit level. Conscious memory is thus not required for effects to occur. Therefore, respondents that did not remember seeing a sponsorship disclosure were retained for the analyses. Two respondents, who falsely reported having seen a disclosure, while being in the no disclosure condition, were excluded from the analyses.

Next, the state of mood did vary by self-control depletion condition, $t(215) = -4.06$, $p < .001$. Respondents in the low self-control condition had a more negative mood ($M = 4.45$, $SD = .13$) than respondents in the high self-control condition ($M = 5.09$, $SD = .99$). Therefore, the upcoming analyses have been controlled for mood by adding mood as covariate in the analyses.

Bootstrap

Since the data was not normally distributed, all ANCOVA's have been bootstrapped. All these bootstraps were performed with 1000 samples.

Manipulation check

To test whether the self-control manipulation was successful, ANCOVA's with self-control and disclosure type as independent variables, difficulty of the task, effort used for the task, suppressing of an automatic response and effort in controlling yourself as dependent variables and mood as a covariate, were conducted. These ANCOVA's showed that respondents in the low self-control condition considered the self-control depletion task as more difficult ($M = 4.42, SD = .17, F(1, 210) = 135.51, p < .001$) and effortful ($M = 4.25, SD = .18, F(1, 210) = 137.53, p < .001$) than respondents in the high self-control condition ($M = 2.06, SD = .12; M = 1.87, SD = .12$, respectively)¹.

Besides, respondents in the low self-control condition indicated they had to put more effort into suppressing an automatic response ($M = 5.40, SD = .18, F(1, 210) = 103.118, p < .001$) than respondents in the high self-control condition ($M = 2.95, SD = .18$). Lastly, respondents in the low self-control condition indicated they had to put more effort into controlling themselves during the task ($M = 4.86, SD = .17, F(1, 210) = 119.82, p < .001$) than respondents in the high self-control condition ($M = 2.50, SD = .14$). So, it can be assumed that the self-control manipulation was successful.

Correlations table

Table 1 shows which control variables correlate with the dependent variables source credibility, brand attitude, persuasion knowledge and purchase intention. As can be seen in the table, the control variable 'interest in digital camera's' correlates positively with both brand attitude and purchase intention. Besides, whether one ever watches the YouTube channel Vloggloss correlates positively with source credibility. On basis of these correlations, covariates have been added in the various ANCOVA's to control for external influences.

¹ Levene's test of this ANOVA was significant. However, the results of this ANOVA will

Table 1. *Correlations between the dependent variables and control variables*

	Source Credibility	Brand Attitude	Persuasion Knowledge	Purchase Intention	Familiarity3	Familiarity4
SC	1	.244**	-.243**	.170*	.038	.233**
BA	.224**	1	.000	.533**	.421**	-.021
PK	-.243**	.000	1	-.051	.131	-.117
PI	.170*	.533**	-.051	1	.419**	.130
Fam3	.038	.421**	.131	.419*	1	.012
Fam4	.233**	-.021	-.117	.130	.012	1

** Correlation is significant at the .01 level (2-tailed)

* Correlation is significant at the .05 level (2-tailed)

Fam3 = interest in digital camera's

Fam4 = whether one ever watches the YouTube channel Vloggloss

Persuasion Knowledge

Furthermore, to test hypothesis 1, research question 1, and research question 4, an ANOVA was performed with persuasion knowledge as a function of self-control type (low self-control versus high self-control) and disclosure type (no disclosure versus honest disclosure versus high disclosure). There were no main effects of disclosure type $F(2, 210) = 1.02, p = .36$, and self-control type $F(1, 210) = .41, p = .52$. There was also no significant interaction effect between the type of disclosure and the self-control type $F(2, 210) = .09, p = .91$. Research question 4: 'What is the interaction effect of disclosure type and self-control on persuasion knowledge?' can now be answered: there is no significant interaction effect of disclosure type and self-control on persuasion knowledge. The discussion will further elaborate on this result.

Brand attitude

To test hypothesis 1, research question 1, hypothesis 3a en b, and research question 3, another ANCOVA was performed, this time with brand attitude as a function of self-control type (low self-control versus high self-control) and disclosure type (no disclosure versus honest disclosure versus regular disclosure). Besides, the variable whether respondents were interested in digital camera's, was added as a covariate. There were no main effects of disclosure type, $F(2, 209) = .25, p = .78$ and self-control type $F(1, 209) = 2.05, p = .15$. There was also no significant interaction effect between disclosure type and self-control type, $F(2, 209) = .52, p = .60$. However, there was a significant effect of the covariate (whether respondents were interested in

digital camera's), $F(1, 209) = 45.93, p < .001, \eta^2 = .18$. Looking at the correlations table, this covariate positively affects brand attitude. So, if a person is very interested in digital cameras, his or her attitude toward a Canon camera will be positive, whereas a person with no interest in digital camera's will have a more negative attitude toward a Canon camera.

