

THEORY-GROUNDED MODEL OF USERS' PERCEPTION TOWARDS NATIVE ADVERTISEMENT

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Abstract. The growing native advertising acceptance throughout different social media (e. g., Facebook, Twitter, Reddit, Instagram, YouTube) suggests that native advertising is here to stay. Previous research focuses on the persuasion knowledge effect on ad perceptions, disclosure effect towards persuasive intent recognition and congruency effect on ad nativeness. However, there is a lack of research that focuses on attitudes towards native advertisements. Furthermore, previous research has mixed findings towards the ad transparency effect. Thus, the problem of this study is to determine whether ad congruency and transparency influence attitudes towards native ads, which in turn impacts the attitude towards the brand. The study aims to construct a model testing attitudes towards native ads in ad congruency and transparency settings. The objectives of the study are as follows: to analyse the scientific literature referring to the persuasion knowledge model regarding native advertising recognition and perceptions; identify factors that influence native ad transparency and congruency and how it impacts attitudes towards native ads. The persuasion knowledge model explains why users perceive the covert nature of native advertisements negatively. Nowadays, internet users experience native advertisements in social media, online news portals and viewing websites. Based on previous research, the overall perception of native advertising can be attributed to two aspects – ad transparency and congruence.

Previous research methods on native advertising mostly focused on manipulating various variables to test which ad elements most impact positive attitudes towards it. The variables identified in the literature analysis are as follows: ad transparency, ad congruence, attitudinal/conceptual/dispositional persuasion knowledge, and attitude towards ads. The proposed research model is greatly influenced by the persuasion knowledge model proposed by Friestad & Wright (1994), which was expanded by S. C. Boerman et al. (2012), having introduced dispositional, conceptual, and attitudinal persuasion knowledge concepts.

Keywords: native advertisement, brand attitudes, Persuasion knowledge model (PKM).

Introduction

Through the increasing use of the internet and rapid marketers' expansion to the online environment, the advertisement (ad) experience is increasing, resulting in less favourable ad perceptions and marketers' evaluations. These conditions have pushed marketers towards more covert advertising techniques, such as native advertising, to trick users into engaging with ads.

Previous research focuses on 1) the persuasion knowledge effect on ad perceptions (Pasandaran, Mutmainnah, 2020; Windels, Porter, 2020; An et al., 2019a; Youn, Kim, 2019; Kim et al., 2019) 2) the disclosure effect towards persuasive intent recognition (Kip, Ünsal, 2020; An et al., 2019a; An et al., 2019b; Jung, Heo, 2019;) 3) congruency effect on ad nativeness (Huang, Yoon, 2021; Yang et al., 2021; An et al., 2019a; Kim et al., 2019).

From previous research, it is evident that graphic elements enhance ad perceptions and thus positively affect brand attitudes. However, there is a lack of research focused on attitudes towards native advertisements. Furthermore, previous research has mixed findings towards the ad transparency effect. While some suggest that the recognition of native advertisements results in instant ad avoidance (Ham et al., 2022), others found out that ad transparency through visual cues

does, in fact, help users evaluate native advertising attempts more favourably. In addition, previous research on article-styled native advertisements identified that context congruency (e. g., ad placements next to articles with similar topics) positively affects the evaluation of such an ad.

Meanwhile, in social media, setting such occurrences is less likely. An ad-platform congruency does have an impact. However, on a broader level (e. g., matches the hedonistic nature of entertainment social media).

Thus, the problem of this study is to determine whether ad congruency and transparency influence attitudes towards native ads, which in turn impacts attitudes towards the brand.

The study aims to construct a model testing attitudes towards native ads in ad congruency and transparency settings.

The objectives of the study are as follows:

- to analyse the scientific literature referring to the persuasion knowledge model regarding native advertising recognition and perceptions;

- to identify the factors influencing native ad transparency and how it impacts attitudes towards native ads.

