

POSTGRADUATE SEMINAR SERIES

Research Findings Seminar

Topic Title : **Truth or Dare: The Effects of Reviews with Videos and Disclosure of Incentives**

Presenter : **Ms. Liu Shiyu**
PhD student of Marketing and International Business

Abstract : This research investigates the critical while not fully explored question of how to implement sponsorship disclosure effectively in influencer video marketing. While the Federal Trade Commission mandates transparency, industry compliance remains low due to fears that disclosures hurt engagement. We conducted a field study based on 1,190 YouTube videos indicating an only 7.23% disclosure rate revealing the harsh reality. By doing a controlled online experiment (N=223), we demonstrated that strategic well-executed disclosure is not a liability but a powerful tool for boosting purchase intention.

Our experiment revealed that disclosure timing and modality interact to significantly influence purchase intention. Crucially, visual disclosure at the beginning of a video generates the highest purchase intention, leveraging the primacy effect to build trust. In contrast, visual disclosure at the end was significantly less effective, and audio disclosure was not sensitive to disclosure timing. The mediation analysis identified source credibility as the key psychological mechanism and excluded persuasion knowledge as the alternative one. Furthermore, a one-shot visual disclosure outperformed a constant one, fostering an "illusion of authenticity".

This study provided the first multimodal analysis of disclosure in influencer video marketing context, offering clear, evidence-based guidelines for influencers and brands: disclose visibly and early to build credibility and enhance consumer response, turning the ethical dare of transparency into a strategic truth that benefits influencers' commercial profits and consumers' welfare.

Date : **16 December 2025, Tuesday**

Time : **10:30 – 12:00**

Venue : **SEK108, 1/F, Simon & Eleanor Kwok Building**

Language : **English**



*** All are Welcome ***