

Stimulating engagement with unboxing videos – Does speech matter?

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Abstract

Unboxing videos—defined as publicly available audiovisual media that focus the process of unpacking a product—have become a prevalent video format within social media. Due to their popularity, more and more companies use unboxing videos as part of their online influencer marketing strategy and incentivize influencers to unbox their products. However, research on unboxing videos is scarce and it is not yet clear what makes unboxing videos effective. This study takes an important first step and examines whether speech in unboxing videos influences viewers' engagement. Relying on the uses and gratifications approach, a qualitative and a quantitative study, we identify differential effects of speech on viewers' engagement. While speech has a positive effect on engagement via the gratification obtained from inspiration, it reduces engagement via the decreased gratification obtained from entertainment. Our research offers important insights for the design of unboxing videos.

Subject Areas: *Consumer Behaviour, Electronic Commerce and Internet Marketing*

Track: Digital Marketing & Social Media