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業配揭露時間與資訊單雙面對產品態度的影響

—以部落格文章為例

The Effects of Disclosure Timing and Information Sidedness on

Product Attitude of Sponsored User-Generated Content

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中文摘要

　　本篇論文主要研究消費者在閱讀業配部落格文章時，不同廠商贊助訊息的揭露時間對產品態度的影響，並在資訊單面或雙面型態是否會有不同效果。實驗中，操弄贊助訊息的揭露在文章開頭、文章結尾、沒有揭露，以此衡量受測者對產品的態度，調節變數則為單面訊息與雙面訊息，並將受測者隨機分配至此六種不同的狀況。本研究結果顯示，在受測者皆為高涉入的狀態下，1) 當文章中有贊助揭露訊息時，會比沒有揭露訊息，較可能對產品態度往負面方向去調整。2) 與過去實驗結果不同之處在於，在雙面訊息之狀態下不一定會有較佳的產品態度，若負面資訊數量少、比重低，則受測者的產品態度會與在單面訊息之狀態下無差異。若廠商欲透過業配文章提升消費者的產品態度，則可選擇業配文章的狀態為負面資訊比重不低的雙面訊息。此結果對實務上的業配文章行銷操作有所助益。

關鍵字：業配文、產品態度、正負面訊息、贊助訊息揭露時間

ABSTRACT

The current research mainly discussed the corrective effects of disclosure in sponsored user-generated content in the settings of blog. Our experiment is designed to investigate the effects of prior disclosure, after disclosure and no disclosure on product attitude, with the moderation of information sidedness: one-sided vs. two-sided information. The results show that under high involvement, both prior disclosure and after disclosure make people more likely to correct their judgements of a sponsored user-generated content to negative direction than no-disclosure condition. Moreover, if the amount and importance of negative information is low and trivial, the product attitude in two-sided information condition would be no different from that of in one-sided information condition.

Keywords: bias correction, persuasion knowledge, disclosure timing, two-sided message

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Chapter 1   Introduction

In modern society, consumers are exposed to a wide variety of advertising

messages through plenty of media, such as television, radio, the internet, and

magazines. In recent years, due to the development of information technology and the

rising of online social media, people not only passively accept the aforementioned

advertisements before making purchasing decisions, but also actively go online to

collect information in order to eliminate information asymmetry.

In recent years, many people have shared their experiences of using products or

services on blogs or bulletin board system (i.e., BBS). Popular bloggers may receive

offers from companies and write some sponsored content for their products or services

(Chapple and Cownie 2017; Liljander, Gummerus, and Söderlund 2015; Reijmersdal et

al. 2016; Tutaj and Reijmersdal 2012; Verhellen, Dens, and Pelsmacker 2013).

However, when consumers know it is an advertisement, it is likely to turn them off.

Because they tend to gather real experience information instead of advertising

endorsement (Darke and Ritchie 2007).

Nevertheless, if a sponsored content does not disclose the fact, it is a violation of

Article 25 of the Fair Trade Act, which is announced by Fair Trade Commission, saying

that "no enterprise shall otherwise have any deceptive or obviously unfair conduct that

is able to affect trading order." (Excerpted from "Fair Trade Act of 2017"). If violation,

The Fair Trade Commission may order it to stop and correct such advertising activities

and impose a fine of NT$ 50 thousand to 25 million. The companies will be punished,

and the bloggers may be punished as well. There is no legal definition of disclosure, as

long as the fact of the sponsorship can be known to others.

Sponsorship information can be disclosed at the beginning or the end. Research on

the effect of sponsorship disclosure time on product attitudes is divergent and limited.

When does disclosure lead to a higher product attitude? For the sidedness of

information, i.e., whether the information is positive or both positive and negative, what

impact will it have on attitude? The current study aims to investigate these questions.

In summary, the current study will investigate two factors (disclosure timing and

information sidedness) that influence the persuasiveness of user-generated sponsored

content, and which conditions might discount its attitudes. Because of the widespread

use of user-generated content on blogs that form the product attitudes of consumers,

these questions become more and more important.

Chapter 2   Literature Review

2.1   Prior research on sponsored content and related theories

There are various types of user-generated contents. For instance, television

(Boerman, Reijmersdal, and Neijens 2012, 2014), video blogs (Verhellen, Dens, and

Pelsmacker 2013; Chapple and Cownie 2017), blogs (McQuarrie, Miller, and Phillips

2012; Liljander, Gummerus, and Söderlund 2015; Reijmersdal et al. 2016) and so forth.

However, the literature suggests that disclosure can stimulate persuasive knowledge and

then eliminate the effects of persuasion no matter what form of the sponsored content is.

Research of the disclosure on television, Boerman et al. (2012) provided insight

into how sponsorship disclosure on television affects the persuasion knowledge in this

process. By conducting an experiment (N = 116), the researcher compared the

undisclosed effects with 3 and 6 second disclosures. It was found that, in particular, the

6-second disclosure activated the persuasive knowledge of attitude. Indirectly, it leads

to a less favorable brand attitude.

Regarding of Chapple and Cownie (2017) found that, for user-generated content

with sponsorship in form of videos, the audiences had positive pre-existing relationship

with lifestyle video bloggers, if sponsorship of vlogs were disclosed, they would be

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considered as highly credible and influential individuals by audiences. In other words, sponsored disclosure increases the credibility of video blogs and increases acceptance of endorsement messages.
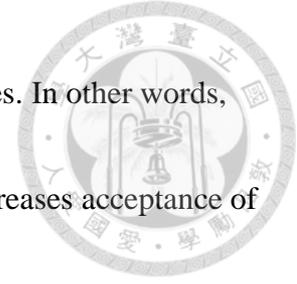
As for blogs, Reijmersdal et al. (2016) found that disclosure will activate people's persuasive knowledge, which in turn will trigger resistance process that people use to cope with persuasion in blogs. Researchers tested their predictions through two experiments (N = 118 and N = 134). They designed a one-factor (disclosure or no disclosure) between-subjects. On the disclosure condition, the disclosure was put in the middle of the blog. Researchers found that subjects did activate persuasion knowledge in response to disclosure, and then used cognitive (counterarguing) and affective (negative affect) resistance strategies to reduce persuasion. Therefore, our present research is based on this finding and extend the disclosure condition to 3 scenarios: (1) disclosure in the beginning of the content (2) disclosure in the end of the content (3) no disclosure. Moreover, we add a moderating variable: one-sided vs. two-sided product information in the content, to investigate the disclosure effect on brand attitude.

2.1.1　Flexible Correction Model

Flexible Correction Model (Wegener and Petty 1995) explains the amounts and direction that people would correct when they find out the sponsorship of a user-generated blog content and regard it as bias.

In view of the correction effect, there have been many related studies. For instance, Set/ Reset Model (Martin 1986) and Inclusion/ Exclusion Model (Schwarz and Bless 1992). The common feature is that when people spend relatively low cognitive effort, they do not correct. In that case, assimilation effect will occur. However, when people's cognitive efforts are high and they start to correct, the effect of assimilation will be reduced. When there is overcorrection, the contrast effect will be occurred.

Back to Flexible Correction Model, unlike the studies mentioned above, it shows that no matter how high or low the cognitive effort is, the correction may be occurred. It may be assimilation effect or contrast effect. When people think the bias that has not been corrected is assimilation effect, the direction of correction will be far away from the context, and the influence caused by the assimilation effect will be removed. On the other hand, when people think the bias has not been corrected is contrast effect, the direction of correction will close to the context. Except for the effect of contrast effect,

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people will determine the magnitude of the correction according to the amount of bias they feel. Hence, there are three different results: Over correction, Exact Correction and Under Correction. Because this model is more flexible than the previous model, it is called the Flexible Correction Model.

