

Understanding Consumer Intention to Share Native Advertising and Brand Information on Social Media: A Focus on Consumer Socialization

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The growing popularity and use of social networking sites (SNSs) have prompted a great deal of research on consumer acceptance of advertising as a crucial factor for advertisers and marketers seeking to deliver relevant advertising content to consumers with minimal disruption. Native advertising is a type of online advertising that is designed to integrate advertising content within the platform on which it appears. By surveying 399 Facebook users, this study examines antecedents of consumer intention to share native advertising and brand information on SNSs, based on the consumer socialization framework. Our findings reveal that positive brand-related peer communication, social media dependency, Facebook usage frequency, and attitude toward social media advertising in general are significant predictors of consumer's intentions to share native advertising and recommend the brand on SNSs.

Key words : native advertising; consumer socialization; social networking sites; Facebook

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Introduction

In an era of advertising clutter and consumer avoidance, the advertising industry has adopted a new format of online advertising called native advertising. Native advertising is a type of online advertising that is designed to deliver relevant advertising content to consumers with minimal disruption by placing the content within the platform on which it appears, in the hopes of striking a balance between penetrating advertising and non-intrusive advertising. On social networking sites (SNSs), native advertising appears within an SNS feed and is designed to imitate the unique style and format of the particular SNS's content to create seamless integration. While native advertising shares many traits with existing traditional and online advertising formats, it is distinguishable because it takes advantage of the sharable function on SNSs, so consumers can help promote the content through the social network.

An implicit marketing intention inherited in native advertising practices is expected to increase the advertising effectiveness. When advertising is presented in an implicit format, the message is often perceived as interesting and valuable (van Reijmersdal, Neijens, & Smit, 2005), and consumers are more likely to share such content. However, the implicit format of native advertising and its integrated nature have brought concerns about the ethics of the practice, because it could confuse and mislead

consumers due to the lack of the ad's sponsorship disclosure or its ambiguity (Wojdyski & Evans, 2016). When consumers determine that a message has deceptive intent, they are more likely to distrust the advertising message and the brand (Lazauskas, 2014).

Despite the increased attention given to native advertising, there is a dearth of knowledge regarding this unique form of advertising, especially in the context of SNSs. SNSs are a virtual space that provides a social venue in which consumers can learn consumption-related knowledge through social interaction and form attitudes by exchanging information about products and brands (Lueg, Ponder, Beatty, & Capella, 2006; Wang, Yu, & Wei, 2012). Consumer socialization suggests that individuals develop consumer attitudes and behaviors by learning and interacting with socialization agents (Moschis & Churchill, 1978; Ward, 1974). Previous studies have suggested that consumer socialization agents serve as predictors of consumer outcomes, which can take the form of both cognitions (e.g., attitudes, beliefs) and actual behaviors through the socialization process (e.g., Chu & Sung, 2015; de Gregorio & Sung, 2010; Kwon, Kim, Sung, & Yoo, 2014). Although streams of scholarly research investigating consumer attitudes toward native advertising and behavioral responses have begun to appear (e.g., Lee, Kim, & Ham, 2016), there is currently a lack of a theoretical framework to guide discussions on how consumers would

respond to native advertising and which factors would influence consumer reaction towards native advertising. In this regard, the current study attempted to apply consumer socialization as an effective lens to examine how various consumer socialization agents and related factors influence consumers' intention to share advertising and brand information in response to native advertising on SNSs.

Literature Review and Conceptual Background

Native Advertising

Although the term native advertising shares characteristics with various types of online marketing communications, there is no concrete agreement on the definition of native advertising (Campbell & Marks, 2015). Native advertising is often used interchangeably with sponsored content, which is “a term used to describe any paid advertising that takes the specific form and appearance of editorial content from the publisher itself” (Wojdyski & Evans, 2016, p. 2). In social media contexts, native advertising is known to result from “the convergence of advertorial concepts and the social media environment” (Campbell & Marks, 2015, p. 2). Native advertising includes message placements on a brand's social network page that targets the brand's followers (Campbell, Cohen, & Ma,

2014), as well as messages that appear in news article streams or feeds on Facebook and Twitter.

According to the literature, native advertising is described as an advertising format that “mimics the format and editorial style of the publisher” (Couldry & Turow, 2014, p. 1716) or is designed to “fit into each platform's unique content delivery specifications” (Altimeter Group 2013, p. 9). Native advertising on SNSs is also distinguishable as sharable content; consumers can easily share it with other social media users through clicking on “like” or “share” buttons. In this study, native advertising is conceptualized as brand or product-related content embedded within a consumer's social network feed; it is a sharable content designed to mimic the unique style or format of a particular SNS to minimize advertising intrusiveness among SNS users.

