

---

# THE SOCIAL MARKETING IMPACT OF NATIVE ADVERTISING NEWS ARTICLES AND THE INFLUENCE OF SCEPTICISM FROM CONSUMERS

---

James Robert Brook

A thesis submitted in partial fulfilment of the requirements for the Degree  
of  
Master of Commerce in Marketing  
Department of Management, Marketing and Entrepreneurship

---

University of Canterbury

2016

# CONTENTS

---

---

1	Introduction .....	1
1.1	Introduction .....	1
1.2	Research Background .....	2
1.3	Research Objectives .....	3
1.4	Research Methodology.....	3
1.5	Research Contributions .....	3
1.5.1	Theoretical Implications.....	3
1.5.2	Practical Implications .....	4
1.6	Thesis Outline.....	4
2	Literature Review.....	6
2.1	Introduction .....	6
2.2	Definition of Native Advertising.....	6
2.2.1	History of Native Advertising.....	7
2.2.2	History of Online Sponsored Content written Articles .....	7
2.3	How Native Advertising arose as a viable solution.....	8
2.3.1	Alternatives to Native Advertising .....	9
2.4	The Issue of Blurring the Boundary .....	10
2.5	Legal Implications.....	10
2.6	Stakeholders affected by Native Advertising.....	12
2.6.1	The impact on the Consumer .....	12
2.6.2	The Impact on Journalists .....	14
2.6.3	Journalistic Norms .....	15
2.6.4	The Impact on the Sponsoring Company .....	17
2.7	Underlying Theories.....	18
2.8	Benefits, Disadvantages and consequences.....	19
2.9	Chapter Summary.....	20
3	Hypotheses and Covariates.....	21
3.1	Research Hypotheses.....	21
3.1.1	Hypothesis One: The Relationship between consumer attitudes and the revelation of the sponsored nature.....	21

3.1.2	Hypothesis Two: Relationship between native advertised brands and trust ...	22
3.1.3	Hypothesis Three: Relationship between grammatical styles and evaluations of the News publisher .....	22
3.2	Covariate Variables.....	23
3.2.1	Demographic Variables.....	23
3.2.2	Interpersonal Influence .....	24
3.2.3	Reference Group Influence .....	24
3.2.4	News Consumption Frequency .....	25
4	Methodology.....	26
4.1	Introduction .....	26
4.2	Research Design .....	26
4.3	Experimental Design .....	26
4.4	Stimuli Development.....	27
4.4.1	Selection of Native Advertising Facet.....	27
4.4.2	Selection of Articles.....	27
4.4.3	Considerations for Developing Articles .....	28
4.4.4	Selection of the Manipulation Articles.....	29
4.4.5	Determining Levels of Manipulation .....	29
	.....	30
4.5	Questionnaire Development.....	30
4.5.1	Independent Measures - Manipulation checks.....	30
4.5.2	Attitudes towards advertising .....	34
4.5.3	Demographic Variables.....	35
4.5.4	Ethical consideration .....	36
4.6	Online Experiment.....	37
4.6.1	Section One – Stimuli Exposure .....	38
4.6.2	Section Two – Pre-Test Stage on Article Attitudes.....	38
4.6.3	Section Three - Pre-Test Stage on Brand Attitudes .....	38
4.6.4	Section Four – Pre-Test Stage on Advertising Attitudes .....	39
4.6.5	Section Five – Reveal and Post-TEST Stage on Article Attitudes.....	39
4.6.6	Section Six – Post-Test Stage on Brand Attitudes.....	39
4.6.7	Section Seven – Post-Test Stage on Advertising Attitudes .....	40

4.6.8	Section Eight – General Attitudes on Native Advertising and Interpersonal Influence .....	40
4.6.9	Section Nine – Reference Group Influence .....	40
4.6.10	Section Ten – Demographic Questions .....	41
4.6.11	Section Eleven – Deception Debrief and Submission.....	41
5	Analysis and Results.....	42
5.1	Introduction .....	42
5.2.1	Sample Size .....	42
5.2.2	Sample Composition.....	43
5.3	Scale Structure and Reliability .....	45
5.3.1	Scale Structure .....	45
5.3.2	Scale Reliability.....	48
5.3.3	Descriptive Statistics.....	48
5.4	Manipulation Checks.....	49
5.5	Further Analysis.....	52
5.6	Hypothesis Results .....	54
6	Discussion and Conclusion.....	58
6.1	Introduction .....	58
6.2	Major Research Findings.....	58
6.2.1	Summary of Research Purpose .....	58
6.2.2	Relationship between Grammatical Styles and Evaluations of the News Publisher.....	61
6.2.3	Relationship between consumer attitudes and the revelation of the sponsored nature	62
6.2.4	Relationship between Native Advertised Brands and Trust .....	66
6.3	Effects of the Covariate Variables .....	67
6.4	Discussion of Main Findings .....	70
6.5	Research implications and Contributions.....	73
6.5.1	Theoretical Implications.....	73
6.5.2	Managerial Implications .....	74
6.6	Research Limitations .....	75
6.7	Future Research.....	76

7	References .....	81
8	Appendices .....	85
8.1	Stimuli Development.....	85
8.1.1	Functional Brand – Article 1 .....	85
8.1.2	Emotive Brand – Article 2 .....	86
8.1.3	Functional ideology – Article 3 .....	87
8.1.4	Emotive Ideology – Article 4 .....	88
8.1.5	Control – Article 5.....	89
8.2	Reveal of Sponsored content .....	90
8.2.1	Brand Functional - Article 1.....	90
8.2.2	Emotive Brand – Article 2 .....	90
8.2.3	Functional ideology – Article 3 .....	90
8.2.4	Emotive Ideology – Article 4 .....	90
8.3	Information Sheet and Consent form.....	91
8.4	Questionnaire .....	93
8.4.1	Section One – Stimuli Exposure .....	93
8.4.2	Section Two – Pre-Test Stage on Article Attitudes.....	94
8.4.3	Section Three - Pre-Test Stage on Brand Attitudes .....	95
8.4.4	Section Four – Pre-Test Stage on Advertising Attitudes .....	97
8.4.5	Section Five – Reveal and Post-Test Stage on Article Attitudes.....	98
8.4.6	Section Six – Post-Test Stage on Brand Attitudes.....	101
8.4.7	Section Seven – Post-Test Stage on Advertising Attitudes .....	102
8.4.8	Section Eight – General Attitudes on Native Advertising .....	103
8.4.9	Section Nine – Reference Group Influence.....	105
8.4.10	Section Ten – Demographic Questions .....	107
8.4.11	Section Eleven – Deception Debrief and Submission.....	109
8.5	Ethics Approval.....	111
8.6	Means for Different Manipulations Post-Test Stage .....	113
8.7	Covariate Analyses outputs.....	120
8.7.1	Socio-Economic Classifications .....	120
8.7.2	Age relationship to attitudes .....	121

8.7.3	Family situation.....	122
8.7.4	Online News Consumption.....	123
8.7.5	Physical Newspapers Consumption.....	124
8.7.6	Magazine Consumption.....	125
8.7.7	Television News Consumption.....	126
8.7.8	Interpersonal Influence Output.....	127
8.7.9	Reference Group Influence Output.....	127
8.8	Hypotheses Analyses.....	128
8.8.1	Hypothesis One - The Relationship between Consumer Attitudes and the Revelation of the Sponsored Nature.....	128
8.8.2	Hypothesis Two: Relationship between Native Advertised Brands and Trust 130	
8.8.3	Hypothesis Three: Relationship between grammatical styles and evaluations of the News publisher.....	132
8.9	Crosstab output of age to news Consumption.....	135

## List of Figures

Figure 1 - Manipulation Matrix.....	30
Figure 2 - The Distribution of Respondents' Consumption of Online News Media .....	43
Figure 3 - Means Plot for Grammatical Manipulations .....	52
Figure 4 - Means Plot for Business Natures .....	52
Figure 5 - Change in Trust Between Business Nature Manipulations .....	55
Figure 6 - Change in Trust Between Grammatical Style Manipulations.....	56

## List of Tables

Table 1- Experiment Articles to Manipulations.....	27
Table 2- Likert Items for article attitudes – grammar change.....	33
Table 3 - Likert Items for brand attitudes change .....	34
Table 4 - Likert Items for Advertising Attitudes Change.....	35
Table 5 - Respondent Proportions for Demographic Variables.....	45
Table 6 - Crosstab Age*Online News Consumption Frequency .....	45
Table 7 - Cronbach Alpha Reliability Coefficients for Total Scale Variables.....	48
Table 8 - Descriptive Statistics for Total Scale Variables .....	49
Table 9 - Grammatical Style Comparison Factor Mean Scores.....	50
Table 10 - Business Nature Comparison Factor Mean Scores.....	51
Table 11 - Results of Independent Samples t-tests for Change Manipulation .....	51
Table 12 - Descriptive Statistics of Grammatical Styles on Article attitudes factor .....	51
Table 13 - Descriptive Statistics of Business Natures on the Brand Attitudes Factor .....	51
Table 14 - Hypotheses Results.....	54
Table 15 -Article Attitudes Manipulations vs Control - T Test .....	57
Table 16 - Article Attitudes on grammatical style T Test – Functional vs Emotive.....	57

## ACKNOWLEDGMENTS

First and foremost, I would like to thank my supervisor, Associate Professor Ekant Veer. Your feedback and guidance was instrumental to the completion of this. No matter how busy you may have been, you would always make time to meet with me even when I knew the questions I asked would come across as stupid.

Professor Andrew Parsons and his colleagues at AUT deserve acknowledgement for providing the opportunity to showcase this research and attain feedback during the early stages. This has been a beneficial part of the quality of research conducted. The network with the AUT Mars department is a valuable relationship and is strengthened as a result.

Thanks are owed to Leroy Paul-Andrews and Dea Majstorović for their support, not limited to the AUT conference but in multiple other ways during our studies.

Next, thanks are deserved by the fellow students in the program. The support and community amongst us has been a source of motivation. Sometimes even just to make it to the office on tough days. Thanks for providing a positive work environment and good yarns.

Lastly, I would like to thank my parents, Rob and Liz Brook for supporting me throughout the duration of my studies at University. I wouldn't have returned for Masters if it wasn't for your support.

## **ABSTRACT**

Native Advertising is an emerging and contemporary trend in marketing, but there has been very little empirical research conducted in this area. The concept of Native Advertising provides a less intrusive gateway for advertisers to bypass other peripheral advertising clutter, and engage with the consumer on a level previously dismissed by marketers. With the Link-Click nature of the internet (Cramer, 2015), consumers are more willing to learn about products that interest them if they are being entertained or believe they are becoming better informed about relevant topics. However, a majority of the regulatory power is at the discretion of the corporate sponsor. Currently, it may be argued that the purpose of news is to inform readers of what they should know regarding current affairs. Due to the underlying intentions of some corporate sponsors, the purpose may shift towards informing readers to what they want to know regarding products and brands, which could have consumer welfare implications. The boundary between these two types of news is ill-distinguished, due to the modernistic and ever-evolving nature of this concept paired with the blurring of the line between editorial and advertising. In general, most publishers feature labels for Sponsored Content; however, in some instances, this label can be missed due to its subtlety or simply overlooked in terms of understanding what it indicates. Therefore, the reader may be subjugated to believe it is written by a journalist as an independent news article and may experience deception leading towards reduced evaluations of the parties involved. This research aims to examine reader reactions to Sponsored Content Native Advertising news articles and explore contributing elements.

## **ABBREVIATIONS GLOSSARY**

CEO – Chief Executive Officer

CSR - Corporate Social Responsibility

FCC – Federal Communications Commission

FTC - Federal Trade Commission

IAB – Interactive Advertising Bureau

SPJ - Society of Professional Journalists

# 1 INTRODUCTION

## 1.1 INTRODUCTION

Native Advertising is a contemporary marketing innovation which continues to grow in popularity (Bærug & Harro-Loit, 2012; Leth et al., 2015), and as a result of this growth, a multitude of issues have arisen. Native Advertising bridges the previous distinctions made between traditional channels of advertising and editorial or regular content. Whilst there is a lack of agreement on an official definition, Native Advertising is understood, in this research to be an overarching term which can refer to multiple similar approaches, all with the common theme of promoting commercial views whilst appearing as regular content (Campbell & Marks, 2015; Carlson, 2014; The Native Advertising Playbook, 2013). In the specific context of this research regarding regular content, it is where commercial views are conveyed as regular editorial content in credible news publications. Grey research conducted by the Altimeter Group identifies Native Advertising as "... an intersection of paid and owned media and is, therefore, a form of converged media." and where this firm defines "owned media" as media that the advertiser controls, whereas "paid media" is a media buy for advertising (Lieb, 2013). An infographic, published by a British Advertising agency, suggests 56% of consumers prefer Native Advertising as written content over other forms (Flanagan, 2015). This indication of preferability supports the focus on this platform as a single facet from the six recognised forms of Native Advertising (The Native Advertising Playbook, 2013). The internet is the fourth most popular communication platform with an estimated \$14 billion spent on online advertising in 2007 and this figure is likely to have grown since (Becker-Olsen, 2003). The scale of spending further bolsters this investigation into digital advertising and more specifically Native Advertising as a contemporary method. Currently, very little academic research has been published regarding this topic and consequently, this research aims to assist in filling this knowledge gap.

## 1.2 RESEARCH BACKGROUND

This research aims to empirically ascertain the influence Native Advertising has on consumers' attitudes from sponsored news articles and whether they can accurately identify the commercial influence, and measuring whether they feel deceived by it. The concept arose from an investigative news segment conducted by Oliver (2014), whereby he emphasises his concern around consumer welfare and deception due to blurred boundaries and lack of disclosure occurring in Native Advertising campaigns. This degree of concern in the marketing field stimulated the need for research on Native Advertising and improving knowledge of this concept, a preliminary search lead to the discovery of several research articles as well as conceptualising a knowledge gap pertaining to this topic.

Native Advertising has been implemented in the past in various formats under different titles such as Video News Releases and Cash-for-Comment for Radio with the earliest recognised case from the 1950's (Campbell & Marks, 2015; Carlson, 2014; The Native Advertising Playbook, 2013; Oliver, 2014). This history is discussed in greater depth in the Literature Review section.

There are presently six individual types of Native Advertising consisting of: Paid Search Units, Recommendation Widgets, Promoted Listings, In-Ad with Native Element units and Custom (cannot be contained). The sixth facet is In-Feed Units and is examined in this research in the specific setting on online Sponsored Content written articles. Whilst all applications of Native Advertising vary significantly, they all share the common element of corporate influence in regular content (The Native Advertising Playbook, 2013).

A significant aspect in regards to the integration of Native Advertising in regular content is the journalistic aspect. Some journalists perceive Native Advertising as a threat due to the way they believe it infringes upon journalistic standards that have a longstanding history and respect within the community in which they operate (Bærug & Harro-Loit, 2012; Balasubramanian, 1994; Becker-Olsen, 2003; Carlson, 2014; Ferrer Conill, 2015; Levi, 2015).

### 1.3 RESEARCH OBJECTIVES

The following research objectives outline the parameters of the research model. Further analysis may lead to identifying other objectives not initially foreseen at this stage.

- Examine if there is a significant difference in reactions between consumers to an article after it is revealed as a promoted news article (Native Advertising).
- Examine if there is a significant difference in consumers' trust over the different business natures.
- Examine if there is a significant difference between consumers' reactions to the style of grammatical language used in the articles.

### 1.4 RESEARCH METHODOLOGY

This research is aimed towards measuring consumer attitudes on variables within a Native Advertising setting. These attitudes can be measured best when manipulating variables in an experimental research design. Therefore, this research utilises a two-by-two quantitative study with one control group over a pre-test/post-test structure to test the differences in consumer attitudes across different manipulations.

### 1.5 RESEARCH CONTRIBUTIONS

This research contributes both theoretical and practical contributions. Theoretical contributions consist of greater knowledge on this facet of marketing and the significant implementation of this unique methodological approach. The practical contributions aim to design best practices guidelines for the appropriate application of Native Advertising Sponsored Content news articles.

#### 1.5.1 THEORETICAL IMPLICATIONS

Theoretical contributions consist of greater knowledge in this facet of marketing and a greater insight into consumer behaviour in terms of betrayal, deception and attitude change. Another important theoretical contribution is in terms of the significant implementation of this unique methodological approach in the potential way to visibly see the change of attitudes after the reveal of corporate influence in this research.

## 1.5.2 PRACTICAL IMPLICATIONS

This research provides a great understanding for practitioners to adopt best practices towards their application of Native Advertising and whether it is suited to their specific use. Guidelines and best practices are deduced from the literature and aim to become empirically supported by this research. Another practical contribution is an increased understanding of consumer responses to Native Advertising in terms of engagement, potential purchasing intentions and perceived image of the brand. All of these are important factors resulting from any marketing campaign; however, the only shortfall in discussing them is the lack of accurate formulas or metrics, able to model the responses in different applications.

## 1.6 THESIS OUTLINE

This thesis consists of six chapters. This first chapter has introduced the topic of this research along with the background, and the significance of the findings.

Chapter Two contains the Literature Review surrounding this topic along with underlying theories and the impact on involved stakeholders. The impact from Native Advertising on stakeholders is discussed and deduced to how it may apply in this research setting.

Chapter Three discusses Hypotheses and Covariate variables. Hypotheses are discussed and supported with literature, along with the importance and possibilities resulting from the outcomes. Covariate variables are presented and their ability to strengthen the model is examined.

Chapter Four – Methodology section. This outlines the approach for analysing the data set to answer the hypotheses presented in Chapter Three. Specifically, this section illustrates the development of the questionnaire and the selection of manipulation stimuli used.

Chapter Five – Results. This section discusses findings of the analyses of the data including manipulation checks and hypotheses testing.

Chapter Six – Discussion and Conclusion section. This portion presents the discussion on the key findings, research implication and contributions as well as suggestions for future research.

## 2 LITERATURE REVIEW

### 2.1 INTRODUCTION

The aim of this chapter is to provide the theoretical background on key aspects of this research. Very little academic research has been published due to the recency of the identification and implementation of Native Advertising. However, numerous marketing consultancies and trade associations have performed and published their own research on the topic. While this grey research allows for a practical application perspective on the topic, their for-profit nature may support the claim that their research is susceptible to bias and focuses purely on what it achieves. This is often the result that the funding can be used to buy or leverage a degree of control in publications regarding their brand or product (Yaphe, Edman, Knishkowsky, & Herman, 2001). Therefore, for the most part, the review will draw on academically founded publications where possible and appropriate.

### 2.2 DEFINITION OF NATIVE ADVERTISING

As briefly discussed in Chapter One, Native Advertising lacks a widely accepted definition. A prevalent theme amongst the majority of the literature is the variations in what each author defines as Native Advertising; the most universal or all-encompassing definition derived from the literature discussed below consists along the line of: Native advertising is an overarching term which refers to multiple, similar approaches; all with the common aim of promoting commercial views whilst appearing as regular content.

In the academically produced literature on Native Advertising, a tone of caution is detected as the best practice guidelines do not always guarantee the best impact or responses, as opposed to commercially published articles which feature a tone of opportunity and achievements. As mentioned earlier, the grey research articles are susceptible to bias due to commercial influence (Yaphe et al., 2001) along with the idea, that they may be promoting their abilities and achievements with Native Advertising.

“Market orientated consumer Journalism” is a term coined by Bærug and Harro-Loit (2012) regarding the nature of Native Advertising and is defined as stressing what the reader

wants to know while detracting from the real issues in current events that society would benefit from knowing. Commercial objective and consumerism threaten to displace society's need to be kept informed. This definition draws greater focus to society and consumer welfare that other articles omit.

### 2.2.1 HISTORY OF NATIVE ADVERTISING

Past applications of Native advertising, prior to the internet, consist of video and radio formats. One of the earliest recorded interpretations of Native Advertising was in the 1950's with NBC's evening news segment sponsored by Camel cigarettes (Oliver, 2014). The United States of America have a proud history of a free and independent press but Oliver (2014) casts doubt on this past due to the commonly sponsored nature of content. Another format of this form of Native Advertising on radio has its earliest recorded implementation during the 1980's (Aiello & Proffitt, 2008; Burner & Nowak, 1993; Stout, Wilcox, & Greer, 1989). These earlier formats were commonly respectively referred to as Video News Releases and Cash-for-Comment for Radio before the contemporary definition of encompassing these as Native Advertising (Campbell & Marks, 2015; Carlson, 2014; The Native Advertising Playbook, 2013; Oliver, 2014). The Federal Trade Commission (FTC), does not require these forms to contain any labels of disclosure around the commercial influence (Federal Trade Commission Act Section 5: Unfair or Deceptive Acts or Practices, 2008; Gilley, 2013).

### 2.2.2 HISTORY OF ONLINE SPONSORED CONTENT WRITTEN ARTICLES

In the application of sponsored news articles, Carlson (2014) explores an example that incurred heavy backlash from readers and then discusses the consequences and why it is necessary to include the label of Sponsored Content in accordance with best practices to reduce deception experienced by the reader. At this point, it is pertinent to establish the fact that simply including the Sponsored Content label on commercial articles does not deem them exempt from being seen as deceptive by readers. This is discussed at length throughout most literature regarding Native Advertising, especially with Oliver (2014), likening it to the camouflage used for hunting animals, and making the analogy that the advertisers that implement Native Advertising are the hunters and the consumer is the naïve deer. The readers' naivety is further cemented with research from the Interactive

Advertising Bureau (IAB) which found that only 41% of their respondents were able to identify Sponsored Content articles of a general topic (Mane & Rubel, 2014). This naivety has further implications on both consumer welfare and the advantage taken by advertisers; both will be discussed later.

### 2.3 HOW NATIVE ADVERTISING AROSE AS A VIABLE SOLUTION

Another common theme amongst the literature is how the problem arose. The traditional business model for newspapers consisted of physically printed newspapers with advertising surrounding journalistically developed articles on current events (McPhillips & Merlo, 2008; Ming & Yazdanifard, 2014). However, the introduction of the internet as a host for news publications has revolutionised the business model for the industry. The use of Native Advertising has been further catalysed by diminishing sales of their physical newspapers, and this is offset by traffic in online viewership (Leth et al., 2015; Levi, 2015; Nielsen, 2007). This impact has been significant enough to force an operations re-evaluation by major news publishers, resulting in them contracting tasks and abandoning the imposing scale of their headquarters (Franklin, 2014) along with their own business model. This change gave way to numerous opportunities for development of their approach to reporting news, but on the other hand, it presents a challenge for the majority of news publications.

A key challenge they faced consisted of maintaining profitability whilst remaining informative and respectful of journalistic virtues. Key journalistic virtues consist of credibility, independence, accountability, trust, respect, freedom, and transparency (Aiello & Proffitt, 2008; Bærug & Harro-Loit, 2012; Carlson, 2014; Franklin, 2014; Plaisance, 2007; Wilkins & Christians, 2008). This literature review will further analyse the journalists as a stakeholder within this phenomenon later. Oliver (2014), cites an interview with the CEO of BuzzFeed (a contemporary 'news' site aimed specifically at young adults) where he discusses that their whole business model was founded on Native Advertising and the revenue it returns. This is a supporting testament to what is required to survive as a news publication in the new digital era.

### 2.3.1 ALTERNATIVES TO NATIVE ADVERTISING

Native advertising has not always been the first approach for earning revenue for online news publications (Fulgoni & Lipsman, 2014). A large proportion of the literature examines the alternatives and how ineffective banner advertising has become and how it is not able to deliver the impact desired by both news publisher and sponsoring company or agency. Banner advertisements have a weaker response compared to their initial implementation as well as compared to Native Advertisements from readers, and as a result, the need was recognized to pursue other available options (Lehto, 2015; Levi, 2015). To begin the exploration into alternatives, it must be noted why banner advertisements were not as useful as they were in their previous physical form in newspapers. Banner advertisements are susceptible to a phenomenon commonly referred to as “banner blindness” (Wood, Nelson, Atkinson, & Lane, 2008) which consists of a lack of engagement with the reader. Furthermore, Lehto (2015) reports that respondents in his research perceived banner advertisements to be irritating and concludes this is a contributing reason why Native Advertising is a better approach. Eye tracking research conducted by Hervet, Guérard, Tremblay, and Chtourou (2011) on this concept and were able to empirically support that a typical reader’s eye subconsciously scans the page, seeking for the content and ignoring most other items, which results in low memory of the advertisement. Banner advertisements suffer from another hindrance where web browser plugins, such as Adblock remove banner advertisements from the web page entirely (Leth et al., 2015; Levi, 2015; Nielsen, 2007). This plugin is gaining in popularity and starves the host site of advertising revenue due to display metrics. The cognitive element required to participate in Native Advertising suggests that it may return more favourable evaluations from consumers. Therefore, the higher involvement level over other formats like banner advertisement may influence greater consumer attitudes deeming this a more effective method of advertising (Becker-Olsen, 2003).

Another avenue for generating revenue for online news articles was Paywalls where readers would have to pay to view regular content. A printed newspaper subscribed customer bought in \$1100 of revenue per annum, whereas a digital subscriber was only worth a fraction of that at \$175 over the same time frame (Franklin, 2014). There is the

possibility that costs for digital news are lower than that for printed news but the conclusion arrived at is that Paywalls are “not a viable business model” (Franklin, 2014). Paywalls appear to provide no additional value for the reader in terms of quality or uniqueness of stories as the stories are likely to feature on multiple news sites. These weaknesses give little incentive for readers to commit to paying for an online subscription to a news publisher (Franklin, 2014; Ming & Yazdanifard, 2014).

## 2.4 THE ISSUE OF BLURRING THE BOUNDARY

A result of the need for a new and viable online business model, the division traditionally adhered to, separating editorial content and advertising content, is becoming blurred with the increase in the implementation of Native Advertising (Ferrer Conill, 2015). This principle is commonly referred to as “the separation of Church and State” (Leth et al., 2015; Oliver, 2014); however, this is precisely what Native Advertising consists of: amalgamating advertising and formatting it to appear as news content. Oliver (2014), shares his disbelief that this is becoming the trend and that it is so widely accepted, citing Times magazine’s nonchalant approach to disregarding the very principles that Journalism was founded upon regarding independence, unbiased and authentic content (Bærug & Harro-Loit, 2012; Bartlett, Tywoniak, & Hatcher, 2007; Christians, Fackler, & Rotzoll, 1987; Friend & Singer, 2015; Levi, 2015; Wilkins & Christians, 2008). By intruding upon the separation of the two, it creates a grey zone in the matter of ethics and ethical practices. The ethical implication of providing the public with facts about current events and offsetting that with stories about corporations is becoming a concern to many involved with news and consumer welfare. It has become a trade-off of what the public should know, with what the public want to know (Bærug & Harro-Loit, 2012).

## 2.5 LEGAL IMPLICATIONS

As discussed by Eckman and Lindlof (2003), several studies have arrived at the conclusion that readers are widely unaware what they are reading is Sponsored Content for a company. This illustrates the social marketing implication and the ethical consequences from the lack of understanding about what they are consuming. Whilst a better informed

consumer may make better decisions, their decision is dependent on what quality their information is sourced from (Leth et al., 2015; Oliver, 2014). This inability to detect the difference is further illustrated in the article by Wood et al. (2008) with a quote from the Commissioner of the Federal Communications Commission (FCC), stating “you can’t tell any more the difference between what’s propaganda and what’s news.” This is an interesting quote from the commissioner of the FCC especially as there is a lack of FCC regulations defining what is appropriate in regards to implementing Native Advertising campaigns regarding disclosure or form (Levi, 2015; Wood et al., 2008). However, the Federal Trade Commission (FTC) have indicated their concern around Native Advertising and the impact on consumers and held a workshop to review and establish guidelines for Native Advertising (Bachman, 2013; Gilley, 2013). The conclusion drawn from this workshop is that the Federal Trade Commission will commence including Native Advertising in their evaluations of advertising. Any advertising practice that is deemed to be “unfair or deceptive acts or practices affecting commerce” are infringing on Section 5 of the Federal Trade Commission Act and this is a consequence that Native Advertising imposes so is, therefore, included as a result of the workshop held (Federal Trade Commission Act Section 5: Unfair or Deceptive Acts or Practices, 2008; Gilley, 2013). However, this only applies to American firms in an American market, leaving other markets of consumer vulnerable to Native Advertising malpractice.

The most recent implication of this act, found in a form of Native Advertising is regarding a popular YouTube gaming network; Machinima Incorporated. A deal they established with Microsoft is allegedly in breach of the Federal Trade Commission Act. The deal saw Machinima Incorporated produce and distribute content containing undisclosed corporate influence from Microsoft sponsorship. A \$30,000 endorsement payment from Microsoft to Machinima Incorporated, prior to the launch of the latest Xbox, returned positive reviews, platform exclusive game promotions, and exclusive gameplay footage among other favourable and influential content. A condition of the agreement between the two parties was that of a guarantee that the videos would be viewed by a minimum of 19 million individual views. This criterion was met, meaning the deceptive content had a huge reach impact on the gaming community of dedicated consumers, believing they were viewing independent reviews on a product (Martin, 2015). It is important that standards are

upheld in any industry but more so in an industry fiercely contested by fans proclaiming the product they use is superior (Therrien & Picard, 2015). The FTC assesses any form of advertising as to whether it incorporates unfair or deceptive practices affecting commerce. This includes Native Advertising and the blurred lines of Sponsored Content (Federal Trade Commission Act Section 5: Unfair or Deceptive Acts or Practices, 2008).

## 2.6 STAKEHOLDERS AFFECTED BY NATIVE ADVERTISING

Additionally, literature tends to elaborate on how it impacts all parties concerned with Native Advertising. Parties directly affected by the normalisation of corporatized news consist of; the readers, journalists, publishing company, and sponsoring company. The length of the impact will be explored in the following sections.

### 2.6.1 THE IMPACT ON THE CONSUMER

Whilst the aforementioned Federal Trade Commission Act has been reviewed to incorporate Native Advertising, it only takes effect after the campaign has been run, resulting in the potential impact on consumer welfare suffering from the harmful corporate content (Federal Trade Commission Act Section 5: Unfair or Deceptive Acts or Practices, 2008). Until the Federal Trade Commission act is effective and worldwide; there is limited protection for consumer welfare. It is currently, the consumers' responsibility to actively take notice of the disclaimer and not to believe everything they read. While the label of Sponsored Content is not required specifically by the Federal Trade Commission it may be useful in reducing the label of deceptive if indicted (Wood et al., 2008). The label, commonly, does not serve the consumer any better off, due to their discernible lack of recognition that editorial styled Sponsored Content is latently developed by an advertiser (Cameron & Jupa, 2000; Eckman & Lindlof, 2003; Levi, 2015).