2.1.2 Persuasion Knowledge Model

The Persuasion Knowledge Model (Friestad and Wright 1994) explains that consumers can use persuasive knowledge to identify and respond to others' persuasive intentions, and persuasion knowledge is personal knowledge about persuasion attempts that consumers develop and use whenever they believe they are targets of persuasion. Persuasion knowledge is widely used in consumer behavior. For instance, consumers will try to figure out the purposes and strategies of the persuasion which are used to influence an individual's mind, and in turn trigger emotional reactions, and persuasion knowledge is about how individuals can process these messages effectively (Friestad and Wright 1994; Kirmani and Zhu 2007).

Persuasion knowledge makes people be able to recognize persuasion attempts, to analyze the attempts and to remember the relevant knowledge or information that

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enables people to cope with the persuasion attempt. As people have accumulated plenty

experiences and knowledge of sponsored user-generated content, those experiences and

knowledge develop persuasion knowledge, which will cause people to respond

promptly when they find themselves reading or hearing one.

Initiating persuasion knowledge often has a negative impact on the brand. That is,

when consumers begin to doubt the persuasive intention of advertising, they will initiate

consumer persuasion knowledge and influence the purchasing decisions. Campbell and

Kirmani (2000) found that when consumers use persuasion knowledge, compared to

those who don't suspect persuasive intentions of the firm, would result in negative

reactions. In addition, when consumers suspect the motivation of the firm, the overall

evaluation of the brand would result in negative effects (Kirmani and Zhu 2007).

2.2 Prior research on disclosure timing

Campbell et al.'s (2013) study investigated whether or when disclosures evoke

consumers to correct for persuasion. They found out that disclosure timing influences

correction for recall and attitudes differently. In that study, disclosure prior to placement

leads only to effects on recall, and attitude is as high as that the placement with no

disclosure. On the contrary, disclosure after placement leads to general correction on both recall and attitudes. However, no matter the disclosure is prior or after the placement, it leads to negative brand recall and correction.

The results of the study show that in the prior disclosure situation, consumers only inferred impact on brand recall and have little effect on the correction of brand attitude. As Campbell et al. suggested, prior disclosure led to relatively low ability and low motivation to consider the impact of potential attitudes. This conclusion is based on previous research that shows that after warnings, people will pay attention to the upcoming appeal, but this did not lead to the success of overall resistance.

Another finding of disclosure timing is proposed by Boerman et al.'s (2014). This research investigates whether the disclosure timing affects viewers' processing of sponsored content, and whether a disclosure influences the persuasive effect of the sponsored content. They proposed a model which enhances the recognition of sponsored TV content as an advertisement, leading to a critical reaction of sponsored content. In the end, this has a negative impact on attitude towards the brand. However, this model was supported only when the disclosure was displayed prior to or concurrent with the sponsored content. This emphasizes the importance of disclosure timing.

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Disclosure prior to sponsored content or concurrently with sponsored content primes the

sponsored content and provides sufficient processing time. Therefore, viewers can

recognize that the content is advertising and can process them critically, which leads to

rather negative brand attitude.

In sum, different disclosure timing has effect on consumer persuasion resistance.

Nevertheless, the conclusion of disclosure timing is diverged, and there are few

researches of disclosure timing. Hence, this research is going to verify the effect of

disclosure timing and how it would affect attitude.

2.3 Prior research on two-sided persuasion

Most of the marketing communications attempt to influence consumers' brand

attitude by showing positive features of the brand or relevant product. Nevertheless,

there are plenty of researches suggesting that information can include some negative

features about the brand (i.e., two-sided information) and is still more effective than not

providing negative information (i.e., one-sided information). (see Etgar and Goodwin

1982; Golden and Alpert 1987; Kamins and Assael 1987; Pechmann 1992).

Some researches have consistent empirical findings that two-sided messages can enhance credibility (Golden and Alpert 1987; Kamins and Marks 1987), reduce counterarguing (Belch 1981; Kamins and Assael 1987; Swinyard 1981), and generate attitudinal resistance to attack (Bither, Dolich, and Nell 1971; Kamins and Assael 1987; Szybillo and Heslin 1973).

While previous studies investigated the impact of negative information through printed advertising. For example, Swinyard (1981) make some households receive fliers describing both positive and negative information, while others receive a flier with only positive store attributes. The results show that two-sided advertising is considered more credible than one-sided advertising. Etgar and Goodwin's (1982) examined one-sided versus two-sided information for printed advertising. The findings indicated that two-sided advertising generated significantly higher attitudes to the advertising. However, in the current research, we manipulated two-sided effect by practical online sponsored user-generated blog content, which is more practical due to modern people's habits.

Chapter 3　Hypothesis and Research Framework

Usually, it is hard for people to find the contents commercially sponsored in a user-generated content. Tutaj et al. (2012) found the user-generated sponsored content more informative, more amusing, and less irritating than the banner advertising.

However, people have persuasion knowledge (Friestad and Wright 1994) and can consider the disclosure as a persuasion tactic; therefore, they can use their different naïve theory to correct the bias (Wegener and Petty 1995). Reijmersdal et al. (2016) found that disclosure will activate people's persuasive knowledge, which in turn will trigger resistance process that people use to cope with persuasion. Then, when consumers know it is a persuasive tactic, it is likely to turn them off. In Reijmersdal's research, for the disclosure condition, the disclosure was only put in the middle of the blog. Campbell et al. (2013) explained that mere disclosure through sponsorship can induce the use of persuasive knowledge for correction. One of their experiments used a new Samsung smartphone news as the sponsored product in a one-page blog. While the current study used bag sponsored user-generated content and our target product is backpack.

Based on the above research, we assume that people have persuasive knowledge of user-generated sponsored content. In addition, the existence of disclosure in a sponsored content makes people automatically correct their product judgments in a reverse direction due to consideration of biased sponsorship effects, resulting in more negative product attitudes regardless of whether the disclosure shows at the beginning or the end. This comes to our first hypothesis:

H1: Consumers will be less favorable when there is a disclosure of the sponsorship than when there is no such a disclosure, no matter whether the disclosure is presented in the beginning or in the end of the ad content.

We were also eager to know whether the disclosure timing will affect product attitude or not. Therefore, we further study the impact of disclosure timing on product attitudes. The situation includes prior-disclosure (i.e., disclosure of sponsorship at the beginning of the content), after-disclosure (i.e., disclosure of sponsorship at the end of the content), and no-disclosure. Campbell et al.'s (2013) showed that disclosure after covert marketing tactic led to correction in brand attitudes, while attitude that disclosure displayed before the advertising was as high as attitude with no disclosure. This suggested that in after-disclosure case, consumers increased the inference of product

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placement on brand recall and brand attitude, resulting in the correction of these two

measures. Moreover, consumers see disclosure at the end of the placement, rather than

being alerted at the beginning, which would lead consumers to negative emotions.

Hence, the current research suggests that after-disclosure sponsored content

situation will result in more negative correction than the prior-disclosure sponsored

content does. Because when consumers see the disclosure at the end of the reading, they

might feel that they have been fooled to scrutinize the sponsored user-generated content.

Therefore, the second hypothesis is:

H2: Consumers will have a less favorable product attitude when the

disclosure displayed in the "end" of the content (after-disclosure) than in the

"beginning" of the content (prior-disclosure).

