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Exploring the Effectiveness of Native Advertising on Social Media: The Role of Message Execution Style and Dispositional Persuasion Knowledge

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Guided by the persuasion knowledge model (PKM), this research investigates how the message executional style (informational vs. narrative) of native ads, in conjunction with consumer's dispositional persuasion knowledge (high vs. low), influences consumer responses towards native advertising on social media. Based on the experimental study results, it was found that consumers with high persuasion knowledge (PK) perceived informational message as less manipulative than narrative message. Furthermore, these consumers demonstrated a higher intention to share the informational messages as well. However, the study did not find a significant difference between informational and narrative messages among consumers with low PK in terms of perceptions of manipulateness and intention to share. Additionally, the perceived manipulateness of the advertisements acted as a mediator in the relationship between message execution style and intention to share for consumers with high PK. The theoretical and practical implications were discussed.

Keywords: Native advertising, Social media, Message execution style, Persuasion knowledge, Perceived manipulateness

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1. Introduction

The pervasive integration of social media into consumers' daily lives has prompted marketers to recognize its potential as a fundamental advertising platform. However, this advancement presents a formidable challenge, as users consider social media platforms to be personal domains, inherently unsuited for marketing efforts. Consequently, the intrusion of advertisements on social media elicits a sense of irritation among users (Lee et al., 2015).

In response to users' negative perceptions, marketers have developed strategies to convey their messages without disrupting the user experience on these platforms. One such approach is native advertising, characterized by the seamless integration of paid advertisements with the form, feel, function, and quality of the surrounding content (Laursen & Stone, 2016). Notably, native advertising's popularity has soared on social media, with an estimated expenditure projected to reach a staggering 98.59 billion dollars in 2023, primarily concentrated on social media platforms (Insider Intelligence, 2022).

Social media native ads artfully blend targeted and personalized content alongside unpaid, user-generated contents, resulting in non-disruptive promotional communication.

Consequently, native ads on social media have demonstrated positive outcomes, such as increased consumer attention and favorable behavioral intentions (Grigsby & Mellema, 2020; Kim, Lee, & Lee, 2019; Sharethough, 2018).

Despite the effectiveness of native ads, a significant challenge arises from the apparent stylistic resemblance between organic and sponsored content. This poses difficulties for consumers in distinguishing between the two within native ads. However, once consumers become aware of the paid nature of the content, their perception of manipulateness is triggered. This perception can diminish the efficacy of the advertising endeavor. However, prior research has revealed that under specific circumstances, native ads can be equally as effective as other persuasive tactics, despite the heightened likelihood of paid content being negatively perceived compared to organic (non-paid) content. Consequently, it is critical to identify factors that mitigate consumers' perceptions of manipulateness in enhancing the efficacy of native ads. With the aim of achieving this goal, this study investigates the pertinent factors and underlying mechanisms associated with the effectiveness of native ads employing persuasion knowledge model (hereafter PKM).

Foremost among the factors influencing

consumers' perception of the intent within native ads are certain message features, with the message execution style being particularly noteworthy. In this regard, two distinct styles have been extensively studied in the context of native ads: informational and narrative styles (Grigsby & Mellema, 2020; Kim et al., 2019; Kim & Kim, 2022; Saenger & Song, 2019; Stubb, 2018). Informational messages convey persuasive intent by employing logical explanations, whereas narrative messages, which are recently gaining popularity, achieve the same goal through compelling storytelling (Grigsby & Mellema, 2020; Stubb, 2018).

However, the existing research on the effects of message execution styles in native ads has yielded inconsistent findings. Some studies have found the superior performance of informational messages over narrative messages (Grigsby & Mellema, 2020; Kim & Kim, 2022; Kim et al., 2019), while others have reported the opposite results (Stubb, 2018). Additionally, certain investigations have even failed to identify a significant effect of message styles on consumer response (Saenger & Song, 2019). Such divergent outcomes may be attributed to variations in media contexts in previous studies adopted, encompassing such as news sites, blog, and Facebook. Therefore, to illuminate the role of message execution style in native ads on

social media, this study focuses specifically on Facebook, the domain with the most substantial native ad spending in the social media landscape (eMarketer, 2018).

Furthermore, previous studies have explored the impact of message execution style on consumer responses with sponsorship disclosure (Grigsby & Mellema, 2020; Stubb, 2018). While the significance of sponsorship disclosure in the domain of native advertising is acknowledged, there has been a noticeable lack of investigation into consumers' individual difference factors thus far. One potential individual difference factor is dispositional persuasion knowledge, which refers to an individual's general awareness and understanding of persuasive tactics and marketing communications (Kim, Kim, & Lee, 2021). According to the PKM, when consumers perceive a message as having a persuasive intent, it gives rise to the perceptions of manipulateness, consequently engendering negative evaluations as an underlying mechanism. Therefore, the role of ad recognition becomes particularly pivotal in the domain of native ads due to their covert nature, and this importance is amplified in the context of the modern media landscape. In contrast to traditional advertising techniques, consumers' recognition of ad nature varies significantly in the context of native advertising. When consumers are

unable to detect the persuasive intent behind a particular ad message, the fact that it is paid may not significantly influence subsequent evaluations.

