Master Thesis

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Native advertising:
implications for practitioners in the field

The effect of advertisement disclosure positions within Native advertising on brand attitude and purchase intention

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Abstract

Introduction –As a reaction to market pressures, a new form of advertising was introduced named 'Native advertising'. Despite the current success of Native advertising, criticism is stated about the advertisement disclosure types and the influence of this on the deceive of customers. However, looking at the current literature, insights in the underlying mechanisms that explain the disclosure effects of Native advertising to get the best return for companies and best experience for consumers are scare.

Purpose – This paper aims to provide an overview of the underlying mechanisms that explain advertisement disclosure position effects in the Native advertising blog context related with the brand attitude and purchase intention of customers. Therefore, the research question of this paper is: 'What is the effect of advertisement disclosure positions within Native advertising on the brand attitude and purchase intention of customers?'

Methodology – In order to test the derived hypothesis and to answer the research question a quantitative research was conducted, with the advertisement disclosure position groups divided in top, middle and bottom. The data collection method consisted of eye tracking and a questionnaire. In total 60 Dutch students between 18-35 years participated in this research.

Findings – The significant difference of purchase intention in relation with the advertisement disclosure position indicates that the top advertisement disclosure has the lowest score for purchase intention compared to the other advertisement disclosure positions groups. In addition, brand attitude has a strong significant correlation that shows a direct positive effect on purchase intention. The findings of advertisement recognition indicate that when practitioners in the field would like to have the highest rate on advertisement recognition with an advertisement disclosure label, the most favorable choice is the middle position after that the bottom position and the least favorable choice would be the top position. Furthermore, it is stated that there is a positive coherence between seeing an advertisement disclosure and being aware that the article is an advertisement. There was no moderation effect found of advertisement recognition between the disclosure positions on purchase intention. The results of this research can be applied to the implementation of Native advertising by practitioners in the field such as; companies, advertisers, advertising controlling authorities and bloggers.

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1. Introduction

Internet usage has increased worldwide every year since the emergence of the digital world with internet connection. According to a report from the International Telecommunication Union (2015), the number of internet users is increased from 738 million in 2000 to 3.2 billion in 2015. This growth shows a penetration from 7% to 43% of the entire world population using the internet. The high penetration of internet resulted in attraction from marketers towards online advertisement. As a result, companies with their marketers have introduced online advertising. The expansion of online advertising is transforming the marketing business by providing efficient techniques of matching advertisements and customers. These techniques exist also of advertising formats that reach customers individually. The online advertising world is likewise expected to increase because, more media is used in internet and advertisers are spending more on new online technologies. (Pepelyshev, Staroselskiy, Zhigljavsky & Guchenko, 2016). This is supported by Chen, An & Yang (2015) stating that, the revenue for the online advertisement ecosystem will reach around $200 billion in the USA in 2018.

However, customers do not perceive online advertisement always as positive (Evans, 2009). As the penetration of internet usage grows and the engagement of people on the web rises, customers are increasingly exposed to advertisements. According to Vallade (2007), customers often perceive this revelation to advertisement as annoying or intrusive. The experience among internet users is that their ultimate goal, such as search for information is impeded by online advertisements. These negative experiences of customers are reinforced by the feeling of irritation that occurs because of online advertisements components such as; striking banners, moving pictures and intrusive sounds. These components can also ensure that computer and mobile devices become slower in working (Sandvig, Bajwa & Ross, 2011). According to Wojdynski (2016), these negative experiences towards online advertisements automatically ensure that customers develop skills which helps them to identify persuasive attempts online and create or develop strategies to resist or avoid the online advertisement attempts entirely. The most popular way to achieve this avoidance of online advertisements nowadays is by installing the tool Ad blocker. Ad blocker is a tool which can be installed on desktops and mobile phones to block advertisements from downloading on webpages (Puyol, Hohlfeld & Feldmann, 2015). It is stated that, the number of estimated users of ad-blocking software was almost around 198 million in 2015. The use of ad-blocking software by internet

users is a huge pitfall for online advertisers as this created a loss of $22 billion to the online advertisement market (Ad Blocking report, 2015).

As a reaction to this increasing sophisticated persuasion knowledge of customers, marketers seek to develop advertisement that customers will less likely to resist or avoid (Fransen, Verlegh, Kirmani & Smit, 2015). During the process of finding a way to counter internet-based advertising avoidance and to increase engagement, a new form of advertising was created called 'Native advertising' (Campbell & Marks, 2015). According to Manic (2015), Native advertising stands for; presenting online content as a type of ad that is designed to blend in with the page content and is consistent with the general aspect of the page and with the media platform where it is represented. In relation, Taylor (2017) argue that, Native advertising stands for; any paid advertising that uses the exact same form and appearance of editorial content of the publisher itself. According to Lee, Kim & Ham (2016), customers tend to be positive towards Native advertising because this form of advertising has a less interruptive nature.

Native advertising is frequently used in blogs. This is because, a media platform as a blog can reach easily a specific target group and bloggers can make personal content that fits well with the characteristics of the native content. Therefore, bloggers are affiliated with brands and companies to promote their products (Reijmersdal, Fransen, Noort, Opree, Vandeberg, Reusch, Lieshout & Boerman, 2016). According to Kapitan & Silvera (2016), bloggers with quality content have a strong influence on their audience that perceives the content. According to a research, 84% of their respondents have bought products based on the descriptions in blogs (Researchnow, 2014). Over the past few years, Native advertising has received a great amount of attention and attraction from practitioners in the field of marketing. Resulting in the fact that Native advertising is seen as the "next big trend" in the field of advertisings among many (Wu, Huang, Bortree, Yang, Xio & Wang, 2016). This is supported by studies that indicate the effectiveness of Native advertising as customers view Native advertisements 53% more often than traditional banner advertisements. Further, it is stated that customers intent to have subsequent more action after being exposed to a Native advertisement compared to a traditional banner advertisement. The sharing percentage of Native advertisements among family and friends are more frequent than with banner advertisements. In addition, it is stated that Native advertising is increasing the customer engagement and this form is cost efficient, as Native advertisements on Facebook have almost

50% higher viewership with less than 54% cost per click compared to traditional advertisements. As a result, media platforms who have a high reputation such as; Facebook, Buzzfeed, The New York Times and Forbes are embracing this new form of advertising quickly (Ponikvar, 2014). Nowadays, the use of Native advertising by companies is increasing every day, which results in a revenue that is made with Native advertising from $4 billion in 2013 to $8 billion in 2015 and this figure is expected to touch $21 billion in 2018 (Wojdynski, 2016).

1.1 Problem statement

Despite the current success of Native advertising, several scholars argue that the success of Native advertising is based on the deception of customers. They argue that this form of marketing is unethical and misleading because, it is still unclear if the success is based on the fact that customers does not recognize the native content as advertising (Campell & Marks, 2015; Wojdynski 2016). According to Cain (2011), the identification of advertisements is a key factor in the rights of customers. In reaction to this criticism, controlling authorities have created strict regulations that need to be implemented, which will help customers to recognize advertising forms as Native advertising. But, these regulations are misinterpreted and executed differently by most of the companies. Resulting in criticism about advertisement disclosure types and the influence of this on the deceive of customers (Hoofnagle & Meleshinsky, 2015). According to INMA (2016), the most disturbing fact of their published report showed that 7% of the news media publishers do no label Native advertising in any form and that 11% of the magazine industry do not label Native advertising at all. In relation, Fuscio (2017) argues that, only one-third of the publishers comply with regulations of Native advertising from the governments. The feeling of deceive by customers in Native advertising can ensure in a decrease of their purchase intention regarding the product included in the advertisement (Darke & Ritchie, 2007). Scholars argue that, disclosures in Native advertising can activate the knowledge and understanding of customers towards the nature of this advertising form. However, insights in the underlying mechanisms that explains the disclosure effects of Native advertising are scare. In addition, it stated that there is a lack of knowledge regarding the mechanisms which explaining the effects of blog disclosure types, which is a frequently used form in Native advertising (Reijmersdal et al., 2016). In addition, Wojdynski & Evans (2016) point out that, further research is needed on advertisement disclosure types, because only 8% of their respondents recognized the native content as

advertisement. Furthermore, Krot (2016) had no significant outcome examining the advertisement disclosure positions in Native advertising because, of serious limitations and argues for more research. In addition, only 4% of the participants recognized the native article as advertisement in the study of Moore (2014). As of now, there is little knowledge about how advertisement disclosure should be integrated into Native advertising to gain the most return for companies and the best experience for customers. (Wojdynski, 2016; Krot, 2016; Hoofnagle & Meleshinsky, 2015; Sahni & Nair, 2016; Moore, 2014).

Hence, this study will examine which advertisement disclosure position respondents recognize in relation with the effect on the brand attitude and purchase intention of customers. This research is conducted in the form of an experiment and the scope will be set around one Native advertising article from a blog website. This article will have four different disclosure types (top, middle, bottom, no disclosure). The blog website with the article in the form of Native advertising will be designed new, with an article that is sponsored by a fictive brand. These factors must ensure that there is no influence and distraction on the participants like prior knowledge towards the brand during this experiment. The variable purchase intention is appropriate to measure the success of online advertising and thus the success rate of Native advertising (Aqsa & Kartini, 2015). The variable brand attitude is appropriate to measure because, prior research has shown that the strength of brand attitude predicts consumer behavior regarding purchase intention (Park, Maclnnis, Priester, Eisingerich & Lacobucci, 2010; Petty, Haugtvedt & Smith, 1995). In support, scholars argue that brand attitude and purchase intention are related by the fact that brand attitude is a key driver of purchase intention (Buar & Nystromm 2017; Kudeshia & Kumar, 2017). Conclusively, this research will measure the effect of advertisement disclosure positions within Native advertising on brand attitude and purchase intention of customers.

1.2 Research question

To add knowledge to the existing literature the following research question and sub questions are elaborated:

'What is the effect of advertisement disclosure positions within Native advertising on the brand attitude and purchase intention of customers?'

1. How can Native advertising be described?

2. What are the characteristics of blogs regarding Native advertising?

3. How can advertisement disclosure positions within Native advertising be described?

4. What is the relationship between advertisement recognition and advertisement disclosure positions within Native advertising?