Furthermore, to test hypothesis 1 and research question 1, several mediation analyses have been conducted by using the macro PROCESS of Andrew F. Hayes for SPSS (model 4). The analyses were performed following the recommendations of Preacher and Hayes, with 1000 bootstrapping samples and 95% bias-corrected and accelerated confidence intervals to evaluate indirect effects. The first mediation analysis has been performed with sponsorship disclosure type as predictor, persuasion knowledge as mediator and brand attitude as outcome variable. The mediation analysis revealed that there was no significant indirect of disclosure type on brand attitude through persuasion knowledge, $b = .0007$, BCa CI [-0.012, 0.026]. This means that persuasion knowledge is no mediator between disclosure type and brand attitude.

Purchase Intention

Next, to test hypothesis 1, research question 1, hypothesis 3a, 3b, and research question 3 a factorial ANCOVA was performed with purchase intention as a function of self-control type (low self-control versus high self-control) and disclosure type (no disclosure versus honest disclosure versus regular disclosure). Besides, the variable whether respondents were interested in digital camera's, was added as a covariate.²

There was no main effect of disclosure type, $F(2, 209) = 1.74, p = .18$. However, there was a significant effect of self-control type on purchase intention $F(1, 209) = 4.36, p < .05, \eta^2 = .020$. Respondents in the low self-control condition had a lower purchase intention ($M = 4.43, SD = .13$) than respondents in the high self-control condition ($M = 4.78, SD = .11$). Furthermore, there was no significant interaction effect between self-control type and disclosure type $F(2, 209) = 1.24, p = .29$. Next, there was a significant effect of the covariate (whether respondents were interested in digital camera's) $F(1, 209) = 48.85, p < .001, \eta^2 = .189$. This covariate positively affects purchase intention. So, if a person is very interested in digital

² The Levene's test of this ANOVA was significant. However, the results of this ANOVA will still be interpreted.

cameras, his or her purchase intention for a Canon camera will be high, whereas a person with no interest in digital camera's will have a less high purchase intention towards a Canon camera. Looking at the results of brand attitude and purchase intention, both hypothesis 3a: 'when self-control is high, a regular sponsorship disclosure will result in more negative brand evaluations than no sponsorship disclosure' and 3b: 'When self-control is low, a regular sponsorship disclosure will result in more positive brand evaluations than no sponsorship disclosure' can be rejected. There is no significant interaction effect of self-control and sponsorship disclosure type on brand evaluations. However, there is a main effect of self-control on purchase intention, which will be discussed in the discussion. In addition, research question 3: 'How will the effect of an honest opinions disclosure relate to the effects of a regular sponsorship disclosure and no sponsorship disclosure on brand evaluations, with self-control being the moderator?' can be answered. With self-control as a moderator, there is no relation found between the effects of any disclosure types on brand evaluations. The discussion will elaborate on these results

To test hypothesis 1 and research question 1, another mediation analysis has been conducted with sponsorship disclosure type as predictor, persuasion knowledge as mediator and purchase intention as outcome variable. The analysis revealed the following: there was no significant indirect effect of disclosure type on purchase intention through persuasion knowledge, $b = -.006$, BCa CI [-0.058, 0.008]. So, Persuasion knowledge is no mediator between disclosure type and purchase intention.

Abovementioned results show that hypothesis 1: 'Compared to no disclosure, a regular sponsorship disclosure in a vlog will result in more persuasion knowledge, which will result in more negative brand evaluations' thus can be rejected, since both mediation analyses indicate that persuasion knowledge is no mediator between disclosure type and brand attitude and between disclosure type and purchase intention (together: brand evaluations). Besides, no significant effects were found of disclosure type on brand evaluations. In addition, research question 1: 'How will the effect of an honest opinions disclosure relate to the effects of a regular sponsorship disclosure and no sponsorship disclosure on persuasion knowledge and brand evaluations?' can be answered. There is no relation between the effects of any disclosure type on persuasion knowledge and brand evaluations. The discussion will elaborate on these results.