Despite its importance in ad recognition, limited research has hitherto focused on the moderating role of dispositional persuasion knowledge in the context of native advertising, with previous studies primarily examining the impact of primed persuasion knowledge. When comparing informational and narrative execution styles, consumers tend to have a lower tendency to recognize the promotional intent of narrative ads than informational ads (Grigsby & Mellema, 2020; Kim & Kim, 2022; Kim et al., 2019). This phenomenon arises from the proficiency of narrative ads in concealing their persuasive intent (Grigsby & Mellema, 2020). Because of different level of covertness between informational and narrative ads, consumers' ability to discern the commercial intent (i.e., dispositional persuasion knowledge) is important in the context of native advertising. Accordingly, this study aims to investigate whether and how dispositional persuasion knowledge acts as a moderating role in the effectiveness of native ads.

In summary, this study explores the effectiveness of native ads on social media, considering message execution style and dispositional persuasion knowledge. Further,

this study delves into the mediating role of perceived manipulateness in the context of native advertising. The findings of this research have the potential to expand our understanding of native ads and provide valuable practical insights on designing effective native ad messages for marketers.

2. Literature review

1) Persuasion knowledge model (PKM)

Recognition of the persuasive nature of native ads is essential for consumers to make informed decisions and maintain control over their responses to advertising messages. The PKM offers a good theoretical foundation for understanding consumers' perceptions and behavioral responses toward native ads. The PKM posits that consumers' persuasion knowledge enables them to recognize, interpret, respond to, and cope with persuasive attempts (Friestad & Wright, 1994). When exposed to a specific persuasive tactic, consumers rely on their knowledge and beliefs about the motives and tactics of the persuasion agents, such as advertisers, marketers, or salespeople (Friestad & Wright, 1994). If consumers lack sufficient knowledge about certain tactics, their persuasion knowledge remains dormant, and it may not

affect the subsequent evaluations.

However, when consumers detect a certain attempt as persuasive, their persuasion knowledge becomes activated. This activated persuasion knowledge shifts consumers' focus from the message itself to the tactics employed. Activated persuasion knowledge then guides consumers' subsequent responses to the persuasion attempts. If consumers perceive the attempt as appropriate, their compliance levels may increase. On the other hand, if the attempt is perceived as manipulative, it results in negative evaluations (Friestad & Wright, 1994; Kim et al., 2019).

Previous studies have examined persuasion knowledge by considering it as either an activated state or as a personal trait. Activated or primed persuasion knowledge refers to the condition where consumers' persuasion knowledge becomes activated in response to certain cues or disclosures. Several studies have investigated the activation of persuasion knowledge through sponsorship disclosure (Boerman & Kruijemeier, 2016; De Veirman & Hudders, 2020; Kim et al., 2019; Kim & Song, 2018; Stubb & Colliander, 2019; Wojdyski & Evans, 2016). For instance, Stubb and Colliander (2019) found that explicit sponsorship disclosure on YouTube activated consumers' persuasion knowledge, leading to a higher likelihood of activation compared to impartiality disclosure. These

studies highlight the role of activation in understanding how persuasion knowledge is influenced by external cues and disclosures.

However, persuasion knowledge can be considered as a dispositional trait in addition to being an activated state. Persuasion knowledge is developed over an individual's lifetime through exposure to different persuasive attempts (Friestad & Wright, 1994). It is crucial for consumers to continuously update their knowledge about new tactics and develop strategies to cope with persuasive attempts. Moreover, Friestad and Wright (1994) proposed that the concept of persuasion knowledge is closely linked to understanding consumers' cognitive processes and their responses to persuasive attempts. When it comes to native ads, each individual's dispositional persuasion knowledge may vary depending on their level of experience with native advertising (Kim et al., 2019).

In the realm of native advertising, several studies have explored the role of dispositional persuasion knowledge as an independent variable in their investigations (Chung & Kim, 2021; Jung & Heo, 2019; Kim et al., 2021; Lee et al., 2016). For example, Jung and Heo (2019) found that consumers' dispositional persuasion knowledge enables them to recognize the underlying selling intent of native advertising. Similarly, Chung and Kim (2021) found that consumers

with high levels of persuasion knowledge were more sensitive toward the perceived intrusiveness of native ads on social media than those with low persuasion knowledge. However, despite the importance of recognizing the persuasive intent, there has been relatively limited research conducted on investigating the moderating role of dispositional persuasion knowledge. Consequently, this study aims to address this gap by employing the PKM. It anticipates that consumers' dispositional persuasion knowledge will play an important role in shaping their interpretation and subsequent response to the native ad messages. By considering the moderating impact of persuasion knowledge, this study provides a more comprehensive understanding of how individuals engage with and react to native ads.

2) Two-way interaction of message execution style and persuasion knowledge

Advertisers strive to effectively convey their advertising messages to maximize the impact of native ads. The success of native ads is often linked to how well advertisers address consumers' concerns about manipulateness regarding the monetized brand content in a user-generated format (Kim et al., 2019). According to the PKM, consumers tend to

comply with a persuasive attempt when they perceive it as appropriate and beneficial to them (Friestad & Wright, 1994). Therefore, it is crucial to understand which types of messages are perceived as beneficial in fostering positive behavioral intentions within the context of native advertising.