In addition to disclosure timing, we extend our previous research by introducing a

moderating variable: one-sided and two-sided product information. We learned from

previous research that both in the introduction of a new brand (Etgar and Goodwin

1982) or in a celebrity endorsement (Kamins et al. 1989), two-sided communication is

more effective than one-sided communication. According to past research, we assume

that two-sided communication is more effective in sponsored contents and enhances the

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credibility of information; therefore, consumers have a rather positive product attitude

towards the product. Even with the disclosure of sponsorship, consumers are more

likely to correct their judgments cautiously when encountering two-sided information

(i.e., reducing the correction to negative attitude judgments). This difference in

correction will occur regardless of the disclosure timing. The third hypothesis is:

> **H3: Consumers generate a more favorable product attitude in two-sided**
>
> **message condition than in one-sided message condition, when there is no**
>
> **disclosure of sponsorship. When there is a disclosure of sponsorship,**
>
> **consumers will have a more favorable product attitude in two-sided message**
>
> **condition than in one-sided message condition, regardless of the disclosure**
>
> **timing.**

In summary, we present a model that combine the impact of disclosure timing and

one-sided or two-sided information on subjects' attitude to product promoted in

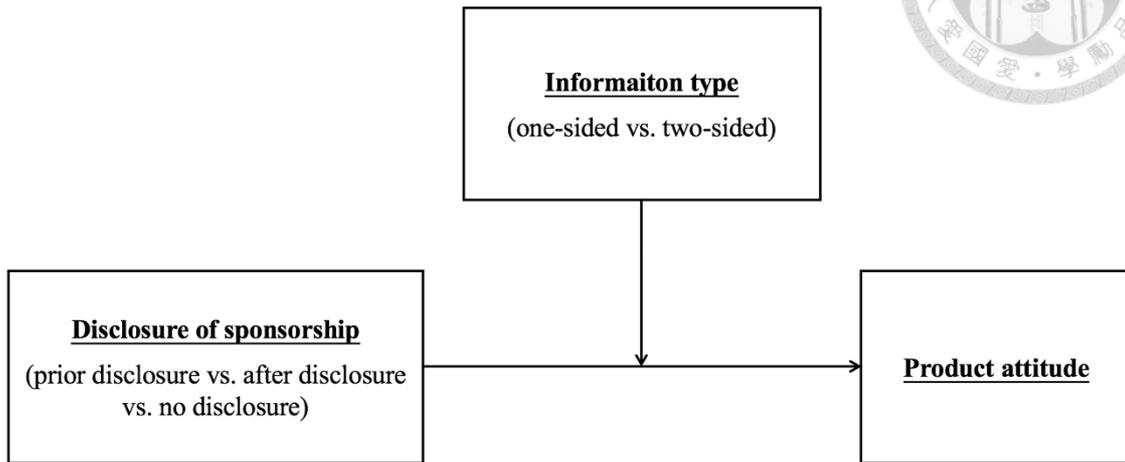sponsored content. The proposed framework is:

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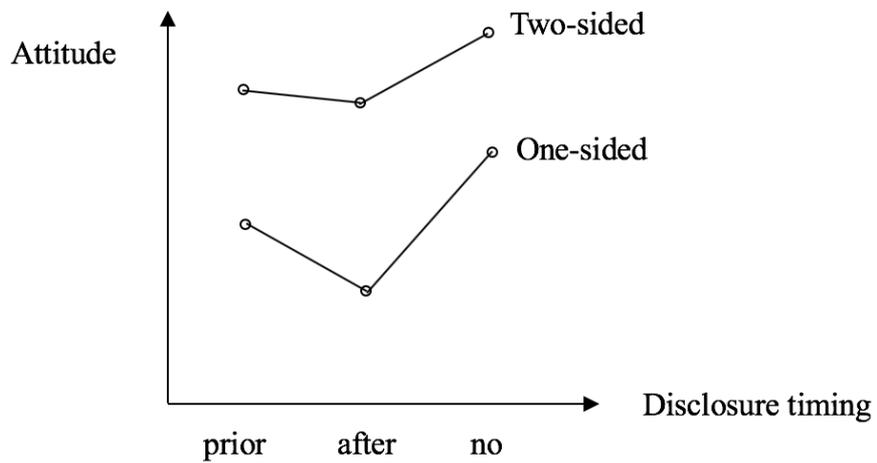Fig. 3.1: Research Structure

We expect the results will be:

Fig. 3.2: Expected Outcome

Chapter 4 Main Study

4.1 Design and subjects

Subjects entered our online questionnaire through the link on Q_ary (a

questionnaire exchange bulletin board) of PTT (a Taiwanese bulletin board system).

The incentive and main theme of the research were stated in the instruction. Subjects

would have a chance to win five movie tickets and eleven NT$ 100 vouchers of

convenience store as an incentive. There were 199 people (mean age = 25.69)

participated in a 3 (Disclosure: early disclosure/ late disclosure/ no disclosure) $\times$ 2

(Information Sidedness: one-sided/ two-sided) between-subject factorial design and

they all knew there was no time limit for the entire experiment before starting. Besides,

all of the six conditions were set to be high involvement condition.

4.2 Procedure

After subjects clicked on the survey link, they were randomly assigned the time

spot they clicked the link. The first welcome page informed subjects that they are one of

a small group of samples participating in the research and their opinions are extremely

important and have contributed greatly to our research. To further increase high

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involvement level, all subjects would be instructed to imagine a scenario that they are

going to buy a backpack to their best friend, who is going to have a residence in United

States, and the subjects could not meet he/ she for a long time. Therefore, the backpack

is an important farewell gift. After these instructions, subjects were shown a user-

generated content in blog introduced a new brand of backpack, "Röchistar" (a fictitious

brand). The length of the content simulates the real situation, which is different from the

past experiment. We expect this makes the results closer to reality. The disclosure

(prior-disclosure/ late-disclosure/ no-disclosure) and the information sidedness (one-

sided/ two-sided) were manipulated in the content. After reading the content, subjects

were asked to evaluate the product and answer some manipulation check questions.

Finally, subjects were asked the purpose of the study and some basic information.

4.3 Independent variables manipulation

Disclosure. There are three conditions. Under the prior-disclosure condition, the

article begins with an information which is sponsored by the product supplier, showing

"This article is sponsored by firm", written in Chinese. Under after-disclosure condition,

subjects were notified at the end of the article that the content was sponsored by the

product supplier. Under no-disclosure condition, subjects read the user-generated

content without any information about sponsorship.

Information Sidedness. We selected backpack color (e.g., only black and grey) and

lack of additional features (e.g., no room for bottle or umbrella on either side of the

backpack) as the negative information. On the other hand, not easy to be dirty, 15"

laptop sleeve, different color design inside and outside, comfort, smooth zipper and

internal media pocket with headphone port as positive information. Negative

information was put after the first positive attribute description. In one-sided condition,

subjects read the user-generated content which only included positive information.

While in two-sided condition, subjects read the user-generated content provided both

positive and negative information about the backpack.

4.4 Dependent variables

Target Measures. After reading the user-generated sponsored blog content in the

experiment, subjects were asked to evaluate the target product (i.e., the backpack) on

five questions and four 7-point differential scales: dislike/ like, negative/ positive,

unattractive/ attractive and bad/ good.
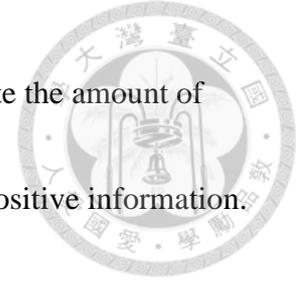
For information sidedness check, subjects were asked to indicate the amount of

positive information on 7-point scale: all negative information/ all positive information.

As for the disclosure check, subjects were asked to indicate where to see the

sponsorship information, at the beginning, at the end or not seeing in the article.

For involvement check, subjects were asked to indicate their perception on being

one of few samples in the experiment on two 7-point scales: irrelevant/ relevant and less

concentrated/ more concentrated. As for the farewell gift manipulation, subjects were

asked to indicate their perception on buying the farewell gift to their best friends on two

7-point scales: irrelevant/ relevant and unimportant/ important.