Source Credibility

To test hypothesis 2, research question 2, and research question 5, an ANCOVA was performed with source credibility as a function of self-control type (low self-control versus high self-control) and disclosure type (no disclosure versus honest disclosure versus regular disclosure). Besides, mood, and the variable whether respondents had (ever) watched Vloggloss were added as covariates. There were no main effects of disclosure type $F(2, 209) = .32, p = .73$ and self-control type $F(1, 209) = .008, p = .93$. However, the interaction between disclosure type and self-control type was significant, $F(2, 209) = 3.07, p = .048, \eta^2 = .029$ (Figure 2). In addition, the covariate mood was significant, $F(1, 209) = 7.15, p < .008, \eta^2 = .033$, as well as the covariate (whether respondents had (ever) watched Vloggloss), $F(1, 209) = 15.66, p < .001, \eta^2 = .070$. So, if a person watches Vloggloss, often, he or she will perceive the vlog and vlogger as more credible, than a person that never watches Vloggloss.

Additional simple main effects analyses showed a marginal effect in the honest opinions disclosure $F(1, 209) = 3.56, p = .061$. Respondents in the high self-control condition with an honest opinions disclosure reported a higher amount of source credibility ($M = 4.17, SD = .18$) than respondents in the low-self control condition with an honest opinions disclosure ($M = 4.69, SD = .20$), $p = .05$. In addition, simple main effects analyses showed a marginal effect in the high self-control condition. $F(2, 209) = 2.51, p = .08$ Respondents in the honest opinions disclosure condition reported a higher amount of source credibility ($M = 4.69, SD = .20$), than respondents in the regular disclosure condition ($M = 4.08, SD = .20$), $p = .03$. Prior results of these simple main effects analyses answer research question 5: ‘What is the interaction effect of disclosure type and self-control on source credibility?’. In the discussion, these results will be further elaborated.

To test hypothesis 2 and research question 2, a mediation analysis has been conducted with sponsorship disclosure type as predictor, source credibility as mediator and brand attitude as outcome variable. The analysis revealed the following: there was no significant indirect effect of disclosure type on brand attitude through source credibility, $b = -.007, BCa CI [-.052, 0.028]$. Next, another mediation analysis has been conducted with sponsorship disclosure type as predictor, source credibility as mediator and purchase intention as outcome variable. The analysis revealed that there was no significant indirect effect of disclosure type on purchase intention through source credibility $b = -.007, BCa CI [-.059, .031]$. Hypothesis 2: ‘Compared

to no disclosure, a regular sponsorship disclosure will result in less source credibility, which will result in more negative brand evaluations' can thus be rejected. There is no main effect of disclosure type on source credibility and source credibility is no mediator between disclosure type and brand evaluations (brand attitude and purchase intention). Research question 2: 'How will the effect of an honest opinions disclosure relate to the effects of a regular sponsorship disclosure and no sponsorship disclosure on source credibility and brand evaluations?' can therefore be answered. There is no relation found between the effects of any disclosure types on source credibility and brand evaluations. The discussion will elaborate on prior results.