5. How can brand attitude be described?

6. How can purchase intention be described?

1.3 Academic relevance

As mentioned before, various academics, marketers and advertisers argue that Native advertising is the perfect method to engage in effective marketing. Native advertising is seen as the solution to annoying and disturbing advertisements (Fransen et al., 2015). Even though this new form of advertising is used widely nowadays and is expected to grow in the future, there is limited research and literature about the criticisms and side effects of Native advertising regarding customer perception in relation with advertisement disclosure which has effect on success measure variables such as brand attitude and purchase intention. Whereby, various scholars have argued that further research is needed into the topic of Native advertising regarding disclosure effects, because the current literature regarding this topic is scare (Wojdynski, 2016; Sahni & Nair, 2016).

Therefore, this study will give insights to the existing literature with theoretical understanding of the underlying mechanisms that explains advertisement disclosure effects in Native advertising in relation with the brand attitude and purchase intention of customers. Besides, it is stated that there is little academic knowledge about Native advertising in blogs. Over the past few years, research about blogs regarding traditional advertorials have concluded that blogs are highly useful for marketing purposes. As the current internet state show that the use and impact of blogs rises worldwide and that blogs are frequently used with Native advertising, scholars argue that there need to be more research regarding Native advertising in blogs (Reijmersdal et al., 2016). Based on these new insights and theoretical understanding, this study will provide suggestions on how to structure Native advertising in the most effective way on blogs. Whereby, customers can have a positive perceived experience towards this relative new form of advertising and companies can enhance their revenue using this relative new form of advertising.

1.4 Practical relevance

As mentioned before, Native advertising is seen as the "next big trend", with a phenomenal reach that will keep grow in the future (Wu et al., 2016). This study will not only enrich the literature with the obtained insights about the theoretical understanding regarding disclosure effects of Native advertising on brand attitude and purchase intention but, will also have an impact on practitioners in the field such as; companies, advertisers, advertising controlling authorities and bloggers. It is very important for companies and their advertisers to know how to imply and how to structure Native advertising in order to gain the maximum potential of this method by giving the customer a positive experience. This study will give suggestions on how to structure Native advertising regarding disclosure. Further, companies mostly aim for more revenue, this study will provide insights to imply Native advertising in a way with the strongest effect on brand attitude and purchase intention of customers. For controlling authorities, this study will give insights about the effect of regulations regarding advertisement disclosure whereby, the controlling authorities can make new decisions and evaluate the current disclosure regulations. For bloggers, it is important to have knowledge about the effects of Native advertising, as this form of advertising on blog websites is becoming more popular. Therefore, this research will give an insight clear structure which provides better understanding of the potential of Native advertising in the field of blogs. In order to give bloggers insights on how to implement Native advertising in the most effective way on their blog.

1.5 Chapter outline

Based on the problem statement, a central research question with sub-questions has been proposed. This research question and sub-questions are the base for the topics, which will be discussed in chapter 2: Theoretical framework. The questions that will be answered in this chapter are: 1. How can Native advertising be described, 2. What are the characteristics of blogs regarding Native advertising, 3. How can advertisement disclosure positions within Native advertising be described, 4. What is the relationship between advertisement recognition and advertisement disclosure positions within Native advertising, 5. How can brand attitude be described and 6. How can purchase intention be described. The approach for describing chapter 2 is based on a critical review and analysis of relevant and recent literature, to map the current knowledge in the literature world regarding these subjects. Next is chapter

3: Methodology, this chapter will give an abstract, description and outline of the research design for the empirical approach used in this study. Further, this chapter consist of a detailed overview with information about the following processes: research design, stimulus, sampling, procedure, data collection, data analysis and quality criteria. The methodology part will have crucial information on how to conduct the experiment in this study. After this, the results from the data analysis will be discussed in chapter 4: Results. The outcome of the experiment will be proposed in this chapter with clear descriptions. Lastly, chapter 5: Discussion and conclusions will give an answer to the proposed central research question with key findings based on the chapters mentioned before. Additionally, this chapter will describe practical implications with suggestions of further research and an evaluation on this study by proposing limitations of this research.

2. Theoretical framework

2.1 Native advertising

Native advertising is categorized in the online advertising domain. According to Manchanda, Dube, Goh & Chintagunta (2004), online advertising stands for the activities that represent the portions of a website that are intentionally formatted with the purpose to deliver a marketing message, that seek to attract consumers to the products or services to eventually purchase it. The characteristics of online advertisement are based on the content, format, size, type and design. Whereby, these factors can influence the effectiveness of online advertisements (Palanisamy, 2004). Examples of online advertisements can be seen as; text advertisement, display advertisement, pop-up advertisement and interstitial advertisements. But, in recent years, the online advertisement world has changed drastically. This emerged because of certain developments from the demand-side and media-side of the market. On the demand market side, the percentage of customers using and implying technology to avoid advertisement such as ad-blockers are significantly increasing. Furthermore, the effectiveness of common advertising techniques like, online banner advertising is still unclear. Looking at the media market side, marketers and companies are forced to explore new marketing techniques to capture customer attention because, the revenues of traditional advertising methods are declining. As a reaction to these market pressures, a new form of advertising was introduced named 'Native advertising' (Sahni & Nair, 2016; Sondermand & Tran, 2013). According to Conill (2016), Native advertising is defined as ''a form of paid media where the

ad experience follows the natural form and function of the user experience in which it is placed''. This is supported by Couldry and Turow (2014), they state that Native advertising stands for ''textual, pictorial, and/or audiovisual material that supports the aims of an advertiser and is paid for by the advertiser, while it mimics the format and editorial style of the publisher that carries it.''. In addition, Bakshi (2014) stated that, Native advertising is based on the practice of online publishers accepting payment of advertisers, to publish content that is customized and looks almost the same in terms of presentation and functionality as the content of the publishing website. The content used in Native advertising needs to be carefully chosen and is very important, the basic content is commercial but, it is expected to look and feel as editorial content when it reaches the customer. The content domain is described as, when the advertisements presents some form of content that can be consumed together with the editor's own content. As example, the Huffington Post wrote a column with a discussion on how women need to survive late hours of working, with a note about a sleeping cream from a famous beauty brand. This content domain is composed by the editor or other individuals from the publication staff in association with some input of the representative from the advertiser's side (Wojdynski, 2016). The objective of this advertising form has two sides, firstly to increase the rate of advertisement consumption by customers. Secondly, by linking the brand of the advertiser with the format and authority of the publisher (Conill, 2016).

According to Campbell & Marks (2015) Native advertising stands for a collection of digital advertising methods that is minimal in disruption to user experience and focus on effective communication and attraction. The form of Native advertising is specifically focused on content. Therefore, this form of advertising is seen as an experience that should be unique and native, regarding the content of the website. The native part can be described as the level to which the advertisement looks the same in terms of content, design and other aspects that are general to the content of the webpages from the view of the editor. This native part with the same format and style as the webpage where it is published, needs to be correct in order to give the user the same experience as the interesting and engaging editorial content. The unique part can be described as the level to which the advertisement need to be different from one another because each advertisement is made to blend into the particular media platform. Furthermore, Native advertising is known for the high quality of storytelling techniques with the correct lengths of the story and the usage of the sources. Sponsors of Native advertisement are often named as sources which are experts or advisors, this creates authority and credibility

towards the sponsors (Wang & Li, 2017). The payment method used for Native advertising is different compared with traditional online advertising payment methods. Traditional online revenue models are based on the fact that website owner's charge advertisers a certain amount per advertisement or action. This is translated in revenue models as CPA, cost per acquisition CPC, cost per click and CPM, cost per thousand impressions. But, these revenue models are seen as outdated because customers are using avoidance techniques regarding advertisement by using tools as Ad blocker. As a result of this, Native advertising offers a different revenue model where an advertiser pays an amount to have a direct publication of their advertisement content on the webpage of an organization. This advertisement content will blend-in with the content of the website and become an integral part of the website. Therefore, it is not possible to block this type of advertisement by tools as Ad blocker. The revenue model of Native advertising is seen as more reliable than traditional revenue models (Stokes, 2010). According to Bakshi (2015), the publishers of Native advertisements can earn more per impression compared to traditional revenue models because, the Native advertisements are often the only advertisement on a certain webpage. This enhances the user attention with value for impression for a webpage, resulting in two to four times higher impressions compared to traditional advertisements.

Native advertising is divided into six major types by the Interactive Advertising Bureau (IAB). The six units are: in-feed units, paid search units, recommendation widgets, promoted listings, in-ad-with-native-elements units and custom units. In-feed units stands for articles that are promoted in the normal feed unit of the publication, the articles are in standard editorial mode and several disclosure languages are used such as; presented by, promoted by and sponsored by. In-feed units is the most commonly used type of Native advertising. Paid search units are used by search engines and pop up at the right side or in a different section, with different writing style than the original page to attract more attention of customers. Recommendation widgets can be described as advertisements that are sponsored and stands in a column with the articles that are recommended. Common used disclosure language for recommended widgets is 'recommended by'. Promoted listings stands for products that are specially showed in the list of results designed with specifications. In-ad with native element units are advertisements placed outside of the article that is edited, with a different style from the original page. Lastly, custom elements are not mentioned in the precious types and are too platform specific to have an own category (IAB, 2013; Manic, 2015).

The success of Native advertising is based on certain reasons. Firstly, the content is presented in a way which is mostly to interest and engage the readers. This results in more appealing advertisement for a customer who is interested in a topic and visits a specific website. So, customers are not annoyed with traditional online advertisement techniques like, pop up advertisements and static banners (Bakshi, 2014). As a result, Tutaj and Reijmersdal (2012) argue in their research that, respondents find native content more interesting and informative and less irritating than traditional banner advertisement. Secondly, the content of Native advertising is blend in with the page with a natural feel, customers can think that the content is written in association with the independent publisher and so on the trustworthy will increase. Whereby, a customer is more likely to believe and share the content. Lastly, advertisers prefer to connect Native advertising content with topics and themes which are of social importance and are related to current trends, giving customers the need to read the content (Ming & Yazdanifard, 2014). According to Campbell & Marks (2015) the factor of relevancy for the audience that occurs in Native advertising posts is the most important factor to the success of this advertising form. In the past decade, classic advertorials and traditional advertisement where highly popular to use by companies. But, their approach was very much focused on products and brands with aggressive attitude towards sales. In opposite, Native advertising is more focused with an audience centric approach, with advertisements that not mandatory focus on products or services of a company. But, with more focus on the problems or issues that are relevant to the audience of the webpage. This results in a less aggressive approach of a company towards the customer.