For concentration check, subjects were asked to indicate their concentration in the

experiment on three 7-point scales: not concentrated/ concentrated, not involved/

involved and not careful/ careful. To check persuasion knowledge, subjects were asked

to indicate their view of the article on four 7-point scales: low credibility/ high

credibility, low awareness of advertisement/ high awareness of advertisement, low

sincerity/ high sincerity and low persuasion intention/ high persuasion intention. Also,

subjects were asked to indicate their view on the appropriateness of collecting product

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information via user-generated content where bloggers share their using experience on a

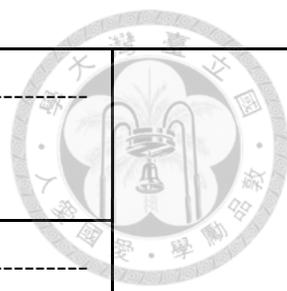7-point scales: inappropriate/ appropriate.

Chapter 5　Results

5.1 Reliability test of dependent variables

Variable	Survey questions	Measure	Cronbach's Alpha
Product attitude	請問您對於【Röchistar 後背包】的喜好程度為何？	非常不喜歡(1)------------ 非常喜歡 (7)	0.96
	請問您對於【Röchistar 後背包】的觀感為何？	非常負面(1)---------------- 非常正面(7)	
	請問您認為【Röchistar 後背包】吸引您的程度為何？	非常不吸引人(1)---------- 非常吸引人(7)	
	請問您認為【Röchistar 後背包】的品質為何？	品質非常差(1)------------- 品質非常好(7)	
	請問您對於【Röchistar 後背包】的整體評價為何？	非常好(1)------------------- 非常不好(7)	
Persuasion knowledge	您覺得這篇文章的可信度？	可信度低(1)---------------- 可信度高(7)	0.84

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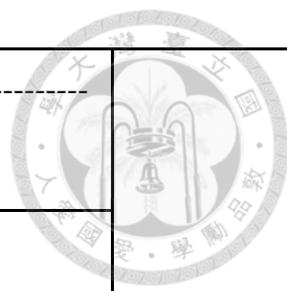
	您是否同意這句話：「【Röchistar 後背包】的介紹是廣告」？	非常不同意(1)------------非常同意(7)	
	您覺得這篇文章的真誠度高低？	非常不真誠(1)------------非常真誠(7)	
	您認為文章刻意說服您購買【Röchistar 後背包】的意圖高低？	意圖非常低(1)------------意圖非常高(7)	
Involvement: 對少數樣本的看法	請問您對自己是本組「少數樣本」的看法是？	與我非常不相關(1)-------與我非常相關(7)	0.84
	請問「少數樣本」這一件事，對您在閱讀文章時的專心程度影響為何？	讓我作答更不專心(1)----讓我作答更專心(7)	
Involvement: 幫最要好的朋友挑禮物的看法	請問您對幫最要好的朋友挑禮物的看法？	與我非常不相關(1)-------與我非常相關(7)	0.84
	請問幫最要好的朋友挑禮物對您重要嗎？	對我非常不重要(1)-------對我非常重要(7)	
Involvement: 看文章的專	請問您在閱讀【Röchistar 後背包】部落格文章的專心程度？	非常不專心(1)------------非常專心(7)	0.93

心程度	請問您在閱讀【Röchistar 後背包】部落格文章的投入程度？	非常不投入(1)------------非常投入(7)	
	請問您在閱讀【Röchistar 後背包】部落格文章的仔細程度？	非常不仔細(1)------------非常仔細(7)	

5.2 Manipulation checks

To check the disclosure manipulation, subjects were asked if they noticed the information that the article was sponsored by the firm. If so, they were then further asked to indicate if they read the information at the beginning or at the end of the sponsored user-generated content. Since disclosure is an important manipulation variable in our study, we excluded false answer of the indication, which was not successfully manipulated. 17 samples were eliminated due to the wrong indication under the prior-disclosure condition (i.e., subjects reported not seeing or seeing the disclosure at the end of the content). 11 samples were eliminated due to the wrong indication under the after-disclosure condition (i.e., subjects reported not seeing or seeing the disclosure at the beginning of the content). 6 samples were eliminated due to the wrong indication under the no-disclosure condition (i.e., subjects reported seeing the disclosure). The total effective samples number is 165.

5.2.1 One-sided and two-sided information

To check the manipulation of information sidedness, subjects were asked to indicate the extend that they were exposed to the positive or negative information on 7-point differential scales: all negative information/ all positive information. The average measure (M = 6.12; $t(81) = 19.24$, $p < .05$, compared to the scale midpoint of 4) of one-sided condition (i.e., all positive information) was significantly higher than two-sided condition (M = 4.57; $t(82) = 5.35$, $p < .05$, compared to the scale midpoint of 4), indicating that the information sidedness manipulation was effective ($t(163) = 10.18$, $p < .05$). That is, subjects who were in one-sided condition thought the information more positive than those in two-sided condition. While no matter which condition the subjects were in, they all thought the information positive in the user-generated content.

Table 5.1: Manipulation Checks of Information Sidedness

	N	Mean	df	t	p-value
One-sided	82	6.12	81	19.24	.00
Two-sided	83	4.57	82	5.35	.00

5.2.2   Involvement level

To check the high involvement manipulation, subjects were asked to indicate the

extend of relevance and concentration for being in a small group samples on two 7-

point differentials scales: not self-relevant/ self-relevant, and less concentrated/ more

concentrated (Cronbach's α = .84). Moreover, they were asked to indicated the extend

of relevance and importance for picking farewell gift on two 7-point differentials scales:

not self-relevant/ self-relevant and unimportant/ important (Cronbach's α = .84).

Besides, subjects were also asked to indicate the extent to their self-report of being

concentrated on doing the experiment on three 7-point differentials scales: not

concentrated/ concentrated, not involved/ involved, and not careful/ careful (Cronbach's

α = .93). The seven involvement measures from the questionnaire were averaged

(Cronbach's α = .88). The results which submitted to T-test showed that subjects were

in high involvement.

Table 5.2: Involvement Test

	Test value = 4					
	Mean	*df*	*t*	*p-value (Two-tailed)*	*95% Confidence Interval*	
					Lower L.	*Upper L.*
Small group	5.43	164	16.38	.00	5.26	5.60
Picking gift	6.02	164	27.67	.00	5.87	6.16
Self-report	5.67	164	20.42	.00	5.51	5.84
Involvement (Averaged)	5.70	164	25.81	.00	5.57	5.83

5.2.3   Persuasion knowledge

In order to check the persuasion knowledge, subjects were asked to indicate the credibility and the sincerity of the content, the extent they perceived that the content is trying to persuade them to buy the target product and the awareness of the content to be an ad. The four measures from the questionnaire were averaged (Cronbach's α = .84) and submitted to ANOVA. Results showed main effect on disclosure timing ($F(2, 159)$ = 45.56, $p < .05$) and information sidedness ($F(1, 159) = 11.47$, $p < .05$). Subjects in prior-disclosure condition (M = 3.16) evaluated the article significantly less credible than those in no-disclosure condition (M = 4.70) ($F(1, 162) = 77.49$, $p < .05$) but insignificantly in after-disclosure condition (M = 3.46) ($F(1, 162) = 2.35$, $p = .13$). Also,

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subjects in after-disclosure condition evaluated the article significantly less credible

than those in no-disclosure condition ($F(1, 162) = 53.49$, $p < .05$).

Besides disclosure timing, information sidedness also showed main effect.

Subjects in one-sided condition ($M = 3.57$) indicate the information is less credible than

that in two-sided condition ($M = 4.12$; $t(163) = -3.18$, $p < .05$, compared to the scale

midpoint of 4). That is, only describing the positive side of the product can increase

people's persuasive knowledge more than describing both positive and negative

attributes.