While there is a spectrum of where an article could be positioned, from the brazenly obvious Sponsored Content articles to the pure journalistic articles, in between exists the aforementioned grey zone. This is where most articles are positioned and is one of the ways that most readers could struggle to identify the nature of what they are reading. This notion is supported by Balasubramanian (1994) on how readers, that are unaware of the concept of

Native Advertising, may be oblivious to the fact that the news article they are reading contains commercial influence and bias. This inability along with the blurring of the boundary is a tool that advertisers are taking advantage of as it assists with gaining a falsely earned credibility from readers. Eckman and Lindlof (2003) discussed an earlier experiment by Kim (1995) where readers were ,empirically, generally unaware whether what they were reading was an advertorial. This further supports the idea that labelling Native Advertisements is an ineffective method on informing consumers that the content is linked to a company (Cameron & Ju-Pak, 2000; Eckman & Lindlof, 2003).

The research that Udende (2014) conducted further supports the notion of consumer buy into Sponsored Content, by finding that audiences are more likely to trust news Journalism where messages from higher credibility sources will return a higher 'opinion change' or evaluation than lower credibility sources. This further supports the potential threat Native Advertising imposes on consumer welfare and how naïve and vulnerable the reader can be. These commercial purposes do not revolve around benefitting the consumer, but instead the company, as the primary focus of business is to maximise shareholder value and the primary goal of advertising is to generate profit (Fry, Keim, & Meiners, 1982). How can society trust what the news publishes when this tension exists? This has the potential to cause harm to consumer welfare.

As discussed earlier, some readers are implementing coping techniques for dealing with advertising online in both forms of Adblock and general subconscious blindness to the advertisements. This may be useful in some instances for readers to reduce or mitigate the impact from traditional advertising techniques but, as a result, this has led to advertisers implementing the more subliminal approach of Native Advertising, potentially causing more harm than traditional advertisements as they attempt to rekindle prior revenue levels (Leth et al., 2015; Levi, 2015; Nielsen, 2007; Wood et al., 2008).

Transparency and disclosure is a point of tension focused on by Oliver (2014) and has been acknowledged across most of the literature reviewed. The necessity of transparency and disclosure in Native Adverting campaigns allows the audience to make a better and fairer decision around the source influence and potential found within the news article (Aiello & Proffitt, 2008; Balasubramanian, 1994; Gilley, 2013; Leth et al., 2015). While

this is another method that Native Advertising campaigns can employ to reduce deceptive practices in the eyes of consumers, it is largely included in the best iterations of Sponsored Content articles. However, the best iterations are still advertisements and not news, when the consumer expected news.

These traits of Native Advertising and, more specifically Sponsored Content articles, inflict confusion and harm to consumers welfare. This phenomenon is believed to be replacing what consumers should know in regards to current events with what they may be interested in about commercial entities or products, as current events can be perceived to be burdensome on the reader (Bærug & Harro-Loit, 2012).

## 2.6.2 THE IMPACT ON JOURNALISTS

The imminent threat of Native Advertising on the role that journalists currently occupy is by way of having the potential to deduce their tasks to significantly incorporating commercial writing for the sponsoring company. This is due to the proposed amended business model adopted by news publishers to present stories that are embedded with commercial messages to garner revenue (Bærug & Harro-Loit, 2012; Franklin, 2014). Traditional, investigative Journalism is in threat of becoming simply a niche offering in the future as a result of this phenomenon. A true example of traditional Journalism is seen in the program that sparked interest in this topic to begin with (Oliver, 2014), where he boasts how he can say anything he likes without fear of repercussions due to the network's position in the market being free from corporate influence in this regard. Additionally, Franklin (2014) raises the issue of the widespread approach of resorting to digital sources such as Facebook and Twitter for a story rather than developing a unique and compelling angle on the story through traditional Journalism. A retort to this method is by including digital sources: it provides a safe and easy way to access the story of those in the front line in events such as riots, protests and wars. However, this method is more commonly used for celebrity gossip than front line connections (Franklin, 2014).

### 2.6.3 JOURNALISTIC NORMS

The norms of the traditional journalistic roles are defined by journalists as a community paired with societal expectations of providing unbiased and informative stories. These norms have been refined over time to encompass the purpose of news Journalism as having the responsibility of serving the community, not for business goals as with Native Advertising (Carlson, 2014; Elliott, 2009; Friend & Singer, 2015; Kovach & Rosenstiel, 2007; Martin, 2015). The “Code of Ethics” published by the American organisation the Society of Professional Journalists (SPJ) (*SPJ Code of Ethics*, 2014), outlines the ethical framework that has been developed by journalists, for journalists. The primary focus of ethical concerns for journalists consists of: seeking truth and reporting it, minimising harm, acting independently, and being transparent and accountable. These principles are commonly being overlooked due to the increasing rate of the popularity of Native Advertising and its integration into news articles, especially regarding the facets previously held of acting independently, transparent and, accountable. Wilkins and Christians (2008), discuss these issues of Journalism as well as similarly natured operations that have had to attempt applying theory to practice and the difficulty found in the application.

A further notion explained by Balasubramanian (1994), is that sponsors are leveraging off the credibility that journalists create which is perceived as an inequity to journalists, the credibility which had been built and refined over generations of journalists adhering to the community set guidelines surrounding their work. By blurring the line to include corporate influence will likely have an impact on this reputation. In research conducted by Cramer (2015), on the concept of Native Advertising in written applications discussing how it impacts on the credibility of the news publications. Her findings support the notion that even high quality Native Advertisements can still have a negative impact on the credibility of the news publisher and in turn the journalistic standards that the news publisher operates. This is similarly seen in the example discussed by Carlson (2014). In this case, reputable and well known news publisher, The Atlantic, published an unedited sponsored article which returned backlash from loyal readers. This exemplifies the risk and threat that Native Advertising can impose; however, other examples illustrate how regular content and native advertised content can coexist in unison. In application, The New York

Times keep a separate section for their Sponsored Content and it is better developed and labelled clearer than other Native Advertising examples examined in literature thus far (Lehto, 2015; Leth et al., 2015). This provides a viable direction and application for the future of Native Advertising and that it all comes down to execution and refining guidelines to incorporate what is acceptable.

In order for news publishers to maintain traditional journalistic endeavours in terms of activity cost, aforementioned considerations and adjustments to the implementation of Native Advertising needs to be enacted as Sponsored Content campaigns to achieve profitability equilibrium with regular content from the news publisher. This notion is supported by Bærug and Harro-Loit (2012) who explains how news publishers have relied upon the revenue generated by traditional banner advertisements but now are having to review their business model. As mentioned earlier, this is likely to lead to reshaping the role of journalists to accommodate for commercially promoted articles in place of full regular content (Franklin, 2014). Native Advertising campaigns are a labour intensive activity in order to align with the news publications tone and design, and in some cases, this is more commonly becoming the responsibility of journalists due to their understanding of the news publisher's position in the market. This shift is particularly applicable to Native Advertisements implemented to scale across multiple news publishers may require refining to fit in (Fulgoni & Lipsman, 2014; Kantrowitz, 2013). A solution proposed by Leth et al. (2015) is outsourcing Native Advertising campaign development to advertising agencies to free up journalists. A rebuttal is that the journalists within the news publications are better at gearing the article to fit within the news publication (Franklin, 2014; Kantrowitz, 2013).

Numerous notable news publishers, such as The New York Times, are featuring Sponsored Content articles alongside their regular publications as a solution to funding and engaging brands with consumers. Most of the Sponsored Content articles examined feature clear labels to distinguish the article from regular journalistic content. This distinction label is useful to alleviate the possible feeling of deception the readers may experience (Leth et al., 2015) and is a recommended guideline by the IAB (The Native Advertising Playbook, 2013). However, it is not always implemented on all Sponsored Content. Furthermore, the disclosure of the corporate involvement is required by the Federal Trade Commission to

combat possible deceptive marketing tactics from Native Advertising (Bachman, 2013; Federal Trade Commission Act Section 5: Unfair or Deceptive Acts or Practices, 2008). Leth et al. (2015), discussed the disclosure label in the research conducted on the practical application example from The New York Times, and how they featured the label at both top and bottom of the article. The label paired with the articles placement separate in the entertainment section which Mane and Rubel (2014) identify as the most receptive section of news publications for readers to engage with Native Advertising, therefore, having the greatest chances of mitigating consumer harm and avoiding deceived consumers.

While Native Advertising can be a precarious approach to marketing if not executed correctly, Leth et al. (2015) explained how it can assist news publications restore advertising revenue, thus making Native Advertising an attractive and viable risk. Due to the subjective nature of Native Advertising campaigns, the risk is commonly present along with the issues of scalability. However, Native Advertising is trending in popularity and the numbers of applications as traditional methods remain stagnant in effectiveness (Leth et al., 2015; Levi, 2015).

#### 2.6.4 THE IMPACT ON THE SPONSORING COMPANY

The sponsoring company is the brand that pays to sponsor the article hosted on the news publisher's site. Commonly, the Sponsored Content article often discusses the sponsors brand, product, or the nature of business that they operate within, as a less obvious promoting technique than traditional advertising methods. The primary aim of Native Advertising is to engage with the consumer and positively contribute to the audience's brand or topic knowledge. This can build towards brand resonance in terms of loyalty, attitudinal attachment, and engagement via participation (Lehto, 2015). However, not all consumers receive Native Advertising in this way. These are common goals and outcomes from best practice applications of Native Advertising, anything less can result in being misinterpreted as deceptive practices by consumers in ways of tricking them into reading an advertisement. Research supports the idea that many consumers have unfavourable views towards advertising in this way if it is of a soliciting manner (Campbell & Marks, 2015; Elving, 2010; Helm, Moulard, & Richins, 2015; Leth et al., 2015; Liles, 2009).

It is acknowledged within literature that brands understand Native Advertising in the way that it will assist them provide more consumer-centric messages. This filters into greater consumer awareness and engagement which is likely to convert to sales (Becker-Olsen, 2003; Gilley, 2013). It is a common belief in the industry that integrating corporate advertisement messages in with digital publications has the potential to leverage off the reputation of credibility and authority that news publishers hold (Carlson, 2014; Elliott, 2009; Friend & Singer, 2015; Gilley, 2013). This culminates in the reason why Native Advertising is currently popular and why it is a threat to journalistic values and consumers welfare.

## 2.7 UNDERLYING THEORIES

There are numerous underlying theories that factor into Native Advertising. The theories that may explain the immediate affect consumers' response to the brand using Native Advertising in a deceptive manner consist of: brand betrayal and scepticism. Brand betrayal theory is summarised as the consumer perceiving the brand as changing their approach and message from the one the consumer originally held in mind and had grown an attachment to. The consumer is likely to develop negative evaluations of the brand if the message approach of Native Advertising differs from that previously performed by the brand (Stoner et al., 2014). However, the degree of betrayal experienced is dependent on the degree of attachment to the brand (Bloemer & De Ruyter, 1999; Stoner et al., 2014). Scepticism Theory takes effect from the reputation of the brand. Leveraging from the previous theory of brand betrayal, where if Native Advertising alters the image or reputation of the brand to differ what was previously known by consumers, it is likely to result in scepticism towards the brands message and in turn affecting purchase intentions (Elving, 2010).

Native Advertising can incur issues to a degree resulting from the corporate social responsibility (CSR) that an organisation has to external stakeholders, especially consumers. CSR for Native Advertising is an aspect that requires further research to draw a definition and guidelines on how to appropriately disclose their presence (Gottfried, 2015). Positive evaluations contribute towards consumer intention to purchase, therefore, being seen as socially responsible is valuable for organisations (Sen & Bhattacharya, 2001). However,

communicating these values to consumers can risk being perceived as deceptive which is detrimental to the evaluation of the brand (Elving, 2010).

## 2.8 BENEFITS, DISADVANTAGES AND CONSEQUENCES

The aforementioned theories and concepts derived from literature contribute to both benefits and disadvantages of Native Advertising. Benefits of Native Advertising for the sponsoring brand consist of: improved favourable attitudes and evaluations, improved belief in expertise and trust of the company, as well as enhanced customer relationships, all of which are likely to result in greater sales (Becker-Olsen, 2003). Furthermore, the news publisher has the potential to benefit from secured revenue channels, expert content from industry and an enhanced position of response to consumer needs (Becker-Olsen, 2003). Readers stand to benefit in ways of becoming better informed consumers and being entertained simultaneously (Castillo, 2015; Leth et al., 2014).

As discussed at length throughout this thesis is the risk of the consequences of poorly executed Native Advertising campaigns. The example discussed by Carlson (2014) is proof of the specific consequences along with how certain it is to occur. Disadvantages are that these consequences are primarily due to the risk and subjective nature of the success of campaigns.

Common disadvantages of Native Advertising consist of: its difficulty in scaling multiple platforms and networks, inability to suit some business natures, labour intensive, poor role definition, lack of key performance indicators, requires education to perform it successfully and consumers still may deem it misleading due to their own lack of knowledge regarding Sponsored Content (Becker-Olsen, 2003; Fry et al., 1982; Fulgoni & Lipsman, 2014; Lieb, 2013; Yin Wong & Merrilees, 2005). Additionally, Lieb (2013) continues to explain that these disadvantages are not excluded from occurring in successful Native Advertising campaigns. The news publisher is at direct risk of these disadvantages: potential harm to trust, potential damage to credibility, disgruntled readers and damage to journalistic integrity. The sponsoring company can potentially suffer brand image damage and negative evaluations from readers if the article is either conducted poorly or is

perceived as deceptive (Carlson, 2014; Levi, 2015; Lieb, 2013; Mane & Rubel, 2014; The Native Advertising Playbook, 2013).

## 2.9 CHAPTER SUMMARY

In conclusion, the principle research conducted on this topic has contributed to a grander picture and assisted in developing the theories and understanding of the resulting phenomenon. This is an important aspect of marketing due to the tension from the shift in the paradigm of journalistic values and the profitability of their organisations. This tension flows on to place consumer welfare at stake if the campaigns are not executed thoughtfully. Native Advertising does have the potential to benefit all involved with the benefits discussed earlier. The concern around Balasubramanian's (1994) notion that Native Advertising is replacing what consumers should know in regards to current events with what consumers may be interested in about commercial entities or products, as current events can be perceived to be burdensome on the reader is still just as valid, regardless to the degree of campaign execution. This facet of marketing has the potential to normalise corporate news and, take priority over traditional news. This may impose on consumers' welfare by reducing the amount of consumers who are educated and informed on political, national and world events. These are the concerns that arise from the literature and the reasons why this is an important concept to monitor. In contributing to monitoring the effects Native Advertising has, consumer attitudes need to be assessed and it is from the literature discussed here that the hypotheses were developed with the aim of defining consumer attitudes contrasted to regular editorial content.

## 3 HYPOTHESES AND COVARIATES

### 3.1 RESEARCH HYPOTHESES

In alignment with the aims of this research, several hypotheses have been developed from concepts found within the literature. Three predominant hypotheses were formulated for this research. Hypothesis One is based around measuring the core attitude changes toward three separate factors: article, brand and advertising. These factors pertain directly to the key stakeholders introduced in the Literature Review Section: New publishers, sponsoring brand and consumer welfare from reader's scepticism towards advertising respectively. As a result, each factor has been separated into sub-hypotheses, as this is useful to better understand the relationship of each factor to Native Advertising. Hypothesis Two examines the relationship between consumers trust in the brand sponsoring the Native Advertising article. Lastly, Hypothesis Three examines the relationship that the grammatical style featured in Native Advertising Sponsored Content articles has on consumer dissatisfaction levels.

#### 3.1.1 HYPOTHESIS ONE: THE RELATIONSHIP BETWEEN CONSUMER ATTITUDES AND THE REVELATION OF THE SPONSORED NATURE

Literature supports the notion that consumers experienced a decrease in evaluations when they are deceived, betrayed or are sceptical of what they view (Elving, 2010; Helm et al., 2015; Stoner et al., 2014). Consumer deception may be a result of either; the consumers own lack of attention to detail by not noticing the Sponsored Content label, or their lack of knowledge in what the label actually means (Carlson, 2014; Oliver, 2014). The pre-test/post-test nature of this study is arranged to draw the respondents' attention back to the article they initially read, and focus on the label and explaining what it means. This will be most effective if respondents perform similarly to past research discussed in the Literature Review section and neglect to take notice of the label (Bærug & Harro-Loit, 2012; Lieb, 2013; Mane & Rubel, 2014). This hypothesis aims to measure attitude changes over the three factors of: article, brand and advertising and as a result, sub-hypotheses have been created to address each factor individually.

*H1a*: Respondents who are told a news article is actually a paid promotion will have significantly lower attitudes towards the *article* compared to consumers who are not told that the article is a paid promotion.

*H1b*: Respondents who are told a news article is actually a paid promotion will have significantly lower attitudes towards the *brand* compared to consumers who are not told that the article is a paid promotion.

*H1c*: Respondents who are told a news article is actually a paid promotion will have significantly lower attitudes towards *advertising* compared to consumers who are not told that the article is a paid promotion.

### 3.1.2 HYPOTHESIS TWO: RELATIONSHIP BETWEEN NATIVE ADVERTISED BRANDS AND TRUST

Where the brand featured in the article is deemed to have deceived the reader, it is likely to result in damage towards the consumers trust in the respective brand as well as the news publisher (Campbell & Marks, 2015). Deception is most commonly caused by the lack of transparency and disclosure when performing Native Advertising activities (Campbell & Marks, 2015; Gottfried, 2015; Lieb, 2013; Mane & Rubel, 2014; Mareck, 2014). Whilst well-known brands inherit a higher degree of trust, this can be jeopardised from a poorly executed Native Advertising campaign (Campbell & Marks, 2015). This survey includes a deceptive factor measurement to assist in empirically understanding whether readers are likely to experience a lowered level of trust in the brand as a result.

*H2*: Respondents who are told a news article is actually a paid promotion will have significantly lowered trust in the brand sponsoring the article.

### 3.1.3 HYPOTHESIS THREE: RELATIONSHIP BETWEEN GRAMMATICAL STYLES AND EVALUATIONS OF THE NEWS PUBLISHER

The changes are catalysed by the evolution of the news publishers' traditional business model to digital platforms. Along with the lower barriers to entry in this market allow for smaller sized publishers to capitalise on the opportunity that Native Advertising presents (Bærug & Harro-Loit, 2012; Carlson, 2014; Franklin, 2014). The digital era is

affecting what is acceptable for journalists, as corporate news becomes normalised, and a side effect is that the grammatical style employed does not follow traditional journalistic guidelines and values (Bærug & Harro-Loit, 2012; Smith & Higgins, 2013; Wilkins & Christians, 2008). The role that journalists occupy gives them the leverage of authority as a public voice (Albæk, 2011; Bærug & Harro-Loit, 2012) and it has now become a trade-off of what the public should know with what the public want to know. This leaves the public susceptible to emphatic and emotive delivery of news which is seen as more interesting, yet can be abused as a method of deceiving the reader's logic (Wilkinson, 2008). The impacts discussed above lead to the development of a manipulation in the research and the following Hypothesis:

*H3: Respondents will have significantly lower evaluations of the news publisher for promoting emotive Sponsored Content and display greater dissatisfaction of Native Advertising compared to functional grammatical style Sponsored Content.*

## 3.2 COVARIATE VARIABLES

In addition to the key variables examined in the aforementioned Hypotheses, the following covariates may prove useful in strengthening the overall model on this form of Native Advertising. The effects of several covariate variables are examined in addition to the above hypothesised relationships, with potential effects on dependent variables discussed below.

### 3.2.1 DEMOGRAPHIC VARIABLES

The three demographic questions asked the respondent to select which category they fit best with into: age, socio-economic classification and family situation. These variables may be useful in strengthening the model regarding the impact of Native Advertising on consumer perceptions. This is due to the notion that consumers perceive stimuli differently based on their social background, age and lifestyle (A. R. Anderson & Miller, 2003; W. T. Anderson & Golden, 1984; Wang & Chen, 2006; Williams, 2002). This may account for a degree of variance amongst the results in attitude responses within the sample from demographic differences. Whilst social class analyses have waned in popularity in recent

times, it is still recognised as an important factor behind buying behaviour (Williams, 2002). This may be useful in strengthening the model found here to further understand consumers' attitudes towards Native Advertising. Individuals of higher socio-economic classifications have greater resources and opportunities which translates into better education and higher financial scope (A. R. Anderson & Miller, 2003). These factors have previously been empirically supported to factor into the purchase decision making process (W. T. Anderson & Golden, 1984). The apex of technological usability and news consumption from the literature identifies 23 to 34 year olds. This is relevant to the setting of this facet of Marketing and is important to consider in strengthening the model (Dutta-Bergman, 2004).

### 3.2.2 INTERPERSONAL INFLUENCE

This covariate variable pertains to an individual's need to identify with, or improve their image in the eyes of others, regarding their use of certain products or brands (Bearden, Netemeyer, & Haws, 2011). This may strengthen the model by examining the degree of interpersonal influence among the sample set and, therefore, is a factor worthy of measurement in this facet of Native Advertising. Specifically, interpersonal influence will explain the individuals desire to conform and fit in with others through their use of certain brands and products. This is particularly important to measure given the setting and the communication channel where journalists hold an authoritative role in society (Albæk, 2011). This suggests that journalists are providing the voice for the public, and paired with when they are the voice of brands and products, they may have a greater influence of consumers' attitudes and purchase intentions. Therefore, the questions covering this factor are useful to infer how susceptible the population may be towards Sponsored Content articles.

### 3.2.3 REFERENCE GROUP INFLUENCE

Similar to the previous variable, this variable examines consumers' susceptibility to imagery of an individual or group deemed to hold superior relevance and aspiration to that of the individual. This factor is broken down into three components: informational, utilitarian and value expressive. Informational influence is from others implicit knowledge to improve the individual's knowledge to cope with an immediate situation in the market

place. Utilitarian is set around the notion of compliance with others, sometimes implicitly linked with reward or punishment as motivation to conform. Value expressive is based on the individual's inclination of self-betterment in the opinion of others (Bearden et al., 2011). As with the previous variable, the journalists' role as a public voice may have an influence on the consumers' attitudes and intentions. This factor is important as it may provide a more specific explanation for the behaviour of the sample and which areas are most applicable for Sponsored Content Native Advertising. Consequently, this may be able to infer how susceptible the population is to needing; knowledge as a tool, conformity with others, or self-betterment, after experiencing Sponsored Content Native Advertising.

#### 3.2.4 NEWS CONSUMPTION FREQUENCY

This frequency scale was found within the example scales of the survey hosting software, Qualtrics. There are four individual scales of news consumption channels ranging from 'never' to 'very often'. The channels consist of: online news sites, newspapers, magazines, and television. This is useful in understanding consumption patterns amongst the sample to identify which type of news is most consumed. This may strengthen the model from assumptions derived from literature, identifying that the majority of the sample consumes online news the most frequently, and indicating that very few still consume physical newspapers (Bærug & Harro-Loit, 2012; Carlson, 2014; Franklin, 2014).

## 4 METHODOLOGY

### 4.1 INTRODUCTION

This chapter discusses the methodology used to test the hypotheses introduced in Chapter Three. This chapter will begin with an overview of the research design, before progressing to discuss the experimental design in greater detail with a closer look at the stimulus material in the experiment. Following these sections, the question development process is reviewed prior to a discussion on the experimental procedures implemented in this research. The final portion consists of a pre-test analysis and manipulation checks to assist with any amendments to the final analysis.

### 4.2 RESEARCH DESIGN

Due to the nature of Native Advertising, it has a multitude of applications, some better suited to businesses than others. Numerous business natures could be included within this study to define who is best to benefit from Sponsored Content articles. However, it is more efficient to include the contrasting ends of the spectrum of business natures in Native Advertising: brand business and ideological business. The two contrasting business natures will be crossed with two contrasting grammatical writing styles of functional and emotive. The natures of organisations in these categories along with the grammatical styles will be discussed in greater detail later in this chapter. Incorporating these dimensions, consumer responses are measured utilising a factorial experimental design.

### 4.3 EXPERIMENTAL DESIGN

A 2x2, between subjects factorial design was employed to explore the effects of business natures (Brand and Ideological) over grammatical styles (Functional and Emotive) on consumer attitudes. Both business natures and grammatical styles were manipulated as independent variables to produce four unique experimental conditions.

		Grammatical Style	
		Functional	Emotive
Business Natures	Brand	Article 1	Article 2
	Ideological	Article 3	Article 4

TABLE 1- EXPERIMENT ARTICLES TO MANIPULATIONS

#### 4.4 STIMULI DEVELOPMENT

##### 4.4.1 SELECTION OF NATIVE ADVERTISING FACET

There are numerous approaches of Native Advertising as outlined in the Introduction of this research (The Native Advertising Playbook, 2013). However, the focus will be on ‘in-feed units’ in the format of Sponsored Content news articles. ‘In-feed’ advertisements can come in multiple forms wherever they blend in with regular content. Other places where this facet occurs are on social media platforms such as Facebook and Twitter but more commonly occurring on News platforms (The Native Advertising Playbook, 2013). Readers may expect corporate influence in social media platforms due to the commercial representation within the platforms (Kaplan & Haenlein, 2010); journalistic standards create a predisposition for readers to believe what they are reading has journalistic credibility in news platforms (Carlson, 2014; Hindman, 2005; Levi, 2015). The contemporary opportunities of this advertising activity has drawn several advertising agencies to conduct research, referred to as grey research due to the lack of academic practice (Bachman, 2013; Lieb, 2013; Mane & Rubel, 2014). As many funding problems as this activity appears to resolve, it is not without creating new issues arising from the threat on the intertwined journalistic standards (Bærug & Harro-Loit, 2012; Balasubramanian, 1994; Becker-Olsen, 2003; Carlson, 2014; Ferrer Conill, 2015; Levi, 2015).

##### 4.4.2 SELECTION OF ARTICLES

The articles were briefly introduced in 4.3 Experimental Design section, but this section will now explain in greater detail the criteria each article needed to meet to be included in this research. As discussed earlier, both manipulations are effectively evenly contrasting natures. The first step in selection was that the articles met the key elements of the Native Advertising definition developed in Chapter Two. The criteria to be met

consisted of: including a Sponsored Content label, being sourced from a news publication, and written accordingly to either a functional or an emotive nature. These allow the examples used to best fit the definition of Native advertising discussed earlier. One limitation is based on the fact that the articles are shown individually, separate from the websites they were sourced from, which conflicts with the portion of the definition that Native Advertising articles must blend with the surrounding regular content. In this survey, there is no surrounding content. This limitation has been managed by prefixing the respondents that this is a news article and not specifically identifying the fact it is an advertisement. More about limitations of this research can be found in Chapter Six.

Specifically, the criterion that requires the articles to be sourced from a news publication meant it had to include the surrounding content typical of any online news article. The surrounding content commonly includes items such as: headers of site navigation, banner advertisements and side panel headline fields. This detail was given focus to adhere to the definition of Native Advertising, particularly the *'appearing consistent with regular content'* portion. A notable difference between Sponsored Content and regular content is the Sponsored Content label which has a consistent position across most news publications Sponsored Content articles. The position of this label is typically below the headline, with author and date at the top of the article. The purpose of this tagline is to inform the reader that the article is, in fact, an advertisement, but as discussed earlier, in Chapter Two, many readers fail to notice or understand this label. This research aims to empirically support the notion that the reader does not understand or recognise this label. There will be four Sponsored Content articles across the axes of business natures and grammatical styles as outlined in Table 4.1. An additional group in this research will view a regular content article that discusses an organisation but maintains a true journalistic tone throughout due to its lack of corporate influence. The articles used in this research can be viewed in the Appendices 8.1.

#### 4.4.3 CONSIDERATIONS FOR DEVELOPING ARTICLES

In order for the stimuli to be perceived as realistic and genuine, an extensive search of online news publications that conduct Native Advertising was conducted to understand which key elements are standard in this format. A copy of each article deemed suitable for

this research, was taken. These copies were saved as image files and only altered in size to fit within the survey host software. It was important to maintain a high image quality and congruent appearance to appear as genuine to the original article and not to detract from the respondents' experience with this facet of marketing.

A timer was implemented as a necessary means of assuring the respondents have read the article prior to progressing to the questions regarding the article. The timer was set for one minute where the respondent is presented with no other options but to read the article for that minute before the button to progress appears after the timer is complete.

#### 4.4.4 SELECTION OF THE MANIPULATION ARTICLES

As discussed earlier, the articles included in the survey adhered to the standard format of news articles from the news publications site they were copied from. Each of the four articles was copied to become image-based adaptations of the online source. Each article was selected to meet a matching manipulation outlined in Table 4.1. After the pre-test questions, the reveal stage drew the respondents focus to the Sponsored Content label, and explained that the article was in fact an advertisement, in case the respondent had not noticed this when first reading the article. The process of manipulating a change in attitudes is outlined ahead.

#### 4.4.5 DETERMINING LEVELS OF MANIPULATION

There are numerous business natures that were proposed to be included in this study. However, the scope of this research was refined to include only two business natures.

It is worth noting the difference between each end of the business nature spectrum and its influence in Native Advertising. These business natures from branded to ideological are typically opposing in organisational goals and focus (Fry et al., 1982; Yin Wong & Merrilees, 2005). The manipulations featured in this research have incorporated these separate business natures for analyses similar to those Yin Wong and Merrilees (2005) conducted, the difference here is that they are measured over Native Advertising examples. However, this is similar in the sense that the examples used in the research were categorised by their business nature to satisfy the criterion set for manipulations. As seen in research conducted by Mane and Rubel (2014), consumers' are more receptive to certain natures of

Native Advertising content, the most receptive specifically in the Entertainment section of the news publication. The research conducted here only covered two of the numerous business natures available for analyses. Therefore, it is justified in deducing business natures to operate at opposite ends of the spectrum regarding profit/shareholders and not-for-profit/community, and utilised as manipulations in this research.

The other axes in play in this research are the grammatical style of the articles. Similar to the business nature spectrum discussed above, these two categories reside on opposing ends of the spectrum as well. As defined earlier, functional language remains factual in the delivery of information; however, emotive language includes the deliberate substitution for words that are more likely to elicit emotion (Wilkinson, 2008).

The relationship between these spectrums is illustrated below in Figure 4.1. It overlays the article layout from Table 4.1 to assist in understanding where these articles sit on the matrix devised.