Despite the success of Native advertising, there are downsides as well. According to Steigrad (2013), Native advertising has an element of deception, because of a lack of recognition by customers whether a Native advertising article is an advertisement or an article from an independent publisher. Franklyn and Hyman (2012) argue that, only 42% of their participants understood the difference between sponsored and unsponsored content. Criticism is that it is not ethically justified to leave customers with a large part of deception, with mistaken beliefs that the content of Native advertising is written by the editorial staff and not by an advertiser. Further, critics also mention that the content has a persuasive nature. This result, in customers who assume that the context of the content is written by an editor will have a feeling where a neutral and unbiased examination of the products or issues are given. This feeling can damage the overall trustworthiness and objectiveness of this form of advertising (Wojdynski, 2016). This is supported by Bakshi (2014) stating that, if a customer believe that the content is

written by an editor, the customer will more likely trust the content with a less critical view and thus will less look if the material facts mentioned in the article are true. In contrast, advertisers who implement Native advertising argue that this form of advertising is a simple way to create advertising content that is more interesting, engaging and enjoyable for readers. It is stated that, this form of advertising is highly effective in connecting with customers. According to research, almost 70% of the users on the internet want to know more about products and services through content that is the opposite of the traditional advertisements. Whereby, customers look more to Native advertisements than the original editorial content of the website. In addition, customers are spending the same time to view the Native advertisements as to view the editorial content (Ponikvar, 2015).

2.2 Blogs and Native advertising

One of the most used forums for Native Advertising include blogs, advertisers see that the use of blogs in Native advertising is effective to achieve their goal. This is created by the nature of blogs as this forum can easily reach a specific target group and a blogger can make personal content that fits well with the characteristics of the native content in a cost-efficient manner (Einstein, 2015). A blog can be described as an online journal with an editor called as blogger, whereby a blogger continuously posts the opinion of their own, internet links and other parts of their own opinion which is seen as a web log (Chu & Kamal, 2008). According to Blood (2002), a blog can be described as an online diary of a blogger consisting of information based on their own opinion, which is updated regular and is presented in a consistent design. Further, a blog has an interactive character as, readers can react with their own opinion on a blog and blog post are saved in an archive, so that the posts can be read back. In relation, the uniqueness of a blog compared to other platforms is that bloggers can interact with the reading audience by letting the readers react or let them participate in an action. Du & Wagner (2006) argue that, the success rate of a blog depends on the factors: content value, social value and technological value. The content of a blog consists of the type of information that is shared, the frequency to what extent a blog is posted and is being updated and the consistency in the presentation and structure of a blog. According to Pulizzi (2012), the story telling of the content in a blog need to attract readers and keep them interested. The factor content based in an advertorial in a blog is seen as pull marketing whereby, the reader will get more insights of the advantages of a product or brand. With the use of detailed and informative based communication in the content the reader can get for

example, more information about how a product work and where the product can be purchased. The social value stands for the extent to which the blog can create a connection and interaction with the reader. The technological value stands for the extent to which a blog is user friendly as in the usability of the webpage where the blog is presented. It is important that, a blog creates intrinsic motivation and curiosity for a reader. For example, this can be created with an attractive homepage of a blog with interesting, educational and entertaining information. Whereby, the information in the blog must be relevant and have added value to create a win-win situation for the reader and blogger (Du & Wagner, 2006). This kind of storytelling will ensure that bloggers can attract readers and keep them satisfied.

As of today, many blogs and bloggers are very popular which is indicated by the readership rate, leading blog pages called as A-list blogs have up to 100,000 unique visitors per day on average (Reijmersdal et al., 2016). It is stated that, blogs with quality content have a strong influence on their reading audience even more than information delivered by marketers (Kapitan & Silvera, 2016). Customers experience blogs as more real and this lead to a higher positive effect in influencing than organizations. This feeling by customers occurs because of the non-commercial nature of blogs, whereby the blogs consist of minimal noise and confusion (Zhu & Tan, 2007). The readers of a blog assume that the information is honest and sincere, because of the authentic character of a blog. This authentic character occurs because of the personal writing style and subjective opinion whereby, the story of a blog article mostly reflects a real-life situation where readers can connect with (McNeill, 2003). In relation, Zhu & Tan (2007) argue that, readers of blogs are exposed to content that is informal and friendly, so it is less likely that readers are irritated if there is a marketing purpose behind a blog. Resulting in a research that shows that 84% of their respondents have bought products based on the descriptions in blogs (Researchnow, 2014). Therefore, blogs are increasingly being used for commercial purposes, where companies and brands approach bloggers to promote their products or services, this falls in the category as blog marketing (Reijmersdal et al., 2016).

Native advertising in blogs are categorized as blog sponsoring whereby, company or brand information is integrated in a particular blog post. Kirby & Marsden (2006) argue that, blog marketing can be used for various marketing purposes including the creation of a dialogue with customers and the collection of customer feedback, creating interest towards a brand or company, generating goodwill for a company or brand and to increase the sales ratio.

Furthermore, scholars argue that a blog must have a special link or relation with the product or brand being promoted. It is stated that the promoted product or brand need to have the image that is in line with the interests of the target group and the image of the media platform, where it is proposed (Zhu & Tan, 2007). In relation, Erdogan & Baker (2000) argue that, there need to be a strong positive association between the promoted brand or product and medium to create added value to the message that is proposed. When this is not the case, the promoted brand or product and medium platform can create a damage in the credibility and their image. Still, commercial content in blogs are seen by many as misleading, because it is often not clear that there is a marketing purpose behind it. In order to avoid non-disclosure problems, blogs with commercial content need to be labelled in the form of a text as ''Advertisement' or 'Sponsored', which is mandatory by the European law. Research shows that the presence of a disclosure label in sponsored blogs can positively affect the recognition in an advertorial (Evans, Phua, Lim & Jun, 2017).

2.3 Advertisement disclosure within Native advertising

The native form of advertising is often accused by critics of blurring the lines between content that is written by the editors of the website and content that is written by the staff of advertisers (Mareck, 2014). The nature of Native advertising is to mimic the style and context of an editorials website to become indistinguishable from the content in the surrounding environment. Critics see the actions to blurry the boundaries between advertising and non-advertising content as attempts in creating deception towards customers (Campbell & Marks, 2015). This deception might harm the credibility of the publisher and the advertisers whereby, the customers may feel cheated if they found out that the content is not editorial. These acquisitions are supported by studies that prove that only 8% of the respondents recognized the Native advertisement as advertising (Wojdynski & Evans, 2016) and only 4% of the participants recognized the native article as advertisement (Moore, 2014). In order to protect the customers from being deceived and to protect the credibility of the publishers some have argued that there need to be regulations and guidelines about how such content need to be presented (Einstein, 2015).

To address the uncertainty about the design of Native Advertising and to counter the lack of recognition of customers in an advertisement, the Federal Trade Commission have issued guidelines regarding how Native advertising content should be disclosed (FTC, 2015; Fusco,

2017; Levi, 2015). The FTC stated that, (Native) online advertising on websites and social media should be clearly labeled as an advertisement by terms as ''SPONSORED CONTENT'' or ''PAID ADVERTISEMENT'', whereby disclosure is necessary and is prevalent in the top-position of an advertisement (FTC, 2015; Wojdynski, 2016). According to the proposed guidelines, the FTC (2015) analyze the full effect of an advertisement instead of specific elements when analyzing if an advertisement is deceiving or not. It is notable that, the FTC scans the overall appearance to know to what degree the content is distinguishable from the surrounding content on the editor's website. The FTC uses three key factors that determines if a disclosure is placed in the appropriate way in a Native advertisement, these are: placement, prominence and clarity. These regulations must be followed otherwise the FTC considers the advertisement as not clear (Fusco, 2017). In addition, the FTC argue that, disclosure must use language that explicit shows that the advertisement is sponsored. Next, the disclosure must be large and visible enough to notice it by customers and the disclosure must be placed near a position where the customer will see it (Ponikvar, 2014). According to the IAB, disclosure labels should use language that conveys that it is a paid advertisement with large and visible labels which can be easily noted by customers on a page where the advertisement is being viewed on (IAB, 2013). The implementation of disclosure in the online advertising world is intended to protect the customers from being deceived by communication made in marketing purposes. The disclosure labels are designed to give a clear identification of the persuasion attempt of advertising, by protecting customers from being misled or deceived (Hoy & Andrews, 2004). Disclosures which are clear and effective should make the nature of the persuasive attempt and the intention of the message of an advertisement clear to the customer and in relation, the customer must understand what the message of the advertisement is trying to accomplish. For advertising forms as Native advertising, the role of effective disclosure labels is crucial for a customer regarding the understanding and recognition of the content as advertising. Because, mostly the disclosure presence is the only sign of information that distinguishes the article as advertisement (Evans et al., 2017).

This is supported by Sas (2013), he stated that it is highly important to have a transparent advertisement disclosure labeling to increase the credibility of the Native advertising content. Also, Campell and Marks (2015), argue that Native advertising can be used in a balanced and good way for customers and advertisers by providing customers a clear labeled disclosure within the Native advertising with content that provides high value in the context where it is

placed. They argue that well executed Native advertising will encounter the idea of deception. This is achievable if the implementers of Native advertising will be open and transparent in their message as this creates a trusting relationship on long term with customers. In support, Palma & Katrin (2016) argue that, if customers get additional advertisers information in form of a disclosure, the persuasion knowledge level of customers will be higher, resulting in the fact that customers will recognize Native advertisements easier and faster as advertisement. However, as of now there is little knowledge about how such advertisement disclosure should be integrated into Native advertising to gain the most return (Wojdynski, 2016; Sahni & Nair, 2016).