Last, subjects were asked to indicate the possibility of considering the content

being sponsored when they see user-generated content ($M = 4.73$; $t(164) = 8.85$, $p < .05$)

and to evaluate the credibility of the article which is recognized as sponsored content

($M = 3.35$; $t(164) = -7.74$, $p < .05$). The results show that subjects had high persuasion

knowledge that they were highly sensitive about sponsored user-generated content.

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5.3 Dependent variable testing

5.3.1   Product attitude

Subjects were asked to evaluate the target product (i.e., the backpack) on five

questions and four 7-point differential scales: dislike/ like, negative/ positive,

unattractive/ attractive and bad/ good. The five attitude measures from the questionnaire

were averaged (Cronbach's α = .96) and submitted to the 3 (Disclosure) X 2

(Information sidedness) ANOVA. There is no significant difference between

information sidedness ($F(1,159) = 2.65$, $p = .11$). This does not support H3. However,

the difference of persuasion knowledge between disclosure is significant ($F(2,159) =$

47.07, $p < .05$).

In one-sided condition, subjects in no-disclosure condition (M = 5.58, SD =.82; p

$< .05$) evaluated the product more favorable than both prior-disclosure (M = 3.81, SD

=1.22; $p < .05$) and after-disclosure conditions (M = 3.57, SD =.98; p = <.05). Also, in

two-sided condition, subjects in no-disclosure condition (M = 5.38, SD =1.14; $p < .05$)

evaluated the product more favorable than both prior-disclosure (M = 4.13, SD =.93; p

$< .05$) and after-disclosure conditions (M = 4.20, SD =.73; p = <.05). This supports H1.

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However, based on simple main effect analysis, under the same information sidedness,

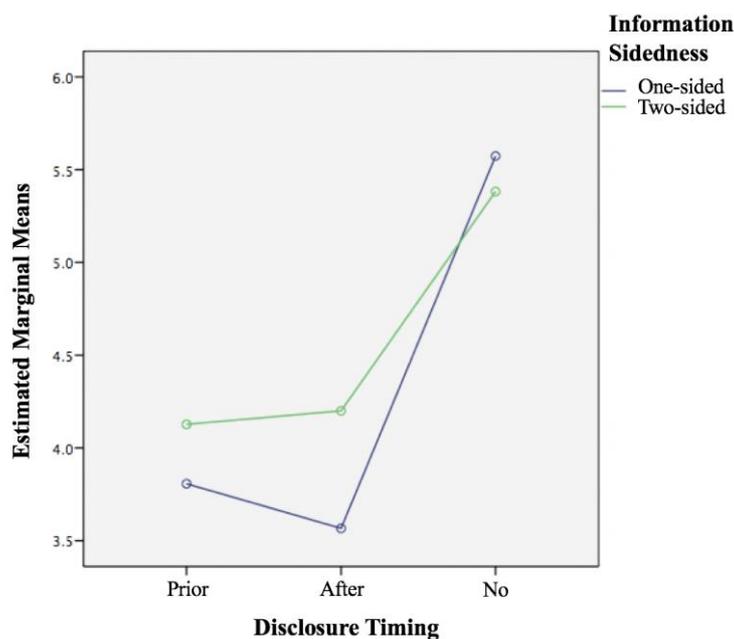there were both no significant difference between prior- and after-disclosure.

Fig. 5.1: Two Way Interaction Plot

Table 5.3: Two Way ANOVA of Product Attitude

Source	df	Mean square	F	p-value
Intercept	1	3191.95	3237.07	.00
Disclosure	2	47.07	47.73	.00
Information	1	2.61	2.65	.11
*Disclosure*Information*	2	2.49	2.53	.08

Table 5.4: Simple Main Effect of Product Attitude

Information sidedness	(I) Disclosure	(J) Disclosure	Mean difference (I-J)	Standard error	p-value	95% Confidence Interval	
						Lower L.	Upper L.
One-sided	prior	after	.24	.28	.77	-.43	.91
		no	-1.77	.26	.00	-2.40	-1.14
	after	prior	-.24	.28	.77	-.91	.43
		no	-2.01	.27	.00	-2.66	-1.35
	no	prior	1.77	.26	.00	1.14	2.40
		after	2.01	.27	.00	1.35	2.66
Two-sided	prior	after	-.07	.29	.99	-.76	.62
		no	-1.26	.27	.00	-1.91	-.60
	after	prior	.07	.29	.99	-.62	.76
		no	-1.18	.26	.00	-1.80	-.57
	no	prior	1.26	.27	.00	.60	1.91
		after	1.18	.26	.00	.57	1.80

However, although there is no significant difference between prior- and after-disclosure, we still thought that information sidedness might affect product attitude. Hence, we divided the data into two groups (with disclosure/ without disclosure) and submitted to ANOVA. It is found that there is an interaction effect; therefore, information sidedness would significantly affect product attitude when there is a disclosure or not ($F(1, 161) = 4.38$, $p < .05$). Namely, when there is a disclosure, product attitude of one-sided condition would be less favorable than two-sided condition ($M_{one} = 3.70$, $SD_{one} = 1.11$, $M_{two} = 4.17$, $SD_{two} = .82$; $F(1, 161) = 5.72$, $p < .05$). On the other

30
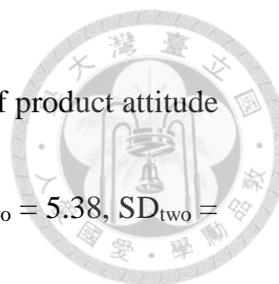
hand, when there is no disclosure, there is no significant difference of product attitude

between one- and two-sided condition (M_{one} = 5.57, SD_{one} = .82, M_{two} = 5.38, SD_{two} =

1.14; $F(1, 161)$ = .59, p = .44). In sum, when there is two-sided information, the

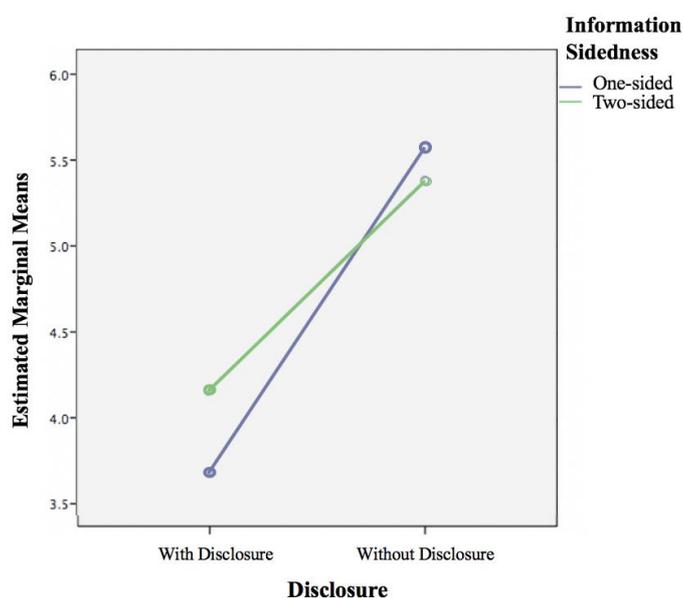negative impact on product attitude of disclosure will be balanced.

Fig. 5.2: Two Way Interaction Plot

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Table 5.5: Simple Main Effect of Product Attitude

Disclosure	(I) Sidedness	(J) Sidedness	Mean difference (I-J)	Standard error	p-value	95% Confidence Interval	
						Lower L.	Upper L.
With Disclosure	One-sided	Two-sided	-.47	.20	.02	-.86	-.82
	Two-sided	One-sided	.47	.20	.02	.82	.86
Without Disclosure	One-sided	Two-sided	.19	.25	.44	-.30	.68
	Two-sided	One-sided	-.19	.25	.44	-.68	-.30

5.4 Mediation analysis

We wondered that whether disclosure or not did affect persuasion knowledge, and ultimately affected product attitude. According to mediation analysis principle (Baron and Kenny 1986), to check the mediation effect of persuasion knowledge, we analyzed the regression of independent variable (i.e., disclosure or not disclosure) to dependent variable (i.e., product attitude). The result showed disclosure significantly negatively affected its product attitude ($p < .05$) and passed the test.