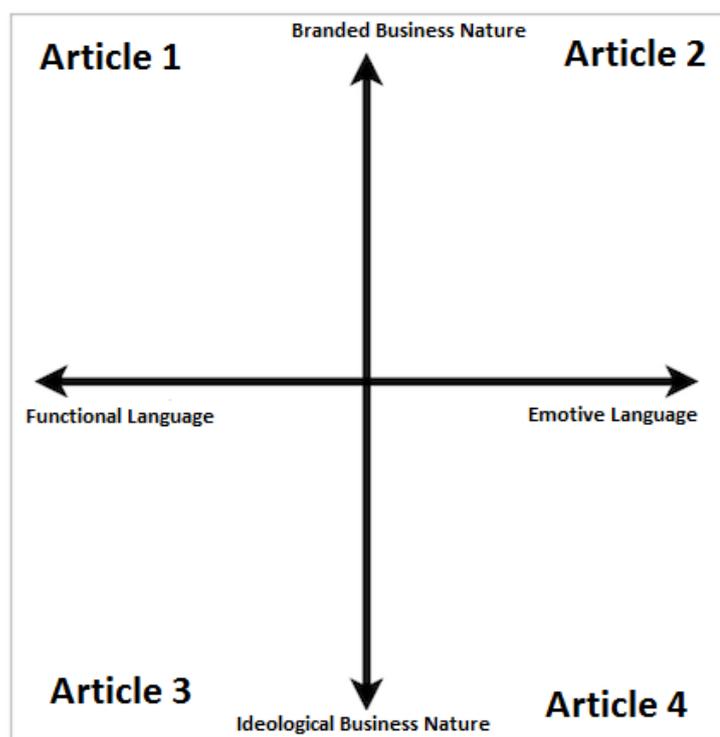


FIGURE 1 - MANIPULATION MATRIX

## 4.5 QUESTIONNAIRE DEVELOPMENT

### 4.5.1 INDEPENDENT MEASURES - MANIPULATION CHECKS

Due to the recency and lack of research performed on this concept, the seven item Likert scales featured in the survey have been adapted, developed or modified to align better with the topic. In most instances, the modification was a simple word swap from

'commercial' or 'advertisement' to 'article', especially in the pre-test stages where it was important to garner a genuine reaction where the consumer may have still been unaware that the article was an advertisement. Core ideas included in the questionnaire are derived from the Handbook of Marketing Scales by Bearden et al. (2011). Some of these questions needed to be adapted to fit the topic of the survey, more so than others, to incorporate the focus towards Native Advertising at the related setting. Further questions were derived from grey research in order to establish credibility in the facts stated from non-academic sources by re-evaluating them in academic research. Grey research concepts for questions to be included in this research were derived from Lieb (2013) and Mane and Rubel (2014). The scales used to measure the differences between the manipulations of grammatical style and business natures ranged from strongly disagree to strongly agree on seven point Likert scales. The exact wording of the Likert scales is included in the following tables.

This first scale block constitutes the article factor and grammatical attitude change manipulation when paired with post-test question block 4.1\_1 – 4.1\_10. These scales incorporate scales derived by Schlinger (1979) found within the *Handbook of Marketing Scales* (Bearden et al., 2011).

---

***Article Factor***

---

<i>Factor</i>	<i>Coding</i>	<i>Semantic-Differential Items</i>
Rank - On Article	1.1_1	Thinking of the article you have read, how does it place on these scales to you?-Unbelievable: Believable
	1.1_2	Thinking of the article you have read, how does it place on these scales to you?-Untrustworthy: Trustworthy
	1.1_3	Thinking of the article you have read, how does it place on these scales to you?-Not convincing: Convincing
	1.1_4	Thinking of the article you have read, how does it place on these scales to you?-Not credible: Credible
	1.1_5	Thinking of the article you have read, how does it place on these scales to you?-Unreasonable:

---

---

		Reasonable
	1.1_6	Thinking of the article you have read, how does it place on these scales to you?-Dishonest: Honest
	1.1_7	Thinking of the article you have read, how does it place on these scales to you?-Questionable: Unquestionable
	1.1_8	Thinking of the article you have read, how does it place on these scales to you?-Inconclusive: Conclusive
	1.1_9	Thinking of the article you have read, how does it place on these scales to you?-Not authentic: Authentic
	1.1_10	Thinking of the article you have read, how does it place on these scales to you?-Unlikely: Likely
Article value	1.2_1	How does the article place on these scales-The article is in line with what I expect from news publishers
	1.2_2	How does the article place on these scales-This article was written in a true journalistic sense
	1.2_3	How does the article place on these scales-This article would capture and hold my attention
	1.2_4	How does the article place on these scales-I would read similar articles
	1.2_5	How does the article place on these scales-This article provides valuable information
	1.2_6	How does the article place on these scales-This articles adds to my experience on news sites
	1.2_7	How does the article place on these scales-This content is relevant to the news site
	1.2_8	How does the article place on these scales-This content is relevant to the readers
	1.2_9	How does the article place on these scales-The grammatical language styling used was suitable for

---

		this type of article
Article Viewer Response Profile	1.3_1	How does the article place on these scales-The article was interesting and entertaining
	1.3_2	How does the article place on these scales-The article wasn't selling the product in a pushy way
	1.3_3	How does the article place on these scales-The article reminded me that I am dissatisfied with what I am using currently
	1.3_4	How does the article place on these scales-I learned something from this article that I didn't know before
	1.3_5	How does the article place on these scales-The article informed about a brand I think I would like to try

TABLE 2- LIKERT ITEMS FOR ARTICLE ATTITUDES – GRAMMAR CHANGE

Following this, respondents were asked whether they identified a brand in the article they were shown. If they had identified a brand, they were prompted to enter the brand name in a text box. However, if they had not noticed a brand, selecting 'No' follows the 'skip logic' over the questions about the brand. By having respondents who were able to recall and identify a brand allows for a more accurate response on the following scales regarding the sponsoring brand included in the article. These scale items constitute the brand factor and brand attitude change manipulation when paired with post-test question block 5.1.\_1 – 5.1\_7. Scales included in this factor were developed by Brakus, Schmitt and Zarantello (2009) and are contained within the sourced from the Handbook of Marketing Scales (Bearden et al., 2011).

<b><i>Brand Factor</i></b>		
<i>Factor</i>	<i>Coding</i>	<i>Scale Items</i>
Rank - On Article	2.2_1	Please indicate on the following scales what you think about the brand-The brand was delivered in an informative way
	2.2_2	Please indicate on the following scales what you think about the brand-The brand was delivered in an

---

	unbiased way
2.2_3	Please indicate on the following scales what you think about the brand-The brand appeared genuine in the article
2.2_4	Please indicate on the following scales what you think about the brand-This article has improved my perceptions of the brand
2.2_5	Please indicate on the following scales what you think about the brand-I would share this article with someone who is interested in this field
2.2_6	Please indicate on the following scales what you think about the brand-The brand appears trustworthy
2.2_7	Please indicate on the following scales what you think about the brand-The brand is relevant to the audience

---

TABLE 3 - LIKERT ITEMS FOR BRAND ATTITUDES CHANGE

#### 4.5.2 ATTITUDES TOWARDS ADVERTISING

Attitudes towards advertising were measured using a nine item seven point Likert Scale. This scale was developed by Obermiller and Spangenberg, 1998, featured within the Handbook of marketing scales (Bearden et al., 2011). The original scale was a five point scale but to be consistent with the scales featured earlier in the survey, the scale was expanded to become a seven point scale, ranging from strongly disagree to strongly agree. This scale constitutes the factor of advertising attitudes manipulation when paired with post-test question block 6\_1 – 6\_9, discussed further in the Results Chapter. These questions are included in the pre-test/post-test measurement featured in this survey, useful to identify whether respondents develop further scepticism towards advertising after having a journalistically styled article be revealed as advertising.

---

<i>Article Factor</i>		
<i>Factor</i>	<i>Coding</i>	<i>Scale Items</i>
Attitudes	3_1	To what degree do you agree or disagree with these following

---

---

towards advertising	statements-We can depend on getting the truth in most advertising
3_2	To what degree do you agree or disagree with these following statements-Advertising's aim is to inform the consumer
3_3	To what degree do you agree or disagree with these following statements-I believe advertising is informative
3_4	To what degree do you agree or disagree with these following statements-Advertising is generally truthful
3_5	To what degree do you agree or disagree with these following statements-Advertising is a reliable source of information about the quality and performance of products
3_6	To what degree do you agree or disagree with these following statements-Advertising is truth well told
3_7	To what degree do you agree or disagree with these following statements-In general, advertising presents a true picture of the product being advertised
3_8	To what degree do you agree or disagree with these following statements-I feel I've been accurately informed after viewing most advertisements
3_9	To what degree do you agree or disagree with these following statements-Most advertising provides consumers with essential information

---

TABLE 4 - LIKERT ITEMS FOR ADVERTISING ATTITUDES CHANGE

### 4.5.3 DEMOGRAPHIC VARIABLES

Three demographic questions were included in the survey. This was useful to control for any possible impacts on responses due to demographic variations in the sample. While none of the research discussed within the Literature Review Chapter reports the relation that demographic variables has on Native Advertising models it may be of value to investigate whether a relationship exists. The three demographic questions asked the respondent to

select which category they fit best with for: age, socio-economic classification and family situation.

The age variable begun with late teens (16-19) as they are the youngest likely to be making their own purchasing decisions; any younger will likely have parents or caregivers making household purchases for them. From this category, the brackets that respondents' can select increase in five year increments. The socio-economic classification question was derived from the United Kingdom census given to residents to measure their population. The family situation question was a template question within the question hosting software, Qualtrics.

Literature can empirically support several assumptions regarding demographic variables. The first is that attitude changes can be affected by lower cognitive resource (working memory capacity) in young adults opposed to older groups (Wang & Chen, 2006). Secondly, education level, derived from the socio-demographic classification question, will have an impact in the interpretation and effectiveness of the campaign in its written form (W. T. Anderson & Golden, 1984). Furthermore, financial liberty is derived from the socio-demographic classification question for the importance of means and ability to participate in the purchasing decision process.

#### 4.5.4 ETHICAL CONSIDERATION

This research was conducted under the guidelines prescribed by the University of Canterbury Human Ethics Committee. The Committee reviewed and approved the proposed research prior to data collection (see Appendix 8.5).

Respondents were greeted with information and consent forms upon clicking the Qualtrics survey link from the host website Mechanical Turk. The information sheets (see Appendices 8.3) informed participants about the topic of the survey, what participation in the survey would involve, the right for participants to withdraw, and the confidential nature of the research and storage of data collected. The full purpose of the research was not given prior to participation, but full disclosure was presented in the deception debrief form upon completion of the survey (see Appendices 8.4.11). Deception was necessary, in the form of a

blind trial, to prevent respondents altering their answers from their knowledge of the concept being measured.

Informed consent was obtained from respondents prior to beginning the survey on the Mechanical Turk website. The respondents who agreed and understood the information sheet were permitted to proceed to the Qualtrics survey, once they had read the information sheet provided (see Appendices 8.3). This was done by asking respondents to confirm that they had read the information provided in the Information Sheet, that they agreed to participate in the study, consented to publication of results, and that they understood their rights to withdraw from the survey at any time prior to completion. Respondents were informed that, as no identifying information was being collected, anonymity was ensured. Respondents were required to either select; 'yes' or 'no' to the question "I have read, understood, and printed a copy of, the above consent form and desire of my own free will to participate in this study". If 'no' was selected, respondents would be thanked for their interest and ejected from the survey there after. Therefore, selecting 'yes' is required to gain access to the survey.

#### 4.6 ONLINE EXPERIMENT

This research was conducted as an online experiment using Qualtrics (Qualtrics, 2015) and distributed using Amazon's Mechanical Turk. Mechanical Turk is supported by literature as a time and cost effective method of collecting data (Buhrmester, Kwang, & Gosling, 2011; Paolacci, Chandler, & Ipeirotis, 2010). Mechanical Turk's pool of workers is found to be highly diverse in terms of culture and income (Buhrmester et al., 2011) which will assist in a greater global understanding of the phenomena measured in this research. Mechanical Turk samples have been found to return greater internal validity due to the lack of interaction amongst participants (Paolacci et al., 2010). The use of Mechanical Turk allowed for a worldwide collection, not limited to only New Zealand, to be collected within a short time frame and at an affordable cost for the scale of this research (Paolacci et al., 2010).

The sections of the experiment are available in greater detail in Appendices 8.4. Questions were presented in blocks fitting a regular computer monitor, to eliminate

incessant scrolling and screen clutter from numerous questions on one screen. Therefore, the survey was divided up into the following sections. Block one follows the aforementioned information and consent stage which was held prior to the survey. All scale items included a 'Force Response' where the respondent must answer all items before progressing.

#### 4.6.1 SECTION ONE – STIMULI EXPOSURE

The first Section begins by briefing the respondent to read the following article and the fact that the button to continue will appear after one minute has elapsed. One article at random is displayed from the manipulation matrix (Figure 4.1) discussed earlier. The addition of the control article is available to be assigned in this stage, giving each respondent a 20% chance of any of the five articles included in the survey. The articles and survey screen can be found in the Appendices (8.1 and 8.4.1 respectively).

#### 4.6.2 SECTION TWO – PRE-TEST STAGE ON ARTICLE ATTITUDES

This section measures the respondents' immediate attitudes towards the article assigned prior to the information it is a Sponsored Content article, unless they were assigned the control article then they begin at Section Five. This section features 24 scale items over three question blocks all on the single page to keep focus on the article singularly. This section and the following sections of questions have been outlined earlier in Section 4.5 – Manipulation Checks. Section One measures respondents' attitudes on the article over a seven point Likert scale. This section of the survey is viewable in the Appendices 8.4.2.

#### 4.6.3 SECTION THREE - PRE-TEST STAGE ON BRAND ATTITUDES

This section features two blocks of questions, the first was a qualifying question asking whether the respondent noticed a brand in the article, if they select 'no' they are skipped to the next section. However, if they select 'yes', a text field appears to measure whether respondents were able to successfully identify the true sponsor. From there, respondents who noticed a brand were presented with a seven scale item block measuring the respondents' attitudes towards the brand prior to learning they were the one responsible for the article and not written with true journalistic intentions. This stage is measuring the brand featured in the article originally assigned at the beginning from the four

manipulations outlined in Section 4.5. At this stage it is assumed that the respondent is unaware of the company's influence in the article and it is desired that the respondent remains in this mind-set until the reveal in Section Five. This section of the survey is viewable in the Appendices 8.4.3.

#### 4.6.4 SECTION FOUR – PRE-TEST STAGE ON ADVERTISING ATTITUDES

This Section measures respondents' pre-reveal scepticism towards advertising as a whole. It is a nine scale item question block measuring the initial attitudes prior to learning the article is a disguised advertisement for the company discussed in the article. This section of the survey is viewable in the Appendices 8.4.4.

#### 4.6.5 SECTION FIVE – REVEAL AND POST-TEST STAGE ON ARTICLE ATTITUDES

This section opens with a body of text informing the respondent that the article they read was in fact a paid presentation by the company. It also features an image drawing focus to the Sponsored Content tagline below the title of the article. The following block measures the article attitudes. Each scale after the spectrum block of questions is phrased as "you previously '*their answer – e.g. agreed*', please update what degree this article..." followed by the scale item measure. This recall assists the respondent in remembering their answer prior to learning the article was an advertisement. The scale items in this block consist of the same scale items from Section Two to achieve a true pre-test/post-test study. The control strand of respondents follows on their article to this section but without the reveal, as their article was not sponsored by the company discussed in the control article. This section of the survey is viewable in the Appendices 8.4.5. The article reveal images can be found in the Appendices 8.2.

#### 4.6.6 SECTION SIX – POST-TEST STAGE ON BRAND ATTITUDES

As with the previous block, each scale after the reveal block questions continues to be phrased as "you previously '*their answer – e.g. agreed*', please update what degree this article..." followed by the scale item measure. This is to assist in recall of their response

prior to the reveal. This block consists of the same scale items from Section Three to achieve a true pre-test/post-test study but without the qualifying question of whether they noticed a brand, as after the reveal they will be aware of it. This section will be useful to measure how their attitudes have changed with the knowledge the brand was the influence behind the article. This section of the survey is viewable in the Appendices 8.4.6.

#### 4.6.7 SECTION SEVEN – POST-TEST STAGE ON ADVERTISING ATTITUDES

Like the other sections in the post-test stages, the scale items here are prefixed by a recall to their answer on each of the scale items in the pre-test stage. This section aims to measure any change in attitudes towards advertising as a whole after potentially being deceived when the true influence, in the article is revealed. Scepticism is an underlying belief that some consumers consider about advertising and this scale assists in empirically supporting whether respondents' have become more sceptical in advertising as a result to Native Advertising and the influence of deception they may have incurred. This section repeats the same nine scale items in Section Four to achieve a true pre-test/post-test study. This section of the survey is viewable in the Appendices 8.4.7.

#### 4.6.8 SECTION EIGHT – GENERAL ATTITUDES ON NATIVE ADVERTISING AND INTERPERSONAL INFLUENCE

This section consists of several blocks. Firstly, a simple five scale item block regarding the respondents' attitudes to this facet of marketing – Native Advertising. It is required to be after the reveal due to maintaining the illusion previously about the article not being Native Advertising focused. Next, is a short multiple choice question asking respondents whether they have identified Sponsored Content articles prior to this survey. The last block of questions measures interpersonal influence which aims to empirically explain the individuals' desire to conform and fit in with others through their use of certain brands and products. The scale around Interpersonal Influence is discussed at greater length earlier in Chapter Three. This section of the survey is viewable in the Appendices 8.4.8.

#### 4.6.9 SECTION NINE – REFERENCE GROUP INFLUENCE

This section covers three blocks of scale items on one page. This concept was briefly introduced earlier in this chapter that this section measures the respondents' 'Consumer Susceptibility to Reference Groups'. There is no pre-test required for this scale. This is included to assist in empirically inferring how susceptible the population is to needing knowledge as a tool, for conformity or self-betterment after experiencing Sponsored Content Native Advertising. In total, there are 14 scale items presented over the three blocks. This section of the survey is viewable in the Appendices 8.4.9.

#### 4.6.10 SECTION TEN – DEMOGRAPHIC QUESTIONS

The demographic section consists of four blocks of questions. The first is a frequency scale of consumption of the following news delivery channels: online news sites, newspapers, magazines and, television. This scale is useful in understanding the level that the sample consumes news and in which form. This is followed by socio-economic classifications, age category and family situation scale items over separate questions. These variables may be useful in understanding the sample due to the notion that consumers perceive stimuli differently based on their social background, age and lifestyle (A. R. Anderson & Miller, 2003; W. T. Anderson & Golden, 1984; Wang & Chen, 2006; Williams, 2002). This section of the survey is viewable in the Appendices 8.4.10.

#### 4.6.11 SECTION ELEVEN – DECEPTION DEBRIEF AND SUBMISSION

The final section begins by thanking the respondent for their participation, followed with their code necessary to be remunerated for their participation. The deception debrief is included in this section to clear up the purpose of the study and all other necessary information, as deemed by the University of Canterbury Human Ethics Committee, in a study of this nature. This is the completion of the survey and all responses were submitted and recorded at this point. This section of the survey is viewable in the Appendices 8.4.11.

## 5 ANALYSIS AND RESULTS

### 5.1 INTRODUCTION

This chapter aims to exhibit the results from the statistical analyses on the data collected from the outlined methodology discussed before. The chapter begins with a characteristic overview of this research sample including size and composition. Following this, the factor structure and reliabilities of the scales employed are examined. Next, manipulation checks measuring the effectiveness of the four unique experimental manipulations across business nature and grammatical style are presented. From here, the hypotheses outlined in Chapter Three were tested using PLS procedure before effects of covariates are outlined. Lastly, the chapter concludes with a table summary of the hypotheses results.

#### 5.2.1 SAMPLE SIZE

The data collection stage for this research began on the 27<sup>th</sup> of August, 2015 and the maximum respondent budgetary allocation was exhausted within the same day.

In total, 429 responses were collected on the one day this survey was live. Of which, 348 were usable due to full completion of the survey. The majority of the respondents indicate they consume news media in the form of online sites from 'sometimes' to 'very often'; this satisfies the condition that respondents are familiar with the format. The chart of respondents on this variable consists of a negative skewed (left skew) distribution.

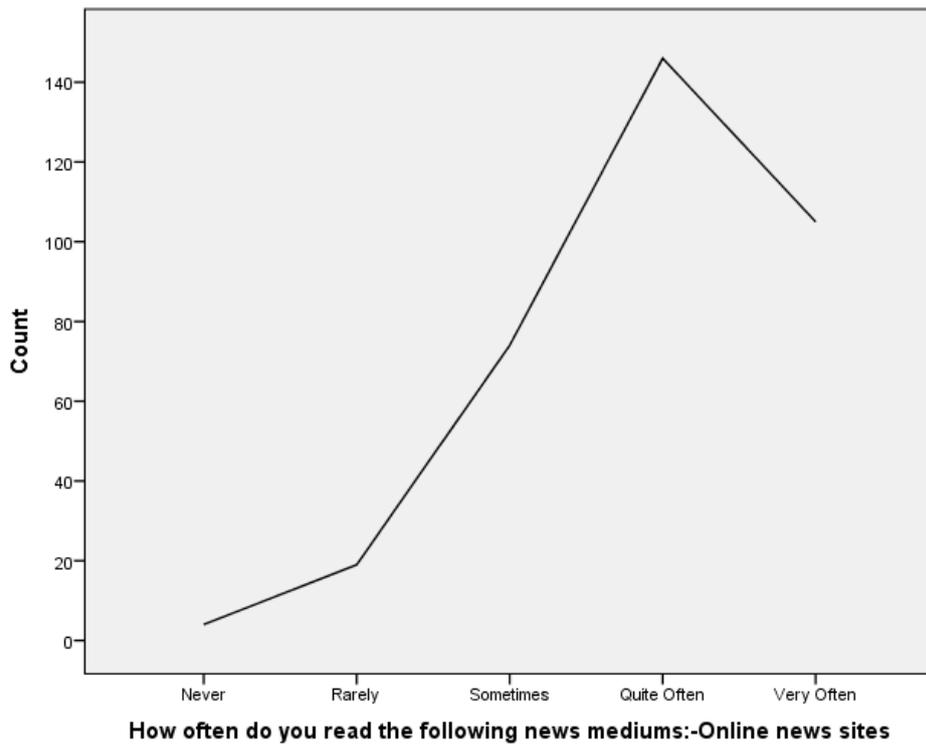


FIGURE 2 - THE DISTRIBUTION OF RESPONDENTS' CONSUMPTION OF ONLINE NEWS MEDIA

### 5.2.2 SAMPLE COMPOSITION

Analyses were conducted to explore the socio-demographic characteristics of the respondents'; these are presented in Table 5 below. The largest age group consisted of 23 to 34 year olds. This is important as they are considered the apex of technological usability and news consumption (Dutta-Bergman, 2004). This notion is empirically supported by a crosstab table illustrating this point following the demographic variables table along with an F value of 2.547 at a 0.020 significance. The table mentioned here refers to Table 6, seen below, which illustrates the number of respondents across both age groups and the frequency of online news consumption. Additionally, the analyses output for the significance level can found in Appendix 8.9.

The socio-economic classification scale was derived from the National Statistics Socio-Economic Classification used in the census for the United Kingdom (*National Statistics Socio-economic classification, 2010*). This is useful to better understand the respondents' role in society as well as eliminating currency and value differences due to the global availability of this survey online. The majority (12.9+27.3+21=61.2%) of the respondents' work in intermediate occupations or higher, indicating a corresponding higher level of intellect and

financial liberty that comes with roles above and beyond lower level roles such as 'Routine occupations'. Higher intellect and financial levels can translate to greater consumer power in the decision making processes, along with the means and ability to follow through with purchase intentions, potentially ratifying the sample examined for the exploration of the Native Advertising phenomenon.

**Table 5 Respondent Proportions for Demographic Variables**

<b>Variable</b>	<b>Category</b>	<b>Proportion</b>
<b>Socio-Economic Classification</b>	Higher managerial and professional occupations	12.9%
	Lower managerial and professional occupations	27.3%
	Intermediate occupations (clerical, sales, service)	21.0%
	Small employers and own account workers	7.8%
	Lower supervisory and technical occupations	6.9%
	Semi-routine occupations	7.2%
	Routine occupations	12.9%
	Never worked and long-term unemployed	4.0%
	Total	100.0%
<b>Age Category</b>	16 to 19	2.6%
	20 to 24	12.9%
	25 to 34	46.3%
	35 to 44	23.3%
	45 to 54	8.6%
	55 to 64	4.9%
	65 or over	1.4%
	Total	100%
<b>Family Structure</b>	In a married-couple family	55.2%
	In a family with female householder, no spouse present	12.6%
	In a family with male householder, no spouse present	10.3%

In a group of unrelated subfamilies	2.9%
Unrelated individuals	19.0%
<b>Total</b>	<b>100.0%</b>

TABLE 5 - RESPONDENT PROPORTIONS FOR DEMOGRAPHIC VARIABLES

**Crosstab Age\*Online News Consumption Frequency**

*How often do you read the following news mediums:-Online news sites \* What is your current age?*

		Age Variable							Total
		16 to 19	20 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or over	
<b>Frequency of online news consumption</b>	Never	0	1	0	2	1	0	0	4
	Rarely	1	7	4	4	3	0	0	19
	Sometimes	0	14	38	11	7	4	0	74
	Quite Often	5	12	79	34	9	5	2	146
	Very Often	3	11	40	30	10	8	3	105
<b>Total</b>		9	45	161	81	30	17	5	348

TABLE 6 - CROSSTAB AGE\*ONLINE NEWS CONSUMPTION FREQUENCY

**5.3 SCALE STRUCTURE AND RELIABILITY**

The previously discussed sample responses have been analysed to arrive at conclusions regarding the Hypotheses. Firstly, the structure and reliability of scales in this study have been tested using Principal Components Analysis and internal consistency from the Cronbach Alpha procedure (Cronbach, 1951). The results of the analyses are reported along with descriptives for each scale below.

**5.3.1 SCALE STRUCTURE**

The scale structure was analysed using Principle Component Extraction with Varimax rotation to test the dimensionality of the scales used in the survey. Most scale items returned eigenvalues indicating one common factor is expected over the scale items. In these cases, this is further supported by 0.00 significance levels of the scale items together and

sufficiently suitable scale reliability Cronbach's Alpha scores. The key factors exhibit high Cronbach's Alpha scores of .962 for the Article attitudes factor, .917 for the brand attitudes factor and .967 for the Advertising attitudes factor.

#### ***Article Attitudes – Pre-Test and Post-Test***

The 24 scale items over questions 1.1, 1.2 and 1.3 have returned a significant relationship at 0.00 and suitably high correlation. The scale reliability measure, as reported above, indicates 96% (.962) variability in the pre-test stage and 97% (.972) variability in the post-test stage, this result indicates a very acceptable reliability of this factor.

#### ***Brand Attitudes – Pre-Test and Post-Test***

The 7 scale items in question 2.2 have returned a significance relationship at 0.00 and suitably high correlation across the scale items. The scale reliability measure, as reported above, indicates nearly 92% (.916) variance in the pre-test stage and nearly 94% (.937) variability in the post-test stage, this results in a very acceptable reliability of this factor.

#### ***Advertising Attitudes – Pre-Test and Post-Test***

The 9 scale items in question 3.1 have returned a significance relationship at 0.00 and suitably high correlation across the scale items. The scale reliability measure, as reported above, indicates nearly 97% (.967) variance in the pre-test stage and 97% (.973) variability in the post-test stage, this result indicates a very acceptable reliability of this factor. The scale items in this block of questions were developed by Obermiller and Spangenberg (1998) which is contained within the Handbook of Marketing Scales (Bearden et al., 2011). The measure itself assesses generalizable advertising activities and marketing characteristics, rather than specific advertisements.

#### ***Sponsored Content Advertising Attitudes***

The 5 scale items in question 7.1 have returned a significance relationship at 0.00 and positive correlation across the scale items. The scale reliability measure indicates 43% (.432) variance amongst the scale items is accounted for, resulting in low reliability of this factor. This factor includes one of the scale items recoded to improve validity in this factor; however, this did not contribute a significant enough improvement to amalgamate these 5 scale items into one factor. The items in this scale were derived from grey research and were not empirically grouped like the previous factors (Lieb, 2013; Mane & Rubel, 2014).

### ***Interpersonal Influence***

The 12 scale items in question 7.3 have returned a significance relationship at 0.00 and suitably high correlation across the scale items. The scale reliability measure indicates just over 93% (.931) of variance amongst the scale items are accounted for, resulting in an acceptable reliability of this factor. The scales in this question are the Interpersonal Influences: Consumer Susceptibility to interpersonal influence developed by Bearden, Netemeyer and Teel, (1989) which is contained within the Handbook of Marketing Scales (Bearden et al., 2011) used throughout this study.

### ***Reference Group Influence - Informational Influence***

The 5 scale items in question 8.1 have returned a significance relationship at 0.00 and suitably high correlation across the scale items. The scale reliability measure indicates nearly 76% (.758) variance amongst the scale items is accounted for, resulting in an acceptable reliability of this factor. The three factors across questions 8.1 to 8.3 are Reference Group Influence scales and were developed by Park and Lessig (1977). These are contained within the Handbook of Marketing Scales (Bearden et al., 2011).

### ***Reference Group Influence - Utilitarian Influence***

The 4 scale items over question 8.2 have returned a significance relationship at 0.00 and suitably high correlation across the scale items. The scale reliability measure indicates 87% (.870) variance amongst the scale items is accounted for, resulting in a very acceptable reliability of this factor.

### ***Reference Group Influence – Value Expressive Influence***

The 5 scale items over question 8.3 have returned a significance relationship at 0.00 and suitably high correlation across the scale items. The scale reliability measure indicates just over 91% (.912) of variance amongst the scale items is accounted for, resulting in a very acceptable reliability of this factor.

### 5.3.2 SCALE RELIABILITY

After Principle Component Extraction was completed, all scales were tested for internal consistency (reliability) using Cronbach's alpha procedure. The results of this analysis suggested that a number of items be removed to improve reliability. Scales of concern consisted of;

Other scales have not been modified. Results are presented in table 5.4 which illustrates that all scales exhibit above acceptable levels of reliability (>.70). The only exception is the Sponsored Content factor with an alpha of only .432 therefore; the scale items will remain separate from a factor in further analyses.