The native ad originated from article-style ads in editorial content and has expanded into more innovative platforms. Nowadays, ads seamlessly appear in internet users' social media feeds, deceiving users to be media-related content rather

than ads. This deceptiveness factor of native ad persuasive intent suggests few theoretical research areas for this study. First, to primarily identify how people learn to identify online persuasive tactics and cope with them, the persuasion knowledge model is analysed through the prism of native advertising. Secondly, previous research on native ad analysis provides recommendations on how marketers can apply this advertising method without risking deceiving their prospects.

Exposition of the Persuasion Knowledge Model (PKM)

Friestad and Wright (1994) originally developed persuasion knowledge theory to define interaction specifics between agents (e.g., marketers) and targets (e.g., customers) in the goals of persuasion. The researchers also introduced a conceptual framework called the persuasion knowledge model (PKM; Figure 1), suggesting that persuasion knowledge cannot be singled out by occurrence between agents and targets but should represent individual construal of the persuasive phenomenon. In the context of native advertising, the PKM helps understand how users interact and perceive the covert nature of such ads and their attitudinal responses towards a marketer using such methods.

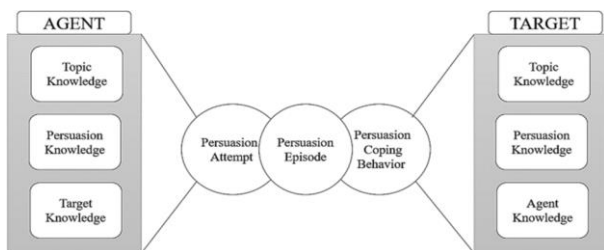


Fig. 1. Persuasion knowledge model
(Source: Friestad, Wright 1994)

Furthermore, Boerman et al. (2012) have built on Friestad and Wright's (1994) suggestions that users develop persuasion knowledge throughout their lives, which helps them understand persuasion attempts and then act accordingly by subdividing persuasion knowledge construct into dispositional, conceptual, and attitudinal levels. The dispositional persuasion knowledge defines levels of knowledge towards persuasion attempts acquired throughout a person's lifetime. The conceptual persuasion knowledge relates to a degree to which users can identify persuasion attempts. Nevertheless, dispositional knowledge directly impacts users' conceptual persuasion knowledge triggers. The attitudinal persuasion knowledge refers to how individuals react to persuasion attempts and tactics by eliciting psychological responses after conceptual

persuasion knowledge triggers. This aligns with Friestad and Wright's (1994) suggestions that through persuasion knowledge, users develop not only evaluation tactics but also defence mechanisms that can automatically trigger rejection reactions.

The attitude towards native advertisements greatly depends on users' ability to identify such ads in the first place. The conceptual persuasion knowledge triggers only when users understand the agents' persuasion attempts. Only then the attitudinal knowledge (attitude) helps with the behavioural response towards the persuasion attempt (native advertisement). Since native advertising is much harder to identify than other ad types due to its covert nature (Pasandaran, Mutmainnah, 2020; Amazeen, Wojdyski, 2019), individuals' dispositional knowledge is believed to have a great impact on the ability to identify such ads. The higher persuasion knowledge users bear, the better their recognition of native advertisements is (Ham et al., 2022; Kim et al., 2019). In fact, Jung and Heo's (2019) research suggests that the knowledge of medium subtleties was a more significant factor than ad disclosure in identifying native advertising, proving that dispositional persuasion knowledge is a significant factor that affects attitudes towards native advertisement. In addition, it suggests that knowledge of internet persuasion mediums and tactics has a stronger effect on users' ability to identify native advertisements and trigger conceptual persuasion knowledge than other persuasion attempt identification techniques (e.g., disclosures).

The perceived effectiveness and appropriateness of persuasion tactics influence the overall evaluation of the agent's persuasion attempt. While interrelated, both dimensions are unique when considered to understand users' attitudinal persuasion knowledge – response to the native advertisement.