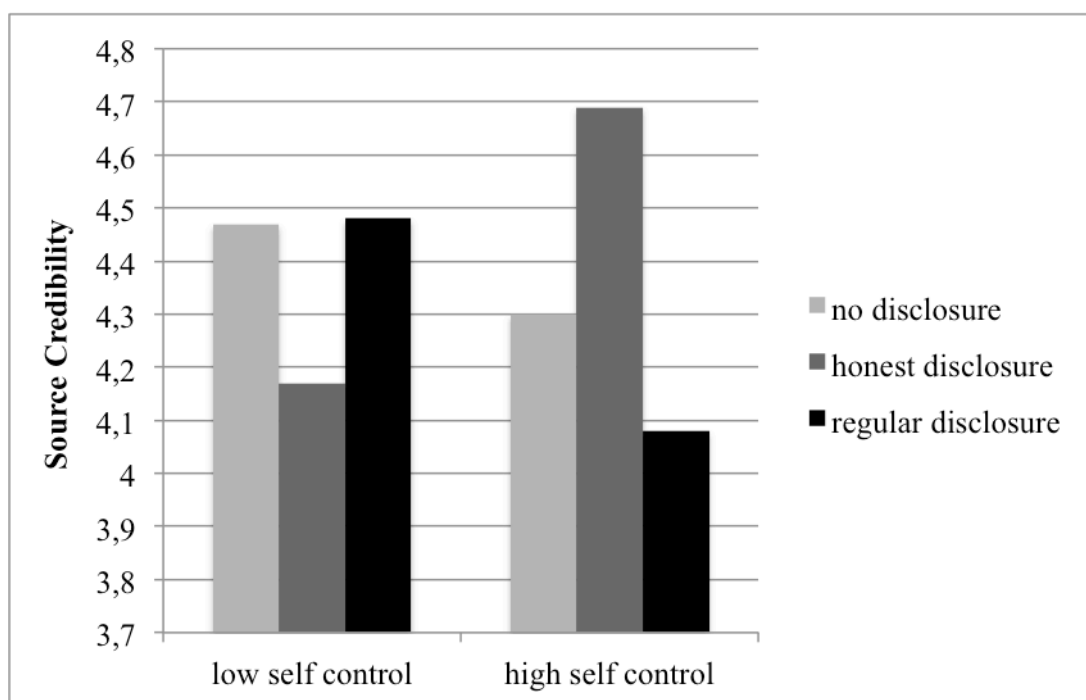


Figure 2. Source credibility (on a 7-point scale) as a function of self-control type and disclosure type.

Additional analyses

Furthermore, a factorial ANOVA was performed with intention to share as a function of self-control type (low self-control versus high self-control) and disclosure type (no disclosure versus honest disclosure versus high disclosure).³ There were no main effects of disclosure type, $F(2, 210) = 2.54, p = .081$, and self-control type $F(1, 210)$

³ Levene's test of this ANOVA was significant. However, the results of this ANOVA will still be interpreted.

= .614, $p = .434$. There was also no interaction effect between the type of disclosure and self-control type $F(2, 210) = .089, p = .915$.

A mediation analysis has been conducted with sponsorship disclosure type as predictor, intention to share as mediator and brand attitude as outcome variable. The analysis revealed the following: there was no indirect effect of disclosure type on brand attitude through intent to share, $b = .007$, BCa CI [-.024, .041].

Another mediation analysis has been conducted with sponsorship disclosure type as predictor, intention to share as mediator and purchase intention as outcome variable. The analysis revealed the following: there was a significant indirect effect of Disclosure type on purchase intention through intention to share, $b = .04$, BCa CI [.003, .099]. This represents a small effect, $\kappa^2 = .024$, 95% BCa CI [.003, .061]. Intention to share can thus be seen as a mediator between disclosure type and purchase intention. To check which disclosure type was the reason for this effect, three mediation analyses have been conducted, with no disclosure, honest opinions disclosure or regular disclosure as predictor, intention to share as mediator and purchase intention as outcome variable. The analyses revealed the following: there was an indirect effect of no disclosure on purchase intention through intent to share, $b = -.073$, BCa CI [-.182, -.009]. This represents a small effect, $\kappa^2 = .026$, 95% BCa CI [.004, .063]. Next, there was no indirect effect of honest opinions disclosure on purchase intention through intent to share, $b = .006$, BCa CI [-.047, .089]. Lastly, there was no indirect effect of regular disclosure on purchase intention through intent to share, $b = .052$, BCa CI [-.001, .153]. So, the intention to share the vlog with friends mediates the relationship between no sponsorship disclosure and purchase intention. The discussion will further elaborate this result

5. Conclusion

This study showed that there was no effect of any disclosure type on brand evaluations through persuasion knowledge and that self-control was no moderator in this relationship. However, the study also showed that viewers purchase intention was lower in the low self-control condition than in the high self-control condition. Besides, adding honest opinions to a sponsorship disclosure in a vlog has a positive effect on viewers' source credibility, but only when self-control was high. This amount of source credibility was higher than for viewers in the regular disclosure condition. However, source credibility was no mediator between disclosure type and brand evaluations. The current study has implications for vloggers, marketers and viewers. The use of an 'honest opinions' sponsorship disclosure can be an effective strategy since the viewer will see the vlog as more credible. However, marketers can encourage vloggers to add honest opinions to sponsorship disclosures, which can lead to misleading or false 'honest opinions' sponsorship disclosures. A vlogger can use an honest opinions sponsorship disclosure, even though he or she is not completely honest. Future research therefore needs to investigate the possible pitfalls for consumers of honest opinions in sponsorship disclosures.

6. Discussion

The aim of this research was to examine how different types of sponsorship disclosures (honest opinions and regular) in vlogs affect brand evaluations (brand attitude and purchase intention) and if this relationship is moderated by self-control. To better understand this relationship, persuasion knowledge and source credibility were examined as mediators of the relation between sponsorship disclosure and brand evaluations.