<i>Scale</i>		<i>Cronbach's Alpha</i>
Article attitudes	Pre-test	.962
	Post-test	.972
Brand attitudes	Pre-test	.916
	Post-test	.937
Advertising attitudes	Pre-test	.967
	Post-test	.973
Sponsored content advertising attitudes		.432
Interpersonal Influence		.931
Reference Group influence - Informational Influence		.758
Reference Group influence - Utilitarian influence		.870
Reference Group influence – Value Expressive influence		.912

TABLE 7 - CRONBACH ALPHA RELIABILITY COEFFICIENTS FOR TOTAL SCALE VARIABLES

### 5.3.3 DESCRIPTIVE STATISTICS

Descriptive statistics were produced for each scale and are displayed in Table 5.5. The table shows the mean, standard deviation, Skewness and kurtosis for each measure.

<i>Scale</i>	<i>Stage</i>	<i>Mean</i>	<i>Standard Deviation</i>	<i>Skewness</i>	<i>Kurtosis</i>
Article attitudes	Pre	4.10	1.32	-.32	-.69

	Post	3.89	1.45	-.136	-.846
Brand attitudes	Pre	3.96	1.45	-.40	-.76
	Post	3.78	1.57	-.07	-.949
Advertising attitudes	Pre	3.42	1.48	.20	-.79
	Post	3.28	1.57	.313	-.874
Sponsored content advertising attitudes – Caution		4.75	.81	-.587	1.711
Interpersonal Influence		3.52	1.30	.22	-.55
Reference Group influence - Informational Influence *		2.55	.65	-.33	.008
Reference Group influence - Utilitarian influence *		1.96	.77	.52	-.41
Reference Group influence – Value Expressive influence *		1.99	.81	.39	-.82

\* Items in factor were on a four point scale instead of the seven point scale used across all other factors. This four point scale ranged from “Not relevant” to “Highly relevant”.

TABLE 8 - DESCRIPTIVE STATISTICS FOR TOTAL SCALE VARIABLES

## 5.4 MANIPULATION CHECKS

As outlined in Chapter Four, similar scales prior to the reveal were used as manipulation checks for the manipulations/experiment. Additionally, these values will be compared with the values in the post-test stage.

Comparisons between mean scores and standard deviations are outlined over the pre-test stage and post-test stage of this experiment. The Cronbach’s Alpha Value is included at the foot of each table.

### Grammatical Style Comparison Factor Mean Scores

<i>Coding</i>	<i>Scale item</i>	<b>Pre-test</b>		<b>Post-test</b>	
		<i>Mean</i>	<i>Std Dev</i>	<i>Mean</i>	<i>Std Dev</i>
<i>Grammatical Style</i>					
1.2.9	Suitability of	5.29	1.34	5.07	1.60

Grammatical style used					
1.1.1	Believability	4.35	1.99	4.08	1.98
1.1.2	Trustworthiness	4.16	1.94	3.76	1.92
1.1.3	Convincing	4.17	1.94	3.95	1.93
1.1.4	Credibility	4.18	2.02	3.85	1.97
1.1.5	Reasonability	4.32	1.98	4.10	1.94
1.1.6	Honesty	4.39	1.88	3.92	1.86
1.1.7	Questionable	3.53	1.76	3.29	1.78
1.1.8	Conclusiveness	3.95	1.82	3.76	1.81
1.1.9	Authenticity	4.17	1.90	3.80	1.92
1.1.10	Likelihood	4.13	1.96	4.06	1.98
<b>Total Factor</b>		4.24	1.87	3.96	1.88
<b>Cronbach's Alpha</b>			.968		.972

TABLE 9 - GRAMMATICAL STYLE COMPARISON FACTOR MEAN SCORES

**Business Nature Comparison Factor Mean Scores**

<i>Coding</i>	<i>Scale item</i>	<b>Pre-test</b>		<b>Post-test</b>	
		<i>Mean</i>	<i>Std Dev</i>	<i>Mean</i>	<i>Std Dev</i>
<i>Business Nature</i>					
1.3.5	Willingness to try brand	2.80	1.72	3.13	1.74
2.2.1	Informative delivery of brand	4.19	1.78	4.12	1.75
2.2.2	Unbiased delivery of brand	3.57	1.73	3.36	1.83
2.2.3	Brand appeared genuine	4.24	1.85	3.96	1.87
2.2.4	Improvement of brand perception	3.65	1.71	3.54	1.75
2.2.5	Likelihood of sharing	3.61	1.96	3.63	1.99

	article				
2.2.6	Brand trustworthiness	4.15	1.76	3.67	1.87
2.2.7	Relevance of brand with audience	4.30	1.67	4.16	1.86
<b>Total Factor</b>		3.81	1.77	3.69	1.83
<b>Cronbach's Alpha</b>			.919		.939

TABLE 10 - BUSINESS NATURE COMPARISON FACTOR MEAN SCORES

To determine the effectiveness of the manipulations in this survey, separate t-tests were performed to identify whether there is a significant difference ( $p < 0.05$ ) present between the means of both grammatical styles: Functional and Emotive. Additionally, a separate analysis was performed to identify whether there is a significant difference between the means of business natures: Branded (traditional for-profit) and Ideological. This will be useful in identifying which manipulation natures perform better, further contributing to the hypotheses. The results of these are presented in the following tables.

<i>Change Manipulation</i>	<b>Pre-test</b>		<b>Post-test</b>		<b>2 tailed sig</b>
	<i>t</i>	<i>sig</i>	<i>t</i>	<i>sig</i>	
Functional * Emotive	6.18	.000	4.34	.000	
Brand * Ideological	3.29	.001	3.03	.003	

TABLE 11 - RESULTS OF INDEPENDENT SAMPLES T-TESTS FOR CHANGE MANIPULATION

<i>Change Manipulation</i>	<b>Pre-test</b>		<b>Post-test</b>	
	<i>Mean</i>	<i>Std Dev</i>	<i>Mean</i>	<i>Std Dev</i>
Functional	4.58	1.09	3.93	1.21
Emotive	3.66	1.37	3.22	1.46

TABLE 12 - DESCRIPTIVE STATISTICS OF GRAMMATICAL STYLES ON ARTICLE ATTITUDES FACTOR

<i>Change Manipulation</i>	<b>Pre-test</b>		<b>Post-test</b>	
	<i>Mean</i>	<i>Std Dev</i>	<i>Mean</i>	<i>Std Dev</i>
Brand	4.20	1.34	3.72	1.48
Ideological	3.33	1.55	3.18	1.50

TABLE 13 - DESCRIPTIVE STATISTICS OF BUSINESS NATURES ON THE BRAND ATTITUDES FACTOR

The results indicate that both experimental manipulations were successful as was speculated prior to analysis. As expected, the means in the pre-test are higher than the post-test stage over each manipulation. These results are illustrated by the following figures, separated to focus on one manipulation axes individually.

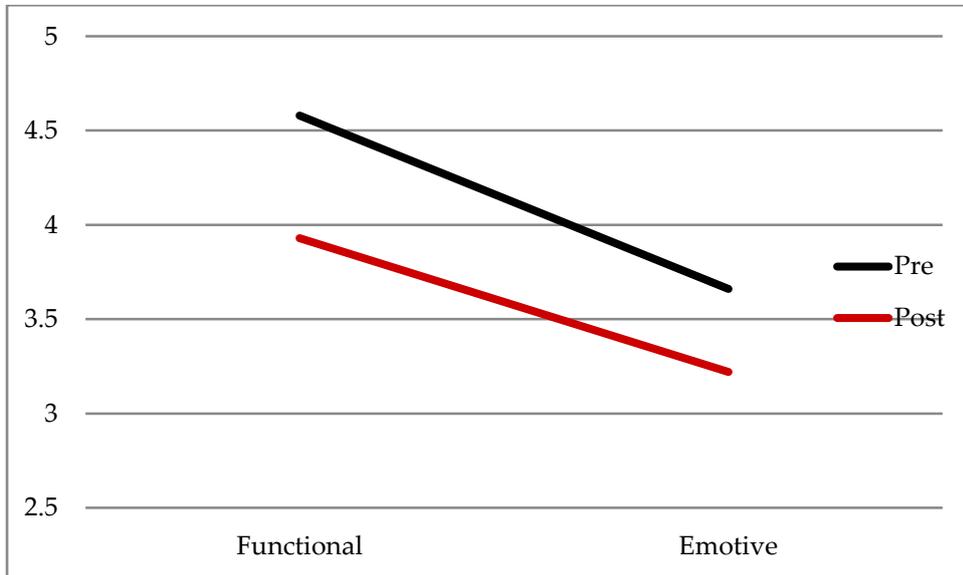


FIGURE 3 - MEANS PLOT FOR GRAMMATICAL MANIPULATIONS

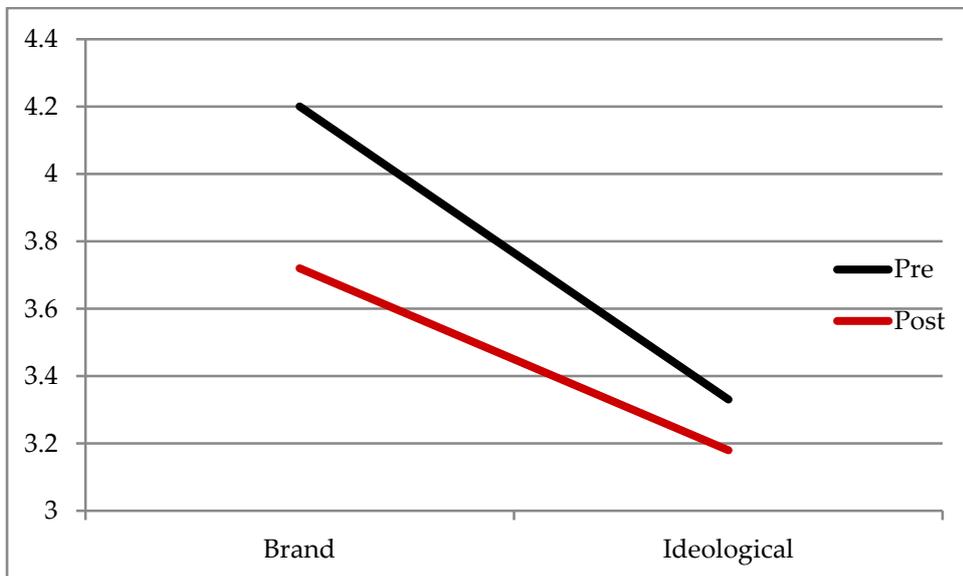


FIGURE 4 - MEANS PLOT FOR BUSINESS NATURES

## 5.5 FURTHER ANALYSIS

The data set collected for this research has the potential for further analysis. The initial aim for this research was to address the hypotheses discussed in Chapter Three. There

are several avenues available to continue research, such as business natures, awareness, correct identification of sponsor and, modelling the impact resulting from consumer response.

No hypothesis was specifically developed to measure the impact of each business nature manipulations on consumer attitude. A further investigation into this may prove beneficial to formally and empirically support which nature performs best. Literature supports the idea that for-profit organisations are better suited to this activity (Fry et al., 1982; Yin Wong & Merrilees, 2005) and from analyses on the data available from this research appears to support and reinforce these claims.

Awareness is a core concern regarding this approach to Marketing and there are two methods to further understand this from the data collected. Firstly, that of familiarity with the concept: respondents were asked whether they had identified this style of advertising prior to the survey in question 7.2 in Section Eight discussed in the Methodology section (see Appendices 8.4.8). Further analysis on this aspect across attitudes on all three factor feature in the pre-test and post-test stages may provide interesting differences between those who have contrasted, with those who are not familiar with this (Mane & Rubel, 2014; Wood et al., 2008). The second additional analysis for awareness is of correct recall of the sponsor. This analysis would similarly compare differences amongst the sample of those who correctly recalled the sponsor of the article, compared to those who did not. This may provide significant insights and results as to which campaigns were better at incorporating the sponsor into the content than others, in terms of consumer evaluations (Cramer, 2015; Lehnert, Till, & Carlson, 2013; Wood et al., 2008).

The creation of a conceptual model may be useful to create a graphic understanding of the variables at play within this specific method of Native Advertising, and how they relate to outcomes. From here, a path analysis may strengthen this model with empirical support.

## 5.6 HYPOTHESIS RESULTS

	Hypothesis	Supported
H1a	Respondents who are told a news article is actually a paid promotion will have significantly lower attitudes towards the <b>article</b> compared to consumers who are not told that the article is a paid promotion –	✓
H1b	Respondents who are told a news article is actually a paid promotion will have significantly lower attitudes towards the <b>brand</b> compared to consumers who are not told that the article is a paid promotion	✓
H1c	Respondents who are told a news article is actually a paid promotion will have significantly increased scepticism and lower attitudes towards <b>advertising</b> compared to consumers who are not told that the article is a paid promotion	✓
H2	Respondents who are told a news article is actually a paid promotion will have significantly lowered trust in the brand sponsoring the article	✓
H3	Respondents will have significantly lower evaluations of the news publisher for promoting emotive Sponsored Content and display greater dissatisfaction of Native Advertising compared to functional grammatical style Sponsored Content	✓

TABLE 14 - HYPOTHESES RESULTS

These hypotheses were first introduced in Chapter Three explaining why they are important, and how I arrived at these ideas from within literature. The first hypothesis seeks to examine the difference over the three factors between pre-test stages to post-test. It is hypothesised that the revelation of the article to be promoted and sponsored by an organisation, regardless of nature (manipulation) will return a less favourable evaluation by respondents. The analysis performed revealed a significant and negative correlated relationship between the pre-test and post-test stages over the three reduced variables of attitudes towards, article, brand and advertising variables.

The second hypothesis draws upon a single item in the scale regarding trust of the brand featured in the article. The analysis was separated over each manipulation applied in

this study to empirically understand this idea. The concept behind this theory is derived from literature, about how the article may have been deemed to have deceived the reader, and thus is likely to result in harm towards the consumers trust in the respective brand as well as the news publisher (Campbell & Marks, 2015; Stoner et al., 2014). Deception is most commonly caused by the lack of transparency and disclosure when performing Native Advertising activities (Campbell & Marks, 2015; Gottfried, 2015; Lieb, 2013; Mane & Rubel, 2014; Mareck, 2014). Whilst well-known brands inherit a higher degree of trust, this can be jeopardised by poorly executed Native Advertising campaigns (Campbell & Marks, 2015). Along with the inclusion in grey research by Mane and Rubel (2014) which identifies trustworthiness as a key pillar of Sponsored Content, in compliance, to be deemed effective Native Advertising. The output, on this factor of brand trust, has returned a significant and negative correlated result indicating there is an interaction of pre-test brand trust with the post-test brand trust. The analysis was filtered to only include cases where the respondent was correctly able to identify the sponsor to improve validity of the reactions and attitudes towards the brand that was responsible for sponsoring the articles.

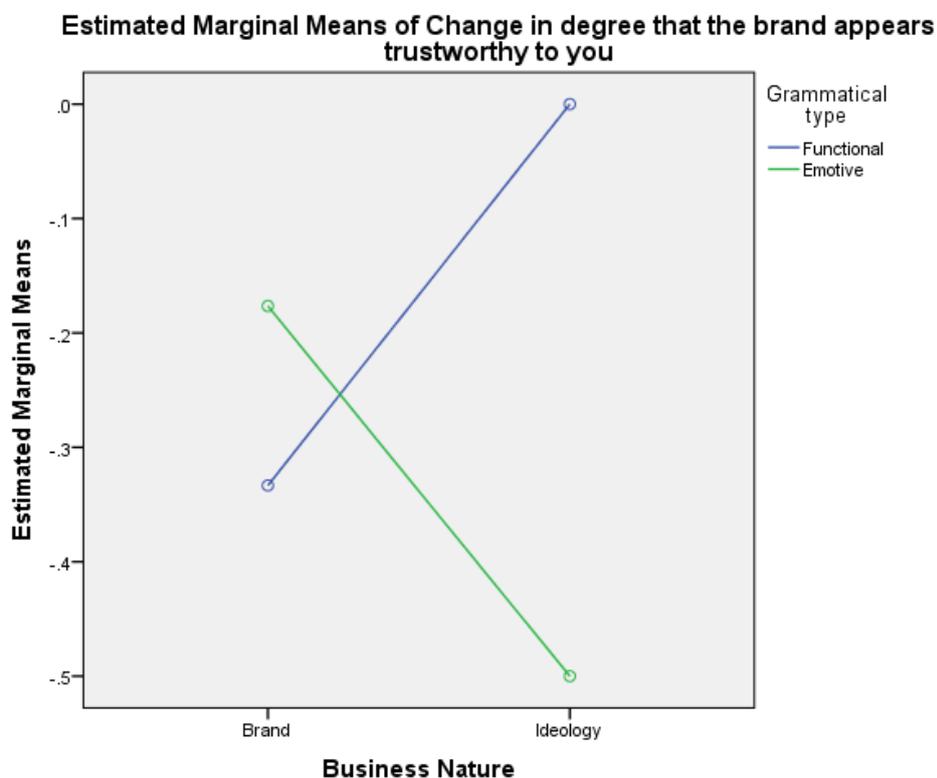


FIGURE 5 - CHANGE IN TRUST BETWEEN BUSINESS NATURE MANIPULATIONS

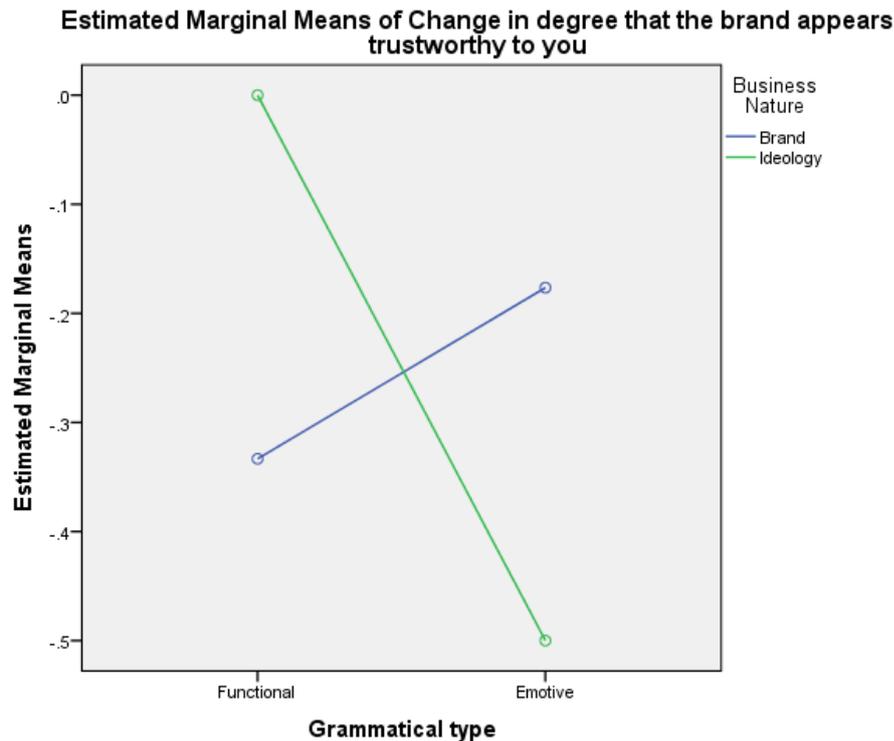


FIGURE 6 – CHANGE IN TRUST BETWEEN GRAMMATICAL STYLE MANIPULATIONS

As illustrated in the above graphs (fig. 5 & 6), functional ideology experienced the smallest amount of change in trust from pre-test to post-test, whereas the emotive ideology manipulation experienced the greatest amount of change.

The third hypothesis examines the respondents' attitudes, specifically towards the article across 24 scale items, defining the article factor featured in the table below. Table 16 below illustrates the comparison between all manipulations and the respondents' attitudes onto the corresponding article. The analyses have returned significant results for each manipulation compared to the control group. The manipulation figures are compared after the reveal. These results support the notion that concludes respondents' are dissatisfied with news publishers for being advertised to, through what they consider content. Table 17 found below, contains grouped manipulations of the grammatical styles together to illustrate the significance in difference of attitudes towards both each style and the control. Chapter Six further discusses the findings of all hypotheses in greater detail.

<b>Article attitudes Manipulations vs Control - T Test</b>						
<i>Measure</i>	<i>Manipulation</i>	<i>Mean</i>	<i>Standard</i>	<i>Mean</i>	<i>t</i>	<i>Significance 1</i>
	<i>n</i>		<i>Deviation</i>	<i>Difference</i>		<i>tailed - Levenes</i>
Attitudes towards the Article	Brand Functional	3.94	1.335	-1.23	-6.447	.000
	Brand Emotive	3.26	1.377	-1.91	-9.691	.000
	Ideological Functional	3.92	1.071	-1.25	-7.415	.018
	Ideological Emotive	3.19	1.538	-1.98	-9.450	.000
	Control	5.17	.854			

TABLE 15 -ARTICLE ATTITUDES MANIPULATIONS VS CONTROL - T TEST

<b>Article attitudes on grammatical style T Test – Functional vs Emotive</b>						
<i>Measure</i>	<i>Grammatical</i>	<i>Mean</i>	<i>Standard</i>	<i>Mean</i>	<i>t</i>	<i>Significance 1</i>
	<i>style</i>		<i>Deviation</i>	<i>Difference</i>		<i>tailed - Levenes</i>
Attitudes towards the Article	Functional	3.93	1.214	-1.24	-7.546	.000
	Emotive	3.22	1.461	-1.95	-10.232	.000
	Control	5.17	.854			

TABLE 16 - ARTICLE ATTITUDES ON GRAMMATICAL STYLE T TEST – FUNCTIONAL VS EMOTIVE

## 6 DISCUSSION AND CONCLUSION

### 6.1 INTRODUCTION

This chapter builds on the Hypotheses' results from the previous section in Chapter Five and continues to provide the Thesis conclusion, beginning with a discussion of major findings. This chapter then progresses to cover practical and theoretical applications of Sponsored Content Native Advertising. Additionally, included are limitations of the study, along with suggestions for future research on the field of Native Advertising.

### 6.2 MAJOR RESEARCH FINDINGS

#### 6.2.1 Summary of Research Purpose

Building on the limited existing amount of research on the topic of Native Advertising, the purpose of this research aimed towards building a greater understanding, and more specifically, measuring consumer attitudes. The idea was initially developed from an investigative Journalism piece by Oliver (2014) where it was proposed that all Native Advertising was taking advantage of the consumer. After reviewing a range of literature on the topic and conducting research devised from a determined knowledge gap, the current research's conclusion differs from that offered by Oliver (2014). Whilst the negative consequences that Oliver (2014) identifies are acknowledged to occur as a result of poorly executed Native Advertising campaigns, it is illustrated from this research that properly executed campaigns will provide more positive responses from consumers. This notion is also supported within other literature in identifying that properly executed Native Advertising campaigns can benefit all as a result (Mane & Rubel, 2014; Ming & Yazdanifard, 2014). Specifically, campaigns that are developed with the aforementioned guidelines, and adhering to the suitability of the fit in both grammar and business nature, will return more positive evaluations on article, brand and advertising attitudes, as measured in this research. Furthermore, deception is identified as a key factor to be mitigated through guidelines in application and execution of Native Advertising campaigns, as deception is the most common cause for catalysing negative consumer responses.

Deception is caused by a lack of disclosure or a lack of understanding around Sponsored Content labels in this setting and is further sparked by the scepticism that consumers commonly hold towards advertising. Deception is recognised throughout literature and past research as a more prominent and manageable consequence from consumers' reactions to Native Advertising (Mane & Rubel, 2014). Consumers hold a level of scepticism towards advertising and this can be triggered if they believe they are being deceived by the advertisement (Bearden et al., 2011; Campbell & Marks, 2015; Gottfried, 2015; Mareck, 2014). This scepticism detracts from the message of the advertisement, deeming it less effective, and therefore, can be reasoned that it is imperative to mitigate deception in Native Advertising campaigns (Campbell & Marks, 2015; Gottfried, 2015; Levi, 2015). The scepticism towards advertising factor reflected this response when it was revealed to the participants, that the article they had read was, in fact, an advertisement, with all manipulations experiencing a significant change indicating greater scepticism towards advertising. Therefore, it can be reasoned that consumers will be more sceptical towards the advertisement if they believe they have been deceived by it. However, this deception may be due, in part, by the reader as this research empirically supports the notion that a significant number of readers are blind to the Sponsored Content nature of the article they are reading, and in some cases, unable to identify the sponsor.

A lack of identification and understanding of Native Advertising, causing deception is likely to cause negative evaluations on the three key measures: brand, article and scepticism towards advertising evaluations, as supported by this research with the accepted Hypotheses 1a through to 1c discussed in Section 5.6. Therefore, it is reasoned that consumer evaluations of the brand featured in the article are damaged, along with lower perceptions of the news publisher and increased scepticism towards advertising as a result. These consequences are sufficient justification to adhere to the aforementioned guidelines during the creation and execution stages of a Native Advertising campaign. Additional guidelines to observe and bolster the effectiveness of the campaigns consist of: content relevance, suitability of fit with publication and a compelling editorial narrative (Mane & Rubel, 2014).

As discussed earlier regarding deception, a way it can be addressed is through the disclosure that the article is of the sponsored nature and that it is in fact paid for by a

commercial entity pushing their organisational beliefs. This is reinforced by the Federal Trade Commission's jurisdiction extending to include Native Advertising campaigns in Section 5 of deceptive practices (Bachman, 2013; Federal Trade Commission Act Section 5: Unfair or Deceptive Acts or Practices, 2008). Therefore, the consequences are not limited to lower evaluations and hampered purchase intentions by consumers, there is now legal action that has the potential to cause direct financial harm. In most cases, legal action can be avoided by including a Sponsored Content label, similar to the articles featured in this research whose labels can be found in the Appendices 8.2. Native Advertising has an emphasis on conforming to the surrounding context, primarily for recall effectiveness. This conformity is used to blend in alongside regular content, but this raises the risk of the aforementioned consequences resulting from the Native Advertising article being deemed deceptive by blending in too well to be recognised as Sponsored Content (Cramer, 2015; Mane & Rubel, 2014).

The research supports findings within the literature that state journalists inherit a high degree of trust due to their role in society, but as contemporary literature identifies, preservation of this trait can become challenging when implementing Native Advertising campaigns. As discussed earlier, regarding disclosure, this label disclosing the Sponsored Content assists in preserving journalistic standards and the trust that the public instil in journalists (Albæk, 2011; Hindman, 2005; Kiouisis, 2001; Ming & Yazdanifard, 2014). Native advertising has the potential to benefit the news publisher and this is achieved when the right consumers view the appropriate content (Mane & Rubel, 2014; Ming & Yazdanifard, 2014).

In addition to the aforementioned guidelines, is brand fit to news publication site. This is a subjective factor for practitioners to assess relevance on a case by case basis. The relevance and fit an article has with the news publisher is defined by their representative reader base, and their characteristics that align with the content. This factor is identified as being critical to achieving success with consumers and the research conducted here supports this notion in the way that less suitable fit articles return significantly lower evaluations than better suited alternatives (Mane & Rubel, 2014). A concept, derived from literature, defines branded (traditional for-profit) business natures better suited to the use of

Native Advertising, reasoned by the idea that advertising is a profit motivated activity and is better suited to be implemented by 'for-profit' companies' than 'not-for-profit' companies (Fry et al., 1982). This was seen when applied to the research conducted here; the branded nature articles returned results indicating they fit better within news publications than the ideologically nature organisations articles. Therefore, it can be reasoned that Branded (traditional for-profit) find this activity more effective for their goals due to the suitability of their fit to both the news publisher and the channel of advertising. As Native Advertising campaigns primary form of attraction is through its own merits, paired with being in an appropriate setting, further reinforces the importance fit and relevance holds as, without these, it is not likely to garner the voluntary participation from the reader (Carlson, 2014; Leth et al., 2015; Lieb, 2013; Mane & Rubel, 2014).

## 6.2.2 RELATIONSHIP BETWEEN GRAMMATICAL STYLES AND EVALUATIONS OF THE NEWS PUBLISHER

Developed from within literature, Hypothesis Three of this research proposed that the grammatical style used was likely to have an effect on consumers' perceptions of the news publication company. It is due to the understanding that grammatical styles that differ from the standard typically implemented by journalists, are more likely to return negative evaluations. The two grammatical styles featured in this study exist on a contrasting spectrum with functional language at the opposite end to emotive grammatical language. This was graphically illustrated in Section 4.4.4 – Manipulation Development – Manipulation Matrix (Figure 1) within the Methodology section.

The findings of this research empirically support that grammatical style is another important factor to consider in developing a Native Advertising campaign. The suitable degree on the spectrum of grammatical style is developed when factored with the representation of the publications' reader base, and the degree of journalistic merit held, for the application (Carlson, 2014; Wilkinson, 2008; Yin Wong & Merrilees, 2005). Hypothesis Three was developed to examine this notion and explore which was the better received grammatical style in this setting. A significant indication was found that consumers are more receptive to a functional grammatical style illustrated by higher consumer evaluations on measures focused on grammatical style and its suitability. This finding aligns with the

long standing traditional journalistic standards, discussed in the Literature Review section, and in regards to Native Advertising having an impact on these standards (Bærug & Harro-Loit, 2012; Bartlett et al., 2007; Christians et al., 1987; Friend & Singer, 2015; Levi, 2015; Wilkins & Christians, 2008). It is the common conception that Native Advertising is detrimental to journalistic standards; however, most campaigns are designed and implemented with respect to these standards and the guidelines Native Advertising advocated by IAB (Leth et al., 2015; Mane & Rubel, 2014). Consumers are more receptive to certain types of Native Advertising (Mane & Rubel, 2014); therefore, it is important to understand the best application of grammatical style of the application at hand. Lower purchase intentions are a likely consequence of failure to understand the guidelines to the development and application of a Native Advertising campaign (Becker-Olsen, 2003; Friestad & Wright, 1994; Lehto, 2015). Lower purchase intentions are not a desirable outcome as advertising is a profit motivated activity (Fry et al., 1982). Therefore, it is in the best interests of the news publisher to ensure they select and publish a well-designed Native Advertising campaign, if they are to maintain this as a sustainable channel of funding (Leth et al., 2015; Yaphe et al., 2001). See Appendices 8.8.3 for the analyses of these findings.

### 6.2.3 RELATIONSHIP BETWEEN CONSUMER ATTITUDES AND THE REVELATION OF THE SPONSORED NATURE

Derived from grey research statistics, these hypotheses theorised how consumers' attitudes would change after knowing they were deceived into actively engaging with an advertisement (Lieb, 2013; Mane & Rubel, 2014). Hypothesis One is split into three sub-hypotheses to examine consumer attitude changes on three stakeholders of Native Advertising: the publisher, the sponsoring brand and advertising as a whole industry. It was hypothesised that the reveal of corporate influence would significantly lower consumer attitudes and evaluations towards each of the aforementioned stakeholders when compared to an article free of corporate influence that is, non-Sponsored Content.