First, users' evaluation of native advertisements is closely related to the perceived appropriateness of such persuasion attempts. Since such ads are likely to deceive users by making them engage and interact with ads without triggering the persuasion knowledge, they are perceived to be controversial or unethical (Kim et al., 2021; An et al., 2019a). Furthermore, research on text-based native advertisements suggests that such types of ads are informative, but users still question the objectivity of such ads (Kip, Ünsal, 2020). The overall inappropriateness of native advertising is strongly related to the users' inability to identify the persuasion attempts of native advertising. This means that, even if they are to understand the persuasive intent of native advertisements, they are

likely to evaluate such advertisements as inappropriate because they might suspect that the ad was trying to deceive them. However, the elements that improve ad transparency are likely to improve the perceived appropriateness of native advertising. There are many ways for native advertising to cue the persuasive intent and be transparent. The research on the effect of detailed disclosure on native advertising suggests that the more transparent ads are, the better evaluations they ought to trigger (An et al., 2019b; Krouwer et al., 2020). The ads that cannot trigger users' persuasion knowledge risk deceiving prospects, resulting in ad scepticism or further negative ad evaluation (Kim et al., 2019a).

Secondly, the covert nature of native advertising contradicts the perceived effectiveness of native advertisements. Friestad and Wright (1994) suggest that judgements towards the perceived effectiveness of a persuasion attempt are directly related to how likely it is to trigger any psychological response that would influence their decisions to pursue a persuasion attempt through better agent evaluations and other factors. Since the goal of native advertisements is to blend in with the platform, such ads are unlikely to be recognised at first. Wendels and Porter's (2020) research proves that while users are aware of typical ad placements, they are less likely to understand the placements of native advertising. In such cases, native advertising that cannot trigger persuasion knowledge is likely to result in intentional engagement with an ad but unintentional engagement and misidentification of an agent. Thus, neglecting the possibility of evaluating the marketer (e.g., brand) as an agent because of incomprehension during a persuasion attempt deems such an advertising attempt inefficient.

Furthermore, advertisement interactions that occur by mistake because of the deceitful nature of native advertising (Youn, Kim, 2019) are also less likely to be evaluated as efficient since users' goals upon interaction might be far from buying the intention related. This suggests that such advertisements are likely to trigger engagement with the brand. However, this engagement will not be economically efficient because it cannot trigger a psychological response that would impact buying decisions. When the dispositional persuasion knowledge is insufficient to elicit the conceptual persuasion knowledge, marketers can enhance their advertisements by adding advertisement sponsorship cues ensuring ad transparency.

Furthermore, as already mentioned, the dispositional persuasion knowledge acts as a basis for triggering conceptual the persuasion knowledge

that results in attitudinal persuasion knowledge. While people gain different dispositional persuasion knowledge levels based on different living environments (e. g., millennials have a better understanding of online persuasion attempts because of more diverse experiences in the online environment) (Youn, Kim, 2019; Amazeen, Wojdyski, 2018), it is also important to understand why the conceptual persuasion knowledge triggers differently within people with similar dispositional persuasion knowledge. Such an overview helps understand psychological phenomena unrelated to the outside environment and could be applied more broadly to different socio-economic groups. It is believed that users with different thinking styles approach persuasion attempts differently. Park et al., (2020) research suggests that holistic thinkers are more likely to react positively to native advertisements than analytical thinkers. However, Windels and Porter's (2020) findings suggest that other individual differences that shift attitudes towards native ads are related to ad scepticism (attitudinal persuasion knowledge). Still, it does not affect ad recognition (conceptual persuasion knowledge), meaning that such individual differences directly affect attitudinal persuasion knowledge. Meanwhile, individual thinking styles do not affect conceptual persuasion knowledge. These findings suggest that individual thinking styles do not impact ad recognition. However, they do impact the ways how users react to persuasion attempts.

Overall, the persuasion knowledge model explains why users perceive the covert nature of native advertisements negatively. According to Friestad and Wright (1994), for any persuasive attempt to be efficient, agents' persuasion attempt must meet the expectations of the targets, i.e., it must trigger conceptual persuasion knowledge. While users' dispositional persuasion knowledge and individual differences are out of marketers' control, they can attempt to enhance native advertising transparency to cue advertising transparency. This should help with better evaluations of the perceived appropriateness and effectiveness of the persuasion attempts of native advertisements. When both the appropriateness and effectiveness of the perceived persuasion attempt are met, marketers can expect positive evaluations of native advertisements, which, in turn, positively affect the agent's knowledge.