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Table 5.6: Disclosure → Attitude
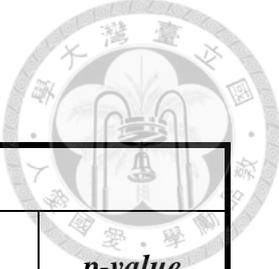
Model	Coefficients			
	Estimate	Standard error	t	p-value
(Intercept)	5.47	.13	43.67	.00
Disclosure (1: Disclosure; 2: No Disclosure)	-1.55	.16	-9.66	.00

DV : Product Attitude

Second, we analyzed the regression of independent variable (i.e., disclosure or not

disclosure) to mediator (i.e., persuasion knowledge). The result showed disclosure also

significantly negative affected persuasion knowledge and passed the second test (p

$< .05$).

Table 5.7: Disclosure → Persuasion Knowledge

Model	Coefficients			
	Estimate	Standard error	t	p-value
(Intercept)	4.70	.12	39.38	.00
Disclosure (1: Disclosured; 2: No Disclosured)	-1.39	.15	-9.10	.00

DV : Persuasion Knowledge

Last, we analyzed the regression of both independent variable (i.e., disclosure or

not) and mediator (i.e., persuasion knowledge) predicting dependent variable (i.e.,

product attitude). The result showed that the effect of both independent variable and

mediator significantly affected dependent variable ($p < .05$).

Table 5.8: Disclosure + Persuasion Knowledge → Product Attitude

Model	Coefficients			
	Estimate	*Standard error*	*t*	*p-value*
(Intercept)	2.49	.32	7.68	.00
Disclosure (1: Disclosured; 2: No Disclosured)	-.67	.16	-4.25	.00
Persuasion knowledge (Credibility)	.63	.07	9.64	.00

DV : Product Attitude

In sum, there is a partial mediation effect of persuasion knowledge for disclosure.

Disclosure may increase persuasion knowledge and partially mitigate product attitude.

The Sobel test also indicated that the effect of disclosure on product attitude was

mediated by persuasion knowledge ($Z = 6.70$, $p < .05$).

Chapter 6   General Discussion

6.1 Research conclusion

Table 6.1: Hypothesis Confirmation

No.	Hypothesis	Verification
H1	Product judgments will be less favorable when there is a disclosure of the sponsorship than when there is no such a disclosure.	Confirmed
H2	Consumers will correct the judgement of the product promoted in a sponsored content in a negative direction more when the disclosure displayed in the "end" of the content (after-disclosure) than in the "beginning" of the content (prior-disclosure).	Unconfirmed
H3	When there is a disclosure of sponsorship, consumers will correct their product judgments less in the two-sided message condition than in the one-sided message condition, regardless of the disclosure timing.	Unconfirmed

For H1, subjects either in prior-disclosure or after-disclosure condition do correct more than those in no-disclosure condition, resulting in less favorable product judgement. Hence, H1 is confirmed.

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For H2, based on Campbell's (2013) research, they proposed that when seeing

disclosure at the beginning of the article, the following content will be distracting and

have certain requirements for cognition, thus reducing motivation and ability to resist

persuasion. Therefore, we suggested that after-disclosure had less favorable product

attitude than prior-disclosure. However, the experiment showed that there was no

significant difference between both disclosure timing. The explanation of the result

would be that people in Taiwan are surrounded by plenty of sponsored user-generated

content. They then embedded high persuasion knowledge about this covert marketing

tactic when seeing disclosure. Hence, although in prior-discussion condition, subjects

still considered the article not credible (M = 3.16). This inference is verified by two

questions the subjects were asked to check their general persuasion knowledge. The

results show that subjects were suspicious of sponsored content and considered it less

credible. In sum, regardless of disclosure timing, subjects would consider the content

not credible due to the high persuasion knowledge when seeing the disclosure.

Therefore, owing to the mediation effect of persuasion knowledge to attitude, we then

had the results that there was no significant difference between prior- and after-

disclosure condition, but both had less favorable attitude than no-disclosure condition.

For H3, we assume that two-sided communication is more effective in sponsored contents, making the credibility of information enhanced and therefore consumers have a more favorable attitude toward the product. However, we found that in our research, although the manipulation check of information sidedness was passed, there was no significant difference of credibility in both sidedness, resulting in no significant difference of attitude in both sidedness. We infer that the reason why our experiment has different result is because of the small weight of negative information in two-sided condition. In our experiment, the long length of the content simulates the real situation. Moreover, the weight of negative information is small and might be considered trivial attributes. Therefore, in a long length content with small proportion of negative information, although subjects did see the negative information, they still thought it not credible and considered it as an ad. As the result, in this case, H3 is unconfirmed.

6.2 Managerial applications

People tend to search for information from experience of other users before they make decision. Hence, sponsored user-generated contents are used as a marketing tool

by companies. The current research provides information on how to design effective

sponsored content.

Based on past studies, it is always better to mention the strengths and weaknesses

of the product than just to describe the positive side. However, the current research

suggests that not only information sidedness but also the weight of negative information

affects credibility, and thus affects product attitude. Only when the weight of negative

information increases, the two-sided effect would show.

Therefore, for sponsored user-generated contents, the proportion of negative

information in the article should be increased rather than merely mentioning small

trivial negative information. Because in that way, the credibility would not be improved

and thus would not result in higher attitude. In sum, the amount and importance of

negative information should be raised to increase the credibility and then the consumer's

attitude will be more favorable.

6.3 Limitations and future research

We collected samples from PPT (the BBS forum) instead of the lab. As a result,

we have no control over the quality of the response, such as concentration of the

subjects or environmental disturbances. In the experiment, we removed many samples

that indicated the wrong disclosure timing. For prior-disclosure condition, 25.37% of

the samples were incorrectly seeing. For after-disclosure condition, 17.74% of the

samples were incorrectly seeing. For no-disclosed condition, 8.57% of the samples were

incorrectly seeing.

In prior-disclosure condition, some subjects may read the article too fast and ignore

the sponsorship disclosure at the beginning. Therefore, in that case, the disclosure

should be reinforced in future studies. Last, in order to check the two-sided effect, the

amount and importance of negative information in the content should be increased in

future studies.

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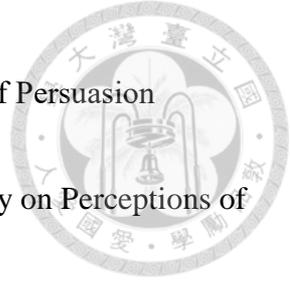
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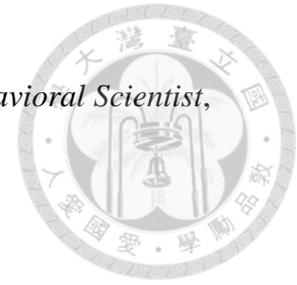
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APPENDIX: QUESTIONNAIRE

問卷調查

您好！

歡迎您來參加此研究，

答案沒有對錯，回答問題也沒有時間限制，請您依照自己的直覺與速度作答。

每頁問題回答完後，請到下一頁繼續作答，並請不要返回。

所有資料均匿名，請放心作答。問卷答案僅提供學術研究，不會另做他用。

＊若您已填寫過此份問卷，請勿重複填答！

＊在您完成後，即可參加抽獎！

再次由衷地感謝您的支持與協助！

台灣大學 商學研究所

指導教授 簡怡雯 博士

消費者行為研究團隊 敬上

繼續

問卷調查

例如：

若目前時間為 18:47，即是 47 分，請選擇 (E) 40~49 這個區間

若目前時間為　9:24，即是 24 分，請選擇 (C) 20~29 這個區間

(A) 0~9
(B) 10~19
(C) 20~29
(D) 30~39
(E) 40~49
(F) 50~59

返回　　繼續

問卷調查

重要注意事項

您為本組的**少數樣本**。

因此您的填答對結果有**重大影響**，請**專心仔細**作答。

您的想法與意見對我們的研究有極大貢獻，真的非常感謝您！

返回　　繼續

問卷調查

您最要好的朋友即將去美國定居，和他會有**很長一段時間無法見面**。

在他出國前，**您想送一個餞別禮物**給他，在您認真思考該送什麼禮物時，想起最近觀察到這位最好的朋友的後背包使用多時，多處已產生裂縫，因此您決定送他一個後背包。

因為您對後背包的購買經驗不足，所以**想上網看看其他人的購買經驗**，希望挑選的禮物能讓這位最好的朋友喜歡，且符合他出國後使用的需求。

返回　　繼續

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*The larger version of the article below will be attached to the final page.