On social media, informational and narrative ads are commonly executed due to their potential value (Grigsby & Mellema, 2020; Kim & Kim, 2022; Kim et al., 2019; Saenger & Song, 2019; Stubb, 2018). Informational messages present objective and factual information about products or services, with the intention to appealing to consumer rationality (Grigsby & Mellema, 2020; Kim et al., 2019; Stubb, 2018). These messages often focus on features, specifications, benefits, and other relevant details that provide consumers with a clear understanding of the product's functionality, value, and potential advantages. By presenting information in a logical and straightforward manner, informational messages aim to persuade consumers (Grigsby & Mellema, 2020; Stubb, 2018). On the other hand, narrative messages convey a persuasive intent via storytelling techniques and creating a positive atmosphere (Grigsby & Mellema, 2020; Stubb, 2018; Tafesse, 2015). Instead of solely focusing on presenting factual information, narrative messages engage consumers

emotionally and create a connection with the brand or product. These messages often incorporate dialogue and character movements in various situations (Grigsby & Mellema, 2020).

Informational and narrative messages influence consumers via different pathways. While the credibility emerges as a pivotal factor for the effectiveness of informational messages, narrative transportation, a cognitive process characterized by the audience's immersive engagement in self-relevant mental imagery associated with the product, assumes a central role in enhancing persuasion for narrative messages (Escalas, 2004; Lim & Childs, 2020). Between two types of messages, narrative native ads tend to resemble user-generated contents on social media due to their format and content. Therefore, narrative ads excel in concealing their underlying persuasive intent (Grigsby & Mellema, 2020).

While there have been limited studies investigating the impact of message execution style in the context of native ads, the findings have been inconsistent. Some studies have shown the superiority of informational messages over narrative messages (Grigsby & Mellema, 2020; Kim & Kim, 2022; Kim et al., 2019), while others have found the opposite (Stubb, 2018). For example, Kim and Kim (2022) demonstrated that informational

native ads were less likely to activate consumer persuasion knowledge, thereby generating more favorable attitude toward the ads on Facebook than narrative native ads. However, Stubb (2018) found that narrative native ads were more effective in capturing consumers' attention than informational native ads. Conversely, Saenger and Song (2019) did not find any significant main effect of message styles on consumer responses. These inconsistencies could be attributed to variations in media contexts, such as different platforms like news sites, blogs, and social media, each with their own characteristics and user expectations. Additionally, the effectiveness of native ads can be influenced by various boundary conditions. To address these discrepancies and provide clarity on the role of native ad message styles on social media, this study exclusively focuses on native ads on Facebook. By narrowing the scope to a specific platform, the study can account for the unique features and user behaviors associated with Facebook native ads. Furthermore, this study explores the potential moderating effect of consumers' dispositional persuasion knowledge, a crucial factor in their subsequent ad evaluations.

Social media users possess varying levels of dispositional persuasion knowledge (PK), which affect their ability to identify native

ads as advertisements and subsequently shape their responses. Consumers with high persuasion knowledge (high-PK) tend to possess a greater understanding of persuasive tactics and marketing strategies. As a result, they exhibit higher levels of cognitive vigilance, making them more adept at discerning native ads as promotional content rather than organic content. These individuals may be more skeptical and critical of persuasive attempts and may exhibit higher resistance to persuasion (Bearden, Hardesty, & Rose, 2001; Wojdyski, 2016). However, it does not imply that high-PK consumers always respond negatively to persuasion attempts. Research has shown that when persuasion attempts offer personal benefits (e.g., getting information or enjoyment), high-PK consumers are less likely to infer the selling intent of the advertisers (Campbell, 1995). This suggests that the perceived benefits associated with the advertising message can influence high-PK consumers' responses in a more positive manner. Ham and Nelson (2016) also suggested that the degree of persuasion knowledge influences consumers' assessments of the benefits and risks associated with advertising.

While both informational and narrative messages offer benefits to consumers, the level of verifiability differs. Informational messages typically present claims that are

less open to personal interpretation, reducing the need for consumers to seek additional information to evaluate the arguments about product (Kim & Kim, 2022; Kim et al., 2019). On the other hand, narrative messages, while helping brands stand out through storytelling (Stubb, 2018), may leave room for personal and potentially erroneous interpretations (Kim & Kim, 2022; Kim et al., 2019). When exposed to subjective or narrative ad messages, consumers tend to look for additional cues to validate or invalidate the claims made in the content. Consequently, consumers perceive subjective messages as ambiguous when judging product performance (Kim & Lee, 2015).

Additionally, narrative messages can reduce consumers' focus on advertising features in native ads because of narrative transportation and resemblance of user-generated contents (Grigsby & Mellema, 2020; Teraiya, 2023). The inherent ambiguity, mentally engaging imagery related to the product, and organic-like format of narrative native ads contribute to decrease in-depth information processing (Lim & Childs, 2020). The attributes of narrative native ads have the potential to trigger the advertising schema in high-PK consumers, prompting them to scrutinize the content of a native ad message more carefully. High-PK consumers, with their extensive

cognitive structures regarding advertising tactics, are less susceptible to persuasion attempts than those with low persuasion knowledge (Tutaj & van Reijmersdal, 2012). Their richer cognitive structures enable them to more easily detect the paid nature of narrative native ads than low-PK consumers.