Deceptiveness in Native Advertising

Nowadays, brands utilise all sorts of media forms and placements to attract potential clients. Advertisements are seamlessly blended into

prospects' social media feeds, news portals, and other internet spaces. There is a growing trend of presenting advertisements like ordinary social media feed posts with mandatory disclosures (usually "sponsored"). Similarly, in online marketplaces filled with product or service listings, sponsored listings can be considered a form of native advertisement that advertisers pay to stand out from other listings.

Native advertising can be defined in a "narrow" or "broad" manner (Lee et al., 2016). In the beginning, native advertising was defined narrowly as paid advertising that takes the appearance of a publisher's editorial content (Wojdyski, Evans, 2016). However, over time, this term has been adapted more broadly, spreading towards more media and online platforms. Nowadays, internet users experience native advertisements in social media, online news portals, and video-viewing websites. Based on previous research, the overall perceived efficiency can be attributed to two aspects, i.e., ad transparency and congruency.

Ad transparency traces

Native advertising differs from other marketing efforts in a few aspects. First, it is unique since, by nature, such advertising is purposed not to be perceived as advertising, hiding its persuasive intent. Moreover, native advertising aims to blend within website content and seem like any other piece of content, reducing ad intrusiveness compared to banner ads (Kim et al., 2019). The fact that native advertising originated from the users' ability to purposely ignore online ads but is trying not to be recognised as ads by hiding persuasive intent makes an interesting contradiction towards the use and effectiveness of native advertising. Building on the suggestions of the persuasion knowledge model theoretical analysis, native advertising would never succeed in being an efficient marketing effort if it is unlikely to trigger persuasive knowledge. However, marketers can include persuasion cues that would not damage the nativity of native advertisements but, in addition, would help users trigger the conceptual persuasion knowledge for more positive attitudes towards persuasion attempts.

Furthermore, brand elements can act as a subsidiary of the disclosure. For example, a brand logo, brand elements, or a clearly stated offer can immediately signal the nature of the advertisement as such.

In addition, clear, persuasive intent, and thus ad transparency, can be influenced by the ad format. The persuasive intent of banners or video ads is generally more distinguishable than text or article

advertisements and carries more ad transparency (Kim et al., 2019). It is proven that native banner advertisements are perceived more positively than article-styled ads because users are more likely to identify the persuasive nature of these ads and, thus, are less likely to be deceived (Harms et al., 2019). This can be explained by internet users' dispositional persuasive knowledge. Banner ads are a more common and better-known advertisement type. Thus, users expect, recognise, and realise the persuasive intent of such ads better than other native ads (Windels, Porter, 2020). Furthermore, video ads are preferred over image/banner ads because of the additional vivid effects they bear and the less cognitive effort needed to understand them (Whittle, Xue, 2018).

However, Grigsby and Mallema's (2020) findings suggest that even with clear advertising cues (such as disclosure labels, brand elements, or product presence), people are less likely to identify the persuasive intent of non-informative banners. This means that it is not enough to disclose advertisements or choose a format that is easily recognisable as an advertisement. The advertisement must also be clear about its persuasion attempt goal. In cases where banners showed product names with their features, it was perceived as advertising more often than an advertisement that only displayed a product with no particular detailed description (Grigsby, Mallema, 2020). The latter ad type risks not triggering the conceptual persuasion knowledge of the users who see it, resulting in ad inefficiency by potentially not triggering psychological responses related to buying decisions. When users are not aware of what an ad is pursuing them to do, they are less likely to interact with such an ad willingly, thus, resulting in interactions that happen by mistake (Jung, Heo, 2019; Youn, Kim, 2019). It is safe to say that native advertisements should blend into the platform to the extent that users would immediately understand its persuasive intent.

Overall, previous research makes it clear that ad transparency through disclosures and visual cues improves native ad effectiveness by helping internet users trigger conceptual persuasion knowledge that, in turn, causes psychological cues that could lead to buying intent.

