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Article:

Gerrath, MHEE orcid.org/0000-0001-7422-2181 and Usrey, B (2021) The Impact of Influencer Motives and Commonness Perceptions on Follower Reactions Toward Incentivized Reviews. *International Journal of Research in Marketing*, 38 (3). pp. 531-548. ISSN 0167-8116

<https://doi.org/10.1016/j.ijresmar.2020.09.010>

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Fig. 1. Conceptual model.

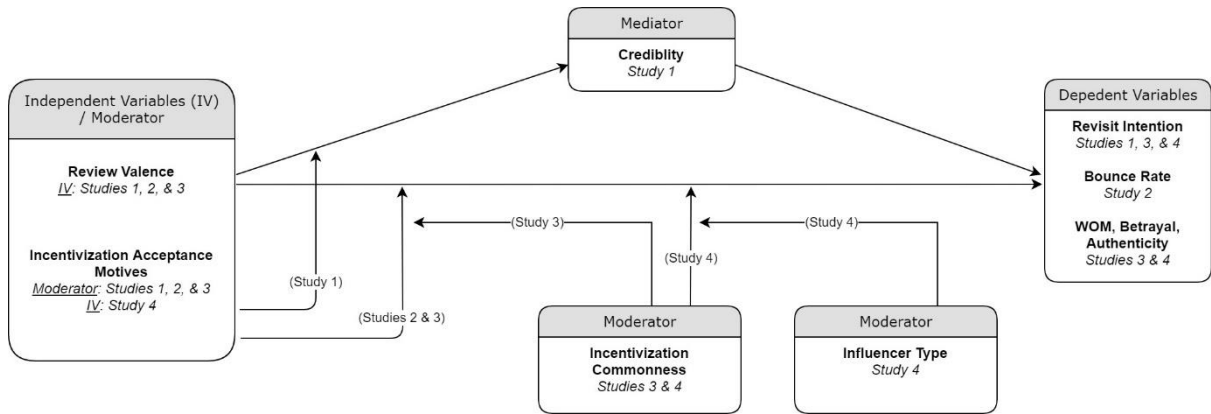


Fig. 2. Interaction of review valence with incentivization acceptance motives (Study 1).