A small number of studies have been conducted into the effect of disclosure labels. According to Evans et al. (2017), the presence of a disclosure label can affect the advertising recognition positively across different forms of advertising including online sponsored articles and sponsored blogs. Further, research indicate that disclosure labels which consist of language such as "SPONSORED" or "ADVERTISEMENT" have a higher percentage in the recognition of an advertisement compared to disclosure language such as "PRESENTED BY" or "BRAND VOICE" (Wojdynski & Evans, 2016). In addition, when there is a brand name in a disclosure and this is identified by a customer, it will lead to giving the customers more information about the nature of the sponsored relationship between the advertiser and editor of a website and hence will better recognize the message in an advertisement (Van Reijmersdal et al., 2015). This is supported by Hoofnagle and Meleshinsky (2015), they argue that using the advertiser name in a disclosure label like, "SPONSORED BY (COMPANY NAME)" will have a positive effect on recognition. As mentioned before, research into the effects of position of disclosure in Native advertising is scare. However, Wojdynski & Evans (2016) studied the effect of recognition regarding disclosure position distinguished in top, middle and bottom of a page. They conclude that disclosure in the middle of the page is the most effective compared to top or bottom disclosure at a page when it comes to recognition. The reasoning can be that disclosure in the middle of the page creates more attention because, the content of a Native advertisement will be disturbed. Further, a reason why the middle disclosure is more effective can emerge because, customers start to read the article in an F-shaped pattern, in result they can ignore disclosure types above or below the headlines. Overall, the scare findings indicate that disclosure featuring the needed language and position distinguish the content from the advertiser and content from the editor and this will lead to

better advertising recognition by customers in Native advertising (Evans et al., 2017). Therefore, based on the above-mentioned literature the following hypotheses are derived:

H1: *There is a higher positive effect on the brand attitude with a middle advertisement disclosure compared to a top or bottom advertisement disclosure.*

H2: *There is a higher positive effect on the purchase intention with a middle advertisement disclosure compared to a top or bottom advertisement disclosure.*

2.4 Advertisement recognition

It is important to give a better understanding of the concept of advertisement recognition as this is one of the critic point regarding Native advertising. As many argue that Native advertising is effective due the fact that customers cannot recognize the Native advertising as an advertisement (Campell & Marks, 2015; Wojdynski 2016). Over the years, many scholars have researched the topic of advertisement recognition. The outcome of this, proposed a general description of advertisement recognition. It can be stated as the ability of someone to distinguish commercial content from regular content (Young, 1990; Gunter & Furnham, 1998). The variables that occurs in advertisement recognition are the types of advertising intent consisting of selling and persuasive. An advertiser with a selling intent wants to influence customers directly into their behavior in inducing them to buy products or services. When an advertiser has a persuasive intent, the intention is to influence the behavior of the customer indirectly. By changing the mental state of a customer regarding the desires and beliefs of a product or service. This different kind of approach from the advertisers has influence in the degree of recognition from customers. (Moses & Baldwin, 2005; Tutaj & Reijmersdal, 2012).

This can be extended by the Persuasion Knowledge Model (PKM) proposed by (Friestad & Wright, 1994). This model provides a clear and structural understanding of how customers understand and respond to persuasive messages. The variable persuasion knowledge can be described as the knowledge that triggers the customers to recognize, analyze, interpret, evaluate and to remember attempts that are seen as persuasion, including advertisement. Thereafter, the customer selects and execute coping tactics that are effective and appropriate in the mind-set of the customer. Scholars argue that, the experience of customers with different kind of persuasive messages helps them to develop an understanding and gives them

awareness of the persuasive intent in advertisements. This experience gives the customer also the knowledge to design defended strategies against the particular persuasive attempt (Friestad & Wright, 1994). Scholars argue that, the persuasion knowledge only activate if the customer recognize the message in an advertisement with visual attention. Otherwise when the customer doesn't recognize the message in an advertisement, the persuasion knowledge will not activate (Boerman, Van Reijmersdal, Neijens, 2015). It is stated that, communication that previously not is considered as a part of an advertisement are recognized by advertising elements in the communication such as the structure or format by customers. The moment when a customer conclude that the communication is based on an advertisement, the persuasion knowledge will arise to make an inference about the persuasive or selling intent in the communication. The variable advertising recognition is a separate and first step that enables to the activation of persuasion knowledge (Boerman et al., 2015). According to prior studies, the persuasive intent in non-traditional advertising such as, social media campaigns has a lower recognition rate than traditional advertising formats such as television advertisements (Van Reijmersdal, Smit, Neijens, 2010). According to Wojdynski & Evans (2016) a better advertisement recognition will arise when an advertisement include language which makes it clear that the publication of the message is paid for, that the advertisement is produced by a third-party instead of the publisher and that the message is designed as different from the regular content.

According to the proposed visual hierarchy model of Faraday (2002), users of websites navigate through information based on two phases, with first scanning the webpage for entry points and hereafter processing the scanned information in dept. by looking at the founded entry points. The places where these entry points are located on a webpage, may be decided by the users, based on their prior knowledge with expectations regarding the basics of where the content is located on a webpage. These patterns of the users on webpages may vary because of the content domain in the viewed webpage (Roth, Schmutz, Pauwels, Bargas & Opwis, 2009; Kim & Shin, 2014). Research in online reading behavior suggest that content or information placed in the top left corner of the webpage is most likely to be recognized. After this, content or information located by branching rightward from the top left and then down on the webpage, which can be seen as the shape of an F, is the second most likely place to be recognized (Shrestha & Lenz, 2007). According to Wojdynski & Evans (2014), the placement of information near the top of the content on the webpage is the most recognized. Regarding Native advertising it is concluded that information with labels located in the top of the story

headline are the most frequent. In contrast, research also has evidence that users on webpages begin their pattern of a F shape further down the webpage, thus leaving information or content above their pattern is being unnoticed. This behavior is based on the fact that users expect to see advertisements towards the right or top side of a webpage, whereby display advertisement on the top of the webpage is mostly ignored (Wojdynski & Evans, 2016). According to Goldberg, Stimson, Lewenstein, Scott & Wichansky (2002), users on webpages are more engage with information located in the body and middle of a webpage, compared to information located in the header or headlines. Research has shown that advertisements with disclosures will cause advertisement recognition, if the disclosures are seen by the users on a webpage (Boerman et al., 2015). Furthermore, Nelson, Wood & Paek (2009) argue that, the recognition of the content in an advertisement by a customer can consequently ensure defended strategies such as resistance, counter arguing and heightened skepticism. This strategy can lead to affect the attitude and behavior regarding the advertisement in a negative way, by creating a lower purchase intention. Therefore, based on the above-mentioned literature the following hypothesis is derived:

H3: *The positive relationship between the height of the disclosure position in Native advertising and purchase intention is weakened by the advertisement recognition.*

2.5 Brand attitude

Attitude is an overall persistent based on evaluation regarding people, goods and things whereby, there is a constant positive or negative reaction towards things by learning (Schiffman & Kanuk, 2004). According to Kotler & Keller (2012), attitude includes of favorable or unfavorable evaluation based on feeling that is emotional and behavioral tendency. In relation, attitude is described as the position which responds in a positive or negative way towards someone or object in one's environment. Ajzen & Fishbein (1980) argue that, attitude is described as the position to respond in a constant manner that is favorable or unfavorable towards a given object. In branding literature, the variable brand attitude is an emerging concept. Brand attitude is described as 'a customer's overall evaluation of a brand', this attitude towards a brand can be positive or negative and can stand for a long time or can change if a customer has a new experience towards the brand (Ghorban, 2012). In relation, Spears & Singh (2004) argue that, brand attitude stands for the unidimensional evaluation in summary of the brand that activates behavior of customers. This

evaluation is the base for a customer in their judgement towards a brand. Whenever the advantages or image of the brand is beneficial, the customer will form the overall brand attitude. A positive individual attitude towards a brand can increase the rate of using the brand in continuation (Kotler & Keller, 2008).

Several previous studies have shown that brand attitude consist of the following components: cognitive, affective and behavioral (Percy and Rossiter, 1992; Fishbein and Ajzen, 1975; Rosenberg & Hanland, 1960). The cognitive component stands for the knowledge or cognition of the service or product that is created after the integration of the direct experience or when the information is collected. This component represents the ideas of a person based on the processed underlying beliefs, knowledge or information whereby, the conclusion is drawn about. The affective component is described as the emotion or affective reaction towards a product or service of a customer. This component creates the specific feeling towards the personal impact of the conditions that are created with the cognitive component. Essentially, the affective component becomes the actual brand attitude. Lastly, the behavioral component is described as the tendency or possibility that an individual will act or behave towards a product. In specific, this component stands for the intention to behave in a certain way based on the proposed individual attitude. It stands for the intention to act but one that may or may not be implemented (Karuppiah, Rashid, Ramasamy, Krishnan & Joshi, 2006). Based on the research of Wu & Wang (2010), for this research the components of brand attitude are interpreted in the following structure: the cognitive component is related with brand trust, the affective component is related with brand affection and the behavioral component is related with the overall brand attitude. Zarantonello & Schmitt (2013) argue that, brand attitude is a key factor for measuring and contributing to the effectiveness of various marketing and communication media, importantly for advertising. Research argue that the goal of advertising is to influence the customer's perception in brand choice. Therefore, it is stated that an advertising message will only be effective if the message is able to influence the attitude towards the brand of the customer (Lynch, 1991).

