

Examining the Impact of Controversial Paid Advertisements by YouTubers on Consumer Boycott Intentions

Ming Wang¹ · Jaewon Choi^{2*}

Modern Industrial School of Health Management, Jinzhou Medical University¹,
Dept. of Business Administration, Soonchunhyang University²

Abstract

This study investigates the impact of perceived risk, perceived deception, and negative emotional factors on consumer distrust, dissatisfaction, and boycott intentions towards both YouTubers and products that fail to adequately disclose paid advertisements, commonly referred to as “hidden advertisement.” Conducted through an online survey, 306 YouTube viewers from South Korea participated in the study. The findings reveal several key insights. Firstly, perceived deception, perceived risk, and negative emotional factors are identified as contributors to increased consumer distrust and dissatisfaction. Secondly, both consumer distrust and dissatisfaction exhibit positive correlations with boycott intentions towards YouTubers and products. This research seeks to unravel the intricacies of online consumer boycott intentions and aims to elucidate the underlying reasons behind such actions. It is noteworthy that in this context, the ramifications of boycotts extend beyond influencers or YouTubers alone, impacting consumer distrust and dissatisfaction, thereby influencing boycott intentions towards the associated products and exerting a lasting impact on a company’s branding efforts.

■ Keyword : Hidden Advertisement, Influencer, Boycott Intention, Distrust, Consumer Dissatisfaction

I . Introduction

Nowadays, in the era of burgeoning social media services (SNS) and the influencer market, numerous brands and marketers are forging partnerships with influential figures on platforms like Facebook, Instagram, and YouTube to orchestrate impactful influencer marketing campaigns. This collaborative endeavor involves a symbiotic relationship between businesses and influential individuals aimed at promoting services, products, or campaigns. These influencers possess the ability to effectively reach the target audience, instill trust, and elicit engagement through their compelling content [1]. Leveraging advertising seamlessly in their content, influencers employ strategies such as embedded marketing to endorse products. To foster positive sentiments towards the advertised brand, product placements are seamlessly woven into the narrative, discussed, or highlighted in the program. Product placement, also known as embedded advertising, is a marketing strategy employed by marketers to promote a brand or product, with typical instances found in films [2]. The placement of branded products in films, referred to as “in-film branding,” is a strategic move by advertisers who capitalize on the entertainment value, emotional resonance, and psychological impact of films on viewers. This advertising medium provides brands with an elevated platform and an opportunity to stand out prominently before a large audience [3]. With the evolution of influencer marketing, product placements have found their way into social media platforms such as Facebook, Instagram, and YouTube. Popular bloggers, YouTubers, and Facebook users are now compensated by adver-

tisers to disseminate information endorsing brands, messages, and products.

While influencer product placements and embedded advertisements serve as effective means to promote products and engage with viewers, their impact can be counterproductive if influencers employ unethical or misleading advertising practices. In recent times, certain YouTube influencers in South Korea gained notoriety for engaging in undisclosed paid advertising practices within their YouTube content, commonly known as “hidden advertisement.” This phenomenon involves celebrities and YouTubers introducing products as if they were personally purchased, despite receiving advertisement fees from companies. Subscribers place higher trust in reviews they perceive as authentic purchases, as opposed to publicly paid and published advertisements [4]. The issue came to the forefront in July 2020 when a local news report exposed Korean singer Min-kyung Kang and fashion stylist Hye-yeon Han for not disclosing paid promotions on their YouTube channels. They presented products to viewers under the guise of personal purchases, even though they were remunerated for promotional efforts. Content creator ‘Cham PD’ leveled accusations against several prominent YouTubers, alleging their failure to disclose promotional content and presenting evidence amassed over the past two years [5]. The cultural phenomenon of “Mukbang,” originating in South Korea and translating to “eating broadcast,” has seen proficient Mukbangers earning substantial monthly incomes, up to \$10,000, excluding sponsorships from food and beverage brands. Numerous Korean Mukbang influencers, including figures like “Eat with Boki,” “MBRO,”

“Hamzy,” and “Nareum_TV,” issued apologies for inadvertent omissions of disclosure regarding promotional content in certain videos. Apologies extended to instances where advertisements were inadequately indicated or presented inconspicuously, marked by small fonts, prompting expressions of regret [5]. The controversy escalated as these YouTubers failed to display paid advertisements in their videos [6]. Korean consumers perceive hidden advertisement as a form of deceptive and unethical advertising, leading a significant number of consumers to disengage from YouTubers involved in hidden advertisement. Viewers express their dissatisfaction through criticism, evident in the act of pressing the dislike button on videos or unsubscribing from channels.