Although narrative ads may initially entertain consumers, once the advertising nature is recognized, the meaning of the message can change, leading to perceptions of manipulateness (Eisend et al., 2020). This perceptions of manipulateness, in turn, results in negative evaluations toward narrative native ads. Consistent with this reasoning, Kim and Kim (2022) found that narrative ads were more likely to activate stated persuasion knowledge than informational ads on Facebook.

On the other hand, consumers with low-PK are less adept at detecting persuasive intent (Jung & Heo, 2019). They may be more susceptible to being influenced by these ads without fully realizing that they are advertisement. As a result, they tend to evaluate the content at face value. For low-PK consumers, both informational and narrative messages offer personal benefits. Given their limited awareness of persuasive intent and a lower inclination to infer such intent, they are less likely to allocate cognitive

resources to critically analyze native ads. Therefore, it is expected that low-PK consumers will perceive both types of message execution styles as non-manipulative, and their behavioral intentions may be similar regardless of message style.

H1a: For consumers with high PK, informational native ads will be perceived as less manipulative than narrative native ads. In contrast, for those with low PK, there will be no differences between two message styles in perceived ad manipulateness.

H1b: For consumers with high PK, informational native ads will generate higher sharing intention than narrative native ads. In contrast, for those with low PK, there will be no differences between two message styles in sharing intention.

3) Mediating role of perceived manipulateness

Previous studies adopting PKM have demonstrated that once consumers recognize a social media post as an advertising, they tend to evaluate the message critically to either confirm or resist it (Friestad & Wright, 1994; Grigsby & Mellema, 2020; Kim et al., 2019). If a persuasive attempt is perceived as appropriate, consumers are more likely to comply with it. However, if the attempt is perceived as manipulative, consumers

resist to the ad message and form negative evaluations (Eisend et al., 2020). These subsequent responses occur as a result of the “change of meaning” when consumers recognize the advertising nature of a particular message (Friestad & Wright, 1994). Once consumers identify the message as an advertisement, their focus shifts to evaluating the appropriateness of persuasion tactic rather than considering the content of message itself (Friestad & Wright, 1994). Hence, consumers’ perception of manipulateness toward the persuasive attempt plays a crucial role in the domain of native advertising.

Previous studies have reported the mediating role of perceived manipulateness in the relationships between various factors and consumer responses toward native ads (Grigsby & Mellema, 2020; Kim & Kim, 2022; Kim et al., 2019; Kim & Song, 2018). For example, Kim et al. (2019) found that the perceived manipulateness mediated the relationship between the interaction effect of content type and product type on consumer responses toward native ads (i.e., brand attitude and intention to click ‘like’). Similarly, Grigsby and Mellema (2020) revealed that perceived manipulateness mediated the relationship between ad recognition and attitude toward native ads. Based on prior research, this study predicts that perceived manipulateness will mediate

the interaction effect of message execution style and the level of dispositional PK on intention to share native ads. Thus, the following hypothesis was proposed:

H2. Perceived manipulateness will mediate the interaction effects of message execution style and consumer PK on intention to share ads.

3. Method

To test the stated hypotheses, a between-subjects experiment was conducted using a 2 (message execution style: informational vs. narrative) X 2 (persuasion knowledge: high vs. low). While message execution style was manipulated, the level of consumers’ persuasion knowledge was measured. The experiment was conducted on Facebook, which was chosen as the test social media platform for several reasons. First, Facebook is the popular social media platform for businesses, with many business pages (more than 90 million) and active users (nearly 2.23 billion) (Lua, 2019). This makes it a suitable platform for conducting the main study on native advertising. Second, Facebook has a significant user base, especially among young adults. Approximately 70% of adults aged 18 to 29 years reported using Facebook (Pew Research Center, 2019), and individuals

between 18 and 24 years old ranked Facebook as one of the top three social media platforms they visited most frequently (Intel, 2021). This indicates that Facebook is a platform with high user engagement and a wider reach among the target demographic.

1) Participants and procedures

Overall, 103 college students in South Korea ($M_{age} = 24.08$ years, $SD = 1.81$; 60.4% females) were recruited in return for research credit. College students were chosen as the sample for this study due to their high representation within the age group that constitutes the largest demographic of Facebook users globally (Statista, 2022). All participants were Facebook users, and the majority (95%) reported using Facebook for at least 30 minutes a day on average. This indicates that the participants were familiar with and actively engaged in using the Facebook platform.

The experiment was conducted in a computer lab, where participants were guided to their assigned seats and provided with information about the procedure. After reading the study instructions, participants were asked to indicate their level of dispositional persuasion knowledge. Following this, participants were randomly assigned to one of two native ad conditions: either

informational or narrative ad. Once assigned to a specific condition, participants were presented with a video clip of the corresponding native ad messages. After watching the assigned ad, participants were asked to complete the outcome measures, manipulation checks, and demographic information. The procedure took about 20 minutes to complete.

2) Stimulus development

To create the experimental stimuli, a Facebook page was modified to include two fictitious versions representing informational and narrative messages. The format of stimuli remained the same across conditions, except for the manipulation of message styles. Each page included elements such as the brand logo, a short introduction message, a URL link to the brand page, video-centric content, and a “sponsored” label (See Appendix for an example).