問卷調查

請仔細閱讀這篇文章，準備好後請按「繼續」，並請勿「返回」

返回　　繼續

問卷調查

第一部分

1. 請問您對於【Röchistar 後背包】的喜好程度為何？

非常不喜歡　　1　2　3　4　5　6　7　　非常喜歡
　　　　　　　☐　☐　☐　☐　☐　☐　☐

2. 請問您對於【Röchistar 後背包】的觀感為何？

非常負面　　　1　2　3　4　5　6　7　　非常正面
　　　　　　　☐　☐　☐　☐　☐　☐　☐

3. 請問您認為【Röchistar 後背包】吸引您的程度為何？

非常不吸引人　1　2　3　4　5　6　7　　非常吸引人
　　　　　　　☐　☐　☐　☐　☐　☐　☐

4. 請問您認為【Röchistar 後背包】的品質為何？

品質非常差　　1　2　3　4　5　6　7　　品質非常好
　　　　　　　☐　☐　☐　☐　☐　☐　☐

5. 請問您對於【Röchistar 後背包】的整體評價為何？

非常不好　　　1　2　3　4　5　6　7　　非常好
　　　　　　　☐　☐　☐　☐　☐　☐　☐

6. 請您列出您記得【Röchistar 後背包】有哪些特色？

_____

7. 請您列出看完【Röchistar 後背包】部落格文章後的任何想法。

_____

8. 請問您對【Röchistar 後背包】的購買意願為何？

購買意願低　　1　2　3　4　5　6　7　　購買意願高
　　　　　　　☐　☐　☐　☐　☐　☐　☐

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第二部分

9. 您覺得這篇文章的可信度？

	1	2	3	4	5	6	7	
可信度低	☐	☐	☐	☐	☐	☐	☐	可信度高

10. 您是否同意這句話：「【Röchistar 後背包】的介紹是廣告」？

	1	2	3	4	5	6	7	
非常不同意	☐	☐	☐	☐	☐	☐	☐	非常同意

11. 您覺得這篇文章的真誠度高低？

	1	2	3	4	5	6	7	
非常不真誠	☐	☐	☐	☐	☐	☐	☐	非常真誠

12. 您認為文章刻意說服您購買【Röchistar 後背包】的意圖高低？

	1	2	3	4	5	6	7	
意圖非常低	☐	☐	☐	☐	☐	☐	☐	意圖非常高

13. 當您在看【Röchistar 後背包】部落格文章時，您是否對所描述的『產品特性』感到懷疑？

	1	2	3	4	5	6	7	
非常不懷疑	☐	☐	☐	☐	☐	☐	☐	非常懷疑

14. 當您在看【Röchistar 後背包】部落格文章時，您是否對所描述『產品特性』的真實性有所打折？評價降低的程度為何？

	1	2	3	4	5	6	7	
完全沒有降低對產品特性的評價	☐	☐	☐	☐	☐	☐	☐	大幅降低對產品特性的評價

第三部分

15. 請問您在閱讀【Röchistar 後背包】部落格文章的專心程度？

	1	2	3	4	5	6	7	
非常不專心	☐	☐	☐	☐	☐	☐	☐	非常專心

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16. 請問您在閱讀【Röchistar 後背包】部落格文章的投入程度？

	1	2	3	4	5	6	7	
非常投入	☐	☐	☐	☐	☐	☐	☐	非常不投入

17. 請問您在閱讀【Röchistar 後背包】部落格文章的仔細程度？

	1	2	3	4	5	6	7	
非常仔細	☐	☐	☐	☐	☐	☐	☐	非常不仔細

18. 請問您對自己是本組「少數樣本」的看法是？

	1	2	3	4	5	6	7	
與我非常不相關	☐	☐	☐	☐	☐	☐	☐	與我非常相關

19. 請問「少數樣本」這一件事，對您在閱讀文章時的專心程度影響為何？

	1	2	3	4	5	6	7	
讓我作答更不專心	☐	☐	☐	☐	☐	☐	☐	讓我作答更專心

20. 請問您對幫最要好的朋友挑禮物的看法？

	1	2	3	4	5	6	7	
與我非常不相關	☐	☐	☐	☐	☐	☐	☐	與我非常相關

21. 請問幫最要好的朋友挑禮物對您重要嗎？

	1	2	3	4	5	6	7	
對我非常不重要	☐	☐	☐	☐	☐	☐	☐	對我非常重要

22. 請問您在文章中看到的訊息是正面還是負面？

	1	2	3	4	5	6	7	
非常負面	☐	☐	☐	☐	☐	☐	☐	非常正面

最後一部份

23. 請問您是否覺得以部落客分享的使用經驗蒐集產品資訊是適當的？

非常不適當　　　　1　2　3　4　5　6　7　　　　非常適當
　　　　　　　　　　☐　☐　☐　☐　☐　☐　☐

24. 請問您平時看到介紹產品的部落格文章，覺得其是業配文的可能性？

完全不會是業配　　1　2　3　4　5　6　7　　　　完全是業配
　　　　　　　　　　☐　☐　☐　☐　☐　☐　☐

25. 若您覺得部落格文章為業配時，您認為文章的可信度為何？

非常不可信　　　　1　2　3　4　5　6　7　　　　非常可信
　　　　　　　　　　☐　☐　☐　☐　☐　☐　☐

26. 請問您剛剛有看到「感謝 Röchistar 廠商邀約合作」 的說明嗎？
☐ 有，在文章開頭
☐ 有，在文章結尾
☐ 沒有
27. 請在以下空白處寫下您認為此研究目的為何？

_____

問卷調查

基本資料確認

1. 請問您的年齡是？

_____

2. 請問您的生理性別？
☐ 生理男
☐ 生理女
☐ 其他：_____
3. 若要參加抽獎，請填寫您的電子郵件：

_____

非常感謝您的幫助！祝您身體健康　萬事如意！

Article of Condition A: Prior-disclosure and One-sided

這已經是我連續兩次用灰色背包了，原因是灰色就是不易髒啊～

（或者髒了看不出來😊）

而且紋路相當中性，蠻好搭的

另外，能不能放筆電一直是我考慮的重點

規格上寫可以放15吋

把我的13吋筆電放進去，還綽綽有餘

而且內外層不同花色，也是讓我覺得特別的地方～

背起來也不會有笨重的感覺

因為這款背包很挺，所以東西少或多時，看起來都蠻好看的

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背帶那邊有一層厚厚的軟墊

所以我背起來蠻舒服的，有舒壓感哈哈

拉鍊呢拉鍊呢拉拉鍊

嗯～順！合格

為了測試，我還在朋友面前一直拉

（成功獲得他們尷尬的笑）

但我覺得拉鍊真的很重要啊，還是要試一下

原本想說這是什麼洞

結果是可以露出來辦事的（怎麼聽起來色色的）

像我這樣的低頭族，常常滑到手機需要充電

背包放入行動電源...