Even though there are only a few empirical research on how consumers respond to native advertising, some research has examined consumer response to similar types of advertising such as advertorials or sponsored content. Native advertising, advertorials, and sponsored content share common characteristics in that they use subtle, less intrusive ways of delivering their messages to mitigate consumers' negative reactions toward the persuasive practices in hopes of enhancing the advertisement's effectiveness (Becker-Olsen, 2003; Kim, Pasadeos, & Barban, 2001; van Reijmersdal et al., 2005). For example, nonintrusiveness of native advertising is

found to be a strong predictor of positive attitude toward native advertising and consumers' intention to share it in social media (Lee et al., 2016). Moreover, sponsored content is found to produce higher ad recall (Cameron, 1994) and enhance positive reactions toward the advertisers and brands more than traditional online advertisements such as banner ads (Becker-Olsen, 2003; Tutaj & van Reijmersdal, 2012). Similarly, sponsored content achieves the doubled click-through rate of traditional online advertisements (Vega, 2013) and advertorials are perceived as more entertaining and informative than regular advertisements (van Reijmersdal et al., 2005).

However, there has been lack of empirical studies examining consumer reactions to native advertising and their behavioral attention in social media context. Recent research on native advertising has been extended to examining factors predicting consumer attitudes (Sweetser, Ahn, Golan, & Hochman, 2016) and sharing intention of native advertising (Lee et al., 2016). Therefore, this study attempts to identify factors, based on the framework of consumer socialization, that predict consumers' intentions to share native advertising and brand information on SNSs.

Consumer Socialization

The idea of consumer socialization originated from its attempt to understand the development of psychological and behavioral patterns that

constitute consumer behavior and consumer socialization defined as “a process by which young people acquire skills, knowledge, and attitudes relevant to their functioning as consumers in the market place” (Ward, 1974, p. 2). Consumer socialization has both direct and indirect impacts on consumer behavior and consumer decisions. The consumer socialization framework provides systematic analysis of the attitudinal and cognitive consumer behavior-oriented outcomes that are influenced by socialization agents (de Gregorio & Sung, 2010).

Consumer socialization employs both cognitive development and social learning theories as a fundamental theoretical framework (Churchill & Moschis, 1979; Moschis & Churchill, 1978). Cognitive development theory provides an explanation on how cognitions and behaviors are formed at different childhood and adolescent developmental stages (Moschis & Moore, 1979; Ward, Wackman, & Wartella, 1977). The stages refer to the cognitive structures that a child can use in perceiving and dealing with the environment at different ages (Kohlberg, 1969 cited in Moschis & Moore, 1979, p. 103). Because cognitive development theory emphasizes the interaction of personal and environmental factors in a cognitive process (Ward, 1978), it has been extensively applied to understanding consumer responses to marketing messages at different developmental stages (Ward, 1978). For instance, children's selection, storage, evaluation, and use of information formed the basis for the

information-processing model of consumer socialization (Ward et al., 1977). Social learning theories emphasize changes of attitudes and norms among individuals through interactions with external sources that sufficiently explain the impact of environmental factors under different conditions depending on individual differences (Ward, 1974). Social learning theories highlight the influences of external or environmental sources called socialization agents (Moschis & Churchill, 1978; Ward, 1974; 1978), through which learners can change norms, attitudes, motivations, and behaviors (Köhler, Rohm, de Ruyter, & Wetzels, 2011; McLeod & O'Keefe, 1972; Moschis & Moore, 1979; Moschis, Moore, & Smith, 1984; Shim, 1996).

While cognitive development theory focuses on a cognitive and psychological process through which an individual's personal and environmental factors interact, the social learning model focuses on external or environmental sources of influence, that are, socialization agents, that could potentially change individuals' attitudes and values (Moschis & Churchill, 1978; Ward, 1974). In social media setting, consumers actively share information about products and brands on SNSs, which promotes the consumers' socialization process on SNSs (Wang et al., 2012). Prior consumer socialization studies have identified the role of socialization in various social consumption settings, particularly the impact of socialization agents on consumer's attitudes and behaviors toward advertising and marketing communication

in social media environments (e.g., Chu & Sung, 2015; Kwon et al., 2014; Taylor, Lewin, & Strutton, 2011; Wang et al., 2012).

Antecedents of Consumer Intention to Share Native Advertising

Socialization agents directly and actively influence consumer beliefs, attitudes, and subsequent changes in behaviors (Lueg & Finney, 2007; Moschis & Moore, 1979). Previous research has often suggested socialization agents - school, mass media, family, and peers - as the key socialization agents (Lueg & Finney, 2007; Moschis, 1985). However, previous literature on consumer socialization has not provided sufficient evidence that school plays a significant role in consumer socialization (e.g., Churchill & Moschis, 1979; Moschis & Churchill, 1978; 1979). Moreover, when a learner reaches a certain age, the influence of family on consumer socialization appears to diminish (Moore & Stephens, 1975; Moschis & Moore, 1979; Ward, 1974). Therefore, following previous research on consumer socialization (e.g., Bush, Smith, & Martin, 1999; de Gregorio & Sung, 2010; Kwon et al., 2014; Lee et al., 2007), this study examines the influences of peer communication and mass media (i.e., social media) to understand consumer responses to native advertising on SNSs. In addition, the valence of brand-related peer communication on SNSs is regarded as an important antecedent in

influencing consumer acceptance of brand messages on SNSs.