2.6 Purchase intention

The concept of purchase intention is widely used in various advertising domains as a measurement tool. Spears & Singh (2004) argue that, purchase intention stands for the conscious plan of an individual to make an effort to purchase a brand. In relation, Ling, Chai

& Piew (2010) describe purchase intention as, the cognitive behavior of a customer on how an individual have the intention to buy a specific brand. In addition, Park, Lee & Han (2008) argue that, purchase intention stands for the willingness of an individual to purchase a product in the near future. The purchase intention can be determined by beliefs and attitudes that consumers are having about products or services. Purchase intention is commonly used in the research field to assess the effectiveness of customer behavior and the effectiveness of marketing. It is prevalent in the current literature, to ask participants to evaluate an object and then indicate their intention (Jiang, Chan, Tan & Chua, 2010). It is for companies an added value to analyze the purchase intention for the current and future state. This occurs because, a company can easily collect data regarding the purchase intention and use that in order to predict the future sales ratio of the products or services very precisely (Aqsa & Kartini, 2015). Chang and Wildt (1994) argue that, there are two particular components to evaluate purchase intention which consist of, the willingness of the customer to purchase and the willingness of a customer to return to a store's website within a period of time for example, the next four months or the next year. Research has shown that customers who have intention to purchase an object possess higher actual buying rates than customers who have no intention to purchase an object (Brown, Pope & Voges, 2001). According to Bass and Jamieson (1989), scholars accepted that purchase intention of customers does not automatically results into actual purchase behavior, but it is demonstrated that measuring purchase intention possess predictive usefulness. Furthermore, Laroche, Kim & Zhou (1996) argue that, the variables consideration and expectation in buying a brand can be used to measure purchase intention. In addition, earlier research has shown that certain variables influence purchase intention of customers these variables are: positive moods, perceived risk and prior knowledge (Park, Lennon & Stoel, 2005). In relation, Cheng and Huang (2012) argue that, there are potential driving factors which influences the purchase intention of customer. These include of website quality, perceived risk, price, word of mouth and e-trust. Further, scholars argue that attitudes of customers towards a brand has a relation with brand attitude which in turn affect intention to purchase among customers (Wu & Wang, 2011). Therefore, based on the above-mentioned literature the following hypothesis is derived:

H4: *The positive relationship between the height of the disclosure position in Native advertising and purchase intention is strengthened by the brand attitude.*

2.7 Literature review summary

This section summarizes the knowledge found in the literature review. Looking at the media market side, marketers and companies are forced to explore new marketing techniques to capture customer attention because, the revenues of traditional advertising methods are declining. As a reaction to these market pressures, a new form of advertising was introduced named 'Native advertising' (Sahni & Nair, 2016; Sondermand & Tran, 2013). According to Conill (2016), Native advertising is defined as ''a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed''. According to Campbell & Marks (2015) Native advertising stands for a collection of digital advertising methods that is successful because it is minimal in disruption to user experience and focus on effective communication and attraction. One of the most used forums for Native Advertising include blogs, advertisers see that the use of blogs in Native advertising is effective to achieve their goal. This is created by the nature of blogs as this forum can easily reach a specific target group and a blogger can make personal content that fits well with the characteristics of the native content in a cost-efficient manner (Einstein, 2015). Despite the success of Native advertising, there are downsides as well. The nature of Native advertising is to mimic the style and context of an editorials website to become indistinguishable from the content in the surrounding environment. Critics see the actions to blurry the boundaries between advertising and non-advertising content as attempts in creating deception towards customers (Campbell & Marks, 2015). These acquisitions are supported by studies that prove that only 8% of the respondents recognized the Native advertisement as advertising by Wojdynski & Evans (2016) and only 4% of the participants recognized the native article as advertisement by Moore (2014).

To address the uncertainty about the design of Native Advertising and to counter the lack of recognition of customers in an advertisement, the Federal Trade Commission have issued guidelines regarding how Native advertising content should be disclosed (FTC, 2015; Fusco, 2017; Levi, 2015). These disclosure labels are designed to give a clear identification of the persuasion attempt of advertising, by protecting customers from being misled or deceived (Hoy & Andrews, 2004). Blogs with commercial content need to be labelled in the form of a text as ''Advertisement' or 'Sponsored', which is mandatory by the European law (Evans et al., 2017). In the current state, the literature is inconclusive about the effects of the disclosure positions in Native advertising. The research of Wojdynski & Evans (2016) stated that

disclosure in the middle of the page is the most effective compared to top or bottom disclosure at a page when it comes to recognition in Native Advertising. Research in online reading behavior suggest that content or information placed in the top left corner of the webpage is most likely to be recognized. After this, content or information located by branching rightward from the top left and then down on the webpage, which can be seen as the shape of an F, is the second most likely place to be recognized (Shrestha & Lenz, 2007). The FTC argues that top-disclosure in Native advertising is the most effective in recognition (FTC, 2015). Goldberg et al., (2002) argue that, users on webpages are more engage with information located in the body and middle of a webpage, compared to information located in the header or headlines. Thus, this research will be an extension based on previous research which includes on disclosure positions in Native advertising as top, middle and bottom with the strongest proposed disclosure text with a positive effect on recognition as "SPONSORED BY (COMPANY NAME)" (Wojdynski & Evans, 2016; Hoofnagle & Meleshinsky 2015).

By analyzing the effect on brand attitude and purchase intention. Spears & Singh (2004) argue that, brand attitude stands for the unidimensional evaluation in summary of the brand that activates behavior of customers. A positive individual attitude towards a brand can increase the rate of using the brand in continuation (Kotler & Keller, 2008). Zarantonello & Schmitt (2013) argue that, brand attitude is a key factor for measuring and contributing to the effectiveness of various marketing and communication media, importantly for advertising. Research argue that the goal of advertising is to influence the customer's perception in brand choice. Therefore, it is stated that an advertising message will only be effective if the message is able to influence the attitude towards the brand of the customer (Lynch, 1991). In relation, Ling, Chai & Piew (2010) describe purchase intention as, the cognitive behavior of a customer on how an individual have the intention to buy a specific brand. Purchase intention is commonly used in the research field to assess the effectiveness of customer behavior and the effectiveness of marketing. It is for companies an added value to analyze the purchase intention for the current and future state. This occurs because, a company can easily collect data regarding the purchase intention and use that in order to predict the future sales ratio of the products or services very precisely (Aqsa & Kartini, 2015). Scholars argue that, attitudes of customers towards a brand are related with brand attitude which in turn affect intention to purchase among customers (Wu & Wang, 2011).

Based on the literature review the following hypotheses are derived:

H1: *There is a higher positive effect on the brand attitude with a middle advertisement disclosure compared to a top or bottom advertisement disclosure.*

H2: *There is a higher positive effect on the purchase intention with a middle advertisement disclosure compared to a top or bottom advertisement disclosure.*

H3: *The positive relationship between the height of the disclosure position in Native advertising and purchase intention is weakened by the advertisement recognition.*

H4: *The positive relationship between the height of the disclosure position in Native advertising and purchase intention is strengthened by the brand attitude.*

Based on the literature review the following conceptual model is elaborated:
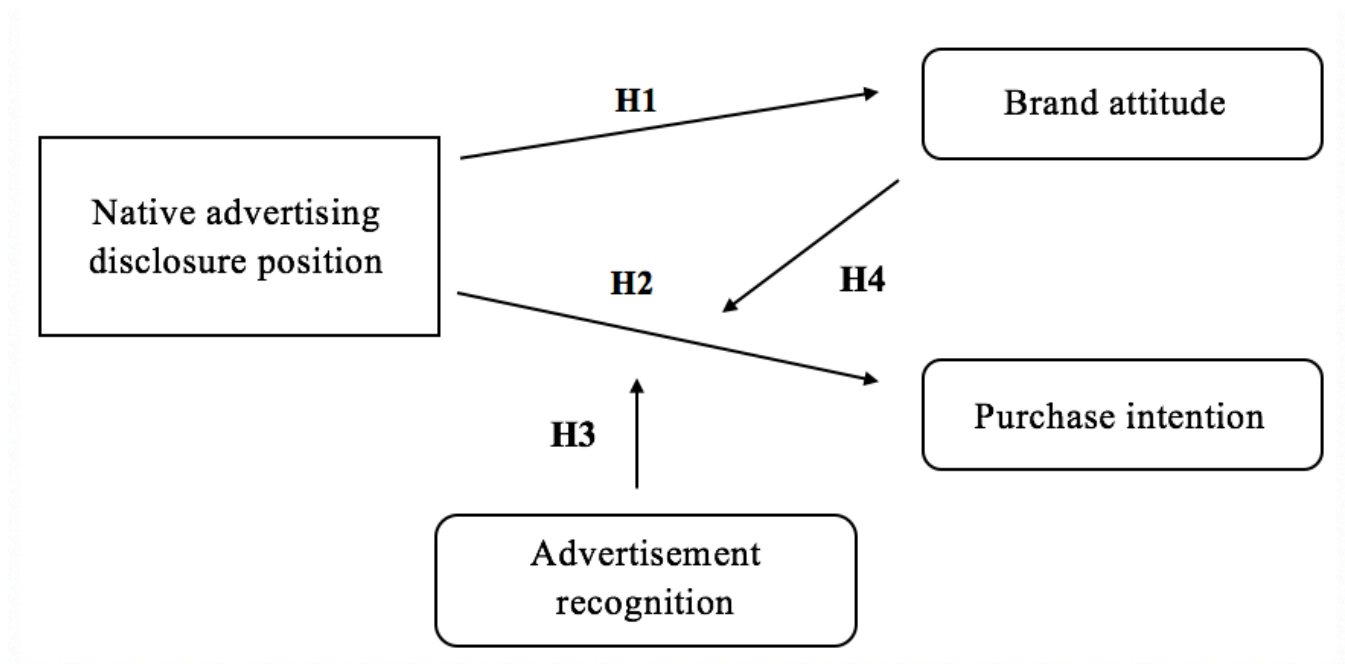

Figure 1: Conceptual model

3. Methodology

3.1 Research design

This research has been conducted with a quantitative approach since the focus is on statistical analysis methods and numerical data to understand the effects of certain variables. This research uses the quantitative method to collect a large amount of quantitative data in order to understand the effect of disclosure positions in Native advertising on the variables 'brand attitude' and 'purchase intention'. A quantitative approach in a study has a facilitating role for researching the relationship between certain variables, which are proposed in hypotheses. It is stated that this quantitative research approach has a deductive character and not inductive, because of the use of existing theories from the existing literature (Bryman & Bell, 2007). A research with a deductive character is based on whether relationships in the existing literature also occur when the hypotheses are tested. Furthermore, this study is deductive because, the main purpose is not to build a new theory and there is an operationalization which shows how and why the data is collected. A deductive research is based on theories that can be applied to a context, in particular this research has Native advertising as context (Gray, 2013; Ghauri & Gronhaug, 2005). Whereby, the collected data will be analyzed combined with the existing theories to present a conclusion. The research design for this study is categorized as a causal research, also named as an explanatory study. This design is mostly used in research to identify the extension and base of cause and effect relationships. Explanatory research is mainly used in order to analyze specific changes of a situation or a certain problem and then explains the patterns of relationships between the proposed variables. In addition, the goal of a causal research is to determine the cause of an underlying mechanisms of a give behavior (Williams, 2011). Conclusively, the causal research design has two main objectives which can be described as; the degree to have an understanding in which variables are the cause and effect, and to analyze the nature of the relationship between the predicted causal and effect variables. It is stated that the most suitable data collection method for causal research is an experiment, hence this research is based on an experimental design. (Amenta & Hicks, 2010). For this research, the effects will be measured with a primary data source. Because, in this context the data is collected for the first time with a specific purpose (Hox & Boeije, 2005). Furthermore, there is a lack of knowledge in Native advertising regarding advertisement disclosure effects, whereby there is not much secondary data available in the literature (Wojdynski & Evans, 2016; Moore, 2014). Primary data is mandatory to gather relevant

information in order to enrich the knowledge about this subject. With the use of primary data, it is possible to collect information regarding the effects of advertisement disclosure positions on brand attitude and purchase intention in the context of Native advertising in blogs. In this research, the primary data is collected by the data collections methods Eye-tracking and a questionnaire in an experiential setup.