Congruency in Native Ad

Another important aspect of internet users' perception towards native ads is ad placement and the content that surrounds it. The level of ad integration within the platform is influenced by whether ad content relates to the content of the platform and whether the ad placement blends well

with other items in the platform. Such occurrence reduces ad intrusiveness by blending into the internet users' experience (Huang, 2019). In cases where the ad format does not meet the format of the items within the platform is believed to cause higher levels of ad intrusiveness.

A term that circulates previous research on native advertising and combines both content and placement of an ad is called ad congruency. The more congruent an ad is, the less recognisable it is; thus, the higher level of deception it is believed to cause (An et al., 2019a). The negative response towards ad congruency is mostly related to marketers' inability to trigger conceptual persuasion knowledge, thus deceiving users. This means that if users cannot identify a persuasive intent of an advertisement, they interact with a native ad by mistake, resulting in a sceptical attitude towards it, and this intent does not trigger any psychological response that would affect buying decisions (An et al., 2019a). However, in cases where the persuasive intent of ads is easily recognisable, ad transparency is proven to neglect the negative effect of deception (Ham et al., 2022; Yoon et al., 2022; Huang, Yoon, 2021; Kim et al., 2019). These findings suggest that internet users do prefer ads that do not bother their online experience if their persuasive intent is easily recognisable.

Furthermore, the ad congruency that would positively affect attitudes towards the native ad by not interfering with the user's internet experience covers multiple aspects. Marketers and mediums can manipulate these aspects to make native advertising seem more or less congruent (Germelmann et al., 2020). Users' response to such manipulations is believed to shift accordingly.

In previous research, the most discussed method to achieve ad-medium (platform) congruency is related to content. Native advertisement that correlates with the topic and content of a medium is believed to be less intrusive to the internet user's experience, thus resulting in a more favourable attitude towards an ad. These findings result in managerial implications that companies can make use of different mediums, regardless of their type if the content of their ads meets the expectations of the internet users' experience. Kim et al.'s (2019a) findings confirm that native ad congruency with content has a positive attitudinal response towards a brand. However, the ad-content congruency does not explain its effect on the perceived effectiveness of the persuasive intent of a native advertisement as defined cases where dispositional persuasion knowledge is insufficient to trigger the conceptual persuasion knowledge. Ad transparency allows an

understanding of the persuasive intent of native advertisements easily, thus, reducing the possible deceptiveness factor, which, in turn, reduces the negative attitudes towards the brand through attitudes towards misleading ads.

The positive effect of content congruency can be explained by researchers focusing on the ad and user-self congruency. When native ads align with the content surrounding them, this does not explain whether users engage with such ads for the goal of psychological responses towards buying decisions. In fact, native advertisements are more likely to trigger such responses when they match customers-selves and (or) their goals. Why advertisers should aim for such a match with their prospects is explained by Friestad and Wright (1994). They argue that the agent's (advertiser's) and target's (consumer's) goals should match in the persuasion attempt for them to be deemed efficient. Kim et al. (2019) suggest that a user would be willing to interact with a native ad even if it is not content congruent in case the advertisement matches their own goals or interests. The reason why some researchers' findings suggest that native ad content congruency has a positive effect on attitudes towards a brand (advertiser) (Yoon et al., 2022; Kim et al., 2019a; Kim et al., 2019b) is that the internet content users engage with is likely to match user goals and interests in the expression of internet experience.

These findings also confirm that when an ad can trigger high levels of conceptual persuasion knowledge while remaining transparent, it is less likely to call out negative responses of being deceitful. Further on, Wang et al. (2019) suggest that brand elements in native advertisements can not only trigger persuasion knowledge but also build memory structures about an ad. Key elements are believed to help users capture the key information about the ad.

To sum up, congruency is an important aspect to consider while measuring internet users' attitudes towards native ads. First, by not only blending technically but also through content congruency, the intrusiveness of native ads can be reduced even further. In addition to that, when ad-content congruency is met, it is likely that native ad persuasive intent also meets internet users' goals, which is an end goal of such customer-advertiser interaction. Secondly, as with ad transparency, a vivid ad type is believed to positively affect ad effectiveness because users can recognise such ads better, thus triggering their conceptual persuasion knowledge. However, a more vivid ad type risks being perceived as intrusive, thus risking its nativity status.