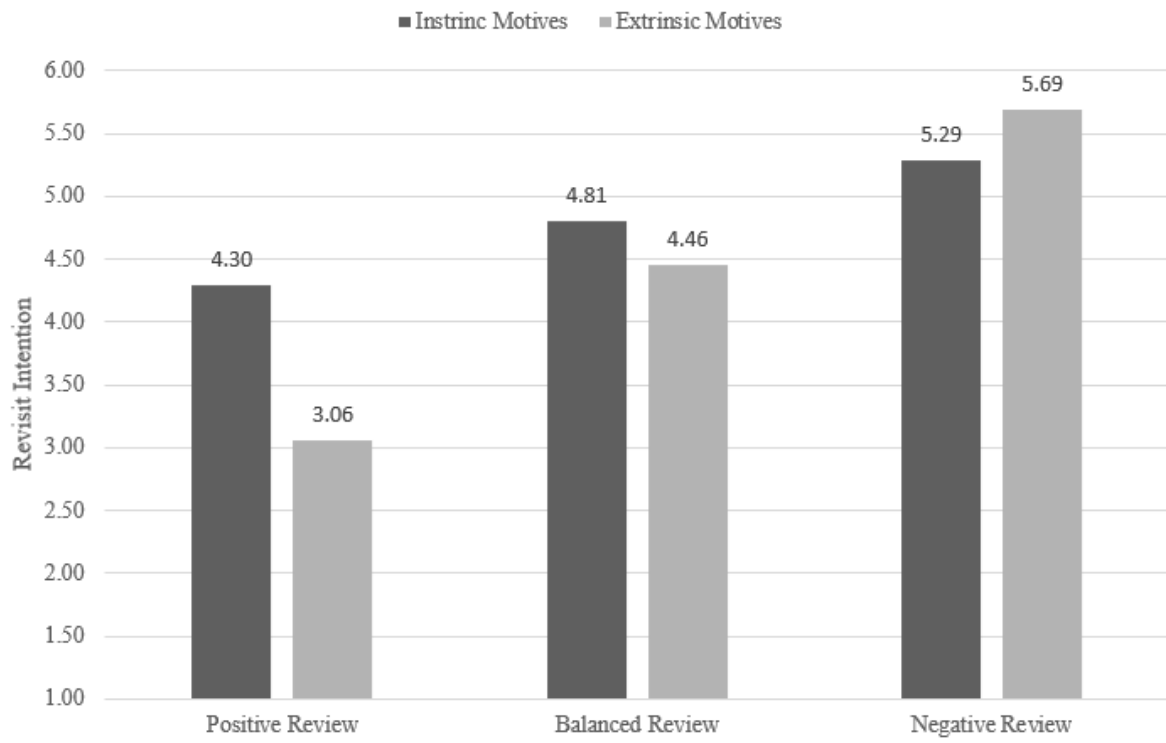
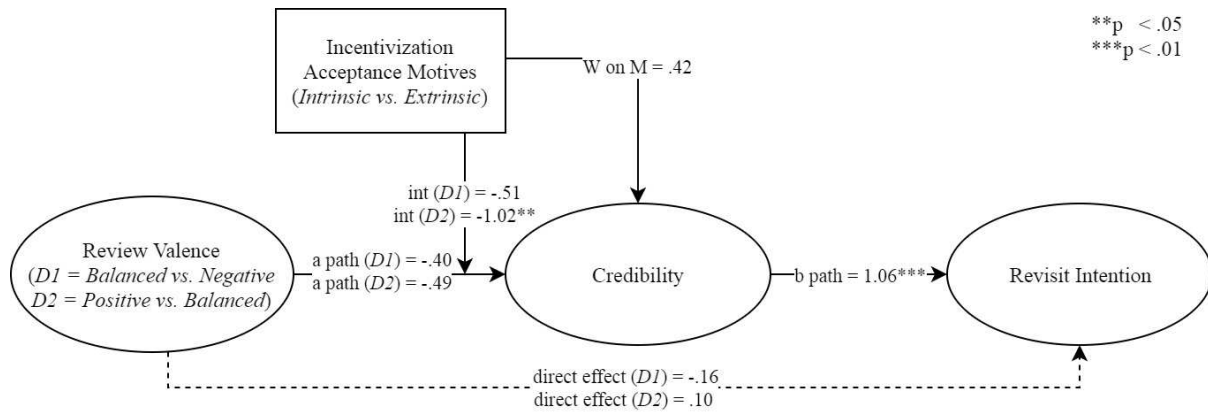


Fig. 3. Moderated mediation model (Study 1).



**p < .05
***p < .01

Indirect Effects for D1: Intrinsic = -.42, CI = (-.99 to .16); Extrinsic = -.96, CI = (-1.52 to -.39)
 Indirect Effects for D2: Intrinsic = -.51, CI = (-1.16 to .15); Extrinsic = -1.59, CI = (-2.28 to -.90)
 Indices of Moderated Mediation: D1 = -.54, CI = (-1.32 to .28); D2 = -1.08, CI = (-2.04 to -.15)

Fig. 4. Interaction effect of valence and motives on bounce rate (Study 2).

