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The Effect and Impact of Multi-Platform Native Advertising Content

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Abstract

Recently, as social media users have grown, the resulting form of advertising has emerged, and one of the types is native advertising. This advertising method appears to be 52% higher than the banner, according to a study by the IPG Media Lab (2013). Therefore, there is a positive effect on native advertising, but it is necessary to maximize the effect. In this paper, the acceptor's attitude to the native advertisement and the shared intention are verified as to how the effect of the native advertisement can be understood and the maximized effect can be obtained. When the brand phrase was in the form of direct exposure, the subjects were positive about the advertisement and the brand attitude was favorable. Share intentions were also high. These results included suggestions to produce native advertisements in consideration of the attitudes and sharing of the recipients.

Keywords: Social Media, Native Advertising, Advertising Effect, Sharing Intention, Brand Exposure

1. Introduction

With the increase in social media usage, the advertising industry paradigm is changing in the way it uses social media to communicate with consumers.[1] Therefore, advertisers need to change their paradigm to match different social media platforms. From this point of view, the optimized form of advertising is native advertising. This method can be produced on a variety of platforms, supplementing the ad avoidance tendency of existing ads, and resolving the restriction of paid advertising. In particular, Internet-native advertising provides information without any distinction between content and advertising, unlike banner ads aimed at gaining attention through visual stimuli.[2]

Since there is no distinction between content and advertising, the effect of advertising is even greater. A study by the IPG Media Lab and Share through (May 2013), which measured the effectiveness of native advertising compared to banner ads, found that the rate of contact, product buying, and sharing intentions were 52% higher than banner ads. [3]

While there are positive studies of native advertising, there is a lack of research on how making it possible to maximize this effect.[4] Although the study on effective mobile native advertising deployment based on cognitive ability has recently been receiving attention, it is difficult to find a study comparing the effects of the type of production such as brand exposure method, photo utilization, etc. Therefore, the present study seeks to find out what forms of native advertising, which can have different forms of production, can maximize its effectiveness.

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2. Review of existing discussions

2.1 Advertising alteration

The main media advertising when in production and be separated from the subject of advertising. The article became the subjects in media companies have advertised are completed, and advertisers. The newspaper also colors and sizes, forms can be written advertisements for attention because it is size, the number of newspapers posting of advertisements, but the ground. The complexity to read an effort to ensure that congestion is quantitatively increasing advertising, and thereby avoid advertising increase that occurs. Became. [5] Therefore, excessive competition between traditional advertising has many limitations in the newspapers, advertising agencies, as well there might be one. And to advertisements featuring the infomercial. And an advertorial advertisement. Infomercials are information (private) + advertiser editorial is a combination of (advertising), and an advertorial. (Editing) + advertisement the meaning of (advertising). In particular, an advertorial. Is similar to the current native forms of advertising. Native advertising and make an advertorial. For comparison, similar to the content of the media is a common goal. However, to conjoin both of content and advertising to the native application enabling text, images, videos on social channels, and also consumers voluntarily sharing. There is a difference in that they can.[6]

Ad avoidance due to changes in the volume of advertising issues and readers as above, ad has been and are the most attention during the current forms of advertising and advertising, especially native. One of form.

2.2 Characteristics of native advertising

Native advertising has begun to draw attention as a characteristic that can overcome ad avoidance because it does not look complicated due to its similar form to the content of the website or SNS. In addition, online ads are produced in a stimulating and high-profile form compared to traditional online ads, whereas native ads produce similar forms in the form and layout of the web site. It is especially effective not only in form, but also in content. For public-trusted Internet newspapers, the effectiveness of native advertisements is expected to be high, as the article is highly reliable. In other words, native advertising has characteristics that can enhance advertising effectiveness.