Deception is a pervasive phenomenon [7], taking on various manifestations beyond explicit falsehood. It is distinguished by factors such as the quantity and adequacy of information, truthfulness, clarity, relevance, and underlying intent. Regardless of its form, deception poses numerous ethical dilemmas for corporations, consumers, and policymakers alike.

Moreover, empirical evidence supports the notion that negative emotional states can predispose individuals toward adverse outcomes [8]. Previous studies in influencer marketing have predominantly focused on the positive aspects, exploring how influencer characteristics impact consumer attitudes, satisfaction, purchase intention, eWOM effectiveness, etc [9]. In contrast, this study is among the first to shed light on the negative impact of influencer marketing, specifically examining viewers’ reactions to YouTubers who fail to provide sufficient information about paid advertisements in their content. The study aims to

unravel people’s boycott intentions toward “hidden advertisement” YouTubers and explore how viewers’ perceptions of YouTuber deception influence boycott intentions toward products introduced through back advertising content. The research questions of this study are as follows: First, do the perceived deception, perceived risk, negative emotional factors toward hidden advertisement impact the consumer distrust and dissatisfaction? Second, do consumer distrust and dissatisfaction have a strong impact on boycott intention toward hidden advertisement YouTuber and product which appeared in hidden advertisement contents?

The structure of this paper unfolds as follows: Section 2 presents a comprehensive review encompassing existing studies and the development of hypotheses pertaining to influencer advertising, perceived deception, perceived risk, emotional factors, consumer distrust, consumer dissatisfaction, and the intention to boycott. Section 3 expounds on the methodology employed for obtaining results, encompassing data collection processes. Subsequently, Section 4 elucidates the outcomes of the data analysis. In Section 5, the paper deliberates on the conclusions drawn, emphasizing the theoretical and practical implications of the findings, along with acknowledging any inherent limitations..

II. Literature review

2.1 Influences and deceptive advertising

As user-generated content proliferates on social media, users can become leading creators by actively producing and uploading personal stories

and reviews of products and services. These users are referred to as influence's [9]. Review of Peck and Helen (1999) defines them as "A range of third parties who exercise influence over the organization and its potential customers". And based on another review by Butterworth and Heinemann (2008), influencers are also acknowledged as "the third party who significantly shapes the customer's purchasing decision but may never be accountable for it". As the influencer marketing strategy, brands and marketers cooperate with influencers to do the marketing campaigns with the intent to increase the drive sales and brand awareness. Partnering with influencers is a great way to promote a brand and product, but sometimes it can backfire due to influencer's deceptive information about the content or lying to viewers in their reviews, and "back advertising" controversy is one of those examples. The "back advertising" controversy over advertising of YouTubers has led to great anger and disappointment because the influencers' content, which was recognized as a sincere review, was an advertisement that received sponsorship and deceptive, lying to the viewers by the hashtag "I bought it by my money" or "real review", etc. As the video-streaming platform continues to evolve into a primary avenue for marketing, there is a concurrent surge in criticism regarding deceptive video advertising. However, existing regulations in this domain remain fragmented, predominantly penalizing traditional advertisers and, notably, allowing YouTubers to evade legal responsibilities [10]. A burgeoning issue in the realm of Korean YouTube content creators involves the escalation of deceptive advertising or "back advertising" controversies. Prominent influencers have come

under scrutiny for promoting products in their videos without transparently disclosing their financial compensation for featuring these items [10]. Consumers see it as an unethical advertisement because these "hidden advertisement" YouTubers gave them deceptive information.

"Advertising is unethical when it refers to the distribution of societal values and norms established by the religious, governmental or political institutions to one which looks for moral and ethical guidance. It is also held to be deceptive if it tends to deceive a substantial number of customers in a material way" [11]. Unethical and deceptive is defined as a deceptive claim in advertising it is stretching the truth, lies and false exaggerations. The classification of an advertisement as deceptive hinges on the reasonable anticipation that individuals exposed to or targeted by it would develop inaccurate beliefs as a consequence of such exposure. A deceptive advertisement is one which does not present true information about the product being advertised, it may contain one or more attributes which mislead the viewers such as wrong information, deceptive price, exaggeration, etc [12]. This type of advertising misleads the consumer in a variety of ways, that may include using ambiguous phrases which can be misinterpreted by a reader; and much more [12].