The current study showed no effect of any disclosure type on brand evaluations through persuasion knowledge. Therefore, the first hypothesis that a regular sponsorship disclosure, compared to no disclosure, will result in more persuasion knowledge, which will result in more negative brand evaluations, can be rejected. Besides, the first research question how the effect of an honest opinions disclosure will relate to the effects of a regular sponsorship disclosure and no sponsorship disclosure on persuasion knowledge and brand evaluations is now answered, since there is no effect of any disclosure type on brand evaluations through persuasion knowledge. In addition, the fourth research question: 'what is the

interaction effect of disclosure type and self-control on persuasion knowledge?’ can now be answered: there is no significant interaction effect of disclosure type and self-control on persuasion knowledge.

These results contradict with prior research. Boerman et al. (2012) and Wei et al. (2008) show with their studies that regular sponsorship disclosures activate one’s persuasion knowledge, which negatively influences ones’ brand evaluations. Cain (2011) affirms the latter, and states that when persuasion knowledge is activated, consumers can critically look at the sponsored content, which affects brand evaluations.

An explanation for the insignificant results of current study might be the connection the vlogger has with his or her audience. Consumers can relate themselves with an ‘ordinary’ vlogger and therefore accept integrated sponsored content more easily from a vlogger than when a company tries to sell a product by means of an advertisement (Grimani, 2016). They might see the vlogger more as a sort of friend than as a person that tries to sell a product. This ‘relationship’ viewers have with a vlogger, might diminish the negative effects of sponsorship disclosures and persuasion knowledge on brand evaluations.

The second hypothesis, that a regular sponsorship disclosure, compared to no sponsorship disclosure, will result in less source credibility, which will result in more negative brand evaluations, can also be rejected. There is no main effect of disclosure type on source credibility and source credibility is no mediator between disclosure type and brand evaluations (brand attitude and purchase intention). The second research question, how the effect of an honest opinions disclosure will relate to the effects of a regular sponsorship disclosure and no sponsorship disclosure on source credibility and brand evaluations, can therefore be answered. There is no relation found between the effects of any disclosure types on source credibility and brand evaluations. This result is in contradiction with prior research of Hwang and Jeong (2016). They show that regular sponsorship disclosures negatively affect source credibility compared to no sponsorship disclosure. Besides, a high level of source credibility can positively affect attitudes toward the advertisement, toward the brand and purchase intention (Hovland, Janis and Kelley (as cited in Hwang & Jeong, 2016); Lu, Chang & Chang, 2014).

However, current study did find some significant and marginal effects of disclosure type on source credibility, but only if these effects were moderated by self-

control. Results shows that viewers in the high self-control condition that saw an honest opinions disclosure reported a higher amount of source credibility, than respondents in the low self-control condition that saw an honest disclosure. Besides, viewers that saw an honest opinions disclosure reported a higher amount of source credibility than viewers that saw a regular disclosure, but this was only found in the high self-control condition. These results answer research question 5: ‘What is the interaction effect of disclosure type and self-control on source credibility?’. Hence, only when self-control is added as a moderator, there is an effect of disclosure type on source credibility.

The results of current study are in line with prior research. Although Hwang and Jeong (2016) did not look at the moderating role of self-control, current research shows a similar effect of honest opinions disclosures and regular disclosures on source credibility. Just like in their research, an honest opinions disclosure resulted in the current research in a higher amount of source credibility than a regular sponsorship disclosure. Besides, they found that honest opinions disclosures even positively affect source credibility among participants that were high in scepticism toward product review posts (Hwang and Jeong, 2016). Current research showed a similar effect, namely viewers in the high self-control condition that saw an honest opinions disclosure, reported a higher amount of source credibility, than respondents in the low self-control condition that saw an honest disclosure. It might be possible that a high amount of scepticism is comparable to a high amount of self-control, since both stages result in a high amount of source credibility when combined with an honest opinions disclosure. Scepticism can be defined as the trend toward disbelief of advertisements (Obermiller and Spangenberg, 2000). So, high scepticism is a strong trend toward disbelief towards advertisements. This is similar to the stadium of high-self control, in which the resistance of viewers against the persuasive impact of sponsored content increases (Janssen et al., 2016). Keeping this in mind, current research thus confirms the results Hwang and Jeong (2016) found in their research. With high scepticism or high self-control, honest opinions disclosures can positively affect source credibility.