The selection of the focal products, sunscreen, was based on the results of the pretest with 23 college students. In this pretest, a list of eight product categories (acne treatments, perfumes, sunscreens, sunglasses, face cleansers, smartphone accessories, smartphone portable batteries, and headphones) was given to the participants. The product categories were derived from a

week-long review of sponsored newsfeed content on college students' Facebook pages. Participants were then asked to rate their level of interests and intention to search for each product category on a seven-point scale. Among the eight product categories, sunscreen was chosen due to its highest ratings in terms of both interest and intention to search ($M_{\text{interest}} = 5.43$, $M_{\text{searching}} = 5.34$). To control for prior attitudes toward a specific brand, a fictitious brand name was used, following the approach described by Till and Busler (2000). This ensured that any differences in participants' responses were primarily due to the manipulation of message appeals rather than preexisting brand attitudes.

The message execution styles were manipulated to reflect either an informational or narrative. The informational message was designed to provide factual and useful functional information about the target product, such as the health benefits of sunscreen and how to protect one's skin. On the other hand, the narrative message was crafted as a story between two friends discussing the health benefits of sunscreens. Another pretest was conducted with 20 college students to validate the manipulation of message appeals. The results of this pretest confirmed that participants who were exposed to the narrative messages perceived

their video clips as more narrative-like ($M = 6.20$, $SD = 1.23$) compared to those exposed to informational messages ($M = 1.3$, $SD = .48$), $t(18) = 11.73$, $p < .001$ (1 = informational, 7 = narrative-like).

3) Measures

This study measured using seven-point scales, and the scores of the items were averaged to create index scores for each construct. One moderating variable (persuasion knowledge), a mediating variable (perceived manipulateness), and one dependent variable (sharing intention).

The level of participants' dispositional persuasion knowledge was measured using five items adapted from previous studies (Bearden, Hardesty, & Rose, 2001; Youn & Shin, 2020). Participants indicated their agreement or disagreement with states such as "I know the major characteristics of native advertising," "I know how native advertising works on social media," "I can distinguish native advertising from other forms of advertising on social media," "I can recognize native advertising on social media," and "I know advertising tagged as native advertising on social media" on a scale from 1 (strongly disagree) to 7 (strongly agree) ($\alpha = .91$).

Perceived manipulateness was assessed

using a five-item, seven-point scale. The items included statements such as “The way this advertising tries to persuade people seems acceptable to me”, “The advertiser tries to persuade people in ways that I like”, “I was annoyed by this advertising because the advertiser seemed to be trying to inappropriately manage or control people”, “I do not mind this advertising; the advertiser tried to be persuasive without being excessively manipulative”, and “This advertiser was fair in what was said and shown” (Campbell, 1995). The scale ranged from 1 (strongly disagree) to 7 (strongly agree) ($\alpha = .94$).

Intention to share the native ads was measured with three items on a seven-point scale. The items were anchored by “unlikely/likely,” “improbable/probable,” and “impossible/possible” (Bearden, Lichtenstein, & Teel, 1984) ($\alpha = .98$).

4. Results

1) Assumption testing

The PKM suggests that the level of consumers’ persuasion knowledge influences their ad recognition abilities. While this study did not specifically hypothesize the impact of dispositional persuasion knowledge

on ad recognition, it did test this assumption prior to examining the proposed hypotheses. By testing the assumption regarding the impact of dispositional PK on ad recognition, the study sought to establish a foundation for understanding how consumer with different levels of PK recognize native advertisements. This step is crucial for interpreting the subsequent findings and ensuring the validity and reliability of the study’s results. To assess this assumption, participants were asked to indicate whether the video clip they watched was a form of advertising (1= not at all, 7 = very likely). The regression result showed a positive relationship between the level of consumer persuasion knowledge and their awareness of the paid nature of ad messages. Participants with higher levels of persuasion knowledge were more likely to recognize the message as an ad ($b = .64$, $SE = .07$, $t = 9.56$, $p < .001$, $R^2 = .48$). $F(1,101) = 91.31$, $p < .001$

2) Manipulation check

To assess whether the message execution style was successfully manipulated, participants were asked to rate the message on a 7-point scale with opposing endpoints representing “informational (1)” and “narrative-like (7).” The result of an independent t -test revealed

that participants exposed to the narrative messages perceived ad clips as more narrative-like ($M = 5.47$, $SD = 1.58$) than those exposed to the informational messages ($M = 1.70$, $SD = .78$), $t(101) = 21.86$, $p < .001$. Therefore, the manipulation of the message execution style was successful.

