

Anexo I. Registro del Título del Trabajo Fin de Grado (TFG)

NOMBRE DEL ALUMNO: Svea Kloker

PROGRAMA: E-4

GRUPO: B

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Director Asignado: Valor Martínez, Carmen
Apellidos Nombre

Título provisional del TFG:

The Impact of Sponsorship Disclosure on Perceived Authenticity and Brand Engagement among Gen Z Women on Instagram

ADJUNTAR PROPUESTA (máximo 4 páginas: Índice provisional, objetivos, metodología y bibliografía)

Firma del estudiante:

S. Kloker

Fecha: 21.10.2025

1. The problem of the investigation

Many companies use influencer marketing to expand their reach and connect with their customers (Abhishek & Srivastava, 2021; Agnihotri et al., 2025; Martínez-López et al., 2020; Woodroof et al., 2020). There are many countries where influencers are required to disclose sponsorship (Feng et al., 2021).

Even though sponsorship disclosure is appreciated on social media (Vrontis et al., 2021) and leads to improved trust (Feng & Xie, 2025), a strong brand control and high commercial orientation can have negative effects (Martínez-López et al., 2020). Although research has already been conducted on the influence of sponsorship disclosure on purchasing decisions (Abhishek & Srivastava, 2021; Aw & Agnihotri, 2024), there is a lack of research on its influence on brand engagement.

Current research on influencer marketing in connection with sponsorship disclosure shows inconsistencies, which is why further research is needed (Aw & Agnihotri, 2024; Pan et al., 2025; Vrontis et al., 2021). Brand engagement is the primary goal when using influencer marketing (Tanwar et al., 2022). Therefore, future research should investigate the effects of sponsorship disclosure on brand engagement (Abhishek & Srivastava, 2021; Vrontis et al., 2021).

This work aims to address this gap by answering the following research question:
How does sponsorship disclosure influence the relationship between Gen Z women's perceived authenticity of fashion influencers and their engagement with brands on Instagram?

2. Justifying the importance

Instagram is a platform that has become strongly established (Agnihotri et al., 2025) and, after WhatsApp, has become the most important social media platform among young people (Statista, 2023).

This paper will focus on fashion brands. Fashion brands are at the top of the list of leading brands worldwide, which proves the relevance of the sector (Statista, 2022). Instagram is particularly popular among female users for discovering and purchasing fashion items (Latha et al., 2025). Therefore the paper focuses on female customers from Generation Z.

To strengthen this existing interest in purchasing and building a relationship with customers, influencer marketing can be an effective solution when used correctly (Haenlein et al., 2020). Influencer marketing is a type of marketing that has become increasingly important for companies (Leung et al., 2022). With the increasing presence of influencer many countries introduced new regulations concerning sponsorship disclosure (Feng et al., 2021). It is therefore important to investigate sponsorship disclosure, which is lacking or contradictory in current research (Aw & Agnihotri, 2024; Pan et al., 2025; Vrontis et al., 2021).

Recent studies have found that authenticity is a relevant factor for a successful influencer marketing strategy (Leung et al., 2022; Vrontis et al., 2021). It is therefore interesting to investigate the impact of sponsorship disclosure on the perceived authenticity of fashion influencers, since this is the strategy used by influencers (Argyris et al., 2020; Feng et al., 2021; Vrontis et al., 2021). The resulting impact can then be transferred to brand engagement (Leung et al., 2022).

3. Specific objectives

To explore the impact sponsorship disclosure has on Gen Z women's perception

To understand what impact this perception has on the influencers' authority

To value how this factor influences the engagement people have with the advertised brand.

Current research reveals that there is a need for qualitative studies in the field of social media marketing (10, 15). Therefore, this study will focus on a qualitative approach using semi-structured interviews. Given the contradictory findings in existing research (10,15) a qualitative approach allows for an in-depth understanding of participants' subjective experiences, interpretations, and attitudes. The aim is to gain nuanced insights into how Gen Z women perceive and respond to sponsorship disclosures in influencer posts on Instagram, rather than to measure predetermined variables. To maintain a diverse sample interviews will be conducted with Gen Z women from different European countries. The respondents must also be active on Instagram and regularly consume influencer content in order to be eligible for the interview.

4. Schedule

Literature Review (4-5 weeks)

Methodology (2 weeks)

Empirical work (3-4 weeks)

Results (2-3 weeks)

Conclusions (1 week)

Introduction (1 week)

Revision (1-2 weeks)

5. Provisional index

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6. Short reference

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