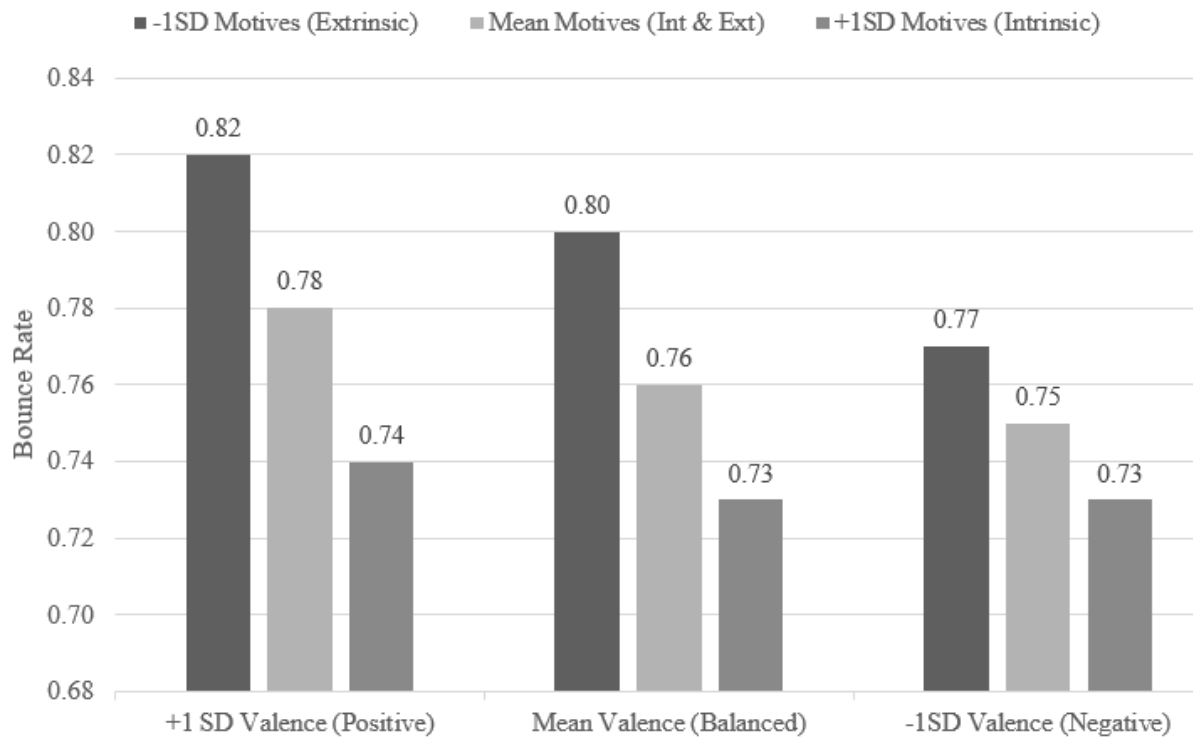


Fig. 5. Three-way moderation model (Study 3).

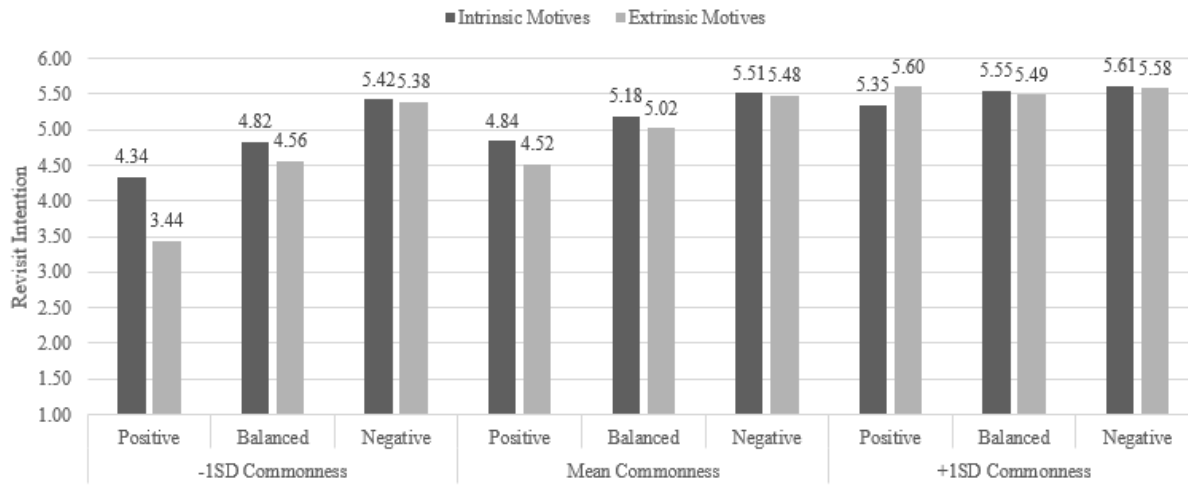


Fig. 6. Three-way moderation model (Study 4).