2.3 Brand exposure and effectiveness in native advertising

Native advertising is optimized online. It also includes both on- and off-line features and web design features. These factors allow people to configure native advertising to be perceived as content, which reduces message avoidance in advertising. In other words, it has become important to identify the visual consumption patterns of viewers and organize ads like content.[7]

It is important to place the position of the sponsor in the middle of the[8] Also, when the position of advertising is close to the title, the recognition rate as advertising increases, and the timing of visual entry and the location of advertising elements are important depending on the content characteristics. This is all related to brand exposure.

Brand exposure, which consists of native advertising, has a direct or indirect impact on viewers of the brand, and the attitude toward the brand, thus made affects the intention of purchase [9], therefore, a way to positively raise the brand's attitude among the components of the advertisement.

2.4 Form of direct and indirect advertising



Figure 1. Direct exposure brand appearance photograph



Figure 1. Indirect exposure brand appearance photograph

3. Research Problem

Despite the popularity of native advertising, there is a lack of research to maximize advertising. Therefore, the above study is aimed at practicing observing the effects of different types of advertising to help produce the most efficient native advertising possible. Since there are many different ways to produce native advertisements, we are going to do research to increase and decrease the effectiveness of different inmates accordingly.

Native advertising is designed in a unique way that suits the characteristics of the media. As of 2018, 81.6 percent of social media users are used by more than half of the population. Among them, a survey by the Korea Broadcasting Advertising Promotion Agency (KOBACO) predicted that the mobile advertising market would exceed the ratio of the Internet advertising market. Thus, a big factor in the growth of the mobile advertising market is the increase in social media usage. Social-native advertising methods are drawing attention as social networking sites in modern society can expose a lot of advertisements for use by many people. On the other hand, however, there is a question of whether social-native advertising actually

works. Therefore, this study tries to find out if there are differences in the attitudes of inmates, depending on the level of exposure to social native advertising.

To measure the effectiveness of native advertising, the following research questions were set up.

Research Issue 1: Is there a difference in brand attitudes depending on the level of exposure of native advertising?

Research Issue 2: Are there any differences in shared intent depending on the level of exposure of native advertising?

Research Issue 3: Is there any difference in content attitude depending on the level of exposure of native advertising?

4. Research Method

Native ads were classified into direct and indirect exposures by manipulating brand-related phrases and photographic exposure forms. In response, subjects are exposed to enough experimental stimuli. After this is completed, move to participate in the survey. There are three major dimensions that recognize changes in the attitude of inmates after exposure to native advertisements, such as attitude toward brands, intention to share, and attitude towards contents. Brand attitudes were measured by five points: 'That's good,' 'I like it,' 'I like it,' 'I like it,' 'I like it,' 'I like it,' and 'I like it,' and 'I like it,' and 'I like it,' and 'I like it.' Shared intention set three questions: 'I want to let you know the content' and 'I'm willing to share it through blogs and social networking' and measured each one as five points: 'Not at all,' 'Not at all,' 'Normal,' 'Yes,' and 'Very.' Attitudes to content were measured at five points, 'Not at all,' 'Formal,' 'Yes' and 'Very Good' respectively, setting up four questions: 'Precisely looking', 'providing useful information' and 'containing a lot of information'.

In addition, brand involvement and content involvement were subsequently controlled in this experiment to enhance the analytical ability of survey responses. Brand involvement means the degree of interest in a person's particular product. According to the information serviceability model, high-interest consumers put less effort into processing information, whereas low-interest consumers put less effort into it. That is, different effects may occur depending on brand involvement, thus setting them as control variables.

Content involvement is the interest and importance that individuals give to content. In other words, involvement is a factor that affects advertising effectiveness. Therefore, it is set as a control variable.

5. Research Results

5.1 Correlation analysis for verification of research issues 1,2 and 3

Controlled variable as the brand content and brand involvement. Therefore, the dependent variables and covariance with the correlation between the controlled variable input to determine. <Table 1> is content and content on the attitude, attitude is brand engagement and significant correlation and significant correlation. Covariance with this issue 2, according to the results of research content relationships, a subject of inquiry. 3 brands in the involvement of covariance in the analysis of variance were required.