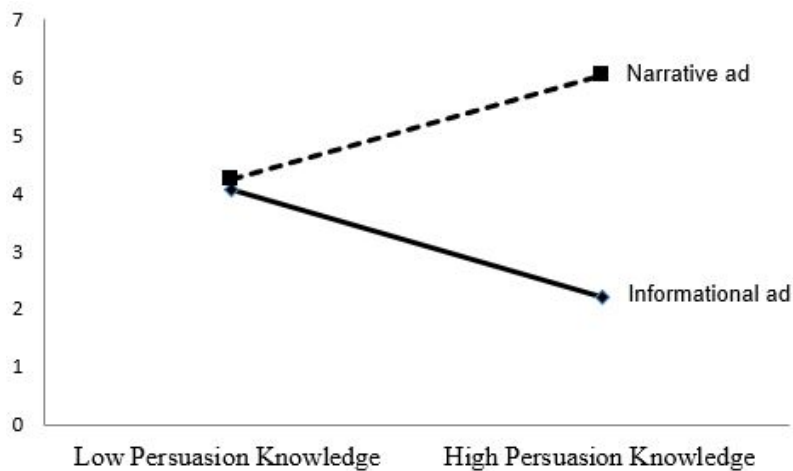
3) Hypothesis testing

H1a–b predicted the interaction effects of message execution style and persuasion knowledge on perceived manipulateness (H1a) and the intention to share (H1b), respectively. To test this moderating effect of persuasion knowledge, the SPSS PROCESS Macro (Hayes, 2018) was performed. A moderation effect model was analyzed using PROCESS Model 1, with message execution style (0 = narrative, 1 = informational) as the

independent variable, individuals' persuasion knowledge as a moderator, and perceived manipulateness and sharing intention as dependent variables.

The results were consistent with H1a, as a significant two-way interaction effect was observed between message execution styles and persuasion knowledge on perceived manipulateness ($B = -.97$, $SE = .13$, $t = -7.24$, $p < .001$). Specifically, the effect of message execution style was found to be significant only for individuals with high PK (3.84, LLCI = 3.18, ULCI = 4.50). Conversely, for those with low PK, there was no significant effect of message execution styles on perceived manipulateness ($-.14$, LLCI = $-.54$, ULCI = $.83$) (See Figure 1). Thus, H1a was supported.

In support of H1b, the result revealed a significant two-way interaction effect on the intention to share ($B = .51$, $SE = .17$,



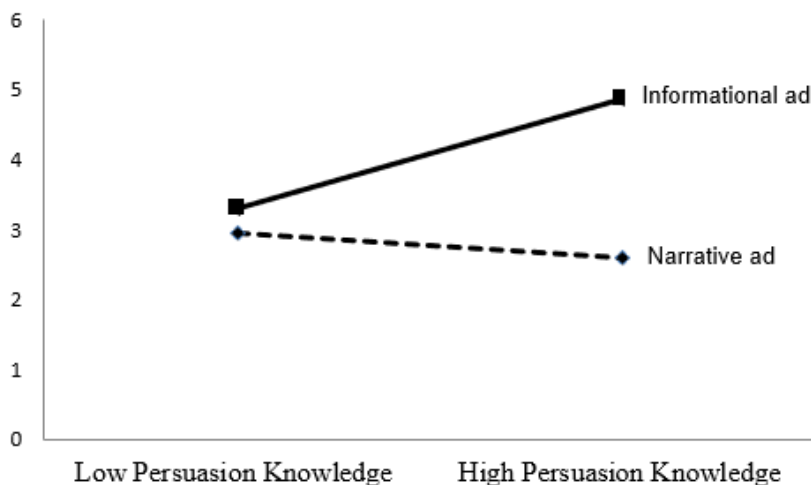
〈Figure 1〉 Interaction effect between message execution style and persuasion knowledge on perceived manipulateness

$t = 2.95, p < .05$). Further analysis using another PROCESS Model 1 showed that the significantly greater effect of message execution style was observed only among individuals with high PK (2.28, LLCI = 1.43, ULCI = 3.12). For those with low PK, however, this effect disappeared (.14, LLCI = -.54, ULCI = 1.22) (See figure 2). Thus, H1b was supported.

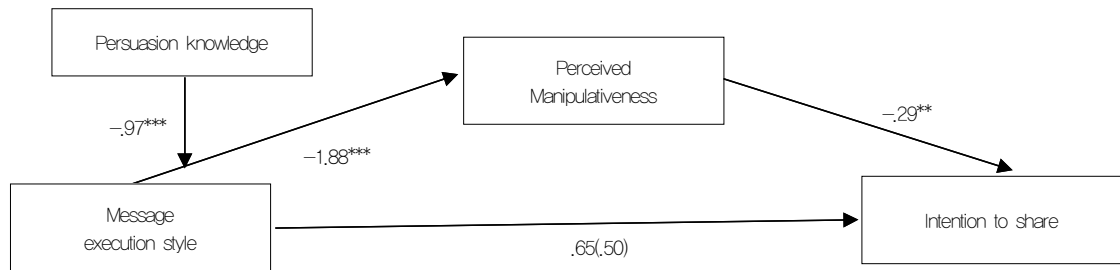
H2 predicted the mediating role of perceived manipulateness in the two-way interaction effect on the intention to share. To test this moderated mediation hypothesis, Model 7 of the PROCESS was employed with 5,000 bootstrapped samples (Hayes, 2018). The results confirmed the first stage of Model 7, where the two-way interaction effect between the message execution style and persuasion knowledge on perceived

manipulateness was significant ($B = -.97, SE = .13, t = -7.24, p < .001$). Conditional effects indicated that the informational messages significantly affected perceived manipulateness only for individuals with high PK ($-3.84, LLCI = -4.51, ULCI = -3.18$), whereas it had no significant effect for those with low PK (.15, LLCI = -.54, ULCI = .83).