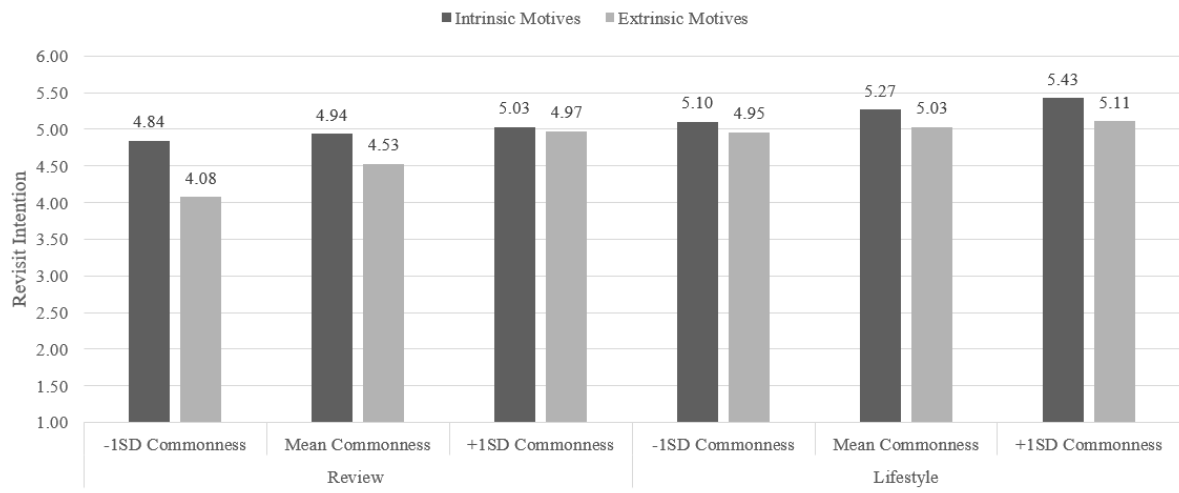


Table 1

Select relevant research on incentivized reviews and influencer marketing.

Author/year	Context	Media	Study design	Findings
Kozinets et al. (2010)	Examination of WOM marketing via narratives in blogs	Real blogs	Longitudinal qualitative study	<ul style="list-style-type: none"> • Bloggers may adopt different communication strategies in the face of WOM marketing (i.e., evaluation, embracing, endorsement, and explanation). • Each communication approach is adopted based on a variety of factors (i.e., character narrative, communications forum, communal norms, and the nature of the marketing promotion).
Carr & Hayes, (2014)	Examination of perceived third-party influence on blogs and the impact of disclosure	Fictitious blogs	Single scenario-based experiment	<ul style="list-style-type: none"> • The authors examine the impact of different disclosure approaches (i.e., none, implicit, explicit, and implied) • Credibility did not differ between the none and explicit conditions, but between none and implicit conditions. Credibility was also related to eWOM influence.
Colliander & Erlandsson (2015)	A look into sponsored blogs and product reviews	Fictitious blogs	Two scenario-based experiments	<ul style="list-style-type: none"> • Bloggers' credibility and reader attitude decrease when a third party reveals that the blog is sponsored. • However, attitudes towards the sponsoring brand or purchase intent were not affected.
Hwang & Jeong (2016)	The role of simple or honest disclosure in sponsored blog posts	Fictitious blogs	Single scenario-based experiment	<ul style="list-style-type: none"> • Simple disclosure had a negative effect on credibility and message attitude compared with no disclosure or "honest" disclosure. • Skepticism enhanced the effect of sponsorship disclosure.
Uribe et al. (2016)	The impact of review sidedness, sponsorship, and expertise on blogs	Fictitious blogs	Single scenario-based experiment	<ul style="list-style-type: none"> • Two-sided messages enhance credibility and behavioral intention, regardless of disclosure type (explicit vs. implicit). • Expertise leads to higher credibility and behavioral intention. • Explicit disclosure of sponsorship reduced the credibility of the message and, thus, behavioral intention.
Van Reijmersdal et al. (2016)	A study on disclosure of blog advertising on brand attitude and intent	Fictitious blogs	Two scenario-based experiments	<ul style="list-style-type: none"> • Activated persuasion knowledge negatively influences the effect of disclosure on brand attitude and purchase intent. • The authors argue that product involvement may affect this relationship.
Wojdyski & Evans (2016)	Examination of the impact of disclosure language and positioning in native advertising	Fictitious native ad article	One scenario-based experiment and one eye-tracking experiment	<ul style="list-style-type: none"> • Using sponsored or native advertising language leads to greater advertisement recognition. • When disclosure is at the top of the post, it is less effective at generating advertising recognition. • Only respondents who focused on the disclosure statement had higher advertisement recognition.
Evans et al. (2017)	Examination of hashtag disclosure on Instagram	Fictitious Instagram post	Single scenario-based experiment	<ul style="list-style-type: none"> • Study compares different approaches to hashtag-based disclosure (#sp, #sponsored & #paidad). • Disclosures using clear language increases ad recognition and disclosure memory but negatively influences attitudes and behavioral intention.