2.1.1 Perceived deception

Deception has been focused and studied in many different fields such as psychology, human communication, and the internet. Within the realm of marketing, especially in the field of advertising, the pervasive use of deception by advertisers is evident [13]. Deception stands out as a

prominent ethical concern that demands attention within the advertising domain. The conceptualization of deception in advertising has been a focal point of disagreement, primarily stemming from a conflation of the legal, scientific, and colloquial interpretations of deception. Deception manifests in various forms beyond explicit falsehood, and key factors distinguishing them include the quantity and adequacy of information, the level of truthfulness, clarity, relevance, and underlying intent. Aditya defined that deception in marketing is “unethical and unfair to the deceived” [14]. Indeed, deception is a practice subject to legal sanction and regulation. From a legal standpoint, a claim must hold significance in influencing the consumer’s purchasing decision to be deemed deceptive [13]. Perceived deceptive practices result in consumers forming erroneous beliefs about the nature of the products being presented, potentially leading to deviations in their purchasing decisions from what they might have otherwise made. And at the present time, the issue of YouTubers introducing products without providing information about paid advertising and deceiving viewers by repeatedly indicating in videos that they selected and purchased with their money and they are objectively reviewing the product is also a deceptive advertisement. This study defined it as a deception in YouTube influencer content.

Previous research has shown that deception in advertising has a negative impact on consumer behavior. The research showed that deceptive advertising positively impacts consumers’ distrust. The perceived deception exerts a detrimental impact on consumers’ satisfaction and intention to remain loyal to the online retailer. This negative influence is anticipated to be more pronounced

when consumers hold a more positive attitude toward the Internet compared to those with a less favorable attitude toward the online platform. Based on this, we have established the hypothesis

H1: Perceived deception will have a positive influence on consumer’s distrust.

H2: Perceived deception will have a positive influence on consumer’s dissatisfaction.

2.1.2 Perceived risk

Risk pertains to the uncertainty associated with the outcome of a sequence of behaviors. Perceived risk stands out as a pivotal driver of consumer behavior [15]. It can be conceptualized as an individual’s subjective belief and anticipation of potential harm, encompassing loss or risk, stemming from a specific situation or set of circumstances. Consequently, perceived risk plays a significant role in influencing the decision-making process [15]. The influence of perceived risk extends to a customer’s decision-making process regarding trust or distrust [16]. It serves as an independent variable that exerts an impact on shoppers’ behavioral intention to engage in transactions [17]. Prior research contends that diminishing perceived risk correlates with heightened purchase probability, indicating that a reduction in perceived risk proves advantageous in fostering increased customer trust [18]. Hence, the reduction in perceived risk coupled with an increase in trust is poised to positively influence actual behavioral intention [19]. Early research widely acknowledges that perceived risk has a positive association with consumers’ distrust. Furthermore, empirical evidence indicates that perceived risk is inversely related to consumer satisfaction [20]. The intricate relationship between risk perceptions

and negative emotional responses during consumption significantly impacts satisfaction, with a direct effect observed [21]. A prior study posits that emotions related to risk, such as anxiety and worry, exert a negative influence on satisfaction [7]. Cunningham (1967) underscores that uncertainty or consequences may entail either a known or unknown probability. In our study, we propose a hypothesis suggesting that perceived risk, as an independent factor, can impact consumer distrust and dissatisfaction. Accordingly, the hypotheses are formulated as follows.

H3: perceived risk will have a positive influence on consumer's distrust.

H4: perceived risk will have a positive influence on consumer's dissatisfaction.

2.1.3 Emotional factors

Emotions have long played a prominent role in classical product marketing, influencing endeavors to promote product purchases and extend to diverse contexts, including the encouragement of pro-environmental donations. Consumers' engagement with emotional factors concerning individual consumption objects and the emotional aspects perceived during the purchase process are intricately linked to personal consumption propensities [22]. Within this landscape, emotions assume a crucial role in the establishment of trust, wherein positive emotions facilitate the transition from feelings to beliefs, while negative emotions can precipitate a loss of consumer trust [22].

Maher and Mady (2010) posit that animosity, encompassing emotional factors like anger, contempt, and umbrage, significantly influences the willingness to make purchases. Emotions with highly negative valence, such as anger, can exert

a substantial moderating impact in service recovery processes and potentially undermine trust. Extensive prior research underscores the significance of emotions as antecedents of satisfaction [23]. Baron et al. (2005) and Julian et al. (2015) assert that emotional factors directly contribute to customer satisfaction. Zeelenberg & Pieters (1999) propose that negative emotional factors can result in consumer dissatisfaction [24].