Table 1. Results of differences in sharing intent based on exposure level

Division	Content Attitude	Brand Attitude	Content sharing intent
Content involvement	-.290**	.137	-.168
Brand involvement	.122	.558**	.180

5.2 Brand attitude differences by exposure

<Table 2> is a result of validating differences in brand attitudes that occur depending on the type of exposure before and after brand involvement is introduced as a control variable. Analysis shows that differences in brand attitudes due to exposure types are not statistically significant. (F=3.796; p=. 056). However, after controlling brand involvement, statistically significant differences were seen in the brand attitudes of indirect exposure and direct exposure (F=4.092, p < 0.05). Direct exposure was more positive for brand attitudes than indirect exposure types.

Table 2. Brand attitude results according to exposure level before and after brand engagement

Analysis classification		Levene Equal variance		Type III SS	F	P	Partial n ²
		F	P				
Before covariate input	Harmonization level	2.45	0.892	2.817	3.796	.056	.061
After covariate input	Correction Model	0.015	.903	16.417	15.893	.000	.358
	Interception			7.471	14.465	.000	.358
	Brand involvement			13.601	26.332	.000	.316
	Exposure level			2.113	4.092	.048	.067

5.3 Difference in sharing intent with exposure

Shared intentions also had statistically significant results (t=2.035, p < .05). That is, the type of direct exposure is more likely to be shared than the type of indirect exposure.

Table 3. Results of differences in sharing intent based on exposure level

Control level	N(60)	Descriptive statistics		Levene Equal variance		t-test		
		Average	Standard Deviation	F	P	t	df	P
Direct exposure	30	2.68	0.750	0.069	.794	2.035	58	.046
Indirect exposure	30	2.26	0.852					

5.4 Difference of content attitude

Prior to the control of contents involvement ($F=0.758, p=.388$), After control of contents involvement ($F=0.460, p=.500$) did not differ significantly depending on the level of exposure. That is, there were no significant differences in content attitudes, depending on the type of direct exposure and the type of indirect exposure.

Table 4. Content attitude results based on exposure level

Analysis classification		Levene		Type III SS	F	P	Partial η^2
		Equal variance					
		F	P				
Before covariate input	Harmonization level	1.535	.220	0.323	0.758	.388	.013
After covariate input	Correction Model	2.912	.093	2.282	2.860	.000	.869
	Interception			150.680	377.829	.000	.869
	Content involvement			1.959	4.912	.031	.079
	Exposure level			.0183	0.460	.500	.008

6. Conclusion

Through the development of information and communication technologies, variety of social media platforms have emerged, and because people's participation rates are high, the use of social media platforms for advertising has been in the spotlight today.[10] When advertising costs of each medium is compared, new media advertising costs take up to 23.4 percent of the entire cost of advertising, and this statistic bolsters the previous statement.[11] Out of all types of media advertising, native advertising is the optimal form for consumers. In addition, efficiency is accepted that for him. However discussions about strategies for more efficient consumer awareness, and for increasing the consumers' positive attitude towards advertisement, which will ultimately lead consumers to purchase the advertised product, have been lacking. The paper in discussion puts native advertisement strategies in two categories - direct exposure and indirect exposure -, and examined which of the two has a more positive effect on consumers' attitudes toward the brand and its contents, and on the consumers' intent to share. As a result, compared to indirect exposure strategies, the direct exposure strategy in which the brand is directly exposed, is identified as having a greater impact on consumers' intent to share the advertised information.

According to the study, out of all the different social native advertising strategies, exposed advertising strategy is best suitable for putting out a new brand. In addition, this form of advertising allows consumers to share and thus allow the new brand to be recognized by many people sharing. However, this study was only able to discuss the brands' type of advertising exposure in providing a slightly more effective native advertising strategy. This is because there is a need for subsequent studies in using a wider variety of experimental designs and f ways to measure the effects. Further research in native advertising strategy and advertising effect measurements, which will provide practical implications for improvement in advertising is looked forward to.

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