Peer influence

Peers are an important socialization agent contributing to various consumer socialization outcomes. Consumers obtain information related to brands and products from both offline and online communication through participating in peer conversations or via online posts or comments from their peers. Peers serve as trustworthy and reliable sources of brand information (Chu & Sung, 2015) and are a significant transmitter of attitudinal and behavioral norms that influence individuals' beliefs and actions (Bush et al., 1999; Moschis & Churchill, 1978). Peers are an important reference group that provides a standard for guidance on individuals' evaluation of a wide range of consumption-related objects (e.g., an unfamiliar brand or a new type of advertising) (de Gregorio & Sung, 2010) and materialistic values (Chu, Windels, & Kamal, 2016).

According to consumer socialization, peer influences through peer communication have a significant impact on consumer decision-making (Bellenger & Moschis, 1982; Shim, 1996; Singh, Chao, & Kwon, 2006; Smith, Menon, & Sivakumar, 2005), the evaluation of a product (Moschis & Moore, 1979), and purchase intention (Lueg & Finney, 2007; Wang et al., 2012). An active communicative interaction with peers about consumptions, brand preferences, or

product evaluation plays a significant role in forming attitudes and behavior among in-group members due to the normative role of peers within a group for setting that group's standards (Moschis & Churchill, 1979; Kwon et al., 2014). In online environments such as SNSs, peer communication involves interaction among social network users about product-related or service-related information (Dhar & Chang, 2009), which leads consumers to form favorable attitudes towards brand communication on SNSs and behavioral responses (de Gregorio & Sung, 2010; Kwon et al., 2014). Building on the previous research on peer influence on consumer socialization (e.g. Bush et al., 1999; de Gregorio & Sung, 2010; Kwon et al., 2014; Lee, Salmon, & Paek, 2007) and its positive relationship between peer communication and social media users' information sharing behavior (Chu & Sung, 2015), the influence of peer communication is hypothesized as follows:

<H1> Peer communication about consumption in general will be positively associated with intentions of native advertising sharing and brand recommendation.

Consumers interacting with their peers not only actively occurs not only offline with their peer groups, but also online with social media and their social connections. The growth of SNSs has facilitated information exchange about brands or products among consumers (e.g.,

Smith et al., 2005; Steffes & Burgee, 2009; Wang et al., 2012). Sharing information about products or brand experiences insocial media is found to be influential to consumers' purchasing decisions and intentions (Chevalier & Mayzlin, 2006; Dhar & Chang, 2009; Muralidharan & Men, 2015), because consumers perceive their social network as a reliable and trustworthy source of product and marketing information (Chu & Sung, 2015; Jurvetson, 2000). Furthermore, recommendations made by peers within close social and psychological distance are found to be persuasive and induce positive product attitudes on SNS (정의준, 이윤진, 유승호, 장예빛, 2013; 최자영, 김용범, 2012).

Through information sharing among peers, consumers accept both positive and negative evaluations of products or services (Wangenheim & Bayón, 2004). There are mixed results in the literature regarding the effects of positive and negative information sharing. Some researchers argue that positive information is more powerful, because it enhances positivity toward the ad and brand evaluation through carry-over effects (East, Hammond, & Lomax, 2008). Engaging in positive conversations about products or brands leads to positive evaluations and orientations towards commercial brand messages embedded in the platform, while engaging in negative conversations related to products or brands leads to negative orientations towards them. Some researchers argue that negative information is more effective, because negative information is

perceived as more useful and diagnostic due to its scarcity and rarity (Berlyne, 1954; Laczniak, DeCarlo, & Ramaswami, 2001; Lee, Rodgers, & Kim, 2009; Skowronski & Carlston, 1989). The power of information valence is not always symmetrical that when both positive and negative information is present, consumers tend to maintain their prevalence of negativity until sufficient enough positive information is provided to make a purchase decision (Skowronski & Carlston, 1989; Tsang & Prendergast, 2009). In reality, consumers often deal with both positive and negative information at the same time, so examination of influence of both negative information and positive information has been attempted in previous studies as well in consumers' decision-making process (Tsang & Prendergast, 2009; Zhang, Cheung, & Lee, 2014) because social media is a venue for consumers to openly share and discuss both positive and negative information. Therefore, based on given discussion of the valence of brand-related peer communication and its role as a consumer socialization agent, the following hypotheses are proposed:

<H1a> Positive brand-related communication with peers on SNSs will be positively associated with intentions of native advertising sharing and brand recommendation.