The publisher attitudes sub-hypothesis (H1a) consists of article related questions pertaining to known standards of journalistic publications, derived from the journalistic norms over a pre-test/post-test measurement, to gauge difference. These norms have been refined over time to incorporate the purpose of news Journalism of having the responsibility

of serving the community, not for business goals as with Native Advertising (Carlson, 2014; Elliott, 2009; Friend & Singer, 2015; Kovach & Rosenstiel, 2007; Martin, 2015). A result of these norms is that the public feels secure in journalistic societal representation; however, it is becoming increasingly common for journalists to represent business ideals in their articles. This shift could explain why it is likely for consumers to feel deceived when they discover the true intent is different from what they believed (Campbell & Marks, 2015; Carlson, 2014). Therefore, lower evaluations and attitudes are likely to be experienced by consumers who experience deception from a Native Advertising campaign (Gottfried, 2015; Lehto, 2015).

The brand attitudes sub-hypothesis (H1b) consists of questions specifically regarding attitude changes towards brands over a pre-test/post-test measurement. News articles discussing brands is not uncommon; however, the inclusion of their input is what is surprising for readers. The sponsoring company will use Native Advertising Sponsored Content articles with the aim of engaging with the consumer and permeating into their evoked set (Leth et al., 2015; Mane & Rubel, 2014). However, this can be interpreted as deceptive practices by consumers by misleading them to viewing an advertisement. Traditionally, journalistic news articles have provided society with what they should know about current affairs, but has incrementally increased to provide what they want to know regarding brand or product information. This may be because consumers are attracted to the article as it may appear more interesting than the heavy nature of typical news stories or more relatable to their lives (Bærug & Harro-Loit, 2012; Carlson, 2014). The research conducted here supports earlier research surrounding this issue; therefore, it can be reasoned that the deceptive aspect of the campaign has the potential to cause harm to the brand featured in the article. Additionally, this deception from corporate influence may contribute to the scepticism that consumers hold against advertising as well. (Campbell & Marks, 2015; Elving, 2010; Helm et al., 2015; Leth et al., 2015; Liles, 2009). The aforementioned IAB Native Advertising guidelines are useful to minimise negative evaluations in assisting the campaign in keeping relevant, authoritative and trustworthy on top of being transparent and by achieving an appropriate fit with the news publication (Mane & Rubel, 2014). The bottom line consequence of poorly executed Native Advertising campaigns can result in lower purchase intentions from consumers (Becker-Olsen, 2003; Friestad & Wright, 1994; Lehto, 2015). The impact of this consequence is difficult to quantify

due to the lack of developed accurate metrics, that other forms of marketing have defined (Leth et al., 2015; Levi, 2015). Advice for news publications is that the campaign needs to be a mutually beneficial project for the sponsoring brand as well (Mane & Rubel, 2014).

The third sub-hypothesis (H1c) of Hypothesis One aims to explore scepticism towards advertising and the resulting attitude changes as a result of discovering the corporate influence behind a journalistically styled and hosted article. This aspect of the research drew a focus on the consumer as a stakeholder and party to this phenomenon and, as a result, the scale focuses on consumer welfare aspects from Native Advertising. This examination consisted of a pre-test/post-test measurement to gauge the change in attitudes after the reveal. Native Advertising contains a latent element of deception due to the profit driven activity applied to a previously independent activity (Carlson, 2014; Fry et al., 1982; Levi, 2015; Ming & Yazdanifard, 2014). Consumers' deception is derived from a lack of transparency or understanding of Native Advertising labels specifically incorporated into the research for this thesis. However, transparency and disclosure are commonly afterthoughts in Native Advertising campaigns which have the potential to increase the level of advertising scepticism in consumers (Aiello & Proffitt, 2008; Balasubramanian, 1994; Gilley, 2013; Leth et al., 2015). Consumers typically hold a level of scepticism towards advertisements and this is reflected in the figures respondents returned in the pre-test stage across all manipulations of this research. These figures indicated a less than favourable evaluation in the pre-test stage and decreased further when the article the respondent had read was revealed to contain corporate influence. Therefore, it can be reasoned that consumers' experience increased scepticism towards the advertisement, if they believe they have been deceived by it. The level of scepticism that consumers returned here reasons that this will further impact on journalistic publications along with other facets of marketing (Aiello & Proffitt, 2008; Bearden et al., 2011; Helm et al., 2015). This is an important concept to understand as it has an impact on consumers' welfare, resulting from poorly developed Native Advertising campaigns. Specifically, the lesser degree of altruism, to benefit and better inform the consumer, is offset by the goal to sell, utilising Native Advertising methods (Friestad & Wright, 1994). Additionally, Balasubramanian (1994) supports this idea by adding the feature of rights for the consumer to know whom they are being influenced

by regarding commercial topic articles. These rights have somewhat been incorporated by the FTC as discussed next.

The FTC in America have amended their act to incorporate Native Advertising as they begin to realise how detrimental and harmful a lack of disclosure and deceptive practices may be (Gilley, 2013; Martin, 2015). Consumers are more likely to be taken advantage of by advertisers in the setting of Native Advertising as they are generally unaware they are being advertised to (Balasubramanian, 1994; Eckman & Lindlof, 2003; Leth et al., 2015; Oliver, 2014). In some cases, the reader may not notice the Sponsored Content nature of the article they are reading; this research empirically supports the notion that a significant number of readers are oblivious to the Native Advertising aspects of these articles. This is illustrated by respondents indicating a significant difference in evaluations after the article is revealed to them as being of Sponsored Content.

The research conducted here supports the notion founded within the literature discussed earlier, that consumers are unaware of the fact they are being advertised to, and when they discover this fact, they suffer increasing scepticism and lower evaluations towards advertising as a whole. On top of the aforementioned consumer welfare consequences, this is detrimental for the business models of news publications and sponsoring companies as advertising is a necessary part of their contemporary business model and for promotion (Bærug & Harro-Loit, 2012; Franklin, 2014; Oliver, 2014). Therefore, it is reasoned that the consumer scepticism experienced is likely to lead to a lack of consumer buy-in to advertising, resulting in an undermined advertising effectiveness and fewer purchase intentions (Becker-Olsen, 2003). These consequences reinforce the consideration required to create a Native Advertising campaign as well as illustrating the tension between the three stakeholders in the Native Advertising setting. See Appendices 8.8.1 for the analyses to derive these findings.

#### 6.2.4 RELATIONSHIP BETWEEN NATIVE ADVERTISED BRANDS AND TRUST

Deception is a well-established consequence of Native Advertising by this point in the thesis, and it is clear it impacts upon trust (Campbell & Marks, 2015; Levi, 2015). However, research conducted by Cramer (2015) states that better known brands are more likely to be deemed trustworthy during advertising activities than lesser known brands. The analysis that Hypothesis Two set out to examine this notion in a Native Advertising setting where deception is a common consequence experienced by consumers due to the lack of disclosure, transparency or understanding surrounding Native Advertising (Campbell & Marks, 2015; Gottfried, 2015; Lieb, 2013; Mane & Rubel, 2014; Mareck, 2014). The inherited trust of better known brands is at stake if they are the subject of a poorly executed Native Advertising campaign (Campbell & Marks, 2015). Therefore, it can be reasoned that the onus of deception resulting from the campaign is likely to affect trust levels evaluations inferred on the brand by consumers. This is due to the reader believing the journalistic article will adhere to standards of conveying honest and unbiased information which, has instead, become compromised in the Native Advertising setting due to corporate influence. This results in the consumer potentially viewing the Sponsored Content as manipulative, insincere and having lowered message persuasiveness, which impacts the brand by paired association, impacting on their bottom line from purchase intentions missed from a failed advertising campaign (Balasubramanian, 1994). See Appendices 8.8.2 for the analyses used to derive these findings.

Ultimately, the best practice of Native Advertising can be simplified to only permitting organisation brands that hold relevance and fit with the publication and their reader base. Additionally, the sponsoring firm would benefit from having a level of trustworthiness in the eyes of the public prior to a Native Advertising campaign; this is useful to not cause further harm to credibility of the news publisher. An example illustrating the harm to the credibility of a news publisher comes from the example with the Church of Scientology featured in *The Atlantic* (Carlson, 2014; Mane & Rubel, 2014). This organisation was not a good fit nor relevant for the publication or their reader base, but they are also a controversial organisational that many people are distrustful towards. The predominant method of minimising harm to the parties involved pertains to transparency around the corporate involvement (Leth et al., 2015; Levi, 2015; Mane & Rubel, 2014; Plaisance, 2007).

Their potential to benefit all parties involved without causing harm if these guidelines are followed.

### 6.3 EFFECTS OF THE COVARIATE VARIABLES

The effects of the covariate variables were examined in this research and how they may have affected the outcomes of the evaluations that were discussed earlier. These covariates consisted of: demographic variables, interpersonal influence, news consumption frequency and the multi-faceted reference group influence.

#### SOCIO-ECONOMIC CLASSIFICATIONS

---

The influence that demographics has on any type of marketing is supported by the notion that consumers perceive stimuli differently based on their social background, age and lifestyle (A. R. Anderson & Miller, 2003; W. T. Anderson & Golden, 1984; Wang & Chen, 2006; Williams, 2002). The first aspect of demographic measures in this research asked respondents to select the most suitable socio-economic classification of their personal situation. However, socio-economic classifications have been found to have an insignificant influence on the samples response of evaluations in the setting of Native Advertising. Social class measures had been popular during the 1980's for measuring consumer behaviour, and it is still recognised as an important factor behind buying behaviour but failed to illustrate any insight on consumer responses on this dimension (Williams, 2002). The assumption derived from literature indicates that individuals of higher socio-economic classification may have greater resources and opportunities which have the potential to translate into better education and higher financial scope and purchasing power. (A. R. Anderson & Miller, 2003). It can be reasoned that the better education and higher financial power of these individuals infers no influence on how they perceive Native Advertising campaigns differently to those in lower socio-economic classifications. See Appendices 8.7.1 for the table of analyses output.

#### AGE

---

The next demographic variable to be examined for covariate influence is Age. This, similarly, has an insignificant relationship to all three measured factors of: Article, Brand and Advertising attitudes as seen with the previous demographic covariate. For a detailed

understanding, analysis was performed on both the pre-test stage and the difference to the post-test responses, to gauge the impact. However, it can be reasoned that the age of the individual will have no influence on the evaluations of the news publisher, sponsoring brand and advertising as a whole. It must be acknowledged that certain age groups, discussed in Sample Composition in Chapter Five, have a greater predisposition to the use of technology and online news consumption. This concept is unsubstantiated within the research, and therefore, has no impact on their attitudes (Dutta-Bergman, 2004). See Appendices 8.7.2 for the table of analyses output.

#### FAMILY SITUATION

---

The last demographic variable to be examined for covariate influence is Family Situation. This asks respondents to select the most suitable family situation, presented in the survey, to their personal situation. As seen with the previous two demographic variables, this has been found to have a generally insignificant relationship to all three measured factors of: Article, Brand and Advertising attitudes. This included analysis on both the pre-test stage and the difference to the post-test responses. In summary, this can provide reasoning that the Family Situation of the individuals in the population will have no influence on the evaluations of the news publisher, sponsoring brand and advertising as a whole after viewing Native Advertising campaigns. See Appendices 8.7.3 for the table of analyses output.

#### FREQUENCY

---

Frequency consists of the regularity of the respondents' consumption of the media type. As discussed in Section 3.2.4, there were four media types included in this survey, consisting of: online news media, television news, newspapers and magazines. This measure was included to examine whether the individual response were influenced by how much news media they consumed (Bærug & Harro-Loit, 2012; Carlson, 2014; Franklin, 2014). This returned interesting outputs, with a mix of some channels returning significance and other falling short of significance. The frequency of newspaper and television consumption within the sample has returned significant relationships to all three measured factors of: Article, Brand and Advertising attitudes in both pre-test and post-test stages. However, the sample returned insignificant relationships to online news publications and magazines to all three

key factors measured. This may suggest that consumers' attitudes are less influenced by the amount of time spent consuming online news publications and magazine platforms than with that of television and newspapers. This is a curio as online news publications are perceived as an updated, digital representative of newspapers and may require further research into why this phenomenon occurs. See Appendices 8.7.4 through to 8.7.7 for graphical representations of the samples' consumption frequency for each platform, and output tables of the statistical analyses.

## INTERPERSONAL INFLUENCE

---

This covariate implicitly measures an individual's need to identify with, or improve an individual's image in the eyes of others regarding their use of certain products or brands (Bearden et al., 2011). This returned a significant relationship with advertising attitudes but an insignificant relationship with the other two attitudes measures on brand and article.

Looking specifically at the advertising evaluations, interpersonal influence has a moderate positive (.495), correlation with pre-test advertising evaluations, and a moderate positive (.509), correlation with post-test advertising evaluations. See Appendices 8.7.8 for the statistical output. This can be interpreted to indicate that the sample's conformity has a relationship to the scepticism they place in advertising methods. This can be explained by the trust placed in an authoritative source, like that bestowed on journalists as a public voice, now discovered to have fed an advertisement, which may conflict with what they believe is the general values of others and clashing with their conformity needs (Albæk, 2011; Bearden et al., 2011). This iterates the guidelines around fit and transparency as it is a source of influence on consumers' attitudes to advertising as a whole, resulting from the tension in Sponsored Content Native Advertising.

## REFERENCE GROUP INFLUENCE

---

This covariate covers three unique motivational components consisting of: informational, utilitarian, and value expressive. These components are useful to identify what source of motivation the consumer is susceptible to in this setting, and how they respond as a result. The analyses found that all components had an insignificant relationship with the results of this survey. This indicates that Reference Group Influence is likely to have little to no influence on the evaluations of all three measured factors of article, brand

and advertising attitudes in both pre-test and post-test stages. Therefore, it can be reasoned that Native Advertising is not a motivational source of message to the consumer. See Appendices 8.7.9 for the table of analyses output.

## 6.4 DISCUSSION OF MAIN FINDINGS

The results confirm key ideas and elements discussed amongst literature and more specifically, grey research conducted by Lieb (2013) and Mane and Rubel (2014) regarding practical guidelines to implementing Native Advertising campaigns. Therefore, it can be reasoned that the behaviours identified from respondents are likely to be replicated by typical consumers in the population. This research focused on the consequences and best use of Native Advertising which has assisted in reinforcing the necessary implementation of guidelines. These guidelines predominantly discuss the ideas of fit, and transparency as being instrumental.

Similar to Mane and Rubel (2014), certain natures of Sponsored Content articles are better received by readers. This research aimed to build on their concept by broadening the natures of articles investigated and how they are received in a Native Advertising setting. These natures have been discussed at length and particularly how the natures have incorporated opposing ends of their spectrum. These were translated into manipulations by sourcing articles that fit to the matrix outlined in Chapter Four that illustrates this contrast and interaction. The manipulation conclusions are discussed in the following paragraphs.

The best practices found within the literature identify for-profit branded business natures to be the best suited for this type of marketing activity (Fry et al., 1982; Liles, 2009). This is supported, empirically, with these manipulations attaining higher evaluations than the ideological counterparts as well as a smaller difference in evaluations after explaining the articles are advertisements. These higher evaluations were consistent across all three factors of the pre-test/post-test structure of article, brand and advertising evaluations. Therefore, it is reasoned that consumers will be more receptive to for-profit companies being advertised in this format, and therefore, may experience a smaller change in opinions compared to not-for-profits, after it is revealed that the article is an advertisement consequently.

Literature identifies functional grammatical style as being better received by readers due its alignment to traditional journalistic standards (Bærug & Harro-Loit, 2012; Balasubramanian, 1994; Becker-Olsen, 2003; Carlson, 2014; Ferrer Conill, 2015; Levi, 2015). This is supported, empirically, with the corresponding manipulations attaining higher evaluations than the emotive language manipulations. Statistically significant results are attained for the difference between these two manipulations pertaining to brand evaluations and article evaluations, allowing us to recognise the influence grammatical style used has on consumer evaluations, and that functional tone is significantly more suitable for this facet of advertising. This aligns with, and supports notions throughout literature and research, that Native Advertising must fit and blend with surrounding regular content (Campbell & Marks, 2015; Carlson, 2014; Leth et al., 2015; Lieb, 2013; Mane & Rubel, 2014; The Native Advertising Playbook, 2013). This means the Sponsored Content must be written in a way that fits with the news publication, in order to remain consistent and more effective, to reach the consumer and provide them with more informative content in a journalistic manner. Whilst the remaining factor of advertising attitudes returned a visible difference in means between manipulations, the difference was not sufficiently significant, therefore, we can conclude consumer attitudes towards advertising are not affected by grammatical style. However, it is recognised that by aligning Native Advertising with journalistic styles of writing, this may come across in a deceptive manner as it may be perceived as true journalistic content (Campbell & Marks, 2015; Gottfried, 2015; Levi, 2015).

All manipulations were found to be significantly lower in evaluations by the respondents when compared to the control article included in the research. The control article contained no commercial influence but was regarding a company and was written in a true journalistic sense to align with the news publication featuring it. This illustrates the impact Native Advertising has compared to non-Native Advertising articles. This was simply to explore that a difference exists and that consumers experience less favourable attitudes when being advertised to instead of receiving regular content which is what they typically expected in this setting (Becker-Olsen, 2003; Carlson, 2014; Kovach & Rosenstiel, 2007; Leth et al., 2015; Oliver, 2014).

Some literature perceives all Native Advertising as detrimental to consumer welfare and, admittedly, this was an initial outlook early in this research. However, the more literature reviewed paired with the results of the research, allowed for an understanding of best practices where only poorly developed Native Advertising campaigns have the potential to cause harm. The relationship of blurred boundaries with consumer welfare is worth noting to minimise the normalising of corporatized news as passing as regular content as this is congruent with deceptive practices. This is the boundary between editorial and advertising which is identified as becoming blurred. However, this is offset with evidence suggesting that best practice articles are well received by readers, alleviating this as an issue (Campbell & Marks, 2015; Eckman & Lindlof, 2003; Gilley, 2013; Oliver, 2014). Therefore, it can be reasoned that poorly developed and deceptive campaigns are likely to cause harm to consumer welfare.

As set out in the research objectives, this research empirically illustrates the change in attitudes after revealing an article is Sponsored Content advertising. Analyses support the notion that there is a significant difference between the responses from the pre-test stage to the post-test stage after the reveal. This reveal was useful to explain, and draw focus to the corporate influence in the article the respondents read, as they are likely to have missed or misunderstood the Sponsored Content label when they viewed the article the first time around (Cameron & Ju-Pak, 2000; Eckman & Lindlof, 2003; Levi, 2015). This is important for marketing practitioners to note that consumers need greater education and clarity surrounding Sponsored Content to assist in reducing consumers experiencing deception. This phenomenon can reason that consumers will suffer the same as the respondents in this research by either: missing the Sponsored Content label or having a lack of understanding as to what the label means.

As exemplified by the investigations into brand evaluations and trust in Hypothesis Two, consumers who are told a news article is actually a paid promotion have been found to hold a significantly lower level of trust in the brand sponsoring the article. This conclusion compared the sample responses on trust factors by comparing the post-test stage to the pre-test stage, and returning a statistically significant difference in the responses resulting from the impact that the reveal of corporate influence had on respondents' trust. Unlike the

aforementioned findings, this finding is across all manipulations. This is important to consider in Native Advertising applications because where the brand featured in the article is believed to have deceived the reader; it is likely to result in harm towards the consumers trust in the respective brand as well as the news publisher. This notion was derived from literature and empirically supported from this research (Campbell & Marks, 2015). These findings are to be further iterated, in terms of Theoretical Implications and Practical Applications, in the following section.

## 6.5 RESEARCH IMPLICATIONS AND CONTRIBUTIONS

The aforementioned findings of this research provide numerous theoretical and managerial implications and contributions, which are, respectively, presented in the following sections.

### 6.5.1 THEORETICAL IMPLICATIONS

This research contributed in the way of academically validating notions found in grey research, which may have contained bias in their findings due to the corporate sponsored origins of their publications (Lieb, 2013; Mane & Rubel, 2014; Oliver, 2014). Not all aspects of the grey research were included in this research as this research was orientated more towards consumer attitudes than business operations as typically seen in grey research. However, this research contributed further knowledge and ratified ideas found within grey research, with a particular focus on consumer behaviour responses to a deceptive setting.

Further, theoretical contributions arise from the methodological approach implemented in this research. The approach of a pre-test reveal post-test structure across multiple manipulations is of a significantly unique approach in research. Furthermore, this approach assists in illustrating the break in trust effect and the impact on perceptions from consumers after the reveal, resulting from their feeling of being deceived. News occupies a third-party media technique where external parties create messages for the media to distribute in exchange for funding (*Third-party technique*, 2014). This technique plays off the trust the public hold in the media (Campbell & Marks, 2015; Udende, 2014) so when they

discover the corporate influence, as seen in this research, they are commonly left feeling betrayed. This feeling is easily distinguished through the format of the research approach.

There is a contemporary trend of greater consumer engagement with brands which results in greater loyalty to brands, but it is interesting to examine betrayal in this setting. Whilst this research was unable to provide each respondent with their personal preference of brand, engagement is inferred from the change in attitudes. The conclusion reasoned from the data is that brand engagement decreased after it was revealed as a sponsored article – this also resulted in evaluations of the brand to significantly decrease. The contribution of this research into consumer behaviour insights is valuable for the further understanding of this facet of marketing as very few academic research publications are available currently.

## 6.5.2 MANAGERIAL IMPLICATIONS

Foremost, this research contributed an insight into the attitudes of consumers resulting from less transparent Native Advertising applications. As seen in the Netflix-New York Times example discussed by Leth et al. (2015), and empirically supported by this research as well as research of Mane and Rubel (2014), is the need for transparency and disclosure regarding the influence behind the content. This is important for marketing practitioners in reducing negative evaluations of the sponsor and the host of the article as disclosure has an effect on consumers purchase considerations. Disclosure may discourage some readers from participating in the article, but on the other hand, those who proceed with the Sponsored Content may be more engaged with the content if they hold a more genuine interest in the sponsor or product category. This approach to engagement, post-acknowledged Sponsored Content disclosure, may be a potential field for future research (Section 6.7) for understanding the extent of the effect of prior disclosure.

Another implication for practical applications and marketing practitioners is regarding the mutually beneficial outcome for both publisher and sponsoring company. This is extended from the literature that Native Advertising campaigns need to benefit both parties in the deal (Mane & Rubel, 2014). Benefits for publishers consist of a consistent stream of advertising revenue and mitigated harm to the reputation (by means of appropriate fit between parties). Sponsoring companies benefit in terms of bolstering brand

communication with consumers in a relevant publication and being perceived as authoritative on the topic discussed. Transparency and disclosure is iterated again in the way that consumers do not respond positively to deceptive practices, commonly resulting in lower evaluations of both parties. Transparency stands for a lot more in the eyes of the reader as it includes numerous values that incorporate: accountability, credibility, trust, respect, reason, freedom, dignity, truth and honesty (Aiello & Proffitt, 2008). These values only further reinforce the necessity of disclosure on Native Advertising campaigns.

Furthermore, this research outlined considerations for likely partnerships in Native Advertising as some industries are better suited. This further elaborates on points in literature pertaining to the fit between the parties (Becker-Olsen, 2003; Mane & Rubel, 2014). It is empirically supported that for-profit organisations are better suited for this advertising activity due to advertising being a for-profit activity (Fry et al., 1982). Therefore, it can be reasoned that for-profit organisations gain a greater benefit from Native Advertising activities and are likely to derive a positive effect on the company's performance. However, this is underlined with the point discussed throughout this thesis that the campaign needs to be thoughtfully developed following the aforementioned guidelines if there is to be hope of achieving the benefits discussed above.

## 6.6 RESEARCH LIMITATIONS

There are several limitations to be considered when interpreting the aforementioned findings of this research. Due to the numerous facets of Native Advertising and multiple applications of Sponsored Content, this research has a very specific scope of investigation. Consequently, the findings should be interpreted for the specific application of written Sponsored Content articles and, therefore, this is to be treated as a piece of the puzzle that is to be understanding of the greater picture of Native Advertising.

The setting in which the Sponsored Content articles (or 'manipulations' in the survey) were presented to respondents provides a specific focus solely on the article, removed from the environment they are typically found within. This is a limitation in the sense that it detracts from the defining trait of Native Advertising that it is to blend with the surrounding regular content. To minimise the impact of this limitation, blind trials were

implemented so the respondent was unaware they were viewing an advertisement until it was revealed later in the survey. This format assisted the respondent to believe the article viewed was regular content.

Another limitation in this research is that of self-selection bias in the sample which limits the extent that the results can be generalised. Respondents for this research were sourced from Amazon's Mechanical Turk (Buhrmester et al., 2011). Therefore, self-selection bias is present as the sample consists only of respondents who actively chose to participate in this research. Reassurance lies in literature stating Amazon's Mechanical Turk has a diverse sample pool and is considered to be representative of the population (Paolacci et al., 2010).

Another limitation to this research is the ability to accurately define whether respondents understand, or have knowledge about, Native Advertising without detracting from the reveal stage of the research stating that the article viewed was, in fact, Native Advertising. The reveal stage was necessary to gather true perceptions to the article, brand and advertising in the pre-test stage without the respondent knowing the article was an advertisement. This stage was necessary to combat the isolation of the Sponsored Content article separate from regular content as discussed earlier in the limitations portion. Including measures on a respondent's prior knowledge of Native Advertising has the potential to soften the reveal, and minimise deception. The deception found in this research is a key aspect to trigger and measure consumers' scepticism towards marketing efforts. Another alternative of asking respondents, after the corporate influence has been revealed is likely to skew results from a lack of accuracy in measuring knowledge on Native Advertising.

## 6.7 FUTURE RESEARCH

Native Advertising is vast and an under researched method of marketing, and whilst this research contributes to a better understanding, there is much more to be said. The concept of Native Advertising would greatly benefit from further research as it is acknowledged within the Literature Review section that very little academic research has been conducted on the phenomenon currently. Therefore, there are numerous opportunities to extend our knowledge on this phenomenon. Future research may consider the following

as suggestions to improve the knowledge regarding Native Advertising and its role in marketing, and how it can benefit all parties involved.

Native Advertising is not limited to the Sponsored Content articles format as seen in this research: there are a total of six facets of Native Advertising recognised by the Interactive Advertising Bureau (The Native Advertising Playbook, 2013). There is ample opportunity for investigations into the five other facets of: Paid Search Units, Recommendation Widgets, Promoted Listings, In-Ad with Native Element units and Custom (cannot be contained). The sixth facet is In-Feed Units which contains the format of Sponsored Content written articles as featured in this research. In-feed units vary across other platforms. Future research has the potential to specifically focus on one of these five other facets and could consider conducting research into the application, effectiveness, awareness, engagement, purchase intention, attitudes or similarly to this research, with suitability of business nature and tone (grammatical style) of the Native Advertising facet.

Conversely, research on the other facets of Native Advertising may wish to focus more on the consumer side of the picture, as consumer welfare is an important factor to consider during marketing activities (Balasubramanian, 1994; Friestad & Wright, 1994). Another potential aspect on consumers, for future research, is that of consumer engagement and buy-in to the message or activity, which is useful to understand consumer participation in the sponsor's message. Sponsored content written articles are engaging in the sense that they employ the reader, through the articles own merits, to read and think about the brand in the setting of the article (Becker-Olsen, 2003; Carlson, 2014; Flanagan, 2015).

Monitoring the effect of time on this recently recognised and implemented facet of marketing would be useful in understanding the long term effects of Sponsored Content articles, along with any other facets of Native Advertising. This would be beneficial to understand whether consumers develop awareness to the concept, or if Native Advertising becomes more cunning to reach the consumer in an authoritative journalistic manner, perhaps. For news publishers, it is conceivably possible that Native Advertising could become an integral part of the business model to enable them to continue producing free to access content. Therefore, monitoring the effect of time is reasoned to be important in

understanding whether this approach will remain as effective as it is in some applications currently.

As discussed throughout this research, is the lack of accurate metrics for Native Advertising. Future research may wish to address this, and empirically model what impact campaigns return in terms of return on investment, scalability, reach and click through rates to sponsors, time on site, and social shares, along with any further measures better suited to its application. Further measures have the potential for future research to be empirically supported and may want to equate how accurate they can be and what results they can generate for the sponsoring company. A better understanding of how Native Advertising quantitatively benefits all parties would provide greater knowledge on this topic.

Another area that is important to examine is the Native Advertising campaigns that are run without a visible disclosure label of the fact that there is corporate influence behind the content. Currently, some articles appear to be written in a biased nature but do not contain a Sponsored Content label which could prove useful in understanding how consumers respond to, and whether they are liable for, prosecution under Section 5 of the Federal Trading Act for deceptive marketing (Bachman, 2013; Federal Trade Commission Act Section 5: Unfair or Deceptive Acts or Practices, 2008; Martin, 2015). Finding and proving the corporate influence may be difficult, but it would be worth measuring consumer attitudes regarding scepticism and betrayal, particularly in a setting where there is no chance for readers to identify the corporate sponsor as opposed to this research where all articles featured the disclosure of Sponsored Content label. An example of this was found on the Stuff news publications site. A member who worked on the campaign discussed in the article, confirmed the article was, in fact a paid promotion even though the article did not contain the Sponsored Content label (Davidson, 2015). The initial impression of the article does not disclose the corporate influence or involvement immediately, as seen in other Sponsored Content articles. However, the article closes by listing that the author was the 'Head of Insight' at a local market research firm. The author's position, paired with the nature of the firm, returns a certain level of expertise, which may qualify the author as an expert. A level of expertise in news articles is useful in improving the level of authority

perceived by the reader which may flow on to reduce scepticism in the article's message (Albæk, 2011).

As discussed in the Literature Review regarding blurring boundaries between advertising and regular content, the example identified above could be considered to breach this boundary. The article identifies the author as being employed at a 'for-profit' organisation which may be considered advertising and is featured as regular content. Articles of this nature, without corporate disclosure, may become a step in the transition to normalising the incorporation of organisational written articles in news publications (Carlson, 2014; Elving, 2010; Gilley, 2013; Lehto, 2015; Leth et al., 2015). However, whilst the article may be a deceptive Sponsored Content post, it is worth noting that it is for a societal good, almost ideological, which may alleviate any deception experienced by readers (Sheth, Sethia, & Srinivas, 2011). The article is about the surge of immigrants to Christchurch, New Zealand and encouraging citizens to give them a warm welcome.