Campbell & Evans (2018)	Role of native advertising and its impact on consumer recognition	Fictitious native ad article	Two scenario-based experiments	<ul style="list-style-type: none"> • A companion banner advertisement enhances advertising recognition in the same manner as disclosure. • Consumers react negatively when native advertising is perceived, but this effect is negated when it is made clear that the content is advertising (sponsorship transparency).
Hughes et al. (2019)	Examination of sponsored blog campaigns and its impact on brand engagement	Real blog and Facebook posts (Study 1), and Fictitious blogs (Study 2)	Objective blog data and modeling	<ul style="list-style-type: none"> • The authors examine the impact of blogger expertise on engagement across two platforms, blogs and Facebook. • Expert endorsement is beneficial for awareness intent, while novice endorsement drives trial intent. • These effects are particularly pronounced in high involvement and low distraction platforms.
Kim et al. (2019)	A study on the content and characteristics of sponsored and organic online consumer reviews	Real (Study 1) and fictitious (Study 2) customer reviews	Review content analysis and a single scenario-based experiment	<ul style="list-style-type: none"> • While sponsored content is more elaborate, objective, complex, positive, and less extreme, it is less helpful in the presence of the sponsor. • When sponsorship disclosure is present, readers infer ulterior motives, damaging their attitude and purchase intent for a positively valanced review.
Stubb & Colliander (2019)	Impact of impartiality, disclosure and brand hyperlink on consumers and credibility	Real Youtubers (Study 1) and Instagram influencers (Study 2) with fictitious reviews	Two scenario-based experiments	<ul style="list-style-type: none"> • Impartiality disclosure statements may reduce advertising perceptions more than explicit sponsorship disclosure. • The effectiveness of impartiality is dependent on whether consumers are convinced that the review has commercial intent.
Stubb et al. (2019)	Role of sponsorship disclosure by social media influencers in consumer attitude	Real Youtuber and fictitious disclosure statement	Single scenario-based experiment	<ul style="list-style-type: none"> • Emphasizing sponsorship compensation justification, as opposed to simple disclosure, enhances source and message credibility due to the additional provision of information. • Disclosure type did not affect consumers' brand attitudes.
Boerman (2020)	Role of Instagram disclosure and its impact on parasocial relationships and influencers	Real Instagram influencer, fictitious posts	Single scenario-based experiment	<ul style="list-style-type: none"> • Standardized disclosure increased advertising recognition on Instagram. • Disclosure impacts on behavioral intent and brand recall in an indirect manner. • Parasocial interaction was not affected by disclosure. • The results did not differ for micro vs. meso influencers.
Kim & Kim (2020)	Examination of the effect of influencer marketing attributes on consumer response using the multiple inference model	Real Instagram influencer, fictitious posts	Two scenario-based experiments	<ul style="list-style-type: none"> • Sponsorship disclosure enhances advertising recognition, resulting in a negative effect due to a belief in calculative motives. • Congruence between the sponsored product and the blogger can enhance product attitude, even if the post is sponsored.
Wen, Kim, Wu, and Doodoo (2020)	Role of cognitive load and disclosure language in persuasion knowledge	Fictitious native ad article	Two scenario-based experiments.	<ul style="list-style-type: none"> • A low cognitive load enhances the negative effect of explicit sponsorship disclosure. • Explicit (vs. implicit) disclosure enhanced the detection of manipulative intent when cognitive load was low.