<H1b> Negative brand-related communication with peers on SNSs will be negatively associated with intentions of native advertising sharing and

brand recommendation.

Social Media Influence

According to consumer socialization theory, a general role of mass media is to transmit the norms and values of a society (Ward, 1974), and mass media serves as an important source of consumption-related beliefs, attitudes, and behavior changes. Along with the traditional types of mass media, social media, in which consumers are provided with vast information about brands and products (e.g., social media posts, native advertising, hashtags), holds potential as an important socialization agent that facilitates the acquisition of consumer skills and attitudes (Gershoff & Johar, 2006; Taylor et al., 2011) and as an indirect source for learning consumption behaviors (Bush et al., 1999; Singh et al. 2006; de Gregorio & Sung, 2010).

This study examines the influences of social media dependency (Sun, Rubin, & Haridakis, 2008), or the degree to which an individual relies on social media, which is expected to influence the development of consumer knowledge and attitudes in response to advertising. Tsai and Men (2013) found that users who are more dependent on social media tend to engage with brands' Facebook pages through behaviors such as leaving comments or sharing posts on Facebook. Consumers' social media dependency and their media usage intensity have been found to influence the reinforcement of attitudes and loyalty towards a brand (Men & Tsai, 2013;

Ruiz-Mafe, Marti-Parreno, & Sanz-Blas, 2014), brand trust (Jackob, 2010), and purchase behaviors (Alcañiz, Blas, & Torres, 2006).

Along with the social media dependency, this study tests social media influences from a behavioral perspective through consumers' social media use frequency that consists social media influence as one of the consumer socialization agents in the native advertising acceptance model. The influence of mass media as a socialization agent has been measured by quantity (frequency/ amount) of media use (e.g., de Gregorio & Sung, 2010). It has been found that as the amount of media usage increases, the attitude towards advertising increases in a positive manner among young adults (Bush et al., 1999) that increased exposure to media also increases the exposure to advertising or promotional content within, which also increases familiarity to the promotional message, in turn, leads to the more likelihood of affective or behavioral influences of advertising or promotional content (de Gregorio & Sung, 2010). Therefore, the following hypotheses are put forth:

<H2a> The level of social media dependency will be positively associated with intentions of native advertising sharing and brand recommendation.

<H2b> The frequency of social media use will be positively associated with intentions of native advertising sharing and brand recommendation.

Attitude toward Social Media Advertising in General

Advertising promotes idealistic portrayals of lifestyle, social, and consumption-related values associated with consumers’ status (Pollay & Mittal, 1993). As Bandura (1986) suggested, advertising reflects societal value and expectations related to consumption, which constructs social meaning for individuals’ consumption patterns. Therefore, consumer attitude toward advertising in general expected to provide a meaningful prediction of consumer responses to individual ads or marketing communication (cf. Kwon et al., 2014).

The consumer’s societal and personal beliefs

are significant antecedents of attitude toward advertising and are related to the consumer’s positive orientation toward advertising in general (Wolin, Korgaonkar, & Lund, 2002). An individual consumer’s attitude toward advertising in general is defined as a consumer’s “learned predisposition to respond in a consistently favorable or unfavorable manner toward advertising in general” (MacKenzie & Lutz, 1989 p. 54), and it affects his or her involvement with a specific advertisement (James & Kover, 1992) and its evaluation (Bauer & Greyser, 1968; Mehta, 2000). In an SNS context, consumers’ attitudes toward social media advertising in general reflect consumers’ beliefs