3.2 Stimulus

This experiment is divided into four sections, whereby the focus is on three different advertisement disclosure types within an article based on Native advertising from a blog website and one control group without an advertisement disclosure. The disclosure types for this research consist of top, middle and bottom. These disclosure types are based on the research of Wojdynski & Evans (2016), FTC (2015), Hoofnagle & Meleshinsky (2015), Shrestha & Lenz (2007) and Goldberg et al., (2002) in Native advertising. The literature is inconclusive about the best type of advertisement disclosure regarding recognition related with the brand attitude and purchase intention. Therefore, this research has chosen to cover these three types of disclosure to enrich the existing literature. In relation, the experimental design for this study is a 3x1 between-group design, as this experiment has three groups that each are being tested by the different testing conditions (top, middle and bottom) advertisement disclosure positions. This 3x1 between group design is included with a control group. The control group is deployed without treatment in this research by having a revelation to a Native advertising without an advertisement disclosure. This group has been added to use as a benchmark to measure how participants react to this research without advertisement disclosure conditions. In this research only, the effects will be tested after the experiment and not before, with the use of a post-test (Christensen, Johnson & Turner, 2011). This post-test methods fits the best with the purpose of this research because, the necessary and needed data is only obtained by measuring the effects after an exposure with a certain condition. Regarding the blog article, the experiment is conducted on an entirely new designed blog website by using the program WordPress. With WordPress, it is possible to create and build a free website or blog, with hundreds of free customizable designs and themes (Wordpress, 2017). Furthermore, the brand which will consist in the article at the blog website is fictional. Building a new blog website and using a fictional brand is chosen based on the fact to encounter the limitation of prior knowledge towards a brand in the research. Further, several scholars argue that, strong language is needed to determine whether customers recognize

content as advertisement. As a result, scholars argue that using the text as 'sponsored advertisement by (company name)' has the most effect on the recognition. Hence, in this experiment the Native advertising article will consist of the text: *Sponsored Advertisement by (company or brand name)* placed on the different disclosure types (Wojdynski & Evans, 2016; Hoofnagle & Meleshinsky, 2015; FTC, 2015). The proposed blog with a Native advertising article can be found in appendix 1.

3.3 Sampling

For this experiment, the population consist of male and female who has accessibility to the internet and uses content-based websites, such as a blog website. To meet these requirements, potential participants have been asked whether they meet these criteria, in order to prevent possible sample errors. It is chosen to conduct the non-probability sampling approach, with a non-probability sampling approach it is possible for the researcher to choose which candidates can participate in the experiment (Bryman & Bell, 2011). Normally, the age target group of the population includes male and female of all age categories. However, relating to the fact that this research will be conducted in the area of the internet with a relatively new emerging advertising concept, it is chosen to target the age group of 18 till 35 years in the sample. It is stated that, the accessibility and usage rate of the internet is highly correlated with demographic variables such as age categories. According to Zickuhr & Smith (2012), it appears that the young generation has more access to the internet with a higher user ratio. There is clearly a difference in the user pattern of the older generation compared to the younger generation regarding the internet. Friemel & Smith (2016) argue that, the usage ratio of the older generation on the internet is growing but, the younger generations still dominates the internet. In relation, the younger generation is appropriate for this research as the purpose of this study is to explore a relative new emerging concept in the online advertising world. The chance to find valuable respondents who have even experienced or came across with Native advertising will be increased. To specify the target population, it is chosen to focus on Dutch students based on four reasons. Firstly, this research is being conducted in the Netherlands, making it logical for Dutch candidates to participate. Secondly, Dianoux, Linhart & Vnouckova (2014) argue that, students are the group in the society that represent the perception of advertising today and for the future. This fits well with the upcoming and emerging concept of Native advertising. Moreover, it is stated that students have in general a more favorable behavior and attitude towards advertising and marketing, this makes it

possible that students will accept new forms of advertising or marketing such as Native advertising sooner. Besides, students spend in general most of their free time in online activities such as engaging in social media or blogs (Zinger & Sinclair, 2013). This fits well with this research as the context is Native advertising in blogs. Thus, the target population locked for this research is Dutch students from 18 till 35 years. The sampling technique used in this research is based on the convenience sample method because of certain advantages. Convenience sampling stands for the method that obtain a sample of convenient units, it is stated as the most cost and time efficient sampling technique. This nonprobability sampling method is based on the data collecting from candidates in the population who are available in a convenient way to participate in a research. In addition, the researcher has the ability to judge and select the participants for the research. Some of the advantages of this sampling technique consist of the ease accessibility, the geographical proximity, the cooperativeness and the availability on a certain time of the possible participants. In contrast, the biggest disadvantage of this sampling technique is the probability to have a selection bias. Whereby, scholars argue that, the convenience sampling should not be taken to be representative of the proposed population (Etikan, Musa & Alkassim, 2016).

This research is in the context of an experiment with three advertisement disclosure conditions consisting of top, middle and bottom. As a result, 15 persons per condition participated in this research, with a control group of 15 participants, which gives the sample size a total amount of 60 participants. This sample size is in line with the studies of Pett (1997) and Salkind (2016) who argue that, the minimum sample size of a research based on an experiment must be above 30. This is supported by, Warner (2008) who argues that, the minimum sample size for an experimental setting must be above 20 and the sample size per group must have a minimum of 10. The data collection happened from 29 January 2018 till 5 February 2018 at the University of Twente. To gather the participants for this research, the researcher had approached and asked potential respondents in the environment of the University of Twente. Whether they are willing to participate in the research by explaining the process and whether the respondents met the pre-set criteria. Finally, the respondents were selected based on this interaction.

3.4 Procedure

Before the main research, the experimental setup was pre-tested on 3 individuals. These individuals provided feedback on the processes and methods, which were revised before the main research started. First, the room where the experiment initially had taken place changed because of sunlight that disturbed the eye tracking method. Secondly, the table and chairs were better equipped to allow the candidate to participate more comfortably. Next, the first measurement construct was further clarified in the questionnaire. Finally, two misspellings had been removed from the Native advertising blog article. The experiment was conducted in the area of the University of Twente. The experiment was held in the Gallery building in the Designlab, this place is a creative and cross-disciplinary ecosystem that connects science and society through design. The Designlab in the Gallery owns the latest technology tools including the tools needed for this research, such as the Eye-tracking equipment's, computers, internet connection and space to conduct the experiment. After using the convenience sampling method, the participants were welcomed in the room. First, they received an explanation about the experiment process in the form of an inform consent with more information about the goal, nature, timing and risks of this experiment. After the explanation and written permission of the inform consent, all the participants were randomly divided into four sections and each section was subjected to one of the research phrases (top, middle and bottom advertisement disclosure and control group) of the experiment. Each group was subjected to a blog website with a Native advertising article and a specific disclosure type. After that, there was an opportunity for the participants to read the process of the experiment again clearly by reading a printed form with instructions. Next, the participants from the treatment groups did take place by the laptop and they put on a Tobii Eye-tracking glass and read the full article twice. Immediately, after the Eye-tracking procedure all the participants needed to fill up an online questionnaire. For the control group, only the data collection method with an adapted questionnaire is used. This is done, because the eye tracking method focuses on the advertisement disclosure recognition and the control group has no treatment with an advertisement disclosure. Therefore, it is not relevant to measure the control group with the data collection method of eye tracking. When a participant completed the entire experiment, the researcher thanked the respondent for their time and cooperation and the participant was free to leave the room. Further, there was drinks and snacks available for participants who have waited or wanted to stay during the experiment.

3.5 Data collection

3.5.1 Eye-tracking

One of the data collection methods for this research is eye-tracking. The history of eye-tracking research shows that many different methods are used to track eye movements since the raise of eye-tracking technology on the market. Certain key factors have emerged as important indicators for eye-tracking related to behavior of subjects (Granka, Joachims & Gay, 2004). According to Pan, Hembrooke, Gay, Granka, Feusner & Newman (2004) these factors stands for eye fixation, saccades, and scan paths. Eye fixation is described as a spatially stable gaze during for approximately 100-300 milliseconds, whereby visual attention is directed to a certain area of the visual display. Saccades stands for continuous and fast movements of eye gazes between fixations with a velocity of 500 degree or more. It shows the quick eye movements to direct a subject's eye to a visual target. Scan paths is related to a habitually preferred eye movement path when a subject is exposed again to a visual stimulus. Based on 21 studies, Jacob & Karn (2003) argue that eye-tracking consist of 6 metrics which are: number of fixations, gaze % (proportion of time) on each are of interest, fixation duration means, number of fixation on each area of interest, gaze duration means and fixation rate overall. The most relevant metrics for this experiment are gaze % (proportion of time) and total fixation duration on each area of interest, this stands for the proportion of time looking at a specific element on a display and could reflect the importance of that specific element. In the psychology world eye-tracking is used for several years, with the focus on recording the eye movements of people when they are reading. Researchers started using eye-tracking in the field of computer and human interaction to give answers on questions related to usability issues (Benel, Ottens & Horst, 1991). Eye- tracking is defined as; a social qualitative or quantitative research method which analyzes eye movements of individuals at any condition. Whereby, this method also analyzes the sequence in which the subject is moving their eyes (Poole & Ball, 2006). So, it enables to measure the actual behavior of a respondent in a first-person perspective to an interface, and to translate it easily into a schematic view. The collected data can be elaborated and show visible pitfalls and so on the analyzed interface can be improved (Liu, Lai & Chuang, 2011). Nowadays, the most commercial eye-trackers method with technology that is used measures point of regard by the pupil center method. This method is performed by using a standard desktop computer with and infrared camera with a display monitor. Another method is video-based eye- tracking, this method looks at a calibration process of a subject by displaying a dot on the screen (Poole & Ball, 2006). Eye-

tracking is frequently used more in (online) marketing researches, nowadays. Because it delivers an in-depth look into the thoughts of customers (Liu, Lai & Chuang, 2011). The elaboration of the eye tracking method used in this research can be found in appendix 2.