Interestingly, the consideration of emotional influences in elucidating individual consumption decisions is noteworthy, supplementing other influences such as rationality and values. This is particularly striking considering the profound influence emotions wield in guiding human decision behavior. Building on these insights, we formulate the following hypothesis.

H5: emotional factors will have a positive influence on consumer distrust.

H6: emotional factors will have a positive influence on consumer dissatisfaction.

2.2 Consumer Distrust

Kim and Ahmad (2012) characterize distrust as a subjective level of skepticism concerning the values, motives, intentions, and behaviors of content providers, positing that these are perceived as detrimental to the interests of content consumers [25]. In situations of distrust, content consumers exhibit reluctance to engage with user-generated content offered by the content provider, harboring concerns that the content provider may be involved in spamming, deception, the dissemination of misinformation, or the provision of low-quality content. This state of distrust is often accompanied by intense negative emotions such as worry,

fear, and concern.

Existing studies affirm that trust or distrust has a significant impact on consumers' purchase intentions, directly influencing behavioral intentions [26]. Distrust has been found to adversely affect consumers' interactions with personalization agents [27]. Additionally, Chiu's research in 2016 demonstrates a significant and positive correlation between consumer distrust and the likelihood of engaging in a boycott. When a vendor fails to uphold consumer trust, it erodes consumer confidence in purchasing their goods [26]. Previous studies further indicate that a loss of trust in a brand leads to consumer resistance towards purchasing its products [26].

From a multidisciplinary perspective, trust is defined as a psychological state marked by an intention to accept vulnerability based on positive expectations of another's intentions or behavior. It is associated with positive emotional reactions such as hope, confidence, and assurance. In contrast, distrust involves unfavorable expectations and elicits negative reactions like suspicion, wariness, and fear. Consequently, in this study, we regard consumer distrust as a pivotal factor influencing the intention to boycott "hidden advertisement" YouTubers and their products. Building on this perspective, we formulate the following hypothesis.

H7: Consumer distrust will have a positive influence on boycott intention toward "hidden advertisement" YouTuber.

H8: Consumer distrust will have a positive influence on boycott intention toward "hidden advertisement" product.

2.3 Consumer dissatisfaction

Customer satisfaction holds significance for individual customers as it signifies a positive outcome derived from specific resources and the fulfillment of unmet wants and needs [28]. Satisfaction is often characterized as a sensation of "delight," while dissatisfaction is characterized as a sense of "disappointment." Early research affirms that satisfaction exerts a positive influence on word-of-mouth intention, purchase intention, and loyalty [29]. Conversely, dissatisfaction has repercussions on negative word-of-mouth, purchase discontinuation intention, complaint behavior, brand-switching decisions, among other factors [30]. Overall, previous studies converge on the idea that consumer satisfaction/dissatisfaction encompasses an emotional response to the evaluation of a product, store, or service consumption experience, and it directly influences consumer behavioral intentions [31].

In this study, customer dissatisfaction is defined as the comprehensive consumption perception of consumers encountering "hidden advertisement." We anticipate that consumer dissatisfaction will also impact the intention to boycott "hidden advertisement" YouTubers and their products. Consequently, the hypothesis is formulated as follows.

H9: Consumer dissatisfaction will have a positive influence on boycott intention toward "Hidden advertisement" YouTuber.

H10: Consumer dissatisfaction will have a positive influence on boycott intention toward "Hidden advertisement" product.

ing YouTube influencer content, and preferred content types. The questionnaires are administered anonymously.

(Table 1) Descriptive statistics of respondents

Characteristic		Frequency	%
Gender	Male	151	49%
	Female	155	51%
Age group	Below 19	22	7.2%
	20-29	263	85.9%
	30-39	18	5.9%
	40-49	2	0.7%
	Above 50	1	0.3%
Hour per week	Below 1 hour	26	8.5%
	1-2 hours	107	35%
	2-3 hours	97	31.7%
	Above 3 hours	76	24.8%
Usually watched at (can select more than 2)	Product review	103	33.7%
	Fashion-Beauty	119	38.9%
	Entertainment	183	59.8%
	V-log	97	31.7%
	Mukbang	127	41.5%
	Other	28	9.2%