Furthermore, hypothesis 3a: when self-control is high, a regular sponsorship disclosure will result in more negative brand evaluations than no sponsorship disclosure’ and 3b: when self-control is low, a regular sponsorship disclosure will result in more positive brand evaluations than no sponsorship disclosure’ can both be

rejected. There is no significant interaction effect of self-control and sponsorship disclosure type on brand evaluations. In addition, research question 3: ‘How will the effect of an honest opinions disclosure relate to the effects of a regular sponsorship disclosure and no sponsorship disclosure on brand evaluations, with self-control being the moderator?’ can be answered. With self-control as a moderator, there is no relation found between the effects of any disclosure types on brand evaluations.

This is not in line with prior research. As mentioned before, Boerman et al. (2012) and Wei et al. (2008) show with their studies that regular sponsorship disclosures activate one’s persuasion knowledge, which negatively influences ones’ brand evaluations. Besides, research by Janssen et al. (2016) shows that self-control moderates the relationship between sponsorship disclosures and brand evaluations. A reason for the results of current research might be the difference between television shows and vlogs. A lot of prior research has focused on television shows. Since results of current research are not in line with prior studies, vlogs thus might be not that similar to television shows. Future research should focus more on vlogs to see if sponsorship disclosures really do not affect brand evaluations.

However, there is a main effect of self-control on purchase intention. Viewers in the low self-control condition had a lower purchase intention than viewers in the high-self control condition. These results are not in line with prior research. Janssen et al. (2016) show that regular sponsorship disclosures weaken persuasion and even increase resistance if self-control is high, but when self-control is low, these effects turn around and sponsorship disclosures can increase the persuasive effects of integrated sponsored content, which results in positive brand evaluations. The main effect of self-control in the current study is the opposite of results in the research of Janssen et al. (2016). It is remarkable that viewers in the low self-control condition had a lower purchase intention than viewers in the high self-control condition. Since current study only focussed on one product, a Canon camera, future research should investigate the effect of self-control on purchase intention with other products, to see if the result of current research is replicated.

Lastly, a mediation analysis has been done with sponsorship disclosure type as predictor, intention to share as mediator and purchase intention as outcome variable. The results of this analysis show that there was a significant small indirect effect of disclosure type on purchase intention through intention to share. Another mediation analysis shows that this effect is created by the no disclosure condition. The intention

to share the vlog with friends mediates the relationship between no sponsorship disclosure and purchase intention. So, if one's intention to share a vlog without a sponsorship disclosure is high, one's purchase intention concerning the product in the vlog might be high as well.

Future research on sponsorship disclosures in vlogs should definitely pay attention to the variable intention to share, since it can function as mediating variable between no sponsorship disclosure and purchase intention. Especially when focussing on online content, this variable should be taken into account. Online content might be easily shared among people, so when focusing on sponsorship disclosures in online content (like vlogs), this variable should definitely be included.

Limitations

Based on prior research, which oftentimes used fragments of radio or television shows (Janssen et al., 2016; et al., 2008) current study used shortened fragments of a vlog (5 minutes). However, since quite some hypotheses have been rejected, future research might use full vlogs to see if sponsorship disclosures and self-control affect brand evaluations. Besides, a full vlog is also a more 'natural' simulation of the 'real' world.

In addition, future research should look at multitasking. Nowadays, with mobile devices, people are always online and multitasking. One can for instance watch a vlog and send a WhatsApp at a friend at the same time. This multitasking might influence one's self-control. Besides, people often watch vlogs while working in their office or while studying. Since the role of multitasking has not been investigated yet for self-control in vlogs, future research should definitely look at the variable multitasking.

Practical Implications

The result of this research has implications for both vloggers, marketers and consumer welfare organisations. If an honest sponsorship disclosure is added in a vlog, the viewer will see the vlog as more credible. This might eventually affect brand attitudes (Hovland et al., as cited in Hwang & Jeong, 2016). On basis of this result, marketers can encourage vloggers to add honest opinions to sponsorship disclosures, to make the vlog look more credible. This can of course be misleading and lead to false honest opinions disclosures, for instance if a vlogger uses an honest opinions sponsorship

disclosure, even though he or she is not completely honest. Since consumers can relate themselves with 'an ordinary' vlogger and therefore accept integrated sponsored content more easily from a vlogger than when a company tries to sell a product (Grimani, 2016) it is important for future research to investigate the possible pitfalls of honest opinions in sponsorship disclosures. Consumers might have to be protected from honest opinions disclosures in the future.