Proposed Theory-Grounded Research Model

Throughout the above part of this study, literature analysis, the aspects influencing the recognition of the native advertisement and attitudes towards it were explored. Two factors impact the latter two, the presentation of advertising and internet users' personal characteristics. Advertising presentation resembles ad elements that either negate the covert nature of native advertising by improving its transparency, making its persuasive intent more recognisable or support it by being as congruent with platform surroundings as possible, making its persuasive intent harder to recognise. The other factor, personal characteristics, follows Friestad and Wright's (1994) suggestions of the initial Persuasion Knowledge Model (PKM) that users continuously learn and adapt to persuasion attempts. This means that internet users with comprehensive past internet experience will be more aware of persuasive intents on the internet. Having considered these two factors, comprehensive research is still needed to investigate internet users' attitudes towards native advertising. First, previous research methods on native advertising mostly focus on manipulating various variables to test which ad elements impact positive attitudes towards an ad most. Even though dispositional persuasion knowledge and individual differences are important variables that influence attitudes towards native advertising, previous research has not covered its relationship with manipulating ad elements. Finally, previous research, while measuring attitudes towards native advertisements, has not used the initially proposed evaluation criteria of the succession of persuasion attempts described by Friestad & Wright (1994), i. e., the perceived effectiveness and perceived appropriateness.

The variables identified in the literature review are as follows: ad transparency (Krouwer et al., 2020); the knowledge of ad congruency (Kim et al., 2019a), the attitudinal/conceptual/dispositional persuasion (Boerman et al., 2012); the attitude towards native ads (Yang et al., 2021; Huang et al., 2019, Park et al., 2018). The ad transparency effect can be manipulated through different ad elements, i.e., disclosure or brand elements (logo). Similarly, ad congruency can be manipulated by chosen ad format or platform content surrounding the ad. The proposed research model is greatly influenced by the persuasion knowledge model proposed by Friestad & Wright (1994), which was expanded by Boerman et al. (2012) by introducing the concepts of dispositional, conceptual, and attitudinal persuasion knowledge. The conceptual

and attitudinal persuasion knowledge will be mediating variables that measure whether users are, firstly, able to identify the persuasive intent of native advertising and, secondly, how they react to it and how the perception of persuasion attempt influences their attitude towards native advertisements. The purpose of the proposed research model is to support the aim of the research: to examine the impact of ad transparency and ad congruency on users' ability to identify and evaluate the persuasive intent of native advertisements and how it affects attitudes towards native advertisements (Fig. 2).

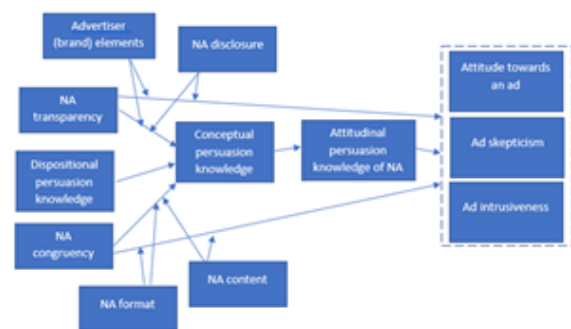


Fig. 2. Theory-Grounded Research model
(Source: authors)

Previous studies have shown that for users to understand and evaluate the persuasive intent of advertisements, it must first trigger the conceptual persuasion knowledge that would allow the attitudinal persuasion knowledge to follow. Since native advertisements are covert because they are meant to blend in with the platform on their own, internet users are unlikely to identify the native advertisements (Wojdyski, 2016; Amazeen and Wojdyski, 2019; Pasandaran and Mutmainnah, 2020). However, research has proven that different ad elements can help negate this covert effect by making native ads more transparent. Therefore, manipulating ad transparency should allow this research to identify ad elements that positively affect the identification of its persuasive intent. Previous research on the elements affecting native ad transparency has mostly focused on presenting disclosures (Lim et al., 2021; Grigsby & Mellema, 2020) and wording (Jung & Heo, 2019; Krouwer et al., 2020; An et al., 2018).