Furthermore, perceived manipulateness negatively influenced intention to share ($B = -.29, SE = .11, t = -2.77, p < .01$). The conditional indirect effect showed that the informational ad (vs. narrative) on the intention to share through perceived manipulateness was significant only for individuals with high PK (1.13, LLCI = .20, ULCI = 2.05). In contrast, for those with low PK, the indirect effect was not significant



(Figure 2) Interaction effect between message execution style and persuasion knowledge on intention to share



*** $p < .001$, ** $p < .01$, * $p < .05$

(Figure 3) Mediation Analysis

(Table 1) Moderated mediation results

	Coefficient	SE	t	p	
DV = Perceived manipulativenness					
Message execution style	-1.88	.23	-8.33	<.001	
Persuasion knowledge	.50	.09	5.10	<.001	
MT X PK	-97	.13	-7.24	<.001	
DV = Intention to share					
Message execution style	.65	.36	1.79	=.08	
Perceived manipulativenness	-.29	.11	-2.77	<.01	
Conditional indirect effect					
Mediator	Persuasion Knowledge	Indirect coefficient	Boot SE	Boot LLCI	Boot ULCI
Perceived manipulativenness	High	1.13	.48	.19	2.08
	Low	.04	.13	-.22	.30

Note. Bold characters and values represent those used to test hypotheses.

(.04, LLCI = $-.23$, ULCI = $.31$) (see Figure 3). Thus, H3 was supported (see Table 1 for the mediation results).

5. Discussion

1) Summary of findings and implications

Native advertising has gained substantial attention in the advertising field due to its

non-disruptive manner. However, the seamless integration of native ads with content raises concerns regarding potential deception. Considering this, numerous studies have focused on the effects of consumers' ad recognition or activated persuasion knowledge on the effectiveness of native advertising (Boerman & Kruikemeier, 2016; Kim & Kim, 2022; Kim et al., 2019; Wojdyski & Evans, 2016). Despite the significance of consumers' dispositional persuasion knowledge in recognizing and processing native advertisements, it has

received relatively paid little attention. Specifically, although studies have investigated the main effect of dispositional persuasion knowledge, there has been a scarcity of research investigating its moderating role in the context of native advertising. To address this research gap, the present study investigated how the message execution style (informational vs. narrative) in native advertising interacts with consumer persuasion knowledge to influence the intention to share through perceived manipulateness using the PKM.

Several interesting findings emerged from the study, particularly regarding the moderating role of dispositional persuasion knowledge in explaining the impact of message execution style on social media users' responses to native advertising. Having experience and knowledge about native advertising is important for consumers. Specifically, an informational message was perceived as less manipulative and generated a higher intention to share than a narrative message. However, this effect was observed only among consumers with high persuasion knowledge. This result aligns with the predictions of the PKM, which suggests that the negative effects of advertising strategies can be mitigated by the perceived benefits of the ad (Campbell, 1995).

Among social media users with high PK,

the study revealed that the informational native ad was perceived as less manipulative. This perception can be attributed to the higher level of verifiability associated with informational ads. Moreover, the study found that the superior effect of the informational ad on intention to share among the social media users with high PK operated through their perceptions of manipulateness. The acceptability and behavioral intention towards native posts varied depending on whether the quality of the content could be easily evaluated, even when a clear "sponsored" label was present. This finding suggests that the ease of content evaluation plays a role in shaping users' perceptions and intentions toward native posts among consumers with high PK. The study also identified the significant mediating role of perceived manipulateness.

However, the superiority of the informational native ad over the narrative ad in terms of consumer responses disappeared among social media users with low PK. This result occurs because consumers with low PK tend to evaluate the information at face value, without considering underlying motives and persuasive tactics (Jung & Heo, 2019). Consequently, consumers with low PK tend to perceive informational and narrative ads, which offer different benefits, in a similar manner.

This study contributes to the literature on native advertising in several ways. First, the findings of this study extend the understanding of native advertising by focusing on the role of message execution style and consumer persuasion knowledge. In the domain of native advertising research, many studies have explored the factors surrounding the advertising, such as sponsorship disclosure (Jung & Heo, 2019; Wojdyski & Evans, 2016), disclosure wording (Wojdyski & Evans, 2016), and spokesperson type (Boerman & Kruike-meier, 2016; Kim & Lee, 2017; Kim et al., 2017; Schouten et al., 2020). However, despite its importance, less is known about how the execution of native ads influences their effectiveness. Only a few studies have explored the effect of message execution style on consumer response to native ads (Grigsby & Mellema, 2020; Kim et al., 2019; Kim, Song, & Jang, 2021; Saenger & Song, 2019).

Secondly, the findings of this study contribute to the understanding of the role of dispositional persuasion knowledge in the context of native advertising on social media. While the importance of dispositional persuasion knowledge in processing native ad information, there has been a scarcity of studies focusing on dispositional persuasion knowledge as a moderator. Existing research

has predominantly investigated state (activated) persuasion knowledge (Boerman & Kruike-meier, 2016; De Veirman & Hudders, 2020; Kim et al., 2019; Kim & Song, 2018; Wojdyski & Evans, 2016) or treated dispositional persuasion knowledge as an independent variable (Chung & Kim, 2021; Jung & Heo, 2019; Kim et al., 2021; Lee et al., 2016). The current work advances the literature of native advertising by exploring the moderating role of dispositional persuasion knowledge, thus filling the gap in the current understanding of how this trait influences consumer responses to native ads.