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Appendix A

Beste respondent,

Hartelijk dank voor je deelname aan deze vragenlijst voor een onderzoek dat ik uitvoer aan de Universiteit van Tilburg. Het onderzoek bestaat uit twee deelonderzoeken. Het eerste deel focust op taal. In het tweede deel, dat losstaat van het eerste deel, krijg je een vlog te zien. Een vlog is een video waarin iemand een publiek toespreekt dat niet aanwezig is. Vaak laten mensen in een vlog een dag uit hun leven zien. Graag vraag ik je de vlog aandachtig te bekijken alvorens de vragenlijst in te vullen. Zorg dus dat je geluid aanstaat! Er zijn geen goede of slechte antwoorden in deze vragenlijst. Jouw ingevulde vragenlijst zal anoniem en strikt vertrouwelijk worden behandeld.

Vragenlijst

LOW SELF CONTROL

1. Je begint nu met een taalopdracht. Hieronder zie je een aantal Nederlandse spreekwoorden en gezegden. Maak een grammaticaal correcte zin door het ontbrekende woord in te vullen.

LET OP: Je mag geen woorden gebruiken waar de letter ‘e’ in zit! Kies in dat geval een alternatief woord.

Bijvoorbeeld

Niet is altijd mis

Het ontbrekende woord is “geschoten”. Dit woord bevat tweemaal de letter “e” en mag daarom niet worden ingevuld. Een alternatief zou het woord ‘mooi’ kunnen zijn. De zin hoeft niet zijn oude betekenis te behouden!

Niet **mooi** is altijd mis

1. Na komt zonneshijn
2. stinkt niet.
3. Door de het bos niet meer zien.
4. In leggen alle vogels een ei.
5. Een voor de dorst.
6. Zo als gras.
7. duurt het langst.
8. Melk is goed voor
9. De buiten zetten.
10. Zo gek als een
11. Snoep gezond een appel!
12. Meedoen is belangrijker dan
13. Als er één schaap over de dam is, volg er
14. De aanval is de beste
15. De pot verwijt de dat hij zwart ziet.

HIGH SELF CONTROL

1. Maak een grammaticaal correcte zin door het ontbrekende woord in te vullen

1. Na komt zonneshijn
2. stinkt niet.
3. Door de het bos niet meer zien.
4. In leggen alle vogels een ei.
5. Een voor de dorst.
6. Zo als gras.
7. duurt het langst.
8. Melk is goed voor
9. De buiten zetten.
10. Zo gek als een
11. Snoep gezond een appel!
12. Meedoen is belangrijker dan

13. Als er één schaap over de dam is, volg er

14. De aanval is de beste

15. De pot verwijt de dat hij zwart ziet.

5. Geef aan hoe je je nu, op dit moment, voelt:

heel erg negatief

0 0 0 0 0 0 0

heel erg positief

Je krijgt nu een vlog te zien van het YouTubekanaal Vloggloss. De vlogger heet Mascha en geeft u een kijkje in haar leven. Vergeet niet je geluid aan te zetten!

- vlog -

Geef aan in hoeverre je het met de volgende stellingen over Mascha, de vlogger, eens bent.

6. Ik vind Mascha, de vlogger

oneerlijk 0 0 0 0 0 0 0 eerlijk

7. Ik vind Mascha, de vlogger

onbetrouwbaar 0 0 0 0 0 0 0 betrouwbaar

8. Ik vind Mascha, de vlogger

niet oprecht 0 0 0 0 0 0 0 oprecht

8. Ik vind Mascha, de vlogger

niet leuk 0 0 0 0 0 0 0 leuk

In de vlog werd een fotocamera van het merk Canon besproken. Geef aan in hoeverre je het met de volgende stellingen over het merk Canon eens bent.

9. Ik vind het merk Canon

slecht goed

0 0 0 0 0 0 0

10. Ik vind het merk Canon

onbetrouwbaar

betrouwbaar

0 0 0 0 0 0 0

11. Ik vind het merk Canon

niet interessant

interessant

0 0 0 0 0 0 0

12. Ik vind het merk Canon

niet aantrekkelijk

aantrekkelijk

0 0 0 0 0 0 0

13. Ik vind het merk Canon

negatief

positief

0 0 0 0 0 0 0

In de vlog werd de app 'Druppel' besproken. Geef aan in hoeverre je het met de volgende stellingen over de app Druppel eens bent.