Meanwhile, other researchers suggest that indirect advertisement cues (such as brand colours, logos, or company banners) also increase ad transparency (Campbell & Evans, 2018; An et al., 2019a). There is no consensus on which element acts as a better ad transparency cue. Furthermore, as both disclosures and ad elements are noticeable and important ad elements that affect users' experience, they are believed to directly affect the

attitudinal persuasion knowledge, which suggests that users who may be unable to identify the selling intent would still evaluate ads as content (Ham et al., 2021).

As already described, native advertisements are covert in nature (Pasandaran, & Mutmainnah, 2020; Amazeen and Wojdyski, 2018; Wojdyski, 2016). Thus, the more indistinguishable out of the internet environment the native ad is, the harder it is to be recognised as an ad and the harder it is to identify its persuasion intent. However, the more native an ad is, the less intrusive it is perceived, resulting in a more favourable attitude towards it (Kim et al., 2019; Kim et al., 2018; Huang & Yoon, 2021; Yang & Jiang, 2021). This means that native ads suffer and benefit from being native. On the one hand, they risk deceiving users by not being clear about their persuasive intent and not triggering conceptual persuasion knowledge. On the other hand, users prefer the intrusive and congruent internet environment that is not interfered with by ads. Thus, different ad congruency levels should influence users' both conceptual and attitudinal persuasion knowledge differently.

Furthermore, as described in the literature review, ad congruency can be influenced by ad and platform elements. Many previous researchers focused on ad-content congruency, exploring how users perceive native ads that are like content surrounding it (Kim et al., 2018; Kim et al., 2019). However, there are some controversies regarding implementing such congruency on the internet. Advertisers are rarely in charge of the content surrounding their ads, e.g., on social media platforms or news portals, as the content surrounding them is diverse and rarely coherent. Therefore, a broader approach should be implemented for ad-content congruency, which means that it is sufficient for native ad content and format to resemble the mood of the platform (Yang & Jiang, 2021; Grigsby & Mellema, 2020).

Researchers have agreed that, while ad transparency and ad congruency are significant variables that influence both attitudes towards native advertisements and conceptual persuasion knowledge, users' individual differences are also strong factors that influence the ability to identify ads' persuasion intent and formulate attitudes towards them (Kim et al., 2018; Jung & Heo, 2019; Youn & Kim, 2019; Park et al., 2020; Ham et al., 2021). Therefore, it is believed that dispositional persuasion knowledge directly impacts users' ability to identify the persuasive intent of advertisements (trigger conceptual persuasion knowledge) and, due to past exposure to ads, affects attitudes (affect attitudinal persuasion

knowledge) toward it. Past exposure to the native advertisement (higher dispositional persuasion knowledge) ought not to form positive attitudes towards advertisements but rather avoid ads in general through already established defence mechanisms related to past exposure to internet ads (Jung & Heo, 2019, Windels & Porter, 2020; Yang et al., 2021).

Further on, when native advertisements can trigger conceptual persuasion knowledge, users form attitudes towards their persuasive intent. When users can understand the persuasive intent of advertisements, they engage in the evaluation of persuasive attempts. However, users evaluate advertisements even without fully understanding the true persuasive intent. Thus, users' attitudinal persuasion knowledge is hypothesised to impact attitudes towards an ad directly. In case native advertisements can trigger their persuasive intent evaluations through attitudinal persuasion knowledge, this should influence the perceptions of the advertisement. As the research aims to test the effect of ad elements (ad content and ad format) that directly affect the advertisement perceptions, it is hypothesised that these two variables will impact the attitude towards a native ad.

Conclusions

Persuasion knowledge cannot be singled out by occurrence between agents and targets but should represent individual construal of the persuasive phenomenon. In the context of native advertising, such a model helps understand how users interact and perceive the covert nature of the specific ads and their attitudinal responses towards a marketer who uses such methods.

While congruency allows native advertisements to sustain their nature, ad transparency helps trigger targets' conceptual persuasion knowledge.