An additional avenue for future research could involve different and more business natures than the research conducted here, contrasting services and goods, high involvement to low involvement, or any other combination of business attributes. This thesis initially included several other business natures to analyse but was simplified for time frame and respondent budgetary reasons.

As discussed earlier in Hypothesis Two regarding brand trust, this research was unable to match respondents with brands they are loyal to. Future research may consider this a significant avenue to investigate as the impact of loyalty can go either way after the respondent has been deceived by Native Advertising. Respondents may either be fine with being advertised to because they like the brand, or they could experience higher levels of feeling betrayed by the brand as they may have expected better of them (Bloemer & De Ruyter, 1999; Campbell & Marks, 2015; Helm et al., 2015). In cases where the reader proceeds with the Sponsored Content, may result in them becoming more engaged with the content if they hold loyalty, or a more genuine interest in the sponsor or product category. This concept is included within the scales measured in this research but a stronger integration of the loyalty a consumer holds towards the brand incorporated into the article would be useful to research above and beyond this research. The contribution of this

research into consumer behaviour is useful due to the likely growth in Native Advertising applications, and provides valuable insights for further understanding of this facet of marketing where few academic research publications are currently available.

## 7 REFERENCES

- Aiello, L., & Proffitt, J. M. (2008). VNR usage: A matter of regulation or ethics? *Journal of Mass Media Ethics*, 23(3), 219-234.
- Albæk, E. (2011). The interaction between experts and journalists in news journalism. *Journalism*, 12(3), 335-348.
- Anderson, A. R., & Miller, C. J. (2003). "Class matters": Human and social capital in the entrepreneurial process. *The Journal of Socio-Economics*, 32(1), 17-36.
- Anderson, W. T., & Golden, L. L. (1984). Lifestyle and psychographics: a critical review and recommendation. *Advances in consumer research*, 11(1), 405-411.
- Bachman, K. (2013). FTC to Examine Native Advertising More Closely Agency sets workshop for Dec. 4, which could lead to possible guidelines. Retrieved 2/09/2015 <http://www.adweek.com/news/technology/ftc-examine-native-advertising-more-closely-152461>
- Bærug, J. R., & Harro-Loit, H. (2012). Journalism embracing advertising as traditional journalism discourse becomes marginal: A comparative study of European MICE (Meetings, Incentives, Conferences and Events) magazines. *Journalism Practice*, 6(2), 172-186.
- Balasubramanian, S. K. (1994). Beyond advertising and publicity: Hybrid messages and public policy issues. *Journal of advertising*, 23(4), 29-46.
- Bartlett, J., Tywoniak, S., & Hatcher, C. (2007). Public relations professional practice and the institutionalisation of CSR. *Journal of Communication Management*, 11(4), 281-299.
- Bearden, W. O., Netemeyer, R. G., & Haws, K. L. (2011). *Handbook of marketing scales: multi-item measures for marketing and consumer behavior research* (Vol. 3rd). Thousand Oaks, Calif: SAGE.
- Becker-Olsen, K. L. (2003). And now, a word from our sponsor--a look at the effects of sponsored content and banner advertising. *Journal of Advertising*, 32(2), 17-32.
- Biggs, T. (2015). Google Maps' new nostalgia trip down Your Timeline, *Stuff*. Retrieved from <http://www.stuff.co.nz/technology/apps/70520221/Google-Maps-new-nostalgia-trip-down-Your-Timeline>
- Bloemer, J., & De Ruyter, K. (1999). Customer loyalty in high and low involvement service settings: the moderating impact of positive emotions. *Journal of Marketing Management*, 15(4), 315-330.
- Buhrmester, M., Kwang, T., & Gosling, S. D. (2011). Amazon's Mechanical Turk a new source of inexpensive, yet high-quality, data? *Perspectives on psychological science*, 6(1), 3-5.
- Burner, A., & Nowak, G. J. (1993). *Magazine advertorial advertising: Documenting its growth and identifying characteristics*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Convention, Kansas City, Missouri.
- Cameron, G. T., & Ju-Pak, K.-H. (2000). Information pollution? Labelling and format of advertorials. *Newspaper Research Journal*, 21(1), 65.
- Campbell, C., & Marks, L. J. (2015). Good native advertising isn't a secret. *Business Horizons*.
- Carlson, M. (2014). When news sites go native: Redefining the advertising-editorial divide in response to native advertising. *Journalism*, 1464884914545441.
- Christians, C. G., Fackler, M., & Rotzoll, K. (1987). *Media ethics*: New York.
- Cramer, H. (2015). *Effects of Ad Quality & Content-Relevance on Perceived Content Quality*. Paper presented at the Proceedings of the 33rd Annual ACM Conference on Human Factors in Computing Systems.
- Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *psychometrika*, 16(3), 297-334.
- Davidson, C. (2015). *The changing face of Christchurch*. Retrieved from <http://www.stuff.co.nz/the-press/opinion/73424192/the-changing-face-of-christchurch>
- Dutta-Bergman, M. J. (2004). Complementarity in consumption of news types across traditional and new media. *Journal of Broadcasting & Electronic Media*, 48(1), 41-60.

- Eckman, A., & Lindlof, T. (2003). Negotiating the Gray Lines: an ethnographic case study of organizational conflict between advertorials and news. *Journalism Studies*, 4(1), 65-77.
- Elliott, D. (2009). Essential shared values and 21st century journalism. *The handbook of mass media ethics*, 28-39.
- Elving, W. J. (2010). CSR and skepticism: the influence of fit and reputation on skepticism towards CSR communications. *CMC (Corporate and Marketing Communications in Times of Growth and Times of Crisis)*, Aarhus.
- Federal Trade Commission Act Section 5: Unfair or Deceptive Acts or Practices (2008).
- Ferrer Conill, R. (2015). *Incorporating native advertising: Assessing journalism's new trend of camouflaging church as state*. Paper presented at the Re-Inventing Journalism at ZHAW Zurich University of Applied Sciences.
- Flanagan, E. (2015). *6 out of 10 Brits under 34 will engage with native ads if the content appeals to them*. Retrieved from <https://blog.adyoulike.com/6-out-of-10-brits-under-34-will-engage-with-native-ads-if-the-content-appeals-to-them/>
- Franklin, B. (2014). The Future of Journalism: In an age of digital media and economic uncertainty. *Journalism Practice*, 8(5), 469-487.
- Friend, C., & Singer, J. (2015). *Online journalism ethics: Traditions and transitions*: Routledge.
- Friestad, M., & Wright, P. (1994). The persuasion knowledge model: How people cope with persuasion attempts. *Journal of consumer research*, 1-31.
- Fry, L. W., Keim, G. D., & Meiners, R. E. (1982). Corporate contributions: altruistic or for-profit? *Academy of management Journal*, 25(1), 94-106.
- Fulgoni, G., & Lipsman, A. (2014). Numbers, please: Digital game changers: How social media will help usher in the era of mobile and multi-platform campaign-effectiveness measurement. *Journal of Advertising Research*, 54(1), 11-16.
- Gilley, S. (2013). *Blurred Lines: Advertising or Content? An FTC Workshop on Native Advertising*. <https://www.ftc.gov/news-events/events-calendar/2013/12/blurred-lines-advertising-or-content-ftc-workshop-native>: Retrieved from <https://www.ftc.gov/news-events/events-calendar/2013/12/blurred-lines-advertising-or-content-ftc-workshop-native>.
- Gottfried, R. A. (2015). Six Ways This Article is Most Definitely Not an Ad: Deceptive Marketing and the Need for Clearly-Defined Disclosure Rules in Online Native Advertising. *Loyola Consumer Law Review*, 27(3), 399.
- Hardened Snacker Keeps Trying To Rediscover That First Mind-Blowing Nacho Cheese High. (2014). Retrieved from <http://www.theonion.com/article/hardened-snacker-keeps-trying-to-rediscover-that-f-50230>
- Helm, A. E., Moulard, J. G., & Richins, M. (2015). Consumer cynicism: Developing a scale to measure underlying attitudes influencing marketplace shaping and withdrawal behaviors. *International Journal of Consumer Studies*.
- Hervet, G., Guérard, K., Tremblay, S., & Chtourou, M. S. (2011). Is banner blindness genuine? Eye tracking internet text advertising. *Applied cognitive psychology*, 25(5), 708-716.
- Hindman, E. B. (2005). Jayson Blair, it> The New York Times, and Paradigm Repair. *Journal of Communication*, 55(2), 225-241.
- Kantrowitz, A. (2013). *Can Native Advertising Scale? These Networks Say It Can*. Retrieved from <http://adage.com/article/digital/native-advertising-scale-networks/243854/>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.
- Kim, B.-H. (1995). *The effectiveness of camouflaged advertising format on audiences: With special focus on advertorial advertising*. University of Alabama.
- Kiousis, S. (2001). Public trust or mistrust? Perceptions of media credibility in the information age. *Mass Communication & Society*, 4(4), 381-403.
- Kovach, B., & Rosenstiel, T. (2007). *The elements of journalism: What newspeople should know and the public should expect*: Three Rivers Press (CA).
- Lehnert, K., Till, B. D., & Carlson, B. D. (2013). Advertising creativity and repetition: Recall, wearout and wearin effects. *International Journal of Advertising*, 32(2), 211-231.

- Lehto, M. (2015). Sponsored content credibility: an integrative analysis.
- Leth, A., Bell, M., Egholm, M., Hvass, A., Dyrbye, Z., & Kernahan, A. (2015). *Native Advertisement*.
- Levi, L. (2015). A 'Faustian Pact?': Native Advertising and the Future of the Press. *Native Advertising and the Future of the Press (February 27, 2015)*.
- Lieb, R. (2013). Defining and Mapping the Native Advertising Landscape.
- Liles, S. W. (2009). *Online Advertising: What Kind of Impact Do Embedded Ads Have on an Internet User's Perception of an Advertisement when it is Incongruous with the Story Content?* : ProQuest.
- Mane, S., & Rubel, S. (2014). Getting In Feed Sponsored Content Right: The Consumer View. [http://www.iab.net/media/file/IAB\\_Edelman\\_Berland\\_Study.pdf](http://www.iab.net/media/file/IAB_Edelman_Berland_Study.pdf).
- Mareck, M. (2014). The demand for accountability. *Research World*, 2014(44), 34-37.
- Martin, M. (2015). YouTubers paid up to \$30,000 for "false and misleading" Xbox One promotion. Retrieved from <http://www.vg247.com/2015/09/03/youtubers-paid-for-false-misleading-xbox-one-promo/#disqus>
- McPhillips, S., & Merlo, O. (2008). Media convergence and the evolving media business model: an overview and strategic opportunities. *The Marketing Review*, 8(3), 237-253.
- Ming, W. Q., & Yazdanifard, R. (2014). Native Advertising and its Effects on Online Advertising. *National Statistics Socio-economic classification*. (2010). Retrieved from <http://www.ons.gov.uk/ons/guide-method/classifications/current-standard-classifications/soc2010/soc2010-volume-3-ns-sec--rebased-on-soc2010--user-manual/index.html>.
- The Native Advertising Playbook; Six Native Ad Categories, Six Marketplace Considerations, and Iab Recommended Disclosure Principles. (2013): IAB.
- Nielsen, J. (2007). Banner blindness: Old and new findings. *11*, 2011.
- Oliver, J. (2014). Native Advertising. *Last Week Tonight with John Oliver*: HBO.
- Paolacci, G., Chandler, J., & Ipeirotis, P. G. (2010). Running experiments on amazon mechanical turk. *Judgment and Decision making*, 5(5), 411-419.
- Plaisance, P. L. (2007). Transparency: An assessment of the Kantian roots of a key element in media ethics practice. *Journal of Mass Media Ethics*, 22(2-3), 187-207.
- Qualtrics. (2015). *Qualtrics Software*. Retrieved from [www.qualtrics.com](http://www.qualtrics.com)
- Scientology, T. C. o. (2013). David Miscavige Leads Scientology to Milestone Year. Retrieved from <http://www.scribd.com/doc/120420141/The-Atlantic-14-January-2013-David-Miscavige-Leads-Scientology-to-Milestone-Year>
- Sen, S., & Bhattacharya, C. B. (2001). Does doing good always lead to doing better? Consumer reactions to corporate social responsibility. *Journal of marketing Research*, 38(2), 225-243.
- Sheth, J. N., Sethia, N. K., & Srinivas, S. (2011). Mindful consumption: a customer-centric approach to sustainability. *Journal of the Academy of Marketing Science*, 39(1), 21-39.
- Smith, A., & Higgins, M. (2013). *The Language of Journalism: A Multi-genre Perspective*: A&C Black.
- SPJ Code of Ethics*. (2014) Retrieved from <http://www.spj.org/ethicscode.asp>
- Stoner, J. L., Torelli, C. J., Monga, A. S., Sayin, E., Aydinoglu, N. Z., Gürhan-Canli, Z., . . . Swaminathan, V. (2014). The Complex Role of Brand Meanings in Shaping Consumers' Responses to Brands. *Advances in Consumer Research*, 42.
- Stout, P. A., Wilcox, G. B., & Greer, L. S. (1989). Trends in magazine advertorial use. *Journalism & Mass Communication Quarterly*, 66(4), 960-964.
- Stuff. (2014a). Dion Nash: 'Listen as much as you talk'. Retrieved from <http://www.stuff.co.nz/business/better-business/10430377/Dion-Nash-Listen-as-much-as-you-talk>
- Stuff. (2014b). Greens pro-market: Russel Norman. Retrieved from <http://www.stuff.co.nz/national/politics/10428953/Greens-pro-market-Russel-Norman>

- Therrien, C., & Picard, M. (2015). Enter the bit wars: A study of video game marketing and platform crafting in the wake of the TurboGrafx-16 launch. *New Media & Society*, 14(6), 1461-1558.
- Third-party technique. (2014) Retrieved from [http://www.sourcewatch.org/index.php?title=Third\\_party\\_technique](http://www.sourcewatch.org/index.php?title=Third_party_technique)
- Udende, M. (2014). Public Trust in the News: A Comparative Study of NTA, AIT and Channels. *CENTREPOINT JOURNAL (Humanities Edition)*, 17(2).
- Wang, M., & Chen, Y. (2006). Age differences in attitude change: influences of cognitive resources and motivation on responses to argument quantity. *Psychology and aging*, 21(3), 581.
- Wilkins, L., & Christians, C. G. (2008). *The handbook of mass media ethics*: Routledge.
- Wilkinson, S. (2008). "Eugenics talk" and the language of bioethics. *Journal of medical ethics*, 34(6), 467-471.
- Williams, T. G. (2002). Social class influences on purchase evaluation criteria. *Journal of consumer marketing*, 19(3), 249-276.
- Wood, M. L., Nelson, M. R., Atkinson, L., & Lane, J. B. (2008). Social utility theory: Guiding labeling of VNRs as ethical and effective public relations. *Journal of Public Relations Research*, 20(2), 231-249.
- Yaphe, J., Edman, R., Knishkowsky, B., & Herman, J. (2001). The association between funding by commercial interests and study outcome in randomized controlled drug trials. *Family practice*, 18(6), 565-568.
- Yin Wong, H., & Merrilees, B. (2005). A brand orientation typology for SMEs: a case research approach. *Journal of Product & Brand Management*, 14(3), 155-162.

# 8 APPENDICES

## 8.1 STIMULI DEVELOPMENT

### 8.1.1 FUNCTIONAL BRAND – ARTICLE 1

The screenshot shows a Business Insider article from 2014. The article features a large portrait of Dion Nash, a man with a beard and a black beanie. The headline reads "Dion Nash: 'Listen as much as you talk'". Below the headline is a sub-headline: "INTERNATIONAL MAN OF BUSINESS: Dion Nash has found his way from international cricket to owner of male cosmetics brand Triumph & Disaster." The article text discusses Nash's transition from a professional cricketer to a business owner. It mentions that Nash is 30 years old and has a deep learning curve since starting his own business. He is currently working in marketing for 42 Better, a clothing and accessories brand. The article also notes that Nash is married to former New Zealand national netball player and TV host, Lisa Nash. The article is sponsored by 2Degrees, a company that provides energy solutions. The article is part of a series of "Better Business" articles. The article is also featured in a "Massey Open Days 2015" event, which is a free event for Massey University students and staff. The event is held on August 18th and 19th in Wellington. The article is also featured in a "Massey Open Days 2015" event, which is a free event for Massey University students and staff. The event is held on August 18th and 19th in Wellington. The article is also featured in a "Massey Open Days 2015" event, which is a free event for Massey University students and staff. The event is held on August 18th and 19th in Wellington.

(Stuff, 2014a)

## 8.1.2 EMOTIVE BRAND – ARTICLE 2

MENU **the ONION** Hardened Snacker Keeps Trying To Rediscover That First Mind-Blowing Nacho Cheese High SEARCH Q TOP HEADLINES

**WATCH THE LATEST EPISODE** **The Grand Slams** **CHECK IT OUT** **DORITOS**

### Hardened Snacker Keeps Trying To Rediscover That First Mind-Blowing Nacho Cheese High

SPONSORED BY **7-ELEVEN**

NEWS IN BRIEF  
June 24, 2014

f t e



WASHINGTON—Hoping to recreate the mind-blowing intensity of his first experience tasting nacho cheese, veteran snacker Joel Spakowski, 29, has been scrambling between local convenience stores throughout the Washington area in an effort to find a snack that delivers the pure nacho cheesiness he craves, sources confirmed Monday. "It's difficult to see Joel this way, searching for a corn chip or cheese-filled snack that can make him feel the way he did when he had that first zesty bite years ago," said friend Paul Adams, who has looked on with increasing concern at Spakowski's devoted pursuit of the ultimate nacho cheese fix, which once reportedly led him to miss several days of work while binging on a mysterious cheese dip of his own creation. "Don't get me wrong, we all want our snacks to be just as magical as that first time. But how far can you chase that flavor before you go over the edge—before you don't even know who you are anymore?" At press time, a frantic Spakowski was seen in the parking lot of a local 7-Eleven trying to barter for an entire pallet of Doritos Loaded boxes from a Frito-Lay truck driver.

SHARE THIS STORY: f t e



ONION VIDEO WATCH MORE



Onion Explains: Putin's Russia



Onion Explains: The Rise Of China



The Onion Reviews Jurassic World

(Hardened Snacker Keeps Trying To Rediscover That First Mind-Blowing Nacho Cheese High, 2014)

## 8.1.3 FUNCTIONAL IDEOLOGY – ARTICLE 3



### Greens pro-market: Russel Norman

SPONSORED

SPONSORED CONTENT BY THE GREEN PARTY

Last updated 10:20 27/08/2014

Russel Norman says he is more of a disciple of market forces than is the National Party.

The major issues of sustainability can be solved by setting the right incentives and prices, he says.

Labour and the Left have generally argued for a more interventionist approach, while National says it favours creating the conditions for the economy to grow.

However, Norman said he was a strong believer in market solutions.

"If you look at the Greens, or at least our policies, they are pro-market," Norman said.

"Lower company tax rates, price signals for carbon - let the market resolve the issue."

The Green proposal for a Green investment bank, which would use state capital to invest in renewable companies "is identical to what [British Prime Minister] David Cameron set up for the UK".

Norman favoured retaining the current GST structure because it was simple.

"GST? You name it. The fact is my view, and the Green Party policy, is that markets are a really good solution to the big challenges we're facing in sustainability, so that's why we're very pro the use of market forces, whereas National are into state intervention, which is the exact opposite of the predominant discourse, right?" he said.

"You just need to get the prices right, get the incentives right."

Norman said National chose which motorways to favour for political reasons, without properly conducting cost-benefit analyses, while the approach to tax credits was a test "of whether [Economic Development Minister] Steven Joyce likes your company".

"Everyone says National doesn't pick winners... but if you look at what they're actually doing, they're not pro-market, they're Muldoonist."

Norman said the environment was the biggest area where the "user-pays" model was not applied.

"Currently they [polluters] get to externalise their costs of carbon and water pollution on to other people," Norman said.

"Someone else has to pay it. If you look at all the money the Government has been throwing at water cleanups, at the same time as saying 'we're not going to constrain dairy companies from polluting rivers' but the taxpayers are going to foot the bill to clean up all these rivers.

"Hang on, you've just externalised their costs onto us [taxpayers]. That's not OK. You've got to clean up your own act. You don't get the right to let the taxpayer clean up the mess you created, whether its water pollution or carbon, and its quite the opposite in my view. You've got to internalise those costs."

Current polling suggests that for Labour to have any chance of forming a government, it would need the support of both the Green Party and NZ First, as well as potentially Internet-Mania.

Norman said the party had no bottom lines heading into the election, but raised its plan to impose a fixed price for carbon (Labour proposes improving the current emissions trading scheme) as a potential sticking point.

"We want to put a proper price on carbon... Anyone who thinks an international price on carbon isn't coming down the line is just dreaming. I think National is locking us into an economy which will have a whole bunch of stranded assets."



PETER DRURY

RUSSEL NORMAN: "Lower company tax rates, price signals for carbon - let the market resolve the issue."

#### Key vs Cunliffe



#### Politics

- Beehive Live: Mournful anthem
- National anthem 'dirge', flag debate heats
- TPP talks stumbling on dairy hurdle
- Huge wave of support for locally-led recovery
- Health cuts show Government 'squeezing too hard' - Labour
- Murray McCully and John Kerry meet to discuss UN Security Council business
- John Key says NZ's drug bill set to rise under TPP, but patients protected
- Labour's Kevin Davis says Mt Eden prison guard revelations are 'corruption'
- Winston Peters kicked out of debating chamber
- Shane Tilly: still happy for Serco to run social services for children

whether its water pollution or carbon, and its quite the opposite in my view. You've got to internalise those costs."

Ad Feedback

Whatever your style, let Cuisine guide you

Get the lowdown on NZ's best restaurants with the Cuisine Good Food Guide

FREE WITH THE LATEST ISSUE

Norman said it was more difficult to assess the policies of NZ First and where any sticking points might be, because unlike Labour and the Green Party, it had not produced a fully costed package.

However, he raised concerns about NZ First leader Winston Peters' plan to strip GST from basic food items and council rates because of concerns about the impact of tinkering with GST.

"We've supported that position [of maintaining GST] all the way through. So when Labour wanted to remove GST off fruit and veg, we didn't support it. We didn't oppose it, we said we'd look at it, but we weren't big supporters of it because, really, it's not going to benefit the people you want to target, and it just complicates the system," Norman said.

"GST off rates? It's [a cost of] \$700 million a year for that, and we don't have \$700m in our budget for that, so we've just said maintain the status quo. It works. It's not perfect but it's relatively clean. There are exceptions to be fair under the current system, but you know, people understand the current system."

#### national headlines

- Corrections Department monitoring of Tony Robertson under review
- Taxi driver jailed eight years for sex attack
- Invercargill's pool poopier remains at large
- Arun Kumar's family condemn justice system
- Women arrested at Nelson beach after fleeing crash
- Wintec midwifery students to volunteer in Vanuatu maternity ward
- Lewis Road Creamery to launch two new milk 'flavours'
- Prison visitor accused of smuggling drugs into Christchurch prison
- Government proposes one principal to run several schools
- Fatal car crash may be linked to petrol drive off
- Car crashes into paddock near Peeroa
- Canterbury rugby officials meet Lincoln University club over racist abuse
- Terminally ill parolee returned to jail
- Charity box theft astounds widow of Kapiti businessman

Ad Feedback



#### stuff headlines

- Taxi driver jailed eight years for sex attack
- Cara Delevingne's painfully awkward interview
- Men charged with 500 sex offences against girl in Australia
- Lewis Road Creamery to launch two new milk 'flavours'
- Boy, 8, becomes world's first child double-hand transplant recipient
- NZTA abandons cycle safe trial after a day
- Missing girl Maddy Middleton found dead in dumpster near home
- Once-ridiculed EMDrive may in fact be the future of space travel
- Latest All Blacks Rugby Challenge game to adapt Sevens competition
- More Kiwi icons added to Grand Theft Auto mod, but the Mongrel Mob is out
- Cara Delevingne's painfully awkward interview
- Cyclist hits car out of cycling lane
- New Zealand's \$1.1m Manhattan pad
- The media needs to stop obsessing over women's beauty
- Brakes put on boy racers in exclusive London suburbs

#### most popular

viewed	shared	commented
Fatal car crash may be linked to petrol drive off		
NZTA abandons cycle safe trial after a day		
Motorcyclist killed in U-turn crash was a Pike River miner		
American dentist identified as killer of Cecil the lion		
Jennifer Lopez shows off (most of) her birthday suit for her 46th celebrations		
Allegiant air flight runs low on fuel over closed airport, makes emergency landing		
Sugary drinks and junk food blamed as kids have rotten baby teeth pulled out		
Fatal Mt Isa caravan explosion horrifies locals		
Windows 10: What you need to know		
Son believes missing woman Yoon Sook Chun is alive - friend		

#### opinion poll

(Stuff, 2014b)

## 8.1.4 EMOTIVE IDEOLOGY – ARTICLE 4

**FIND OUT FOR YOURSELF**

[www.scientology.org](http://www.scientology.org)

the Atlantic



**How to Protect Workers From the Rise of Robots**

**'Sons of Apes and Pigs': Where Is the Reaction?**

**Can Ohio Handle the Truth?**

SPONSOR CONTENT

Why Social Media Matters for Your Business

Subscribe and get **2 FREE ISSUES**  SUBSCRIBE RENEW GIVE A GIFT DIGITAL EDITION

[Politics](#) | [Business](#) | [Tech](#) | [National](#) | [Global](#) | [Health](#) | [Sexes](#) | [Entertainment](#) | [Magazine](#)

[Special Reports](#) | [Video](#) | [Photo](#) | [Ebook](#) | [Newsletters](#) | JUST IN | [Yury Shmidt: 1937-2013](#) | [Brian Whitmore](#)

SPONSOR CONTENT [What's This?](#)

### David Miscavige Leads Scientology to Milestone Year

*Under ecclesiastical leader David Miscavige, the Scientology religion expanded more in 2012 than in any 12 months of its 60-year history.*

[Recommend](#) 1.6k | [Share](#) | [Tweet](#) 2,031

12:25 PM ET



2012 was a milestone year for Scientology, with the religion expanding to more than 10,000 Churches, Mission and affiliated groups, spanning 167 nations - - figures that represent a growth rate 20 times that of a decade ago.

The driving force behind this unparalleled era of growth is David Miscavige, ecclesiastical leader of the Scientology religion. Mr Miscavige is unrelenting in his work for millions of parishioners and the cities served by Scientology Churches. He has led a renaissance for the religion itself, while driving worldwide programs to serve communities through Church-Sponsored social and humanitarian initiatives.

David Miscavige spearheaded a program to build every Church of Scientology into what Scientology Founder L. Ron Hubbard termed "Ideal Organizations" (Ideal Orgs). This new breed of Church is ideal in location, design, quality of religious services and social betterment programs. Each is uniquely configured to accommodate the full array of Scientology services for both parishioners and the surrounding community. Ideal Orgs further house extensive public information multimedia displays that introduce every facet of Dianetics and Scientology, along with libraries, course and seminar rooms for an introduction to and study of Scientology Scripture. Chapels serve to host Sunday Services and other congregational gatherings.

It is from these Ideal Churches that Scientologists extend their humanitarian programs to mitigate intolerance, illiteracy, immorality and drug abuse.

More than 30 Ideal Churches have risen across the planet in recent years including those that now grace the world cultural centers of Madrid, London, Berlin, New York, Rome, Washington D.C., Brussels, Los Angeles, Mexico City, Melbourne and Moscow.

In the past year alone, David Miscavige opened an unprecedented 12 Ideal Scientology Churches.

(Scientology, 2013)

TEL AVIV, ISRAEL

#### Ribbon Falls on Ideal Center of Scientology for the Middle East



>> READ

LOS ANGELES, CALIFORNIA

#### Groundbreaking Book-On-Film Answers the Question "What is Scientology?"



>> READ

#### WRITERS



**JEFFREY GOLDBERG** | [A Wonderful New Book About Scientology, By a...](#)



**JAMES FALLOWS** | [Security Tip: Disable Java Now](#)



**TA-NEHISI COATES** | [More Guns, Less Crime: The Switzerland Example](#)



**DEREK THOMPSON** | [How Low Are U.S. Taxes Compared to Other...](#)



**ALEXIS C. MADRIGAL** | [A Big Field Test for 'GeoPush' Ads That Pop Up on...](#)



**CLIVE CROOK** | [Forward to North American Union, for Europe's Sake](#)



**GARANCE FRANKE-RUTA** | [Richard Ben Cramer on How He Did It](#)



**STEVE CLEMONS** | [Officials: Chuck Hagel Was a 'Gift From God' for...](#)



## 8.2 REVEAL OF SPONSORED CONTENT

### 8.2.1 BRAND FUNCTIONAL - ARTICLE 1

# Dion Nash: 'Listen as much as you talk'

SPONSORED

SPONSORED CONTENT BY 2DEGREES

(Stuff, 2014a)

### 8.2.2 EMOTIVE BRAND – ARTICLE 2

# First Mind-Blowing

SPONSORED BY **7-ELEVEN**

NEWS IN BRIEF

June 24, 2014



(Hardened Snacker Keeps Trying To Rediscover That First Mind-Blowing Nacho Cheese High, 2014)

### 8.2.3 FUNCTIONAL IDEOLOGY – ARTICLE 3

# Greens pro-market:

SPONSORED

SPONSORED CONTENT BY THE GREEN PARTY

(Stuff, 2014b)

### 8.2.4 EMOTIVE IDEOLOGY – ARTICLE 4

**SPONSOR CONTENT** What's This?

# David Miscavige Leads Scientology to Milestone Year

*Under ecclesiastical leader David Miscavige, the Scientology religion expanded more in 2012 than in any 12 months of its 60-year history.*

(Scientology, 2013)

### 8.3 INFORMATION SHEET AND CONSENT FORM



Department of Management, Marketing and Entrepreneurship

Telephone: +64 3 364 2987

Email: [james.brook@pg.canterbury.ac.nz](mailto:james.brook@pg.canterbury.ac.nz)

24<sup>th</sup> of August, 2015

## **Measuring Consumer attitudes to News articles discussing brands Information Sheet for participants**

I am James Brook, I am currently completing my Masters at the University of Canterbury and this research simply aims to gauge consumer attitudes towards news articles containing brands

Your involvement in this project will be to read a real news article and answer the following questions mainly following a Likert scale format. The survey will be completed online and data will be stored electronically in a secure location. There will be no link between your answers and your personal information. This survey shouldn't take longer than 15 minutes.

In the performance of the tasks and application of the procedures there are risks of ideological and personal brand relations. All subjects will be discussed maintaining a neutral tone to mitigate any persuasion of preference.