Finally, it contributes to understanding the underlying mechanism of the effectiveness of native advertising on social media. Although attitude formation is important in the context of native advertising on social media, understanding content-sharing behavior is more critical in terms of the spread of information (Kim et al., 2017). Unlike previous studies that primarily focused on state (activated) persuasion knowledge, this study discovered that the perceived manipulateness of the native content serves as an underlying mechanism. By investigating this mechanism, the study provides valuable insights into the underlying processes that shape consumer intentions toward native ads.

The findings of this study have several

practical implications. Most obviously, advertisers should consider the level of consumers' persuasion knowledge when designing and implementing native advertising messages on social media. First, advertisers have the option to classify consumer groups into two distinct categories: dispassionate and susceptible segments, based on consumers' susceptibility toward marketing efforts. In accordance with this notion, Nasir et al. (2021) demonstrated that consumers within the susceptible segment were more easily persuaded than those in the dispassionate segments. The results presented here suggest that consumer persuasion knowledge does not always lead to negative consequences. Recognizing that consumers with high PK are more likely to perceive informational ads as less manipulative and have a higher intention to share, marketers can tailor their messaging to provide transparent and verifiable information. By crafting native advertising to concentrate on proper and useful information, the ad will spread quickly and widely on social media. Our findings align with those of Nasir et al.'s study (2021), which indicated that informativeness serves as a predictor of purchase intention specifically within the dispassionate consumer segment. These dispassionate consumers share similarities with consumers with high PK in information processing. On the other hand, for consumers

with low PK, advertisers should consider alternative strategies that go beyond relying solely on content executional style.

Moreover, the study emphasizes the role of perceived manipulateness as a key factor in consumer responses to native advertising. If consumers perceive a certain message as useful or beneficial to them, they will spread the message even if it is advertising, as the advertising value model suggests (Ducoffe, 1996). Native advertisers strive to build trust and credibility with consumers by avoiding deceptive practices and clearly communicating the value and benefits of the native ad content.

2) Limitations and suggestions for future research

Limitations of this study should be mentioned, particularly regarding future research. Firstly, the use of convenience sample consisting solely of undergraduate students limits the generalizability of the findings beyond this specific demographic. While college students are active users of Facebook, it is important to consider other age groups and demographic profiles when examining native social posts tailored for Facebook users. Future studies should include a more diverse sample to obtain a broader understanding of consumer responses

across different demographic groups.

Secondly, this study explores two different types of messages (informational and narrative). However, there are various other types of messages are feasible for use on social media, such as promotional or value-expressive messages (Kim & Song, 2018; Kim et al., 2021). Future research should examine how these different types of messages influence consumer responses toward native advertising.

Thirdly, participants in this study were exposed to a single native post, with no consideration for the frequency of exposure to native ads that social media users encounter in their daily feeds. It would be valuable for future studies to examine the impact of multiple ads and the combination of these ads on consumer responses to native advertising on social media. This would provide insights into the cumulative effects of repeated exposures and the dynamic of ad placements within social media environments.

Finally, this study focused on brand-provided native ads, but it is important to note the effects of the same message can vary depending on who post it (Kim & Lee, 2017; Kim et al., 2021; Schouten et al., 2020). Recently, influencers, such as celebrities and micro-celebrities, have become prominent in posting and spreading brand-related

information on social media. Future research should examine the effect of different source types on consumer responses to native social media posts, expanding our understanding of the role of influencers and their impact on native advertising effectiveness.

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Appendix

Example of Experiment Stimuli



Informational ad message



Narrative ad message



광고 메시지 제작 방식과 소비자의 설득 지식이 소셜 미디어 네이티브 광고에 대한 소비자 반응에 미치는 영향

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소셜 미디어 상에서 네이티브 광고가 활발하게 집행되고 있으나, 네이티브 광고 고유의 특성으로인
해 기만성에 대한 우려 또한 존재하는 것이 현실이다. 네이티브 광고의 본질을 이해하는 소비자
개인적 특성으로서의 설득지식의 역할이 중요함에도 불구하고, 기존 네이티브 광고 연구에서 개인적 특성
으로서의 설득지식의 역할이 간과되고 있다. 이에 본 연구는 설득지식모델을 활용하여 소셜 미디어 네이
티브 광고 메시지 제작 유형(정보형, 네러티브형)이 소비자의 반응에 미치는 영향이 소비자의 개인적 특성
으로서의 설득 지식 정도에 따라 달라지는지 살펴보았다. 실험 연구 결과, 설득지식의 수준이 높은 소비자는
네러티브형 광고보다 정보형 광고를 덜 조작적으로 인식했고, 그에 따라 광고를 공유하고자 하는 의도
도 높았다. 반면, 설득 지식이 낮은 소비자의 경우, 광고 메시지 유형 간 반응 차이가 없는 것으로 나타났
다. 또한, 연구 결과 네이티브 광고에 대한 조작성 인식이 광고 메시지 제작 유형과 설득 지식 간 상호작용
효과를 설명하는 기제로 나타났다. 본 연구 마지막 장에 네이티브 광고와 관련된 이론적, 실무적 함의
에 대해 제시하였다.

주제어 : 네이티브광고, 페이스북, 메시지 제작 유형, 설득지식, 인지도 조작성

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