Unboxing video effectiveness

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Abstract

Unboxing videos—defined as publicly available audio-visual 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 why some unboxing videos are more successful than others. Based on the uses and gratifications approach, we analyse how the effect of two important video design characteristics—the presence of the protagonist and speech—on video effectiveness is influenced by context factors. Relying on a unique dataset of 1,273 unboxing videos retrieved from YouTube and a multilevel analysis, we offer important implications for marketers designing influencer marketing campaigns.

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