You may receive a copy of the project results by contacting the researcher at the conclusion of the project.

Participation is voluntary and you have the right to withdraw at any stage without penalty. If you withdraw, I will remove information relating to you prior to the data analysis stage.

The results of the project may be published, but you may be assured of the complete confidentiality of data gathered in this investigation: your identity will not be made public without your prior consent. To ensure anonymity and confidentiality, only Associate Professor Ekant Veer (supervisor) and I will have access to the data along with the secure and anonymous storage of any answers given. The raw data will be destroyed after 5 years of secure storage whilst the results may be interpreted to create an academic journal article at the conclusion of this project. A thesis is a public document and will be available through the UC Library.

The project is being carried out as a requirement for the Masters of Commerce degree by James Brook under the supervision of Associate Professor Ekant Veer, who can be contacted at [ekant.veer@canterbury.ac.nz](mailto:ekant.veer@canterbury.ac.nz). He will be pleased to discuss any concerns you may have about participation in the project.

This project has been reviewed and approved by the University of Canterbury Human Ethics Committee, and participants should address any complaints to The Chair, Human Ethics Committee, University of Canterbury, Private Bag 4800, Christchurch ( [human-ethics@canterbury.ac.nz](mailto:human-ethics@canterbury.ac.nz)).

If you agree to participate in the study, you are asked to complete the consent form and return electronically via the link provided.

*James Brook*

Department of Management, Marketing and Entrepreneurship  
Telephone: +64 3 364 2987  
Email: james.brook@pg.canterbury.ac.nz

## **Measuring Consumer attitudes to News articles discussing brands Consent Form for Respondents**

*Include a statement regarding each of the following:*

I have been given a full explanation of this project and have had the opportunity to ask questions.

I understand what is required of me if I agree to take part in the research.

I understand that participation is voluntary and I may withdraw at any time without penalty. Withdrawal of participation will also include the withdrawal of any information I have provided should this remain practically achievable.

I understand that any information or opinions I provide will be kept confidential to the researcher and his supervisor, Associate Professor Ekant Veer and that any published or reported results will not identify the participants. I understand that a thesis is a public document and will be available through the UC Library.

I understand that all data collected for the study will be kept in locked and secure facilities and/or in password protected electronic form and will be destroyed after five years.

I understand the risks associated with taking part and how they will be managed.

I understand that I am able to receive a summary of results upon the completion of your survey.

I understand that I can contact the researcher James Brook at james.brook@pg.canterbury.ac.nz] or supervisor Associate Professor Ekant Veer at ekant.veer@canterbury.ac.nz for further information. If I have any complaints, I can contact the Chair of the University of Canterbury Human Ethics Committee, Private Bag 4800, Christchurch ( [human-ethics@canterbury.ac.nz](mailto:human-ethics@canterbury.ac.nz))

*By submitting this document electronic indicates your consent and understanding of the project outlined. This may be submitted electronically by the link provided*

*James Brook*

## 8.4 QUESTIONNAIRE

### 8.4.1 SECTION ONE – STIMULI EXPOSURE



Read the following news article - the arrow to advance will appear after one minute in the bottom right corner - you'll be asked some questions about it on the next page

Timing



**Article**

## 8.4.2 SECTION TWO – PRE-TEST STAGE ON ARTICLE ATTITUDES



Based on the article you have just read; please answer the following questions

Thinking of the article you have read, how does it place on these scales to you?

Unbelievable	<input type="radio"/>	Believable						
Untrustworthy	<input type="radio"/>	Trustworthy						
Not convincing	<input type="radio"/>	Convincing						
Not credible	<input type="radio"/>	Credible						
Unreasonable	<input type="radio"/>	Reasonable						
Dishonest	<input type="radio"/>	Honest						
Questionable	<input type="radio"/>	Unquestionable						
Inconclusive	<input type="radio"/>	Conclusive						
Not authentic	<input type="radio"/>	Authentic						
Unlikely	<input type="radio"/>	Likely						

How does the article place on these scales

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The article is in line with what I expect from news publishers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This article was written in a true journalistic sense	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This article would capture and hold my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would read similar articles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This article provides valuable information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This articles adds to my experience on news sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This content is relevant to the readers	<input type="radio"/>						
The grammatical language styling used was suitable for this type of article	<input type="radio"/>						

How does the article place on these scales

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The article was interesting and entertaining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The article wasn't selling the product in a pushy way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The article reminded me that I am dissatisfied with what I am using currently	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned something from this article that I didn't know before	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The article informed about a brand I think I would like to try	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



8.4.3 SECTION THREE - PRE-TEST STAGE ON BRAND ATTITUDES



Did you notice a brand in the article you read? If yes, which one?

Yes

No



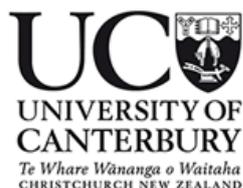
Please indicate on the following scales what you think about the brand

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The brand was delivered in an informative way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand was delivered in an unbiased way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand appeared genuine in the article	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This article has improved my perceptions of the brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would share this article with someone who is interested in this field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand appears trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand is relevant to the audience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



>>

## 8.4.4 SECTION FOUR – PRE-TEST STAGE ON ADVERTISING ATTITUDES



Please indicate on the following scales how you feel about advertising from the following statements

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
We can depend on getting the truth in most advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising's aim is to inform the consumer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe advertising is informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising is generally truthful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising is a reliable source of information about the quality and performance of products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising is truth well told	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, advertising presents a true picture of the product being advertised	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel I've been accurately informed after viewing most advertisements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most advertising provides consumers with essential information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



8.4.5 SECTION FIVE – REVEAL AND POST-TEST STAGE ON ARTICLE ATTITUDES



The article you read is a paid promotion by 2 degrees to be published in the news

## Dion Nash: 'Listen as much as you talk'

SPONSORED

SPONSORED CONTENT BY 2DEGREES

*With this in mind please answer the following questions:*

Thinking of the article you have read, how does it place on these scales to you now knowing it was a promoted article?

Unbelievable	<input type="radio"/>	Believable
Untrustworthy	<input type="radio"/>	Trustworthy
Not convincing	<input type="radio"/>	Convincing
Not credible	<input type="radio"/>	Credible
Unreasonable	<input type="radio"/>	Reasonable
Dishonest	<input type="radio"/>	Honest
Questionable	<input type="radio"/>	Unquestionable
Inconclusive	<input type="radio"/>	Conclusive
Not authentic	<input type="radio"/>	Authentic
Unlikely	<input type="radio"/>	Likely

How does the article place on these scales now knowing it was a promoted article?

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
You previously "Agreed", please update what degree that the article is in line with what you expect from news publishers:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please update what degree that this article was written in a true journalistic sense:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please update what degree that this article would capture and hold my attention:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please update what degree that you would read similar articles:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please update what degree that this article provides valuable information:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please update what degree that this articles adds to your experience on news sites:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please update what degree that this content is relevant to the news site:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please update what degree that this content is relevant to the readers:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please update what degree that the grammatical language styling used was suitable for this type of article:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How does the article place on these scales, now knowing it was a promoted article?

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
You previously "Agreed", please update what degree that the article was interesting and entertaining:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please update what degree that the article wasn't selling the product in a pushy way:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please update what degree that the article reminded you that you are dissatisfied with what you are using currently:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please update what degree that you learned something from this article that you didn't know before:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please update what degree that the article informed about a brand you think you would like to try:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



>>

## 8.4.6 SECTION SIX – POST-TEST STAGE ON BRAND ATTITUDES



**UC**  
UNIVERSITY OF  
CANTERBURY  
*Te Whare Wānanga o Waitaha*  
CHRISTCHURCH NEW ZEALAND

---

Please indicate on the following scales what you think about the brand, now knowing the article was promoted by the company

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
You previously "Agreed", please indicate what degree that the brand was delivered in an informative way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please indicate what degree that the brand was delivered in an unbiased way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please indicate what degree that the brand appeared genuine in the article	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please indicate what degree that this article has improved my perceptions of the brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please indicate what degree that I would share this article with someone who is interested in this field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please indicate what degree that the brand appears trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please indicate what degree that the brand is relevant to the audience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

>>

## 8.4.7 SECTION SEVEN – POST-TEST STAGE ON ADVERTISING ATTITUDES

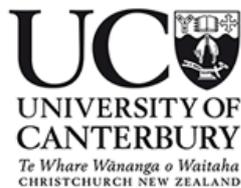


To what degree do you agree or disagree with these following statements

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
You previously "Agreed", please update what degree that we can depend on getting the truth in most advertising:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please update what degree that Advertising's aim is to inform the consumer:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please update what degree that you believe advertising is informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please update what degree that Advertising is generally truthful:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please update what degree that Advertising is a reliable source of information about the quality and performance of products:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please update what degree that Advertising is truth well told:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please update what degree that in general, advertising presents a true picture of the product being advertised:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please update what degree that you feel you have been accurately informed after viewing most advertisements:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You previously "Agreed", please update what degree that most advertising provides consumers with essential information:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## 8.4.8 SECTION EIGHT – GENERAL ATTITUDES ON NATIVE ADVERTISING



Please indicate how you feel to each statement about the form of advertising of Sponsored content

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Free content of news sites is made possible by promoted content similar to the article featured in this survey	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer advertising that tells a story over traditional banner advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sponsored content is a deceptive form of advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sponsored content blends in with regular content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can ignore sponsored content articles and only read news articles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Have you identified sponsored content articles prior to this survey

- Yes
- No

To what degree do you agree or disagree with these following statements

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I often like to consult other people to help choose the best alternative available.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I want to be like someone, I often try to buy the same brands that they buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important that others like the products and brands I buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To make sure I buy the right product, I often observe what others are buying and using.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I rarely purchase the latest fashion styles until I am sure my friends approve of them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often identify with other people by purchasing the same products and brands they purchase.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I have little experience with a product, I often ask my friends about the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When buying products, I generally purchase those brands that I think others will approve of.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to know what brands and products make good impressions on others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I frequently gather information from friends or family about a product before I buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If other people can see me using a product, I often purchase the brand they expect me to buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I achieve a sense of belonging by purchasing the same products and brands that others purchase.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## 8.4.9 SECTION NINE – REFERENCE GROUP INFLUENCE



### Informational Influence

	Not Relevant	Low Relevance	Medium Relevance	Highly Relevant
I seek information about various brands and products from an association of professionals or independent group of experts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I seek information from those who work with the products as a profession.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I seek brand-related knowledge and experience from those friends, neighbours, relatives or colleagues who have reliable information about the brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brands which I select is influenced by observing a seal of approval of an independent testing agency.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My observation of what experts do influence my choice of a brand e.g. car brand in a television show.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Reference Group Influence - Consumer susceptibility to Reference Groups

#### Utilitarian Influence

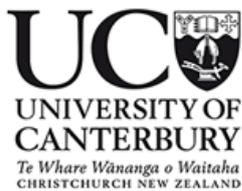
	Not Relevant	Low Relevance	Medium Relevance	Highly Relevant
To satisfy the expectations of work colleagues, my decision to purchase a particular brand is influenced by their preference.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My decision to purchase a particular brand is influenced by the preference of people with whom you interact with.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My decision to purchase a particular brand is influenced by the preference of family members.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The desire to satisfy the expectations that others have of me has an impact on my brand choice.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Reference Group Influence - Consumer susceptibility to Reference Groups  
Value Expressive Influence

	Not Relevant	Low Relevance	Medium Relevance	Highly Relevant
I feel that the purchase or use of a particular brand will enhance the image that others have of me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that those who purchase or use a particular brand possess the characteristics which I would like to have.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I sometimes feel that it would be nice to be like the type of person which advertisements show using a particular brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that the people who purchase a particular brand are admired or respected by others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that the purchase of a particular brand helps him show others what he is, or would like to be e.g. athlete, successful businessman, good parent etc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## 8.4.10 SECTION TEN – DEMOGRAPHIC QUESTIONS



How often do you consume the following news mediums:

	Never	Rarely	Sometimes	Quite Often	Very Often
Online news sites	<input type="radio"/>				
Newspapers	<input type="radio"/>				
Magazines	<input type="radio"/>				
Television	<input type="radio"/>				

Which of the following options do you best identify with?

- Higher managerial and professional occupations
- Lower managerial and professional occupations
- Intermediate occupations (clerical, sales, service)
- Small employers and own account workers
- Lower supervisory and technical occupations
- Semi-routine occupations
- Routine occupations
- Never worked and long-term unemployed

What is your current age?

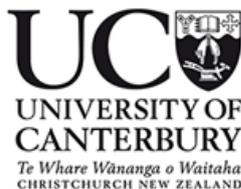
- Less than 16
- 16 to 19
- 20 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or over

What is your family structure?

- In a married-couple family
- In a family with female householder, no spouse present
- In a family with male householder, no spouse present
- In a group of unrelated subfamilies
- Unrelated individuals



## 8.4.11 SECTION ELEVEN – DECEPTION DEBRIEF AND SUBMISSION



Department of Management, Marketing and Entrepreneurship  
Telephone: +64 3 364 2987  
Email: james.brook@pg.canterbury.ac.nz  
24th of August, 2015

### **Survey debrief**

Thank you for your participation in our study. Your participation is greatly appreciated.

**Your code is: 20845584**

**Please enter this code into your HIT page to ensure you are paid promptly**

#### Purpose of the Study:

Earlier in our consent form we informed you that the purpose of the study was Measuring Consumer attitudes to News articles discussing brands. In actuality, our study is about the social marketing impact of native advertising news articles and the influence of cynicism from news consumers. This means we were measuring the response when the brand was revealed as being behind the content. This involved keeping the information that the articles were promoted from you to measure the reaction.

Unfortunately, in order to properly test our hypothesis, we could not provide you with all of these details prior to your participation. This ensures that your reactions in this study were spontaneous and not influenced by prior knowledge about the purpose of the study. If we had told you the actual purposes of our study, your ability to react could have been affected. We hope you understand the reason for it.

#### Confidentiality:

Please note that although the purpose of this study has changed from the originally stated purpose, everything else on the consent form is correct. This includes the ways in which we will keep your data confidential. There will be no link between answers and personal information. All data collected for the study will be kept in locked and secure facilities and/or in password protected electronic form and will be destroyed after five years.

Now that you know the true purpose of our study and are fully informed, you may decide that you do not want your data used in this research. If you would like your data removed from the study and permanently deleted please contact either myself at james.brook@pg.canterbury.ac.nz or contact my supervisor at ekant.veer@canterbury.ac.nz.

If Applicable: Whether you agree or do not agree to have your data used for this study, you will still receive the agreed upon remuneration for your participation.

If Applicable: Please do not disclose research procedures and/or hypotheses to anyone who might participate in this study in the future as this could affect the results of the study.

Final Report:

If you would like to receive a copy of the final report of this study (or a summary of the findings) when it is completed, please feel free to contact us and request a copy of the final thesis. In the meantime, a summary of your results will be displayed upon submitting this survey.

Useful Contact Information:

If you have any questions or concerns regarding this study, its purpose or procedures, or if you have a research-related problem, please feel free to contact the researchers James Brook [james.brook@pg.canterbury.ac.nz](mailto:james.brook@pg.canterbury.ac.nz) and Associate Professor Ekant Veer [ekant.veer@canterbury.ac.nz](mailto:ekant.veer@canterbury.ac.nz)

If you have any questions concerning your rights as a research subject, you may contact the University of Canterbury Secretary of Human Ethics at +64 3 364 2987 ext: 45588 or [human-ethics@canterbury.ac.nz](mailto:human-ethics@canterbury.ac.nz)

If you feel upset after having completed the study or find that some questions or aspects of the study triggered distress, talking with a qualified clinician may help. If you feel you would like assistance please contact your local medical health professional and seek psychological therapy.

Further Reading(s):

If you would like to learn more about Native Advertising please see the following references:

Bærug, R., & Harro-Loit, H. (2012). Journalism embracing advertising as traditional journalism discourse becomes marginal: A comparative study of European MICE (Meetings, Incentives, Conferences and Events) magazines. *Journalism Practice*, 6(2), 172-186.

Carlson, M. (2014). When news sites go native: Redefining the advertising–editorial divide in response to native advertising. *Journalism*. Doi: 10.1177/1464884914545441

Christians, C. G., Fackler, M., Rotzoll, K. B., & McKee, K. B. (1998). *Media Ethics: Cases and Moral Reasoning* (5th ed.). New York, NY: Longman.

Cramer, H. (2015, April). Effects of Ad Quality & Content-Relevance on Perceived Content Quality. In *Proceedings of the 33rd Annual ACM Conference on Human Factors in Computing Systems* (pp. 2231-2234). ACM.

Flanagan, E., (2015, March 16). 6 out of 10 Brits under 34 will engage with native ads if the content appeals to them [Web log post]. Retrieved from <https://blog.adyoulike.com/6-out-of-10-brits-under-34-will-engage-with-native-ads-if-the-content-appeals-to-them>

Leth, A., Bell, M., Egholm, M., Hvass, A., Dyrbye, Z., & Kernahan, A. (2015). *Native Advertisement* (Doctoral dissertation).

Levi, L. (2015). A 'Faustian Pact?': Native Advertising and the Future of the Press. *Native Advertising and the Future of the Press* (February 27, 2015).

Lieb, R. (2013). *Defining and Mapping the Native Advertising Landscape*. Retrieved from <http://www.americanpressinstitute.org/wp-content/uploads/2013/10/report-defining-mapping-native-advertising-landscape-rebecca-lieb.pdf>

Mane, S. & Rubel, S. (2014). *Getting In Feed Sponsored Content Right: The Consumer View*. Retrieved from [http://www.iab.net/media/file/IAB\\_Edelman\\_Berland\\_Study.pdf](http://www.iab.net/media/file/IAB_Edelman_Berland_Study.pdf)

**\*\*\*Please keep a copy of this form for your future reference. Once again, thank you for your participation in this study!\*\*\***

## 8.5 ETHICS APPROVAL

College of Business and Law  
University of Canterbury  
Private Bag 4800, Christchurch 8140

Assoc Prof Venkataraman Nilakant  
Associate Dean of Commerce  
Phone: +64 3 364 2987 Ext 8621  
Email: ven.nilakant@canterbury.ac.nz



Ref 650.13  
Student ID: 54989879

22 July 2015

James Brook  
180 Barrington Street  
Somerville  
CHRISTCHURCH 8024

Dear James

**Re: Application for Approval of Registration of Master's Research Proposal**

I am pleased to confirm that your Master's Research Proposal '*The social marketing impact of native advertising news articles and the influence of cynicism from news consumers*' has been approved and registered.

Please note the following critical dates:

- |  |                  |
|--|------------------|
| ▪ Start date   | 14 July 2014     |
| ▪ Date of registration of research proposal                            | 16 July 2015     |
| ▪ First progress report due (and every six months thereafter)          | 14 October 2015  |
| ▪ Thesis submission deadline ( <b>with</b> eligibility for Honours)    | 14 December 2015 |
| ▪ Thesis submission deadline ( <b>without</b> eligibility for Honours) | 14 June 2016     |

Please note that you may need to re-enrol when your current enrolment period ends on 14 December 2015. If you have any questions regarding any of these dates, please do not hesitate to contact me. Please contact Student Services regarding any additional fees.

I hope that your research is progressing well.

Yours sincerely

**Venkataraman Nilakant**  
**Associate Dean of Commerce**  
**School of Business and Economics**

cc: HOD Management, Marketing and Entrepreneurship: Paul Ballantine  
Senior Supervisor: Assoc. Prof. Ekant Veer

College of Business and Law  
*Te Rāngai Umanga me te Ture*

Private Bag 4800, Christchurch 8140

Dr Ross James  
Dean of Commerce  
Phone: +64 3 364 2987 Ext 7015  
Email: ross.james@canterbury.ac.nz



Ref 650.13  
Student ID: 54989879

16 December 2015

James Brook  
180 Barrington Street  
Somerfield  
CHRISTCHURCH 8024

Dear James

**Re: MCom Thesis: Revision of Due Dates**

The Dean of Commerce has revised the due dates for submission of your thesis: '*The social marketing impact of native advertising news articles and the influence of cynicism from news consumers*'.

The following critical dates supersede those previously advised:

- Thesis submission deadline (**with** eligibility for Honours) 13 June 2016
- Thesis submission deadline (**without** eligibility for Honours) 13 June 2017

The change of date for submission occurs due to your mid-year start in 2014. This precluded you from MKTG620 Research Methods for Marketing, which is only offered in Semester 1 of each year.

If you have any questions regarding any of these dates, please do not hesitate to contact me.

I hope that your research is progressing well.

Yours sincerely

**Ross James**  
Dean of Commerce  
School of Business and Economics

cc: HOD MME: Prof Paul Ballantine  
Senior Supervisor: Assoc Prof Ekant Veer

## 8.6 MEANS FOR DIFFERENT MANIPULATIONS POST-TEST STAGE

<b>Q4.1 – Manipulations vs Control - T Test</b>						
<i>Article Measure</i>	<i>Manipulation</i>	<i>Mean</i>	<i>Standard Deviation</i>	<i>Mean Difference</i>	<i>t</i>	<i>Significance 1 tailed - Levenes</i>
Believability factor	Brand Functional	4.31	1.745	-1.53	-5.961	.000
	Brand Emotive	2.89	2.011	-2.95	-10.399	.000
	Ideological Functional	4.10	1.399	-1.74	-7.551	.266
	Ideological Emotive	3.20	1.932	-2.64	-9.684	.000
	Control	5.84	1.244			
Trustworthy factor	Brand Functional	3.96	1.727	-1.33	-4.969	.019
	Brand Emotive	2.97	1.971	-2.32	-7.937	.000
	Ideological Functional	3.76	1.468	-1.53	-6.055	.630
	Ideological Emotive	2.87	1.900	-2.42	-8.612	.001
	Control	5.29	1.426			
Convincing factor	Brand Functional	4.15	1.721	-1.37	-5.178	.022
	Brand Emotive	2.86	1.817	-2.66	-9.712	.001
	Ideological Functional	3.94	1.413	-1.58	-6.499	.882
	Ideological Emotive	3.22	2.057	-2.3	-7.822	.000
	Control	5.52	1.378			
Credibility factor	Brand Functional	4.14	1.636	-1.45	-5.695	.031
	Brand Emotive	2.79	1.992	-2.80	-9.708	.000
	Ideological Functional	3.81	1.469	-1.78	-7.248	.666
	Ideological Emotive	2.96	1.900	-2.63	-9.523	.000
	Control	5.59	1.354			
Reasonability factor	Brand Functional	4.52	1.584	-1.03	-4.033	.106
	Brand Emotive	2.97	2.093	-2.58	-8.453	.000
	Ideological	4.11	1.320	-1.44	-5.959	.386

	Functional					
	Ideological Emotive	3.29	2.025	-2.26	-7.694	.000
	Control	5.55	1.430			
Honesty factor	Brand Functional	4.06	1.594	-1.45	-5.792	.270
	Brand Emotive	3.11	1.861	-2.40	-8.650	.000
	Ideological Functional	3.79	1.427	-1.72	-7.055	.765
	Ideological Emotive	3.09	1.906	-2.42	-8.710	.000
	Control	5.51	1.357			
Questionability factor	Brand Functional	3.63	1.767	-0.78	-2.863	.005
	Brand Emotive	2.47	1.674	-1.94	-7.391	.039
	Ideological Functional	3.44	1.433	-.97	-3.922	.553
	Ideological Emotive	2.58	1.820	-1.83	-6.729	.003
	Control	4.41	1.397			
Conclusive factor	Brand Functional	3.99	1.678	-0.94	-3.707	.073
	Brand Emotive	2.99	1.900	-1.94	-7.026	.000
	Ideological Functional	3.77	1.465	-1.16	-4.778	.333
	Ideological Emotive	3.08	1.944	-1.85	-6.662	.000
	Control	4.93	1.298			
Authenticity factor	Brand Functional	3.80	1.754	-1.53	-5.680	.021
	Brand Emotive	3.00	1.911	-2.33	-8.180	.001
	Ideological Functional	3.89	1.538	-1.44	-5.614	.738
	Ideological Emotive	2.96	1.900	-2.37	-8.466	.001
	Control	5.33	1.411			
Likelihood factor	Brand Functional	4.42	1.627	-1.26	-5.014	.020
	Brand Emotive	2.94	2.087	-2.74	-9.193	.000
	Ideological Functional	4.02	1.373	-1.66	-7.065	.961
	Ideological Emotive	3.25	2.034	-2.43	-8.439	.000

Control	5.68	1.323
---------	------	-------

Further analysis on the article - journalists

<b>Q4.2 – Manipulations vs Control - T Test</b>						
<i>Article Measure</i>	<i>Manipulation</i>	<i>Mean</i>	<i>Standard Deviation</i>	<i>Mean Difference</i>	<i>t</i>	<i>Significance 1 tailed - Levenes</i>
What readers expect from Journalistic publications - factor	Brand Functional	4.03	1.765	-1.32	-5.334	.000
	Brand Emotive	3.06	1.849	-2.29	-8.927	.000
	Ideological Functional	4.50	1.400	-.85	-3.919	.014
	Ideological Emotive	3.53	1.935	-1.82	-6.917	.000
	Control	5.35	1.069			
Written in a journalistic manner - factor	Brand Functional	3.92	1.865	-.91	-3.266	.001
	Brand Emotive	3.00	1.896	-1.83	-6.464	.000
	Ideological Functional	4.06	1.481	-.77	-3.033	.260
	Ideological Emotive	3.14	1.958	-1.69	-5.905	.000
	Control	4.83	1.393			
Ability to hold attention factor	Brand Functional	3.80	1.947	-1.36	-4.924	.000
	Brand Emotive	4.14	2.024	-1.02	-3.580	.000
	Ideological Functional	3.60	1.664	-1.56	-6.171	.000
	Ideological Emotive	3.42	1.849	-1.74	-6.609	.000
	Control	5.16	1.220			
Inclination to read similar articles factor	Brand Functional	3.42	1.841	-1.54	-5.396	.001
	Brand Emotive	3.86	2.059	-1.10	-3.594	.000
	Ideological Functional	3.32	1.587	-1.64	-6.058	.246
	Ideological Emotive	2.87	1.907	-2.09	-7.279	.007
	Control	4.96	1.499			
Value of information provided factor	Brand Functional	3.58	1.696	-1.71	-6.899	.000
	Brand Emotive	2.57	1.814	-2.72	-10.431	.000

	Ideological Functional	4.03	1.482	-1.26	-5.381	.023
	Ideological Emotive	3.12	1.798	-2.17	-8.492	.000
	Control	5.29	1.189			
Augmentation to experience of news site factor	Brand Functional	3.48	1.866	-1.32	-4.904	.000
	Brand Emotive	2.94	1.895	-1.86	-6.810	.000
	Ideological Functional	3.87	1.635	-.93	-3.671	.010
	Ideological Emotive	3.05	1.803	-1.75	-6.716	.000
	Control	4.80	1.244			
Relevance of article to the news site factor	Brand Functional	3.44	1.662	-1.65	-6.747	.000
	Brand Emotive	3.53	2.091	-1.56	-5.374	.000
	Ideological Functional	4.39	1.335	-.70	-3.179	.048
	Ideological Emotive	3.18	1.867	-1.91	-7.243	.000
	Control	5.09	1.185			
Relevance of article to the reader factor	Brand Functional	3.82	1.751	-1.75	-7.292	.000
	Brand Emotive	3.51	2.020	-2.06	-7.625	.000
	Ideological Functional	4.29	1.519	-1.28	-5.797	.000
	Ideological Emotive	3.29	1.882	-2.28	-9.028	.000
	Control	5.57	.962			
Suitability of grammatical style used in the article factor	Brand Functional	5.11	1.489	-.64	-3.017	.000
	Brand Emotive	5.09	1.861	-.66	-2.644	.000
	Ideological Functional	4.82	1.397	-.93	-4.481	.000
	Ideological Emotive	4.50	1.894	-1.25	-4.949	.000
	Control	5.75	.961			

#### Q4.3 – Manipulations vs Control - T Test

<i>Article Measure</i>	<i>Manipulation</i>	<i>Mean</i>	<i>Standard Deviation</i>	<i>Mean Difference</i>	<i>t</i>	<i>Significance 1 tailed - Levenes</i>
Entertainment factor	Brand Functional	3.99	1.863	-1.27	-4.520	.000

	Brand Emotive	4.84	1.870	-.42	-1.475	.031
	Ideological Functional	3.50	1.799	-1.76	-6.209	.006
	Ideological Emotive	3.33	1.777	-1.93	-7.145	.008
	Control	5.26	1.442			
Hard selling - factor	Brand Functional	4.39	1.736	-.93	-3.340	.065
	Brand Emotive	4.43	1.885	-.89	-3.056	.007
	Ideological Functional	3.77	1.519	-1.55	-5.790	.781
	Ideological Emotive	3.36	1.985	-1.96	-6.624	.001
	Control	5.32	1.529			
Dissatisfied with current product - factor	Brand Functional	2.48	1.593	-.80	-2.887	.259
	Brand Emotive	2.64	1.561	-.64	-2.307	.278
	Ideological Functional	3.39	1.407	.11	.412	.060
	Ideological Emotive	2.87	1.843	-.41	-1.388	.462
	Control	3.28	1.671			
Learning factor	Brand Functional	4.32	1.803	-1.29	-4.786	.001
	Brand Emotive	2.66	1.793	-2.95	-11.009	.002
	Ideological Functional	4.39	1.497	-1.22	-4.944	.046
	Ideological Emotive	4.01	2.010	-1.60	-5.576	.000
	Control	5.61	1.331			
Inclination to try factor	Brand Functional	2.89	1.617	-1.20	-4.402	.547
	Brand Emotive	3.01	1.707	-1.08	-3.814	.322
	Ideological Functional	3.47	1.586	-.62	-2.216	.906
	Ideological Emotive	2.32	1.683	-1.77	-6.467	.703
	Control	4.09	1.606			