充電線可以拉出來，讓我無後顧之憂的一直滑一直滑

當然也能當作耳機孔，露出來聽音樂應該蠻潮的哈哈

用了一陣子了

整體而言我真的蠻喜歡的

下次有好物再來和大家分享吧～

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Article of Condition B: After-disclosure and One-sided

這已經是我連續兩次用灰色背包了，原因是灰色就是不易髒啊～

（或者髒了看不出來😊）

而且紋路相當中性，蠻好搭的

另外，能不能放筆電一直是我考慮的重點

規格上寫可以放15吋

把我的13吋筆電放進去，還綽綽有餘

而且內外層不同花色，也是讓我覺得特別的地方～

背起來也不會有笨重的感覺

因為這款背包很挺，所以東西少或多時，看起來都蠻好看的

背帶那邊有一層厚厚的軟墊

所以我背起來蠻舒服的，有舒壓感哈哈

拉鍊呢拉鍊呢拉拉鍊

嗯～順！合格

為了測試，我還在朋友面前一直拉

（成功獲得他們尷尬的笑）

但我覺得拉鍊真的很重要啊，還是要試一下

原本想說這是什麼洞

結果是可以露出來辦事的（怎麼聽起來色色的）

像我這樣的低頭族，常常滑到手機需要充電

背包放入行動電源...

充電線可以拉出來，讓我無後顧之憂的一直滑一直滑

當然也能當作耳機孔，露出來聽音樂應該蠻潮的哈哈

用了一陣子了

整體而言我真的蠻喜歡的

下次有好物再來和大家分享吧～

最後的最後，感謝Rōchistar廠商邀約合作 😊

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Article of Condition C: No-disclosure and One-sided

這已經是我連續兩次用灰色背包了，原因是灰色就是不易髒啊～

（或者髒了看不出來😊）

而且紋路相當中性，蠻好搭的

另外，能不能放筆電一直是我考慮的重點

規格上寫可以放15吋

把我的13吋筆電放進去，還綽綽有餘

而且內外層不同花色，也是讓我覺得特別的地方～

背起來也不會有笨重的感覺

因為這款背包很挺，所以東西少或多時，看起來都蠻好看的

背帶那邊有一層厚厚的軟墊

所以我背起來蠻舒服的，有舒壓感哈哈

拉鍊呢拉鍊呢拉拉鍊

嗯～順！合格

為了測試，我還在朋友面前一直拉

（成功獲得他們尷尬的笑）

但我覺得拉鍊真的很重要啊，還是要試一下

原本想說這是什麼洞

結果是可以露出來辦事的（怎麼聽起來色色的）

像我這樣的低頭族，常常滑到手機需要充電

背包放入行動電源...

充電線可以拉出來，讓我無後顧之憂的一直滑一直滑

當然也能當作耳機孔，露出來聽音樂應該蠻潮的哈哈

用了一陣子了

整體而言我真的蠻喜歡的

下次有好物再來和大家分享吧～

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Article of Condition D: Prior-disclosure and Two-sided

這已經是我連續兩次用灰色背包了，原因是灰色就是不易髒啊～

（或者髒了看不出來😊）

而且紋路相當中性，蠻好搭的

只是這款背包只有黑和灰，

可以選擇的顏色偏少

另外，能不能放筆電一直是我考慮的重點

規格上寫可以放15吋

把我的13吋筆電放進去，還綽綽有餘

而且內外層不同花色，也是讓我覺得特別的地方～

背起來也不會有笨重的感覺

因為這款背包很挺，所以東西少或多時，看起來都蠻好看的

但有一個小缺點是，我平常會帶水壺和傘，而這個背包兩邊沒有可以放他們的空間

想喝水或下雨時還要特別打開背包，有點不太習慣...

背帶那邊有一層厚厚的軟墊

所以我背起來蠻舒服的，有舒壓感哈哈

拉鍊呢拉鍊呢拉拉鍊

嗯～順！合格

為了測試，我還在朋友面前一直拉

（成功獲得他們尷尬的笑）

但我覺得拉鍊真的很重要啊，還是要試一下

原本想說這是什麼洞

結果是可以露出來辦事的（怎麼聽起來色色的）

像我這樣的低頭族，常常滑到手機需要充電

背包放入行動電源...

充電線可以拉出來，讓我無後顧之憂的一直滑一直滑

當然也能當作耳機孔，露出來聽音樂應該蠻潮的哈哈

用了一陣子了

整體而言我真的蠻喜歡的

下次有好物再來和大家分享吧～

Article of Condition E: After-disclosure and Two-sided

這已經是我連續兩次用灰色背包了，原因是灰色就是不易髒啊～

（或者髒了看不出來😄）

而且紋路相當中性，蠻好搭的

只是這款背包只有黑和灰，

可以選擇的顏色偏少

另外，能不能放筆電一直是我考慮的重點

規格上寫可以放15吋

把我的13吋筆電放進去，還綽綽有餘

而且內外層不同花色，也是讓我覺得特別的地方～

背起來也不會有笨重的感覺

因為這款背包很挺，所以東西少或多時，看起來都蠻好看的

但有一個小缺點是，我平常會帶水壺和傘，而這個背包兩邊沒有可以放他們的空間

想喝水或下雨時還要特別打開背包，有點不太習慣…

背帶那邊有一層厚厚的軟墊

所以我背起來蠻舒服的，有舒壓感哈哈

拉鍊呢拉鍊呢拉拉鍊

嗯～順！合格

為了測試，我還在朋友面前一直拉

（成功獲得他們尷尬的笑）

但我覺得拉鍊真的很重要啊，還是要試一下

原本想說這是什麼洞

結果是可以露出來辦事的（怎麼聽起來色色的）

像我這樣的低頭族，常常滑到手機需要充電

背包放入行動電源...

充電線可以拉出來，讓我無後顧之憂的一直滑一直滑

當然也能當作耳機孔，露出來聽音樂應該蠻潮的哈哈

用了一陣子了

整體而言我真的蠻喜歡的

下次有好物再來和大家分享吧～

最後的最後，感謝Röchistar廠商邀約合作 😊

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Article of Condition F: No-disclosure and Two-sided

這已經是我連續兩次用灰色背包了，原因是灰色就是不易髒啊～

（或者髒了看不出來😊）

而且紋路相當中性，蠻好搭的

只是這款背包只有黑和灰，

可以選擇的顏色偏少

另外，能不能放筆電一直是我考慮的重點

規格上寫可以放15吋

把我的13吋筆電放進去，還綽綽有餘

而且內外層不同花色，也是讓我覺得特別的地方～

背起來也不會有笨重的感覺

因為這款背包很挺，所以東西少或多時，看起來都蠻好看的

但有一個小缺點是，我平常會帶水壺和傘，而這個背包兩邊沒有可以放他們的空間

想喝水或下雨時還要特別打開背包，有點不太習慣…

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背帶那邊有一層厚厚的軟墊

所以我背起來蠻舒服的，有舒壓感哈哈

拉鍊呢拉鍊呢拉拉鍊

嗯～順！合格

為了測試，我還在朋友面前一直拉

（成功獲得他們尷尬的笑）

但我覺得拉鍊真的很重要啊，還是要試一下

原本想說這是什麼洞

結果是可以露出來辦事的（怎麼聽起來色色的）

像我這樣的低頭族，常常滑到手機需要充電

背包放入行動電源...

充電線可以拉出來，讓我無後顧之憂的一直滑一直滑

當然也能當作耳機孔，露出來聽音樂應該蠻潮的哈哈

用了一陣子了

整體而言我真的蠻喜歡的

下次有好物再來和大家分享吧～