The questionnaire survey yielded 313 responses, and 306 valid questionnaires were obtained after eliminating incomplete and unused responses, resulting in an effective recovery rate of 97.8%. The demographic information table (Table 1) outlines the respondent characteristics. According to the valid questionnaire data, 51% of respondents are female, and 49% are male, indicating a balanced gender distribution. The majority of respondents (85.9%) fall within the 20-30 age range, underscoring the heightened interest among young consumers in the “hidden advertisement” issue. Regarding viewing habits, 35% of re-

spondents spend approximately 1-2 hours per week on YouTube influencer content. When selecting preferred influencer content types (respondents could choose more than two answers), 59.8% indicated an interest in entertainment content, while 41.5% expressed a liking for Mukbang content—a Korean live-streaming format where hosts eat while interacting with viewers. Table 1 summarizes the details of the 306 respondents.

IV. Data analysis and result

4.1 Data analysis

The proposed research model and research hypotheses were analyzed. The questionnaire items used in this study were reconstructed into questions suitable for this study based on prior research. This paper mainly used internal consistency of the reaction to measure the reliability of the data. Cronbach’s alpha (abbreviated as α), factor loading, Composite Reliability (CR), and mean variance extraction (AVE) are considered ideal for questionnaire reliability. The result of the relevant indicators is shown in Table 2.

The outcomes presented in the above table reveal that the Cronbach’s alpha values for each construct surpass the recommended threshold of 0.7, indicating a high level of measurement reliability. Additionally, the overall reliability (CR) exceeds 0.7, and the mean variance extraction (AVE) is higher than 0.5, attesting to the satisfactory consistency among the measurement items.

Discriminant validity signifies the distinctiveness of each variable, ensuring that variables do

<Table 2> The result of the relevant indicators

Construct (á)		Factor loading	AVE	CR
Perceived deception (0.739)	PD1	0.703	0.561	0.836
	PD2	0.711		
	PD3	0.601		
	PD4	0.679		
Perceived Risk (0.888)	PR1	0.801	0.692	0.918
	PR2	0.570		
	PR3	0.796		
	PR4	0.808		
	PR5	0.795		
Emotional Factors (0.865)	EF1	0.585	0.712	0.908
	EF2	0.779		
	EF3	0.569		
	EF4	0.757		
Consumer distrust (0.890)	DT1	0.752	0.755	0.925
	DT2	0.668		
	DT3	0.800		
	DT4	0.841		
Consumer dissatisfaction (0.939)	DS1	0.834	0.892	0.961
	DS2	0.810		
	DS3	0.807		
Boycott intention toward YouTuber (0.826)	BY1	0.650	0.744	0.896
	BY2	0.750		
	BY3	0.673		
Boycott intention toward product (0.853)	BP1	0.840	0.774	0.911
	BP2	0.734		
	BP3	0.820		

<Table 3> Descriptive statistics and correlations between latent labels

	BP	BY	DS	DT	EF	PD	PR
BP	0.88						
BY	0.46	0.86					
DS	0.48	0.51	0.94				
DT	0.42	0.51	0.49	0.86			
EF	0.41	0.67	0.61	0.51	0.84		
PD	0.43	0.43	0.430	0.57	0.43	0.74	
PR	0.41	0.44	0.53	0.51	0.45	0.43	0.83

not unduly influence each other. One criterion for establishing discriminant validity is that the square root of AVE should surpass the correlation between constructs (Fornell and Lacker, 1981). The correlation matrix among the variables demonstrates that the correlation coefficients between each variable are smaller than the square root of the average variance extraction corresponding to each variable on the diagonal. This observation indicates excellent discriminant validity for the questionnaire. The detailed results are presented in Table 3.

4.2 Structural model and hypothesis verification

We used the partial least squares (PLS) test to test the proposed model in Table 4. The impact of perceived deception, perceived risk, and emotional factors on consumer distrust, with values of 5.631, 4.804, and 4.171 respectively, is statistically significant at the 0.001 level. Both perceived risk and emotional factors exert influence on consumer dissatisfaction, registering values of 5.453 and 7.569, and significance at the 0.001 level,

<Table 4> Structural model testing results

Hypothesis	Original Sample (O)	T Statistics ((O/STDEV))	P Values
H1	0.356	5.631	0.000
H2	0.117	2.101	0.036
H3	0.247	4.804	0.000
H4	0.289	5.453	0.000
H5	0.245	4.171	0.000
H6	0.431	7.569	0.000
H7	0.354	6.603	0.000
H8	0.246	4.216	0.000
H9	0.336	5.514	0.000
H10	0.366	5.541	0.000

while perceived deception impacts consumer dissatisfaction with a value of 2.101 at the 0.05 statistical level. This indicates that perceived risk and emotional factors strongly influence consumer distrust and dissatisfaction, while perceived deception has a robust impact on consumer distrust but a comparatively weaker impact on consumer dissatisfaction. The results confirm the support for Hypotheses H1, H2, H3, H4, H5, and H6.