In cases where dispositional persuasion knowledge is insufficient to trigger the conceptual persuasion knowledge, ad transparency allows understanding the persuasive intent of native advertisements easily. Thus, reducing the possible deceptiveness factor reduces the negative attitudes towards the brand through attitudes towards misleading ads. The theoretical background on native ads transparency explains that more vivid native advertisement types and clear disclosures can also act as cues for conceptual persuasion knowledge triggers because they improve ad transparency. Ad transparency should aim to neglect the negative effects of the deceitful nature of native advertising without damaging its nativity aspect.

Previous researchers have agreed that, while ad transparency and ad congruency are significant

variables that influence both attitudes towards native advertisements and conceptual persuasion knowledge, users' individual differences are also

strong factors that influence the ability to identify ads' persuasion intent and formulate attitudes towards them.

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TEORIJA PAGRĪSTAS VARTOTOJO POŹIŪRIO Į INTEGRUOTĄ REKLAMĄ MODELIS

Santrauka

Augantis integruotos reklamos pripaŹinimas ir naudojimas skirtingose socialinėse medijose (pvz., Facebook, Twitter, Reddit, Instagram, Youtube) siūlo, kad integruota reklama išliks. Ankstesni tyrimai orientuojasi į vartotojų žinių apie reklamuotojų įtikinėjimą pirkti įtaką jų reklamos suvokimui ir reklamos paŹenkinimo bei reklamos tapatumo su platforma įtaką vartotojų gebėjimui atpaŹinti bandymus įtikinti pirkti. Vis dėlto dar trūksta tyrimų, kurie orientuotųsi į vartotojų poŹiūrį į integruotą reklamą. Ankstesni tyrimai taip pat nepateikia nuoseklių išvadų apie reklamos skaidrumo įtaką integruotai reklamai. Šio tyrimo problema yra nustatyti, ar reklamos tapatumas ir skaidrumas turi įtakos vartotojų poŹiūriui į integruotą reklamą, kuris savo ruožtu daro įtaką poŹiūriui į prekės ženklą. Šio straipsnio tikslas – išsiaiškinti poŹiūrį į integruotą reklamą skirtingose reklamos tapatumo ir skaidrumo aplinkose. Tyrimo uŹdaviniai – išanalizuoti mokslinę literatūrą apie įtikinėjimo pirkti žinių modelį per integruotos reklamos atpaŹinimo ir suvokimo prizmę, identifikuoti faktorius, kurie daro įtaką integruotos reklamos skaidrumui ir tapatumui ir poŹiūriui į integruotą reklamą.

Įtikinėjimo pirkti žinių modelis paaiškina, kodėl vartotojai užslėptos reklamos charakteristiką integruotos reklamos įrašuose suvokia neigiamai. Šiais laikais interneto vartotojai susiduria su integruota reklama socialinėse medijose, naujienų portaluose ir vaizdo įrašų svetainėse. Remiantis ankstesniais tyrimais, bendrą integruotos reklamos suvokimą galima priskirti dviem aspektams – reklamos įrašo tapatumui ir skaidrumui.

Ankstesnių tyrimų metodai poŹiūriui į integruotą reklamą pamatuoti iš esmės sutelkia dėmesį į įvairių kintamųjų manipuliacijas, testuojant, kurie reklamos elementai turi daugiausiai įtakos teigiamam poŹiūriui į integruotą reklamą. Analizuojant literatūrą, nustatyti šie kintamieji: reklamos skaidrumas, reklamos tapatumas, poŹiūrio/konceptualios/dispozicinės žinios apie įtikinimus pirkti, poŹiūris į reklamą. Pasiūlytam tyrimo modeliui didelę įtaką padarė Friestad ir Wright (1994) darbas, kurį papildė Boerman ir kt. (2012), išskaidydamas Friestad ir Wright (1994) žinių apie įtikinimus pirkti teoriją į poŹiūrio, konceptualių ir dispozicinių žinių dimensijas.

Reikšminiai žodŹiai: integruota reklama, prekės ženklo poŹiūris, žinių apie įtikinimus pirkti modelis.

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