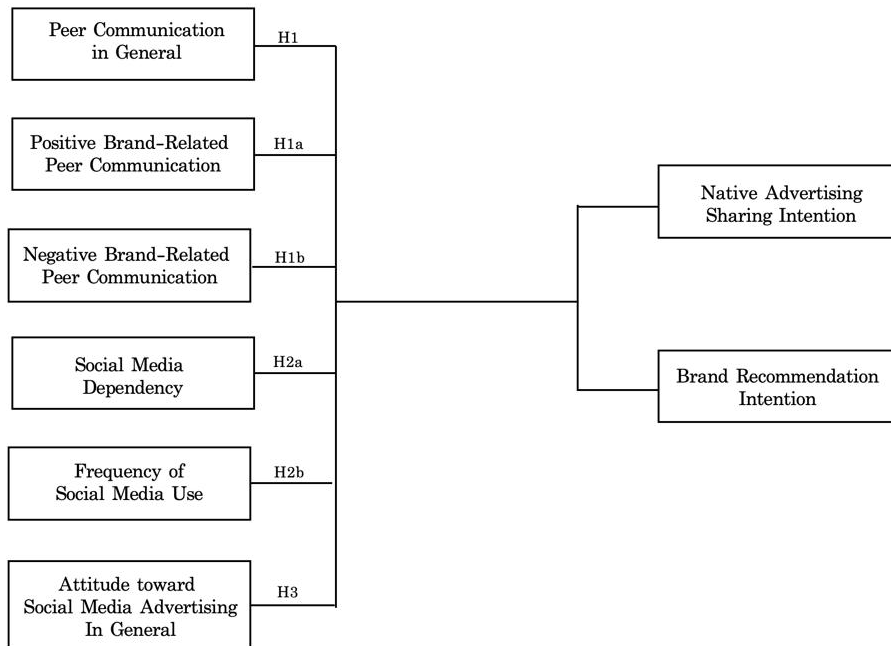


Figure 1: A proposed conceptual model for the antecedents of native advertising sharing intention and brand recommendation intention.

about the economic and social contributions of social media advertising to society (Bauer & Greyser, 1968). A consumer's general attitude towards social media advertising can be understood as his or her dispositional response, which in turn leads to the evaluation of a specific type of advertising on SNSs; in this context, native advertising. Hence, it is expected that consumers' positive attitude toward social media advertising would affect their intention to share native advertising on SNS due to persisting positivity (Bauer & Greyser, 1968; Gould, Gupta, & Grabner-Kräuter, 2000; Tan & Chia, 2007). Thus, this study suggests the following hypothesis:

<H3> Attitude toward social media advertising in general will be positively associated with intentions of native advertising sharing and brand recommendation.

Figure 1 presents the proposed model of antecedents of native advertising sharing intention and brand recommendation intention.

Methods

Sample

A web-based survey was conducted to test the proposed hypotheses. The sample was recruited using Amazon's Mechanical Turk (MTurk)

website, which is a viable platform with diverse participants for data collection (Buhrmester, Kwang, & Gosling, 2011). Only Facebook users were qualified to participate in the study, because Facebook is the dominant SNS for social media advertising (eMarketer, 2015). A particular SNS context was specified to ensure participants' familiarity with social media advertising in general and native advertising on SNSs; furthermore, only one social network site was selected to minimize variation in participants' understanding of native advertising on SNSs. Among 399 respondents, 50.1% were male and 49.9% were female (age $M = 35$, ranging from 20 to 74). About eighty percent of respondents identified themselves as White/Caucasian, 11.5% as Asian or Asian American, 4% as Black/African-American, 3.5% as Latino/Hispanic, .5% as Native American/Pacific Islander, and .3% as multiracial. Respondents indicated that they had used Facebook for about 6 years and 9 months with an average of 37 minutes of Facebook usage per log in. The majority of participants were active users who checked their Facebook account every day (43.6%) and several times a day (35.3%).

Procedure

To ensure that the participants' understanding of native advertising on SNSs was the same as how the study conceptualized native advertising in a SNS context, we provided the definition

and two examples of native advertising within in the survey. Participants were randomly provided with the screenshot of Facebook feed that includes one example of native advertising among two different products of native advertising created for this study, surrounded by mock-up Facebook user postings. Fictitious brands and product names were used to eliminate possible prior attitudinal effects. Participants were not informed of the nature of the native advertising at first, to ensure that they were not forced to recognize the persuasive nature of native advertising. Participants were then asked if they recognized any advertising on the Facebook page that they just saw. On the next page of the survey, participants were exposed to the each of two native advertising examples, with emphasis on the disclosure of sponsorship (i.e., “sponsored post”). Finally, participants were asked to answer survey questionnaires based on the definition provided in the survey instruction.

Measures

All the measures used in this study were asked with Seven-point Likert scales (1 = strongly disagree, 7 = strongly agree) unless otherwise noted.

Peer Communication in General

Participants were asked to indicate the extent to which they engage in peer communication

and activities related to consumption in general. Based on the review of related literature, seven items were adopted and modified to fit into the current context of the study (Chu & Sung, 2015; Lueg & Finney, 2007). The respondents were asked to answer the statement such as: “I spend a lot of time talking with my peers about the brand,” “My peers and I tell each other what things should buy or shouldn’t buy” ($\alpha = .93$, $M = 3.74$, $SD = 1.32$).

Positive and Negative Brand-related Communication with Peers in Social Media

Participants were asked to indicate the degree to which they engage in positive or negative communication related to products/brands with their peers on Facebook. Three items for each positive and negative communication were adopted from previous literature (Moschis & Churchill, 1978; Wang et al., 2012) such as “I say positive/negative things about products or brands on Facebook,” (positive brand-related communication with peers, $\alpha = .94$, $M = 3.15$, $SD = 1.55$; negative brand-related communication with peers, $\alpha = .96$, $M = 3.11$, $SD = 1.55$).