14. Ik vind de app Druppel

niet handig

handig

0 0 0 0 0 0 0

15. Ik vind de app Druppel

niet interessant

interessant

0 0 0 0 0 0 0

Geef aan in hoeverre je het eens bent met de volgende stellingen.

16. Ik zou de camera van Canon graag willen uitproberen

helemaal mee oneens

helemaal mee eens

0 0 0 0 0 0 0

17. Als ik een camera zou willen kopen, dan is de kans dat ik een camera van het merk Canon koop:

heel erg klein

heel erg groot

0 0 0 0 0 0 0

18. Ik zou deze vlog delen met mijn vrienden

Helemaal mee oneens

helemaal mee eens

0 0 0 0 0 0 0

Geef aan in hoeverre je het eens bent met de volgende stellingen over de Canon camera die in de vlog getoond is.

19. In de vlog werd reclame gemaakt

helemaal mee oneens

helemaal mee eens

0 0 0 0 0 0 0

20. Het tonen van de camera van Canon in de vlog is reclame

helemaal mee oneens

helemaal mee eens

0 0 0 0 0 0 0

21. De camera van Canon wordt getoond in de vlog om de consument te informeren

helemaal mee oneens

helemaal mee eens

0 0 0 0 0 0 0

22. De camera van Canon wordt getoond in de vlog om de verkoop van Canon te stimuleren

helemaal mee oneens

helemaal mee eens

0 0 0 0 0 0 0

23. De camera van Canon wordt getoond in de vlog om de consument het merk leuk te laten vinden

helemaal mee oneens helemaal mee eens

0 0 0 0 0 0 0

24. De camera van Canon wordt getoond in de vlog om de consument te vermaken

helemaal mee oneens helemaal mee eens

0 0 0 0 0 0 0

25. De camera van Canon wordt getoond in de vlog om de consument te beïnvloeden

helemaal mee oneens helemaal mee eens

0 0 0 0 0 0 0

De volgende vragen gaan over de taalopdracht die je voor het bekijken van de vlog hebt gemaakt. Geef aan in hoeverre je het eens bent met de volgende stellingen.

26. Ik vond de taak moeilijk

helemaal mee oneens helemaal mee eens

0 0 0 0 0 0 0

27. De taak kostte me veel inspanning

helemaal mee oneens helemaal mee eens

0 0 0 0 0 0 0

28. Tijdens de taak moest ik een automatische respons onderdrukken

helemaal mee oneens helemaal mee eens

0 0 0 0 0 0 0

29. Tijdens de taak moest ik controle over mezelf uitoefenen

helemaal mee oneens helemaal mee eens

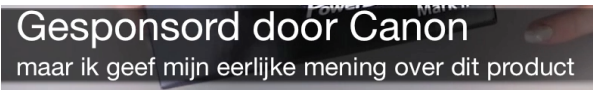
0 0 0 0 0 0 0

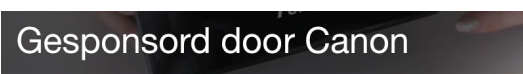
21. Heb je tijdens de vlog een melding gezien dat de vlog werd gesponsord?

- Ja
- Nee
- Weet ik niet meer

(alleen als Ja aangeklikt is)

21b. Welke melding heb je gezien?





22. Was je voor het kijken van de vlog al bekend met het merk Canon?

- Ja
- Nee

23. Bent je in het bezit (geweest) van een Canon camera?

- Ja
- Nee

24. Bent je geïnteresseerd in camera's?

Helemaal niet heel erg

0 0 0 0 0 0 0

23. Kijk je wel eens naar het YouTube kanaal Vlog gloss?

Nooit Dagelijks

0 0 0 0 0 0 0

1. Wat is je leeftijd?

...

2. Wat is je geslacht?

- man
- vrouw

3. Wat is je hoogst afgeronde opleiding?

lagere school/basisonderwijs

LBO, VBO, LTS, LHNO

MAVO, VMBO

HAVO, VWO, Gymnasium

HBO, HEAO, PABO, HTS

WO

anders, namelijk:

Eventuele vragen of opmerkingen kan je hier invullen

.....

Nogmaals hartelijk bedankt voor je deelname aan dit onderzoek. Vergeet niet op de blauwe knop rechtsonder te klikken, om dit onderzoek te beëindigen. Wil je graag weten waar het onderzoek over ging? Dan kan je na 1 februari 2017 mailen naar voor meer informatie.