#### Q5.1 – Manipulations vs Control - T Test – All cases

<i>Article Measure</i>	<i>Manipulation</i>	<i>Mean</i>	<i>Standard Deviation</i>	<i>Mean Difference</i>	<i>t</i>	<i>Significance 1 tailed - Levenes</i>
Informative delivery of the brand - factor	Brand Functional	4.17	1.722	-1.24	-2.377	.061
	Brand Emotive	3.53	1.807	-1.88	-5.241	.005
	Ideological Functional	4.00	1.414	-1.41	-1.656	.843
	Ideological Emotive	3.13	2.145	-2.28	-6.776	.000
	Control	5.41	1.180			
Unbiased delivery - factor	Brand Functional	3.83	2.317	-.84	-1.246	.077
	Brand Emotive	3.41	2.033	-1.26	-2.867	.019
	Ideological Functional	3.00	.000	-1.67	-1.559	.053
	Ideological Emotive	1.83	1.234	-2.84	-9.080	.228
	Control	4.67	1.502			
Genuineness factor	Brand Functional	4.17	1.472	-1.34	-2.745	.327
	Brand Emotive	3.53	1.972	-1.98	-5.513	.000
	Ideological Functional	4.50	.707	-1.01	-1.260	.447
	Ideological Emotive	2.33	1.647	-3.18	-11.165	.005
	Control	5.51	1.120			
Improvement to perceptions of brands factor	Brand Functional	3.33	1.633	-.86	-1.309	.818
	Brand Emotive	4.41	2.238	.22	.489	.002
	Ideological Functional	4.00	.000	-.19	-.173	.046
	Ideological Emotive	2.20	1.584	-1.99	-5.887	.929
	Control	4.19	1.527			
Likelihood of sharing factor	Brand Functional	3.00	2.098	-2.25	-3.391	.218
	Brand Emotive	3.65	2.262	-1.60	-3.519	.001
	Ideological Functional	3.50	.707	-1.75	-1.623	.340
	Ideological Emotive	2.27	1.701	-2.98	-8.686	.199
	Control	5.25	1.509			
Trust of brands	Brand	3.83	1.835	-1.05	-1.539	.569

- factor	Functional					
	Brand Emotive	4.41	1.661	-.47	-1.090	.832
	Ideological Functional	4.50	.707	-.38	-.340	.246
	Ideological Emotive	1.97	1.542	-2.91	-8.480	.581
	Control	4.88	1.586			
Relevance of brand to audience factor	Brand Functional	3.83	1.722	-1.88	-3.906	.189
	Brand Emotive	4.65	1.072	-1.06	-2.977	.000
	Ideological Functional	4.00	.000	-1.71	-2.240	.104
	Ideological Emotive	2.67	1.900	-3.04	-10.136	.000
	Control	5.71	1.072			

## 8.7 COVARIATE ANALYSES OUTPUTS

### 8.7.1 SOCIO-ECONOMIC CLASSIFICATIONS

#### Tests of Between-Subjects Effects

Dependent Variable: BrandPRE

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	8.704 <sup>a</sup>	7	1.243	.575	.775	.029
Intercept	1511.074	1	1511.074	698.934	.000	.839
Q9.2	8.704	7	1.243	.575	.775	.029
Error	289.704	134	2.162			
Total	2521.531	142				
Corrected Total	298.408	141				

a. R Squared = .029 (Adjusted R Squared = -.022)

#### Tests of Between-Subjects Effects

Dependent Variable: AdvertisingPRE

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	18.116 <sup>a</sup>	7	2.588	1.190	.309	.030
Intercept	2061.331	1	2061.331	947.729	.000	.778
Q9.2	18.116	7	2.588	1.190	.309	.030
Error	589.431	271	2.175			
Total	3868.852	279				
Corrected Total	607.547	278				

a. R Squared = .030 (Adjusted R Squared = .005)

#### Tests of Between-Subjects Effects

Dependent Variable: ArticleAllPRE

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	6.149 <sup>a</sup>	7	.878	.493	.839	.013
Intercept	3166.710	1	3166.710	1777.631	.000	.868
Q9.2	6.149	7	.878	.493	.839	.013
Error	480.984	270	1.781			
Total	5159.903	278				
Corrected Total	487.133	277				

a. R Squared = .013 (Adjusted R Squared = -.013)

## 8.7.2 AGE RELATIONSHIP TO ATTITUDES

ANOVA

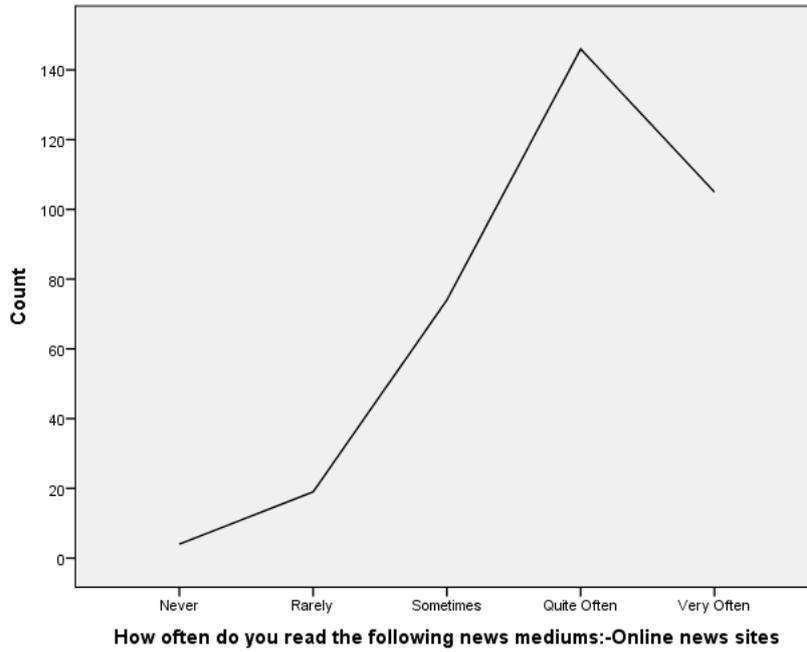
		Sum of Squares	df	Mean Square	F	Sig.
Brand PRE	Between Groups	7.976	6	1.329	.618	.716
	Within Groups	290.432	135	2.151		
	Total	298.408	141			
Brand POST	Between Groups	7.718	6	1.286	.516	.796
	Within Groups	850.190	341	2.493		
	Total	857.908	347			
Brand DIFF	Between Groups	2.641	6	.440	.551	.769
	Within Groups	107.915	135	.799		
	Total	110.556	141			
Advertising PRE	Between Groups	12.698	6	2.116	.968	.447
	Within Groups	594.850	272	2.187		
	Total	607.547	278			
Advertising POST	Between Groups	25.304	6	4.217	1.723	.115
	Within Groups	834.682	341	2.448		
	Total	859.986	347			
Advertising DIFF	Between Groups	3.855	6	.642	1.115	.354
	Within Groups	156.729	272	.576		
	Total	160.584	278			
Article All PRE	Between Groups	5.538	6	.923	.519	.793
	Within Groups	481.594	271	1.777		
	Total	487.133	277			
Article All POST	Between Groups	8.022	6	1.337	.632	.705
	Within Groups	709.130	335	2.117		
	Total	717.152	341			
Article All DIFF	Between Groups	2.851	6	.475	.586	.742
	Within Groups	214.968	265	.811		
	Total	217.819	271			

### 8.7.3 FAMILY SITUATION

**ANOVA of family situation to attitudes**

		Sum of Squares	df	Mean Square	F	Sig.
Brand PRE	Between Groups	3.888	4	.972	.452	.771
	Within Groups	294.520	137	2.150		
	Total	298.408	141			
Brand POST	Between Groups	11.346	4	2.836	1.149	.333
	Within Groups	846.562	343	2.468		
	Total	857.908	347			
Brand DIFF	Between Groups	10.010	4	2.502	3.410	.011
	Within Groups	100.546	137	.734		
	Total	110.556	141			
Advertising PRE	Between Groups	13.096	4	3.274	1.509	.200
	Within Groups	594.451	274	2.170		
	Total	607.547	278			
Advertising POST	Between Groups	31.629	4	7.907	3.274	.012
	Within Groups	828.358	343	2.415		
	Total	859.986	347			
Advertising DIFF	Between Groups	2.976	4	.744	1.293	.273
	Within Groups	157.608	274	.575		
	Total	160.584	278			
Article All PRE	Between Groups	6.475	4	1.619	.919	.453
	Within Groups	480.658	273	1.761		
	Total	487.133	277			
Article All POST	Between Groups	14.542	4	3.635	1.744	.140
	Within Groups	702.611	337	2.085		
	Total	717.152	341			
Article All DIFF	Between Groups	1.553	4	.388	.479	.751
	Within Groups	216.267	267	.810		
	Total	217.819	271			

## 8.7.4 ONLINE NEWS CONSUMPTION

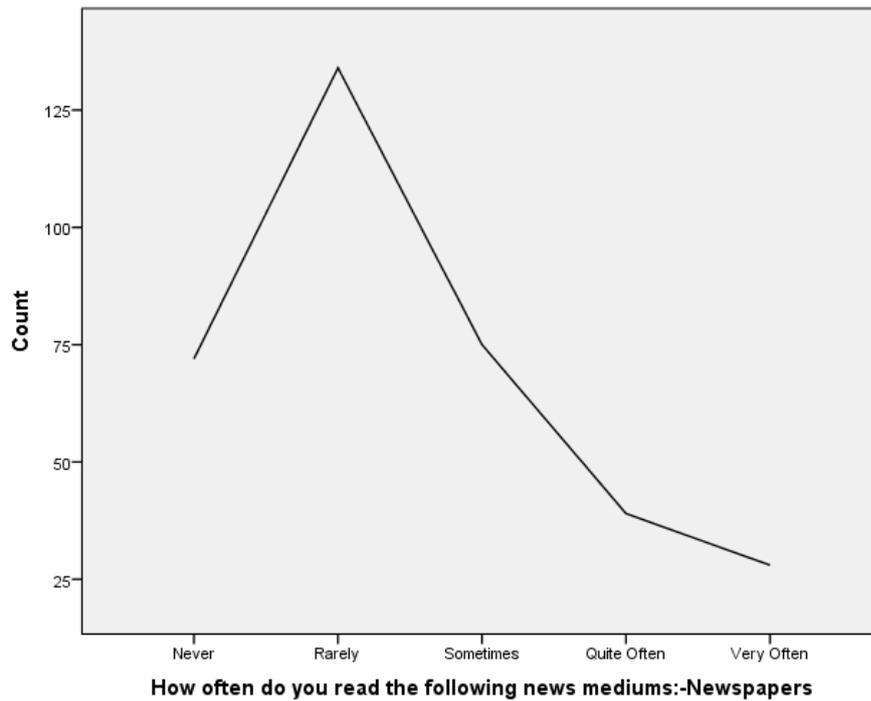


### Test of Homogeneity of Variances

**ANOVA for online news consumption**

		Sum of Squares	df	Mean Square	F	Sig.
Brand PRE	Between Groups	5.339	4	1.335	.624	.646
	Within Groups	293.069	137	2.139		
	Total	298.408	141			
Brand POST	Between Groups	9.359	4	2.340	.946	.438
	Within Groups	848.548	343	2.474		
	Total	857.908	347			
Advertising PRE	Between Groups	12.660	4	3.165	1.458	.215
	Within Groups	594.887	274	2.171		
	Total	607.547	278			
Advertising POST	Between Groups	22.299	4	5.575	2.283	.060
	Within Groups	837.687	343	2.442		
	Total	859.986	347			
Article PRE	Between Groups	6.349	4	1.587	.901	.464
	Within Groups	480.784	273	1.761		
	Total	487.133	277			
Article POST	Between Groups	6.229	4	1.557	.738	.566
	Within Groups	710.923	337	2.110		
	Total	717.152	341			

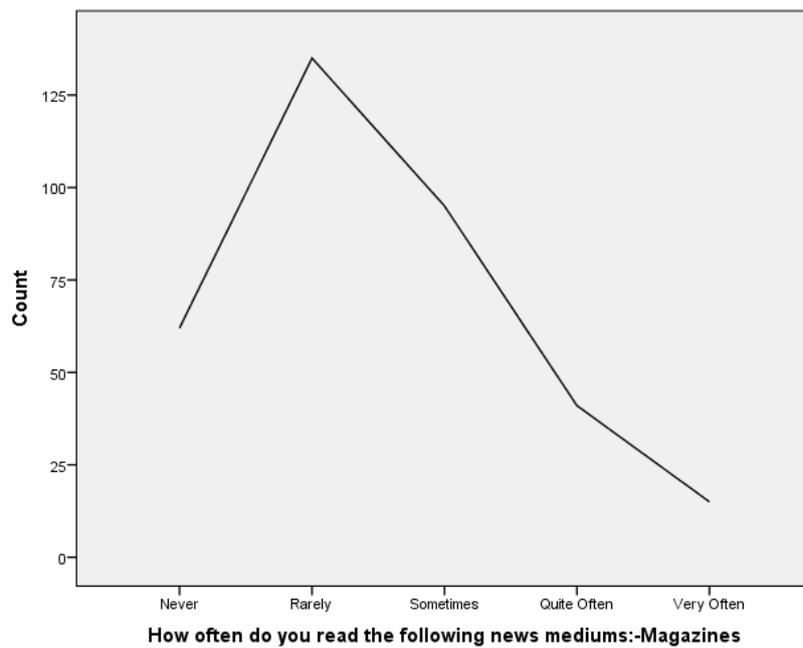
### 8.7.5 PHYSICAL NEWSPAPERS CONSUMPTION



**ANOVA for physical newspaper consumption**

		Sum of Squares	df	Mean Square	F	Sig.
BrandPRE	Between Groups	35.447	4	8.862	4.617	.002
	Within Groups	262.961	137	1.919		
	Total	298.408	141			
BrandPOST	Between Groups	106.685	4	26.671	12.178	.000
	Within Groups	751.222	343	2.190		
	Total	857.908	347			
AdvertisingPRE	Between Groups	122.104	4	30.526	17.230	.000
	Within Groups	485.443	274	1.772		
	Total	607.547	278			
AdvertisingPOST	Between Groups	165.522	4	41.380	20.438	.000
	Within Groups	694.464	343	2.025		
	Total	859.986	347			
ArticleAllPRE	Between Groups	44.459	4	11.115	6.855	.000
	Within Groups	442.674	273	1.622		
	Total	487.133	277			
ArticleAllPOST	Between Groups	87.353	4	21.838	11.686	.000
	Within Groups	629.799	337	1.869		
	Total	717.152	341			

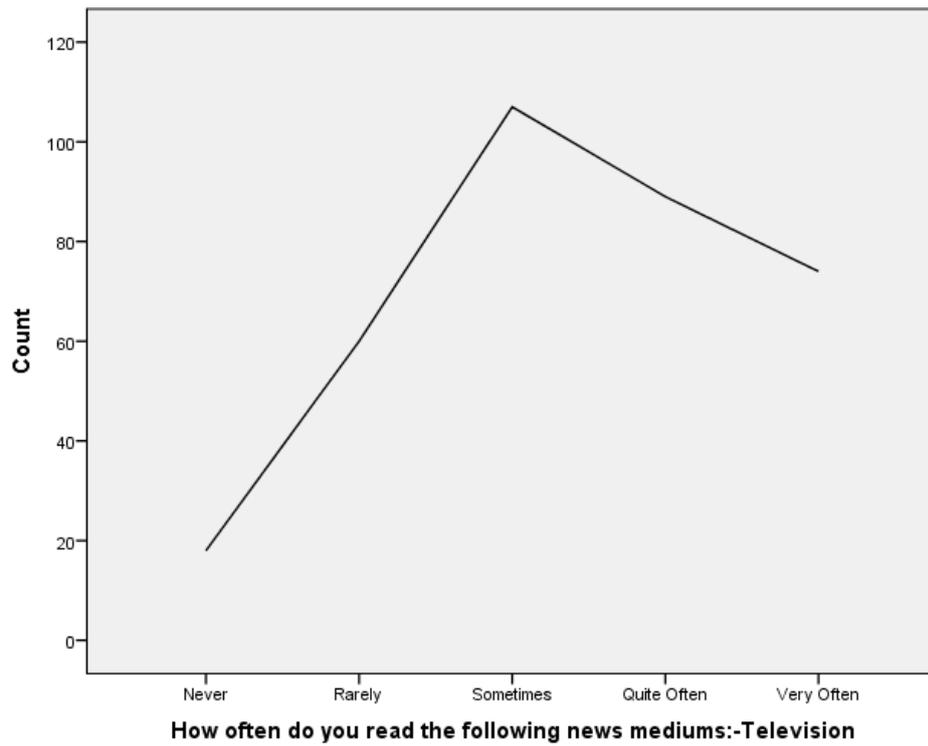
## 8.7.6 MAGAZINE CONSUMPTION



**ANOVA for magazine consumption**

		Sum of Squares	df	Mean Square	F	Sig.
BrandPRE	Between Groups	23.309	4	5.827	2.902	.024
	Within Groups	275.099	137	2.008		
	Total	298.408	141			
BrandPOST	Between Groups	78.061	4	19.515	8.583	.000
	Within Groups	779.847	343	2.274		
	Total	857.908	347			
AdvertisingPRE	Between Groups	86.801	4	21.700	11.418	.000
	Within Groups	520.747	274	1.901		
	Total	607.547	278			
AdvertisingPOST	Between Groups	132.410	4	33.103	15.605	.000
	Within Groups	727.576	343	2.121		
	Total	859.986	347			
ArticleAllPRE	Between Groups	31.379	4	7.845	4.699	.001
	Within Groups	455.754	273	1.669		
	Total	487.133	277			
ArticleAllPOST	Between Groups	54.335	4	13.584	6.906	.000
	Within Groups	662.817	337	1.967		
	Total	717.152	341			

### 8.7.7 TELEVISION NEWS CONSUMPTION



**ANOVA for television consumption**

		Sum of Squares	df	Mean Square	F	Sig.
BrandPRE	Between Groups	10.385	4	2.596	1.235	.299
	Within Groups	288.023	137	2.102		
	Total	298.408	141			
BrandPOST	Between Groups	30.530	4	7.633	3.164	.014
	Within Groups	827.378	343	2.412		
	Total	857.908	347			
AdvertisingPRE	Between Groups	56.420	4	14.105	7.013	.000
	Within Groups	551.127	274	2.011		
	Total	607.547	278			
AdvertisingPOST	Between Groups	57.223	4	14.306	6.112	.000
	Within Groups	802.763	343	2.340		
	Total	859.986	347			
ArticleAllPRE	Between Groups	22.828	4	5.707	3.356	.011
	Within Groups	464.305	273	1.701		
	Total	487.133	277			
ArticleAllPOST	Between Groups	30.398	4	7.600	3.729	.006
	Within Groups	686.754	337	2.038		
	Total	717.152	341			

### 8.7.8 INTERPERSONAL INFLUENCE OUTPUT

**Correlations**

		Advertising PRE	Interpersonal Influence
Advertising PRE	Pearson Correlation	1	.495**
	Sig. (2-tailed)		.000
	N	279	279
Interpersonal Influence	Pearson Correlation	.495**	1
	Sig. (2-tailed)	.000	
	N	279	348

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Correlations**

		Interpersonal Influence	Advertising POST
Interpersonal Influence	Pearson Correlation	1	.509**
	Sig. (2-tailed)		.000
	N	348	348
Advertising POST	Pearson Correlation	.509**	1
	Sig. (2-tailed)	.000	
	N	348	348

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### 8.7.9 REFERENCE GROUP INFLUENCE OUTPUT

**Levene's Test of Equality of Error Variances**

	F	df1	df2	Sig.
Brand PRE	.728	116	22	.858
Brand POST	.714	116	22	.872
Brand DIFF	1.291	116	22	.250
Advertising PRE	1.433	116	22	.166
Advertising POST	.955	116	22	.585
Advertising DIFF	1.602	116	22	.101
Article All PRE	1.074	116	22	.444
Article All POST	1.539	116	22	.122
Article All DIFF	1.355	116	22	.208

## 8.8 HYPOTHESES ANALYSES

### 8.8.1 HYPOTHESIS ONE - THE RELATIONSHIP BETWEEN CONSUMER ATTITUDES AND THE REVELATION OF THE SPONSORED NATURE

<b>Article attitudes Manipulations vs Control - T Test</b>							
<i>Measure</i>	<i>Manipulation</i>	<i>Stage</i>	<i>Mean</i>	<i>Standard Deviation</i>	<i>Mean Difference</i>	<i>t value</i>	<i>Significance 1 tailed to control</i>
Attitudes towards the Article	Brand	Pre	4.62	1.17	-0.55		
		Post	3.94	1.33	-1.23	-6.447	.000
		Diff	.70	.78			
	Brand Emotive	Pre	3.26	1.28	-1.91		
		Post	3.22	1.38	-1.95	-9.691	.000
		Diff	.007	.61			
	Ideological Functional	Pre	4.52	.98	-.65		
		Post	3.92	1.07	-1.25	-7.415	.018
		Diff	.60	.83			
	Ideological Emotive	Pre	4.06	1.34	-1.11		
		Post	3.18	1.54	-1.99	-9.450	.000
		Diff	.87	1.03			
Control		5.17	.85				

<b>Brand attitudes Manipulations vs Control - T Test</b>							
<i>Measure</i>	<i>Manipulation</i>	<i>Stage</i>	<i>Mean</i>	<i>Standard Deviation</i>	<i>Mean Difference</i>	<i>t value</i>	<i>Significance 1 tailed to control</i>
Attitudes towards the Brand	Brand	Pre	4.59	1.24	-.49		
		Post	3.82	1.47	-1.26	-5.841	.000
		Diff	.62	.88	/		
	Brand	Pre	3.89	1.35	-1.19		

Emotive	Post	3.62	1.49	-1.46	-6.725	.005
	Diff	.34	.84	/		
Ideological	Pre	4.21	.50	-.87		
Functional	Post	3.53	1.25	-1.55	-7.718	.000
	Diff	.02	.38	/		
Ideological	Pre	3.18	1.63	-1.9		
Emotive	Post	2.89	1.63	-2.19	-9.562	.000
	Diff	.50	.99	/		
Control		5.08	1.04			

### Advertising attitudes Manipulations vs Control - T Test

<i>Measure</i>	<i>Manipulation</i>	<i>Stage</i>	<i>Mean</i>	<i>Standard Deviation</i>	<i>Mean Difference</i>	<i>t value</i>	<i>Significance 1 tailed to control</i>
Attitudes towards advertising	Brand	Pre	3.47	1.51	-.02		
		Post	3.17	1.62	-.32	-1.206	.672
		Diff	.30	.70	/		
	Brand Emotive	Pre	3.34	1.58	-.15		
		Post	3.28	1.60	-.21	-.803	.774
		Diff	.06	.44	/		
	Ideological Functional	Pre	3.41	1.42	-.08		
		Post	3.45	1.44	-.04	-.164	.512
		Diff	-.04	.84	/		
	Ideological Emotive	Pre	3.45	1.40	-.04		
		Post	3.05	1.63	-.44	-1.660	.351
		Diff	.40	.90	/		
Control		3.49	1.55				

### Multivariate Tests<sup>a</sup>

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.734	68.926 <sup>b</sup>	2.000	50.000	.000

	Wilks' Lambda	.266	68.926 <sup>b</sup>	2.000	50.000	.000
	Hotelling's Trace	2.757	68.926 <sup>b</sup>	2.000	50.000	.000
	Roy's Largest Root	2.757	68.926 <sup>b</sup>	2.000	50.000	.000
Manipulation	Pillai's Trace	.221	2.112	6.000	102.000	.058
	Wilks' Lambda	.780	2.206 <sup>b</sup>	6.000	100.000	.048
	Hotelling's Trace	.281	2.296	6.000	98.000	.041
	Roy's Largest Root	.277	4.713 <sup>c</sup>	3.000	51.000	.006

a. Design: Intercept + Manipulation

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

#### Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	BrandPRE	17.134 <sup>a</sup>	3	5.711	2.631	.060
	BrandPOST	32.887 <sup>b</sup>	3	10.962	4.657	.006
	AdvertisingPRE	4.002 <sup>c</sup>	3	1.334	.650	.587
	AdvertisingPOST	10.382 <sup>d</sup>	3	3.461	1.559	.211
Intercept	BrandPRE	300.166	1	300.166	138.292	.000
	BrandPOST	256.479	1	256.479	108.954	.000
	AdvertisingPRE	204.156	1	204.156	99.436	.000
	AdvertisingPOST	190.809	1	190.809	85.937	.000
Manipulation	BrandPRE	17.134	3	5.711	2.631	.060
	BrandPOST	32.887	3	10.962	4.657	.006
	AdvertisingPRE	4.002	3	1.334	.650	.587
	AdvertisingPOST	10.382	3	3.461	1.559	.211

a. R Squared = .134 (Adjusted R Squared = .083)

b. R Squared = .215 (Adjusted R Squared = .169)

c. R Squared = .037 (Adjusted R Squared = -.020)

d. R Squared = .084 (Adjusted R Squared = .030)

## 8.8.2 HYPOTHESIS TWO: RELATIONSHIP BETWEEN NATIVE ADVERTISED BRANDS AND TRUST

#### Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
--	------	---	----------------	-----------------

Pair 1	Please indicate on the following scales what you think about the brand-The brand appears trustworthy	4.15	142	1.762	.148
	Please indicate on the following scales what you think about the brand, now knowing the article w...-You previously "", please update what degree that the brand appears trustworthy to you	3.52	142	1.855	.156

#### Paired Samples Correlations

	N	Correlation	Sig.
Pair 1	142	.703	.000

#### Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1	0.63	1.397	0.117	0.395	0.859	5.35	141	.000

### 8.8.3 HYPOTHESIS THREE: RELATIONSHIP BETWEEN GRAMMATICAL STYLES AND EVALUATIONS OF THE NEWS PUBLISHER

Analyses between the two manipulations implemented in the research

**Group Statistics**

	Grammatical type	N	Mean	Std. Deviation	Std. Error Mean
AttitudeArticlePost	Functional	132	4.0083	1.40984	.12271
	Emotive	142	2.9852	1.78138	.14949
Article.2POST	Functional	133	3.9624	1.34130	.11631
	Emotive	143	3.4281	1.49356	.12490
Article.3POST	Functional	133	3.6556	1.27881	.11089
	Emotive	146	3.3397	1.39879	.11576
ArticleAllPOST	Functional	132	3.9287	1.21361	.10563
	Emotive	141	3.2204	1.46118	.12305

**Independent Samples Test**

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
AttitudeArticlePost	Equal variances assumed	15.878	.000	5.246	272	.000	1.02312	.19504	.63914	1.40710
	Equal variances not assumed			5.290	265.357	.000	1.02312	.19340	.64232	1.40392
Article.2POST	Equal variances assumed	1.499	.222	3.118	274	.002	.53428	.17133	.19699	.87157
	Equal variances not assumed			3.131	273.671	.002	.53428	.17066	.19830	.87026

Article.3POST	Equal variances assumed	.387	.534	1.962	277	.051	.31591	.16098	.00098	.63281
	Equal variances not assumed			1.971	276.996	.050	.31591	.16030	.00034	.63148
ArticleAllPOST	Equal variances assumed	4.367	.038	4.341	271	.000	.70821	.16316	.38699	1.02944
	Equal variances not assumed			4.367	267.257	.000	.70821	.16217	.38891	1.02751

Analyses comparing functional grammatical styles to the control article

#### Group Statistics

	Grammatical type	N	Mean	Std. Deviation	Std. Error Mean
AttitudeArticlePost	Functional	132	4.0083	1.40984	.12271
	Control	69	5.3652	1.09031	.13126
Article.2POST	Functional	133	3.9624	1.34130	.11631
	Control	69	5.1981	.88456	.10649
Article.3POST	Functional	133	3.6556	1.27881	.11089
	Control	69	4.7101	1.00090	.12049
ArticleAllPOST	Functional	132	3.9287	1.21361	.10563
	Control	69	5.1661	.85360	.10276

#### Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
AttitudeArticlePost	Equal variances assumed	7.641	.006	6.975	199	.000	-1.35688	.19453	1.74048	-.97329
	Equal variances not assumed			7.551	171.003	.000	-1.35688	.17968	1.71157	1.00220

Article.2POST	Equal variances assumed	22.592	.000	6.908	200	.000	-1.23566	.17886	1.58836	.88296
	Equal variances not assumed			7.836	188.681	.000	-1.23566	.15769	1.54673	.92460
Article.3POST	Equal variances assumed	8.353	.004	5.965	200	.000	-1.05451	.17679	1.40312	.70589
	Equal variances not assumed			6.440	169.370	.000	-1.05451	.16375	1.37776	.73125
ArticleAllPOST	Equal variances assumed	14.224	.000	7.546	199	.000	-1.23740	.16399	1.56077	.91403
	Equal variances not assumed			8.397	182.092	.000	-1.23740	.14737	1.52817	.94663

Analyses comparing Emotive grammatical styles to the control article

#### Group Statistics

	Grammatical type	N	Mean	Std. Deviation	Std. Error Mean
AttitudeArticlePost	Emotive	142	2.9852	1.78138	.14949
	Control	69	5.3652	1.09031	.13126
Article.2POST	Emotive	143	3.4281	1.49356	.12490
	Control	69	5.1981	.88456	.10649
Article.3POST	Emotive	146	3.3397	1.39879	.11576
	Control	69	4.7101	1.00090	.12049
ArticleAllPOST	Emotive	141	3.2204	1.46118	.12305
	Control	69	5.1661	.85360	.10276

#### Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
AttitudeArticlePost	Equal variances assumed	37.059	.000	10.201	209	.000	-2.38001	.23331	2.83994	1.92007

	d									
	Equal variances not assumed			- 11.96 4	198.0 86	.000	-2.38001	.19894	- 2.7723 1	- 1.9877 0
Article.2POST	Equal variances assumed	28.6 74	.0 00	- 9.097	210	.000	-1.76994	.19456	- 2.1534 8	- 1.3864 0
	Equal variances not assumed			- 10.78 4	201.3 25	.000	-1.76994	.16413	- 2.0935 8	- 1.4463 0
Article.3POST	Equal variances assumed	9.80 0	.0 02	- 7.299	213	.000	-1.37042	.18776	- 1.7405 2	- 1.0003 2
	Equal variances not assumed			- 8.201	179.6 77	.000	-1.37042	.16709	- 1.7001 4	- 1.0407 0
ArticleAllPOST	Equal variances assumed	25.2 14	.0 00	- 10.23 2	208	.000	-1.94561	.19016	- 2.3205 0	- 1.5707 3
	Equal variances not assumed			- 12.13 6	201.5 47	.000	-1.94561	.16032	- 2.2617 3	- 1.6295 0

## 8.9 CROSSTAB OUTPUT OF AGE TO NEWS CONSUMPTION

### Tests of Between-Subjects Effects

Dependent Variable: How often do you read the following news mediums:-Online news sites

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	12.436 <sup>a</sup>	6	2.073	2.547	.020
Intercept	1806.985	1	1806.985	2220.262	.000
Q9.3	12.436	6	2.073	2.547	.020
Error	277.527	341	.814		
Total	5707.000	348			
Corrected Total	289.963	347			

a. R Squared = .043 (Adjusted R Squared = .026)