Social Media Influence

We adopted measures of social media dependency and usage frequency to examine the influence of social media. Social media dependency, the extent a consumer depends on social media information, was adopted from Tsai

and Men (2013) and modified to make it relevant for the current study. The measure included four items such as “I would rather spend my leisure time on Facebook”(α = .83, $M = 2.96$, $SD = 1.35$). Frequency of social media use was measured by asking respondents how frequently they check their Facebook account on average ($M = 5.89$, $SD = 1.26$).

Attitude toward Social Media Advertising in General

Attitude toward social media advertising in general was measured with Muehling’s (1987) three-item semantic differential attitude scale of bad vs. good, negative vs. positive, and unfavorable vs. favorable (α = .97, $M = 3.57$, $SD = 1.70$).

Sharing and Recommendation Intentions

Participants’ intention to share native advertising, including advertising and brand information, was measured with two items developed by Yeh and Choi (2011) and one item developed by Algesheimer, Dholakia, and Herrmann (2005). The statements were modified to fit within the native advertising context (e.g., “I’d pass on native advertising on Facebook to others I know”(α = .93, $M = 2.57$, $SD = 1.51$). The respondents’ intentions to recommend brand that appeared in native advertising was measured with the same scale adopted to assess sharing intention of native advertising such as “I’d share brand information I get from native

advertising on Facebook with my friends” (Algesheimer et al., 2005; Yeh & Choi, 2011) (α = .94, $M = 2.68$, $SD = 1.54$).

Results

Hypothesis Testing

To test the hypotheses regarding the effects of consumer socialization agents on native ad sharing intention and brand recommendation intention, two different multiple regression analyses were conducted. Demographics (age and gender) were entered on the first block of regression model as control variables which other proposed socialization agents were entered on the second block. In the first regression model examined the effects of socialization agents on sharing intention of native advertising on SNSs, the first block explained the not statistically significant variance of $R^2 = .012$, $F(2, 396) = 2.504$, $p > .05$. Furthermore, the incremental change in R^2 was statistically significant for the second block that explained the variance of $R^2 = .548$, $F(6,390) = 76.947$, $p < .001$, R^2 change = .535.

In the second regression model examined the effects of socialization agents on intention to recommend brand, the first block of control variables of age and gender explained the variance of $R^2 = .025$, $F(2, 396) = 2.504$, $p < .01$. Furthermore, the second block explained

the variance of $R^2 = .540$, $F(6, 390) = 72.697$, $p < .001$, R^2 change = .515.

Hypothesis 1 proposed the role of peer communication related to consumption in general as a socialization agent among SNS users on their native advertising share intention and brand recommendation intention. The results of regression models showed that there was no significant influence of peer communication on native advertising sharing intention ($\beta = .024$, $t = .573$, $p > .05$) and brand recommendation intention ($\beta = .020$, $t = .459$, $p > .05$). Thus, H1 was not supported.

Hypothesis 1a and 1b proposed that whether the valence of brand-related peer communication on SNSs impacts the native advertising share intention and brand recommendation intention. Positive brand-related peer communication found

to be a significant predictor for native advertising share intention ($\beta = .306$, $t = 6.086$, $p < .001$) and brand recommendation intention ($\beta = .348$, $t = 6.855$, $p < .001$), which confirmed H1a. Negative brand-related peer communication demonstrated partial support for H1b, which found to be a non-significant predictor of native advertising sharing intention ($\beta = -.044$, $t = -1.070$, $p > .05$), while it was a significant negative predictor of brand recommendation intention ($\beta = -.090$, $t = -2.190$, $p < .05$).

As proposed in hypotheses 2a and 2b, the social media influences were found to be statistically significant socialization agents on both native advertising sharing intention and brand recommendation intention. As proposed in H2a, social media dependency was a significant

Table 1. Multiple regression analysis for relationship between antecedent variables and native advertising sharing Intention and brand recommendation intention ($n = 399$)

	Native Ad Sharing Intention $\alpha = .93$; $M = 2.57$; $SD = 1.51$				Brand Recommendation Intention $\alpha = .94$; $M = 2.68$; $SD = 1.54$			
	β	SE	R^2	ΔR^2	β	SE	R^2	ΔR^2
Block 1			.012				.025***	
Age	-.113*	.007			-.153***	.007		
Gender	.009	.153			.062	.155		
Block 2			.548***	.535***			.540***	.515***
Age	-.066	.005			-.113***	.005		
Gender	.009	.108			.051	.112		
Peer communication	.024	.048			.020	.050		
Positive brand-related peer communication	.306***	.049			.348***	.051		
Negative brand-related peer communication	-.044	.040			-.090*	.041		
Social media dependency	.210***	.047			.212***	.048		
Frequency of social media use	-.123***	.047			-.099*	.048		
Attitude toward social media ad in general	.434***	.037			.393***	.038		

predictor of native advertising sharing intention ($\beta = .210, t = 5.043, p < .001$) and brand recommendation intention ($\beta = .212, t = 5.030, p < .001$). Unlike proposed in H2b, the frequency of social media use was found to be a statistically significant, but negatively predicting native advertising sharing intention ($\beta = -.123, t = -3.157, p < .01$) and brand recommendation intention ($\beta = -.099, t = -2.513, p < .05$).