3.5.2 Questionnaire

To measure the effect of advertisement disclosure position within Native advertisement on brand attitude and purchase intention a questionnaire was used. This questionnaire is divided into five sections, in order to cover the full research purpose. The first two sections of the questionnaire are based on the measurement constructs of 'brand attitude' and 'purchase intention'. The third construct is based on the recognition of the advertisement disclosure type, this section is included to compare with the results of the eye-tracking method. The fourth section includes the construct with questions about the general attitude towards online advertising. The use of the fourth construct is based to function as a confounding variable, this will show if a participant has a positive or negative attitude towards online advertising in general and this attitude can influence the perception towards Native advertising. The last section includes the measurements of the general demographics of participants, these questions are included to give insights about the market segmentation (Kotler & Armstrong, 2010). The option to answer for the participants are based on the five-level Likert scale consisting of strongly disagree to disagree to neither agree nor disagree to agree to strongly agree. This type of measurement enables survey participants to express their opinion in a visual form, whereby there will not be information loss and it allows applying for advances robust statistical analyses (Treiblmaier & Filzmoser, 2011). The questionnaire is built using the software of Enquetesmaken.com. It is an online questionnaire to gain efficiency, each participant needed to fill in the questionnaire on the laptop after conducting the Eye-tracking method. To analyze and collect the data from the questionnaires the software SPSS is used. SPSS ensures that data collection and analyzing is efficient and reliable. The software for SPSS was downloaded for free by using the network connection of University of Twente. To fit into the characteristic of the target group as Dutch students, the questionnaire is translated in Dutch while using in the experiment. The full proposed constructs and questionnaire can be found in appendix 3.

3.6 Data analysis

After conducting the experiment, the dataset of the questionnaire was integrated into the dataset of SPSS version 24. This integration made it possible to transform the dataset into statistical and numerical data in order to prepare the dataset for the analysis. First, to gain more knowledge about the demographics of the respondents a distribution of demographic data was applied in the descriptive method of SPSS. Therefore, the distribution made it possible to give more insights into the personal characteristics of the respondents. Next, in order to measure the item reliability of each proposed factor a reliability analysis was applied in SPSS. The function of a reliability analysis is to measure to which extent a scale produces results that are consistent. Whereby, the main function is to show if an instrument will give similar results for the same respondents at different times. There are several different approaches to measure the consistency of the constructs, in this research the internal consistency reliability is measured. This reliability method is appropriate for studies that conduct summed scales where certain statements are summed to form a total score. To measure the internal consistency reliability the Cronbach's alpha was calculated for each construct within the questions from the questionnaire in this research. It is stated that, the higher the Cronbach's alpha value, the more certain it can be proven that the research is internally consistent. The Cronbach's alpha with the value of 0, stands for no internal consistency and the value 1 stands for the perfect internet consistency whereby, the Cronbach's alpha with a coefficient of $\alpha= .70$ is accepted as reliable (Bryman & Bell, 2007).

The next analysis is to test the construct validity of each item therefore, the factor analysis was applied in SPSS on the questionnaire that was based on constructs from previous studies. The factor analysis has the function to analyze a large group of variables in order to find a way to make the data efficient by testing whether the factors have multiple dimensions or not. Whereby, the intercorrelations of a set of items or components are detected among groups (Pallant, 2013). Lastly, the proposed hypotheses are tested based on techniques that are covered by Multivariate Analysis in SPSS. This analysis method is chosen because, this research consists of observations and analyzation based on more than one construct on a given time. The independent variable is the advertisement disclosure position with the three advertisement disclosure types: top, middle and bottom. The dependent variables are the recognition of advertisement disclosure, brand attitude and purchase intention. The main purpose of a multivariate analysis is to determine which combination of variations is the best

performing compared to all the out coming combinations. In addition, this analysis method provides insights about the effect of the independent variable on each of the dependent variables with possible interaction effects (Bartholomew, 2010). The hypotheses H1, H2 and H3 are analyzed with a One-way ANOVA. This is the most appropriate method for these hypotheses because, a One-way ANOVA measures to which degree any significant difference occurs by comparing means across an independent variable with two or more categories resulting in the fact that, a One-way ANOVA compares the differences from groups each significantly on certain characteristics. Applying the One-way ANOVA ensured efficiency in the data analysis because, this analysis made it possible to combine proposed factors in the studies instead of conducting a series of independent studies with the proposed factors (Stoline, 1981). The hypotheses H4 and H5 are measured with a Hierarchical multiple regression analysis. The multiple regression analysis is the most appropriate for these hypotheses because, the main purpose of this statistical tool is to examine the relationship between an independent and dependent variable. This analysis stands for the simultaneous combination of several factors to examine in what degree they affect a possible outcome (Aiken, West & Reno, 1991). All the assumptions associated with the One-way ANOVA and the Hierarchical multiple regression analysis were controlled and met, making the outcomes sufficient.

3.7 Quality criteria

It is important to assess the quality of a research by using quality criteria. In addition, applying the right quality criteria ensures the overall credibility of the out coming results in a research. One of these quality criterion is validity, this criterion ensures that the research measures what it is supposed to measure. In order to achieve the quality criteria validity for this study, this research analyzes the factors of construct, internal and external validity (Bryman & Bell, 2015). Construct validity stands for the degree to which a study measures what it supposes or claims to measure. Whereby, the assessment is made if a measurement tool is suitable to measure to needed hypotheses (Gray, 2013). First, a factor analysis was performed in order to have more insights into the relevancy of the proposed factors, the proposed factors in the questionnaire are validated scales drawn from previous studies. This made it possible that the proposed questionnaire measures the theoretical concept of the current research in an efficient manner, which is important for construct validity. Next, the operationalization of this research was analyzed and reviewed by multiple experts in the field

of the research topic, which enhance the construct validity (Christensen et al., 2011). According to Robson (2011), it is advised to implement triangulation in the data collection, by applying more than one data collection method. In order to enhance the construct validity and to avoid certain pitfalls. In this research, two data collection methods are applied consisting of eye-tracking and a questionnaire. Furthermore, the researcher was always present during the experiment with the respondents, making it possible for the respondents to ask questions in order to avoid misunderstandings. The internal validity stands for the degree to which the research results matches the reality and how systematic and detailed the data collection and analysis process are presented (Christensen et al., 2011). According to Nosek, Banaij & Greenwald (2012), by the process of selecting the respondents, a huge pitfall is the self-selection bias that arises and lowers the internal validity. To reduce this pitfall, this research hierarchical randomly assigned the candidates to the different conditions of the experiment after the candidates agreed to participate. In doing so, account has been taken of dividing the groups proportionally on the basis of background characteristics. In addition, the technique of double blindness is used, so that the researcher and participant did not know in advance in which group with a specific condition they were classified, this is done purely on the basis of randomness. It is stated that, randomly assigning participants to a certain condition lowers the self-selection bias and it increases the change that a respondent differs in any systematic way (Punch, 2003). Furthermore, it is stated that the internal validity will increase when research topic is suitable for the target population, which was the case in this research as the research topic Native advertising is an online advertising method and the target population are Dutch students with access to the internet. The internal validity regarding the systematic and detailed data collection presentation is reached by presenting the data collection method and analysis step by step of the process in a detailed way which is proposed in chapter 4 (Bryman & Bell, 2015). The external validity stands for the degree to which the research results can be replicated to other environments. Whereby, the degree of the generalizability of the research results is the function of external validity. Smith & Leigh (1997) argue that, most of the samples in researches have a level of bias because they do not represent the population. In contrast, a student sample is used in many studies and the added bias that occurs by age, work and education are accepted in the literature. To enhance the external validity, the target population is based on Dutch students with the age between 18 and 35. This sample is seen as less bias because, the age group does not fall into a general student sample and is more stretched (Smith & Leigh, 1997). In addition, external validity is reached by describing all the processes of the research in detail with numerical data, with transferability. This rich data can

help other researchers to transfer the findings to other contexts (Christensen et al., 2011). The second quality criterion is reliability for a research. In this study, the reliability is reached by conducting an internal consistency test with Cronbach's alpha and by basing the questionnaire with the constructs on previous studies to increase the reliability. Moreover, the reliability is ensured with the eye tracking method by applying the guidelines of the Tobii Pro manual. These reliability points lower the chance of mistakes in the data collection (Bryman & Bell, 2015). The full research design based on the methodology chapter can be found in appendix 4.

4. Results

4.1 Data set

All the candidates who participated in this experiment met the requirements of the proposed pre-set criteria. In total the data set consisted of 65 candidates, but the gaze sample was a filter condition during the eye tracking method. The gaze sample of a candidate had to be above 95%, candidates with a lower percentage were replaced by a new candidate. In the end, a complete data set of 60 candidates was collected that fully contributed to the data collection methods of this experiment. Moreover, the candidates were randomly assigned to a certain condition whereby, the groups were evenly distributed, this can be seen in table 1. Furthermore, the data set was screened on missing values, outliers and errors. In the questionnaire there was a function built in that a candidate had to fill in every question mandatory, resulting in the fact that there were no missing values and errors. In addition, the questionnaire was for the most part based on a five scale Likert, making outliers impossible.

