



Notice for the PhD Viva Voce Examination

Ms Aswathi K V, Registration Number: 2070122, PhD Scholar at the School of Business and Management, CHRIST (Deemed to be University) Bangalore Central Campus will defend her PhD thesis at the public viva-voce examination on Thursday, 31 July 2025 at 11.00 am in Room No. 044, Ground Floor, R & D Block, CHRIST (Deemed to be University), Bengaluru – 560029, Karnataka, India.

- Title of the Thesis :** **Role of Persuasion Knowledge in Shaping Consumers' Purchase Intention in the Sponsorship Disclosure and Influencer-Brand Congruence Contexts**
- Discipline :** **Management**
- External Examiner - I :** **Dr Prateek Jain**
Associate Professor
Birla Institute of Management Technology
Greater Noida
Uttar Pradesh - 201306
- External Examiner - II :** **Dr Selva Bhaskar**
Professor
SASTRA University
Thirumalaisamudram
Thanjavur
Tamil Nadu - 61340
- Supervisor :** **Dr Jacob Joseph K**
Associate Professor
School of Business and Management
CHRIST (Deemed to be University)
Bengaluru - 560029
Karnataka

The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

Registrar (Academics)

Place: Bengaluru
Date: 28 July 2025

ABSTRACT

In recent years, companies have increasingly utilised influencer marketing and placing products or services within influencers' content to manipulate consumers' purchase decisions. Policymakers worldwide have questioned the ethical aspect of influencers' marketing strategy. Hence, this study examines the effect of influencer advertising attributes (influencer-brand congruence and sponsorship disclosure) on persuasion knowledge, perceptions, and behavioural intention. Also, it investigates the role of persuasion knowledge in shaping behavioural intention in the context of sponsorship disclosure and influencer-brand congruence. It also analyses the moderating role of sponsorship disclosure. This research used a 2 (sponsorship disclosure: disclosure v/s non-disclosure) x 2 (influencer-brand congruence) between-subject factorial design to analyse the data. Hypotheses are tested using PLS-SEM.

The finding highlights that Gen C's persuasion knowledge is well developed, and they respond directly to influencer advertisements rather than using persuasion knowledge to determine purchase intention. Also, the research reveals that influencer credibility and brand attitude are significant predictors of purchase intention among Generation C consumers. In addition, sponsorship disclosure does not influence advertising recognition, influencer credibility, and sponsorship transparency. However, the role of influencer-brand congruence in consumer advertising recognition has been found. This study provides theoretical, practical, and managerial implications.

Keywords: *Advertising Standard Council of India, Influencer-brand congruence, Native advertising, Persuasion Knowledge Model, Sponsorship transparency*

Publications:

1. **Kanaveedu, A., Kalapurackal, J. J., Elangovan, N., Sinha, M., & Nagpal, M. (2024).** WOW Skin Science: strategic adaptation for responsible advertising. *Emerald Emerging Markets Case Studies*, 14 (3), 1–32. <https://doi.org/10.1108/EEMCS-03-2024-0103>
2. **Kanaveedu, A., & Kalapurackal, J. J. (2024).** Influencer Marketing and Consumer Behaviour: A Systematic Literature Review. *Vision*, 28(5), 547-566. <https://doi.org/10.1177/09722629221114607>
3. **Kanaveedu, A., Kalapurackal, J. J., Elangovan, N., & Sinha, M. (2024).** A conceptual framework for consumer engagement in social media influencer posts. In *New Trends in Marketing and Consumer Science* (pp. 72–88). IGI Global. <https://doi.org/10.4018/979-8-3693-2754-8.ch004>
4. **Kanaveedu, A., & Kalapurackal, J. J. (2024).** A conceptual study on the impact of COVID-19 awareness campaigns by social media influencers on brand awareness. In *Leadership Action and Intervention in Health, Business, Education, and Technology* (pp. 142–154). IGI Global. <https://doi.org/10.4018/979-8-3693-4288-6.ch007>