The number of consumer distrust for boycott intention toward “hidden advertisement” YouTuber and boycott intention toward “hidden advertisement” product are 6.603 and 4.216, respectively, both significant at the 0.001 statistical level. This underscores that consumer distrust plays a pivotal role in influencing boycott intentions toward “hidden advertisement” YouTubers and products. Therefore, Hypotheses H7 and H8 find support.

The t-values for consumer dissatisfaction in relation to boycott intention toward “hidden advertisement” YouTuber and boycott intention toward “hidden advertisement” product are 5.514 and 5.541, respectively, both significant at the 0.001 statistical level. Consequently, Hypotheses H9 and H10, which posit that consumer dissatisfaction impacts boycott intentions toward “hidden advertisement” YouTubers and products, are substantiated.

The hypothesis tests collectively demonstrate that perceived deception, perceived risk, and emotional factors are the primary contributors influencing consumer distrust and dissatisfaction. Furthermore, the findings reveal that boycott intentions toward “hidden advertisement” products and YouTuber are significantly shaped by consumer distrust and dissatisfaction. In essence, all

ten hypotheses proposed in the research model find support.

V. Conclusion

5.1 Discussion

This study aims to investigate consumer boycott intentions within the context of the “hidden advertisement” issue in the South Korean YouTuber industry. The primary research questions focus on understanding how perceived deception, perceived risk, and negative emotional factors related to hidden advertisement influence consumer distrust and dissatisfaction. Additionally, the study explores whether consumer distrust and dissatisfaction exert a substantial impact on the boycott intention toward hidden advertisement YouTubers and products. The online survey targeted YouTube viewers in South Korea who were aware of “hidden advertisement” issues and had experience watching such content, resulting in the analysis of 306 finalized questionnaire responses.

Distinguishing itself from prior research, this study highlights significant factors influencing boycott intentions, including perceived deception, perceived risk, and emotional factors. Furthermore, it establishes a relationship between consumer distrust, dissatisfaction, and boycott intentions toward “hidden advertisement” YouTubers and products.

The findings indicate that perceived deception, perceived risk, and emotional factors significantly influence both consumer distrust and dissatisfaction. Moreover, consumer distrust and dissatisfaction positively contribute to the boycott

intention toward “hidden advertisement” YouTubers and products. Consequently, all hypotheses proposed in this study find support. Notably, perceived risk and emotional factors emerge as the most influential factors leading to boycott intentions, mediated by consumer distrust and dissatisfaction. While perceived deception also strongly influences boycott intention through consumer distrust, its impact is relatively weaker compared to perceived risk and emotional factors, which operate through consumer dissatisfaction.

From a societal perspective, the study suggests that social media influencers who do not behave in a socially responsible manner may experience a decline in consumer trust and satisfaction, making them susceptible to consumer boycotts. Importantly, the consequences extend beyond the boycott intention toward the social media influencer; it may also lead consumers to boycott products introduced through unethical advertising practices, such as “hidden advertisement” content. In essence, deceptive advertising and unethical practices by influencers not only impact boycott intentions towards them but also have repercussions on the image and subsequent boycott intentions towards the products featured in influencer content.

5.2 Implications and limitations

This research makes a significant contribution to the influencer marketing field, diverging from prior studies that predominantly highlight the positive aspects of influencer marketing. Instead, our focus centers on the substantial controversies surrounding influencers, specifically addressing the “hidden advertisement” boycott within the South

Korean YouTube industry. By unraveling the intricacies of how these factors impact consumer distrust, dissatisfaction, and, more critically, how influencer “back advertising” boycotts influence overall consumer boycott intentions, this study extends existing theories.

The implications of this research are manifold. Firstly, it broadens the current literature on influencer marketing and consumer boycott intentions by delving into the darker side of advertising practices. Secondly, the study confirms that perceived deception, perceived risk, and emotional factors exert a positive influence on consumer distrust and dissatisfaction. Notably, beyond merely shaping boycott attitudes, consumer distrust and dissatisfaction emerge as significant factors influencing overall consumer boycott intentions.