Attitudes toward social media advertising in general proposed in H3 was also found to be a statistically significant predictor of native advertising sharing intention ($\beta = .434, t = 10.399, p < .001$) and brand recommendation intention ($\beta = .393, t = 9.352, p < .001$). The findings are summarized in Table 1.

Discussion

Native advertising is a new and implicit type of advertising that requires consumer knowledge and skills to recognize, interpret, and evaluate the messages in advertising. This study primarily examined the effects of consumer socialization antecedents on consumers' intentions to share native advertising and recommend brand information on SNSs by adopting and extending the consumer socialization framework (Moschis & Churchill, 1978).

While previous research has identified peer communication as a significant socialization agent

in influencing consumer socialization related outcomes (e.g., Bush et al., 1999; de Gregorio & Sung, 2010; Mukhopadhyaya & Yeung, 2010), our findings showed the influence of peer communication in general was not a significant predictor of consumers' intentions to share native advertising and brand recommendation on SNSs. By examining the value of brand-related peer communication on SNS, however, our findings revealed that positive brand-related peer communication on SNSs was a significant predictor of consumers' sharing and recommendation intention as a response to native advertising on SNSs. This suggests that users engaged in positive brand-related peer communication on SNSs are more likely to engage in proactive behaviors, such as sharing native advertising or brand recommendation on SNSs. Being exposed to or engaging in positive brand-related communication on SNSs may lead to a higher positivity towards brand messages and brand-related behaviors (e.g., sharing brand information; East et al., 2008), which might in turn lead to a positive acceptance of native advertising on SNSs and might ultimately influence the consumer's intention to share the ad and recommend the brand.

One possible explanation for the non-significant effects of negative brand-related peer communication on native advertising sharing intention while it was a significant negative predictor of brand recommendation intention may be due to the fact that consumers' reaction

towards to native advertising could be vary based on which elements of native advertising that consumers are paying attention to. Native advertising has its unique elements such as informative and entertaining value, as well as its non-intrusive format (Couldry & Turow, 2014; Wojdyski & Evans, 2016). There's chance that some of values that consumers find from native advertising would diminish or interfere the effects of negative brand-related peer communication on native advertising sharing intention while the prevalence of negativity through discussion of brand-related information still carries out to consumers' brand recommendation intention.

This study partially confirmed previous findings on consumer socialization regarding the role of social media as an important consumer socialization agent (e.g., Bandura, 1986; de Gregorio & Sung, 2010; Moschis & Churchill, 1978). Social media dependency was found to be a positive predictor of sharing intention of native advertising and brand recommendation. Even though results showed that the frequency of social media use negatively predicts share intention of native advertising and brand recommendation, this might be due to ad irritation, paradoxical results of consumer socialization, among SNS users annoyed by constant and overt exposures to advertising content on SNSs.

Among the antecedents examined in the study, attitudes toward social media advertising in general was found to be the strongest

predictor of sharing intention for native advertising and recommend intention for brand on SNSs. This finding confirms the positive role of attitude toward advertising in general that was examined in previous studies (e.g., Kwon et al., 2014; Tan & Chia, 2007) and highlights the role of predisposed affection towards social media ads as a key predictor influencing the effectiveness of native advertising on SNSs. In general, social media advertising is delivered in an ad format that allows consumers to leave comments and express their reactions toward the advertising (e.g., through the "like" button) and such consumer reactions carried through "share" function of SNSs to the consumers on SNSs. As observed in this study, consumers' positive perceptions with social media advertising in general is expected to reinforce overall positivity toward native advertising and sharing intention of information on SNSs. Therefore, brands should make constant efforts to monitor consumer reactions across different SNS platforms through various social media metrics to ensure they provide relevant information through their ads and deliver more consumer-engaging brand content to consumers.

