

Abstract

This quantitative research aimed to investigate the influence of sponsored content by Tech YouTubers in the consumer electronics industry on consumer purchasing intentions. Four hypotheses were proposed: (1) Sponsored content by Tech YouTubers is perceived as less attractive than non-sponsored content, (2) sponsored content is perceived as less credible, (3) the attractiveness of Tech YouTubers affects consumer purchasing intentions, and (4) the credibility of Tech YouTubers affects consumer purchasing decisions. Utilizing a between-subject experiment design, two different surveys were distributed and participants were exposed to either a sponsored or a non-sponsored video. Contrary to existing studies where sponsored content are perceived to be less attractive and less credible, the results from this study found that there is no difference in perception about influencer attractiveness, perception about influencer credibility, and purchasing between the sponsored group and the non-sponsored group. This indicates that in the consumer electronics industry, the type of content an internet influencer produces does not make an impact in consumer purchasing decisions.