Despite these contributions, it is essential to acknowledge the study’s limitations. Firstly, the analysis is confined to unethical and deceptive advertising situations within the South Korean context, and the respondents share a similar cultural background. Future research could extend its scope to other countries to explore the impact of cultural factors on consumer intentions. Secondly, the study does not differentiate between various categories of influencer “back advertising” content, such as Mukbang, product reviews, fashion-beauty, etc. Further research could refine the analysis by segmenting consumer intentions based on different content categories. Additionally, future studies may compare consumer intentions towards influencers with varying follower counts for more nuanced insights.

In essence, this research provides valuable insights for academic journals in management by

offering a comprehensive understanding of the complex dynamics surrounding influencer marketing, contributing to the existing body of knowledge and paving the way for more nuanced and context-specific investigations in the future.

References

- [1] N. Christina, "Influencer Marketing Guide: How to Work with Social Media Influencers, 2019.
- [2] W. Kenton, "Product placement. Retrieved from <https://www.investopedia.com/terms/p/product-placement.asp>. 2020.
- [3] E. Bressoud Lehu, J.M. Lehu, "Product placement in movies: Questioning the effectiveness according to the spectator's viewing conditions," 2020.
- [4] S.Y. Kim, "It's a product that I bought with my money, and eventually "sponsor... "YouTube's hidden advertisement" controversy." 2020.
- [5] M.J. Lee, "Advertising controversy grips S. Korean mukbang YouTuber." 2020.
- [6] J.H. Go, "Kang Min-kyung X Han Hye-yeon PPL controversy → The reason why criticism should not end. 2020.
- [7] P.E. Johnson, S. Graziolo, K. Jamal, G. Berryman, "Adversarial problem solving in a low base rate world," *Cognitive Science*, 25, pp.355-392,, 2001.
- [8] K. Petko, "The influence of cognitive, emotional and hormonal factors on decision-making under risk," *Frontiers in Psychology*, 145. 2017.
- [9] X.J. Lim, A.M. Radzol, J. Cheah, M.W. Wong, "The impact of social media influencers on purchase intention and the mediation effect of customer attitude," *Asian Journal of Business Research*, 7(2), pp.19-36, 2017.
- [10] H.W. Nam, "Controversy grows over YouTubers' undisclosed ads." 2020.
- [11] V. Srivastava, T. Nandan, "A study of perceptions in society regarding unethical practices in advertising." *South Asian Journal of Management*, 17(1), 61. 2010.
- [12] R.R. Sharma, S. Chander, "What's Wrong with Misleading Advertising? An Empirical Investigation," *Asia Pacific Business Review*, 7(1), pp.191-205. 2011.
- [13] S.G. Chaouachi, K.S.B. Rached, "Perceived deception in advertising: Proposition of a measurement scale," *Journal of Marketing research & Case studies*. 2012
- [14] R.N. Aditya, "The Psychology of Deception in Marketing: A Conceptual Framework for Research and Practice," *Psychology & Marketing* 18, pp.735 - 761, 2001.
- [15] S.M. Ho, M. Ocasio-Velázquez, C. Booth, "Trust or consequences? Causal effects of perceived risk and subjective norms on cloud technology adoption," *Computers & Security*, 70, pp.581-595. 2017.
- [16] S. Harridge March, "Can the building of trust overcome consumer perceived risk online?" *Marketing intelligence & planning*, 2006.
- [17] P.A. Pavlou, D. Gefen, "Building effective online market places with institution based trust," *Information systems research*, 15(1), pp.37-59. 2004.
- [18] H.H. Chang, S.W. Chen, "The impact of online store environment cues on purchase intention," *Online Information Review*, 32, pp.818-841, 2018.
- [19] S. D'Alessandro, A. Girardi, L. Tiangsoongnern, "Perceived risk and trust as antecedents of online purchasing behavior in the USA gemstones industry," *Asia Pacific Journal of Marketing and Logistics*, 24, pp.433-460, 2012.