Limitations and Future Research

Despite the important value and potential of the current study's findings, a few limitations should be noted. First, the current study mainly focused on socialization agents'

influences on the acceptance of native advertising on SNSs by examining consumer's sharing and recommendation intentions of native ad and brand information. Due to its nonintrusive nature, native advertising is distinguishable to existing online advertising; therefore, the recognition of advertising intent might affect evaluation of the ad. Various sponsorship language and disclosure positioning led to different levels of ad recognition, which also closely related to different perceptions and evaluations of the ads (Wojdyski & Evans, 2016). Activated advertising recognition among consumers was found to lead to a subsequent negative reaction towards advertising and the brand (Boerman, van Reijmersdal, & Neijens, 2014; Wojdyski & Evans, 2016). A study showed that social media ads presented by a company were recognized better than ads presented by a social media user, which resulted in higher ad irritation and ad recall (박신영, 김재휘, 김지호, 2012). As consumers become more knowledgeable about consumption-related strategies (Moschis & Churchill, 1978; Ward, 1974), the increase in consumer skills and knowledge may possibly increase consumers' ability to recognize advertising. There is a need for further studies examining any differences in the evaluation of native advertising on SNSs with regard to the level of consumer ad recognition and perception of ad irritation. Given the current attempts in native advertising practices to create "non-intrusive" social media

ads, ad intrusiveness is another new area of research in native advertising worth exploring in future studies.

Second, the current study used two examples of native advertising presented by fictitious brands. Because using fictitious brand names did not guarantee the same base attitude level toward those brands, future study should conduct a pretest for the advertising stimuli to control its quality or include control variables to remove confoundings. Furthermore, this study attempted to identify consumer socialization agents as predictors of native advertising sharing intentions and brand recommendation intentions through survey. Examining how each identified antecedent causes different reactions among consumers or leverage native advertising sharing intentions and brand recommendation intentions under experimental settings as future studies would reassure how consumer socialization agents affect consumer responses to native advertising.

Third, the current study tested the influences of consumer socialization agents, which are external sources that influence the consumer socialization process (Moschis & Churchill, 1978; Ward, 1974) in the context of native advertising on SNSs. This study focused on an initial examination of the applicability of consumer socialization agents for understanding consumer responses towards native advertising, so demographic variance was not considered in the study design. Future studies could consider the effects of demographic variance such as age and

gender in native advertising studies on SNSs. Furthermore, consumers' personality traits (such as materialism) are closely related to consumer socialization outcomes and might provide a more inclusive understanding of consumer reactions to native advertising on SNSs. Future studies should further investigate the influence of personality traits as antecedents, since individuals' personalities reflect their social and psychological needs and expectations with regard to consumption activities and toward advertising.

Lastly, this study attempted to examine how negative brand-related peer communication is related with native advertising sharing intention and brand recommendation intention. Although it was found to be negatively related with brand recommendation intention, some consumers might reduce the feelings of anxiety and frustration as a result of their dissatisfaction towards a specific brand or product (Fu, Ju, & Hsu, 2015). This suggests future studies in investigation of the contextual environment or situational factors of negative brand-related peer communication contributes to psychological well-being of consumers in social media.

Conclusion

The increasing popularity of SNSs and their expansion as venues for not only social networking but also marketing communication have attracted many advertising and marketing practitioners to use these methods to engage

consumers. Along with this expanded role of SNSs, native advertising's potential is expected to lead practitioners, publishers, and SNS service providers to focus on the effectiveness of native advertising.

This study adopted and extended the consumer socialization framework (Moschis & Churchill, 1978) to examine the effects of consumer socialization antecedents on consumers' intention to share native advertising and recommend brand information on SNSs. The significant effects that consumer socialization agents - positive brand-related peer communication on SNSs, social media influence, and attitudes toward social media advertising in general - had on sharing intention for native advertising and brand recommendation highlights the importance of considering consumer attitudinal and motivational elements when creating effective and transparent advertising for social media environments.

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소셜미디어 상에서의 네이티브 광고 공유 및 브랜드 추천 의도에 대한 연구: 소비자 사회화 변인을 중심으로

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사회 관계망 서비스 (SNS)의 사용과 관심도가 높아짐에 따라 최소한의 광고 간섭을 통해 소셜미디어 상에서 소비자에게 적절한 광고 콘텐츠를 전달하고자 하는 네이티브 광고가 주목을 받고 있다. SNS상에서의 네이티브 광고에 대한 소비자의 긍정적인 반응을 유도하고 네이티브 광고의 활용을 활성화시키기 위하여 본 연구는 소비자 사회화 변인을 통해 소비자의 네이티브 공유 의도 및 브랜드 추천 의도의 선행 요인들을 밝히고자 하였다. 399명의 페이스북 사용자들의 설문 조사를 통한 본 연구 결과에 따르면 SNS내의 또래간의 긍정적 또는 부정적 제품 및 브랜드 정보 공유, 사회 관계망 의존도, SNS 사용 빈도 및 SNS 광고에 대한 태도가 소비자의 네이티브 광고 공유 의도 및 브랜드 추천 의도에 긍정적인 영향을 미치는 것으로 나타났다.

주요어 : 소셜미디어, 네이티브 광고, 소비자 사회화, 광고 공유, 브랜드 추천 의도