- [20] Y.S. Chen, C.H. Chang, "Towards green trust." *Management Decision*, 2013.
- [21] A. Chaudhuri, "Consumption emotion and perceived risk: a macro-analytic approach," *Journal of Business Research*, 39(1), pp.81-92, 1997.
- [22] P.H. Andersen, R. Kumar, "Emotions, trust and relationship development in business relationships: A conceptual model for buyer - seller dyads," *Industrial Marketing Management*, 35(4), pp.522-535, 2006.
- [23] R. Biscaia, A. Correia, A. Rosado, J. Marôco, S. Ross, "The effects of emotions on football spectator's satisfaction and behavioural intentions" *European Sport Management Quarterly*, 12, pp.227-242. 2012
- [24] M. Zeelenberg, R. Pieters, "Beyond valence in customer dissatisfaction: a review and new findings on behavioral responses to regret and disappointment in failed services," *Journal of Business Research*, 57, pp.445-455, 2004.
- [25] Y. Kim, M. Ahmad, "Trust, distrust and lack of confidence of users in online social media sharing communities," *Knowledge-Based Systems*, 37, pp.438 - 450, 2012.
- [26] G. Bhaduri, "Trust Distrust and Consumer Beliefs about Food Safety," UMI Dissertations Publishing, 2011.
- [27] W. Ahmad, J. Sun, "Modeling consumer distrust of online hotel reviews," *International Journal of Hospitality Management*, 71, pp.77-90, 2018.
- [28] W.O. Bearden, J.E. Teel, "Selected Determinants of Consumer Satisfaction and Complaint Reports," *Journal of Marketing Research*, 20, pp.21-28, 1983.
- [29] A. Saleem, A. Ghafar, M. Ibrahim, M. Yousuf, N. Ahmed, N. "Product perceived quality and purchase intention with consumer satisfaction," *Global journal of management and business research*. 2015.
- [30] W.A. Uturessantix, C. Gallato, "Do Customer Dissatisfaction and Variety Seeking Really Affect the Product Brand Switching?" A Lesson from the Biggest Southeast Asia Mobile Telecommunication Market. 2012.
- [31] S.N. Mahapatra, "An empirical analysis of cause of consumer dissatisfaction and the reasons why consumers enduring dissatisfaction," *Serbian Journal of Management*, 9(1), pp.71-89, 2014.
- [32] B. Palacios-Florencio, M.A. Revilla-Camacho, D. Garzón, C. Prado-Román, "Explaining the boycott behavior: A conceptual model proposal and validation," *Journal of Consumer Behavior*, 20, pp.1313-1325, 2021.
- [33] S. Baron, K. Harris, D. Elliott, K. Schoefer, C. Ennew, "The impact of perceived justice on consumers' emotional responses to service complaint experiences," *Journal of Services Marketing*. 2015.
- [34] M.T. Lee, J.Y. Lee, S.O. Sim, "The effect of Influencer's use of fashion products in online-shoppingmall affects customer's brand attitude and purchase intention," *Korea Advertising Society*, 31(5), pp.117-142, 2020.
- [35] M.T. Lee, J.Y. Lee, S.O. Sim, "The effect of Influencer's use of fashion products in online-shoppingmall affects customer's brand attitude and purchase intention," *Korea Advertising Society*, 31(5), pp.117-142, 2020
- [36] J. O. Kim, "The Internet Shopping Mall's Service Recovery Failure and Fashion Consumer's Service Recovery Dissatisfaction, Purchase Discontinuation Intention, and Negative Word-of-Mouth Intention," *Journal of the Korean Society of Costume Online*, 68(7), pp.104-11,

2018.

- [37] E.J. Choi, S.H. Kim, “The study of the impact of perceived quality and value of social enterprises on customer satisfaction and repurchase intention,” *International Journal of Smart Home*, 7(1), pp.239-252, 2013.

저 자 소 개



왕 밍(Ming Wang)

- 2015년 8월: 선문대학교 미디어 커뮤니케이션학과 (문학사)
 - 2018년 8월: 순천향대학교 경영학과 (경영학석사)
 - 2024년 2월: 순천향대학교 경영학과 (경영학박사)
 - 2023년 9월~현재: Jinzhou Medical University 교수
- <관심분야> 빅데이터 분석, 인공지능경망, 소셜네트워크, 모바일커머스, 소비자행동



최 재 원(Jaewon Choi)

- 2004년 2월: 가톨릭대학교 경영학과 (경영학사)
 - 2006년 2월: 가톨릭대학교 경영학과 (경영학석사)
 - 2010년 8월: 가톨릭대학교 경영학과 (경영학박사)
 - 2014년 3월~현재: 순천향대학교 경영학과 교수
- <관심분야> 빅데이터 분석, 인공지능경망, 소셜네트워크, 지능형의사결정시스템, 추천시스템