		Frequency	Percent %
Condition	1 (Top Disclosure)	15	25%
	2 (Middle Disclosure)	15	25%
	3 (Bottom Disclosure)	15	25%
	4 (No Disclosure)	15	25%
	Total	60	100%

Table 1: Sample size divided in each condition

4.2 Background characteristics

The participants (N=60) for this experiment consisted of both male and female. Whereby, the majority of the participants were male with 62% and the group of females was smaller with 38%. The participants' ages varied from 18 years to 29 years with a mean of 22,60 years (SD = 2,69). The ethnic background of the participants was for the most part native Dutch with 88% and a smaller group with 12% was not native Dutch. The social status of the participants was for the most part single with 80%, the smaller group with 18% was living together and the smallest group was married and had children with 2%. Furthermore, all the participants live in the Netherlands. The participants are living for a large part in the eastern region (Overijssel/Gelderland/Flevoland) with 88%, a smaller group of 8% live in the middle region (Utrecht) and the smallest group live in the west region (Noord-Holland/Zuid-Holland/Zeeland) with 3%. All the participants in the sample size were students. The students vary in study fields with the largest group of students who follow the International Business Administration field with 23%, then the group with the Engineering field with 20%, followed by the study of Behavioral Sciences with 17%. Hereafter there are smaller groups of studies consisting of: Science & Technology with 13%, IT with 10%, Biomedical Technology & Health with 7%, Industrial Design Engineering with 5%, Creative Technology with 3% and Biomedical Engineering with 2%. The participant group that has a paid job alongside their study consist of 57% and the group that did not have a paid job in addition to their study is 43%.

4.3 Experimental groups based on background characteristics

The experimental groups are compared on the basis of background characteristics. This comparison is elaborated to control if the selection process of the experimental groups has been done correctly. It is important to exclude that the experimental groups do differ much on characteristics otherwise, it is difficult to make equivalent conclusions. Only the relevant variables/constructs have been compared between the experimental groups so that there is added value in the outcomes. The first comparison is made for the means of the ages from the participants between the experimental groups, by using the One-Way ANOVA method. The means for the ages of the participants between the experimental groups almost correspond between the groups. The significance level for age is $p = .738$, this demonstrates that there is no significant difference between the experimental groups based on age. The construct of

'online perception' is included in the questionnaire to function as a cofounding variable. This cofounding variable is important to measure because, the perception towards online advertising can be a big influence in the final results. The means for the construct 'online perception' almost match each other. The significance level for online perception is p = .996, this demonstrates that there is no significant difference between the experimental groups based on online perception. These results show that it can be excluded that the variables 'age' and 'online perception differ significantly between the experimental groups. The results can be found below in table 2.

Table 2: Comparing means for experimental groups by means of ANOVA (N=60)

	F	Sig.	**Top**	**Middle**	**Bottom**	**Control**
Age	.422	.738	21.9	22.7	22.9	22.9
Online Perception	.004	.996	3.09	3.09	3.07	3.08

*Significance levels * p < 0.05. ** p < 0.01.*

The next comparison between the experimental groups is elaborated for the variables 'gender' and 'paid job'. Due to the fact that the numbers for these variables come up as nominal/ordinal, it has been chosen to use crosstab with Chi-square. The results demonstrate that the majority of the participants are male for all the experimental groups, this is especially the case for the top, bottom and control experimental groups. In the middle group the representation of female participants is a little more. The significance level for gender is p = .855, although there is little difference for the middle group based on gender compared to the other experimental groups, it can be stated that there is no significant difference between the experimental groups based on gender. The results can be found below in table 3a.

Table 3a. Crosstab with Chi-square and p-value (Experimental Groups with Gender)

	Groups	**Top**	**Middle**	**Bottom**	**Control**	*Chi-square*	*Sig.*
Gender	**Male**	66.7% (10)	53.3% (8)	60.0% (9)	66.7% (10)	.776	.855
	Female	33.3% (5)	46.7% (7)	40.0% (6)	33.3% (5)		

Note. N = 60.

The variable 'paid job' refers to the fact, if a participant has a paid job alongside their study. The results of this comparison show that for the experimental groups top and bottom, there is a clear majority with participants that has a paid job in addition to their study. This clear majority cannot be seen for the experimental groups middle and control. However, the significance level for paid job is p = .716, this demonstrates that there is no significant difference between the experimental groups based on paid job. The results can be found below in table 3b.

Table 3b. Crosstab with Chi-square and p-value (Experimental Groups with Paid Job)

	Groups	**Top**	**Middle**	**Bottom**	**Control**	*Chi-square*	*Sig.*
Paid job	**Yes**	60.0% (9)	53.3% (8)	66.7% (10)	46.7% (7)		
						1.36	.716
	No	40.0% (6)	46.7% (7)	33.3% (5)	53.3% (8)		

Note. N = 60.

4.4 Reliability analysis

To conduct a reliability analysis for the proposed constructs first, the internal consistency between the questionnaire was determined. By calculating the Cronbach's Alpha for the proposed measurement constructs. All the proposed measurement constructs were validated positively so no construct is converted to a different value. The construct of 'brand attitude' has a Cronbach's Alpha of (α = .811) and consist of 6 statements based on a 5-point Likert scale. The construct of 'purchase intention' has a Cronbach's Alpha of (α = .850) and consist of 6 statements based on a 5-point Likert scale. The construct of 'online perception towards advertising' has a Cronbach's Alpha of (α = .726) and consist of 3 statements based on a 5-point Likert scale. The construct of subjective 'advertisement disclosure recognition' has a Cronbach's Alpha of (α = .825) and consist of 2 statements based on a 5-point Likert scale. The outcome of the Cronbach's Alpha for the all the measurement constructs of this experiment indicates a high internal consistency, based on the knowledge that Cronbach's Alpha numbers above the α = 0.7 are regarded as satisfactory and above the α = 0.8 are classified as very good (George & Mallery, 2003). In addition, a factor analysis was

conducted which shows that for the construct of purchase intention and brand attitude two dimensions were made. Whereby, the two constructs had each two questions with a negative factor loading. It has been chosen to keep the questions into the analysis because, the value of the Cronbach's Alpha for the constructs are high. Furthermore, the measurement constructs are validated questions that have been extracted from previous reliable studies. The reliability for the objective 'advertisement disclosure recognition' construct collected with the eye tracking method is guaranteed by using the guidelines of the Tobii Pro manual during this experiment.

4.5 Eye tracking

The data collection method eye tracking is deployed to measure the objective form of the construct 'advertisement disclosure recognition'. The eye tracking method is only implemented for the treatment groups (top, middle and bottom) with an advertisement disclosure in the Native advertising blog article and not for the control group, as the control group did not have an advertisement disclosure label featured in the Native advertising blog article. Therefore, the total participants for the eye tracking consisted of 45. As described in the methodology part, the advertisement disclosure recognition is measured by using the Tobii Pro Glasses 2. The analyze is made with the Tobii Pro analyze software, in which heat maps and insights about the areas of interest are elaborated. The visual attention to the advertisement disclosure is measured in the Tobii Pro analyze software as the total duration that a participant fixates within the field of the area of interest (AOI), named as the total fixation duration. According to Pan et al., (2004), the eye fixation duration within a particular area of interest (AOI) is a reliable indication of the degree of importance in a certain part of a visual display. Whereby, the AOI is classified as the advertisement disclosure area for the top, middle and bottom treatment condition groups. It was chosen to draw the boundary around the AOI subject with pixels of 500 x 100. Based on the study of Guan & Cutrell (2007) and the study of Benedetto, Simone, Carbone, Pedrotti, Fever, Bey and Baccino (2015), it is concluded that a participant who fixated for a minimum threshold of 100 ms (milliseconds) in the area of interest is counted as having paid attention to the advertisement disclosure label. Quantitative data is exported for each treatment group (top, middle and bottom) from the Tobii Pro analyze software in a data file with metrics whereby, all the metrics are measured in seconds. The metrics of the eye tracking results for all the participants can be found in appendix 5.

The area of interest (AOI) for the top advertisement disclosure group (N = 15) has a mean of M = 3,13 and a standard deviation of SD = 2,93. Based on the fact that a minimum threshold of 100 ms (milliseconds) total fixation duration in the area of interest is counted as having paid attention to the advertisement disclosure label, 66,67% of the participants in the top advertisement disclosure group had paid attention to the disclosure type. The results of the total fixation duration within the AOI for the top advertisement disclosure group can be found below in figure 2. The heat map visualization can be found below in image 1, whereby the objects of interest of all the participants are combined and the AOI of the top advertisement disclosure is circled in black.
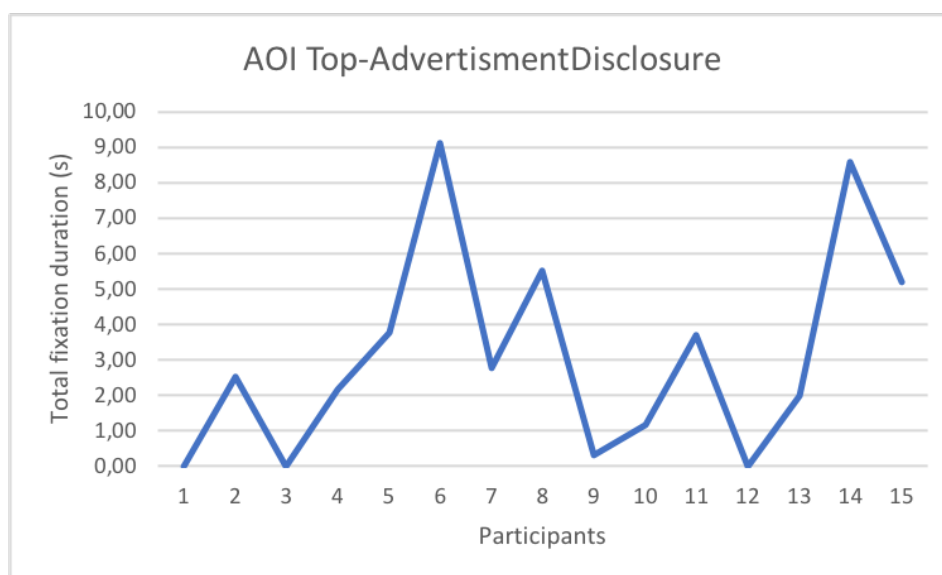

Figure 2: Total fixation duration within the AOI Top advertisement disclosure
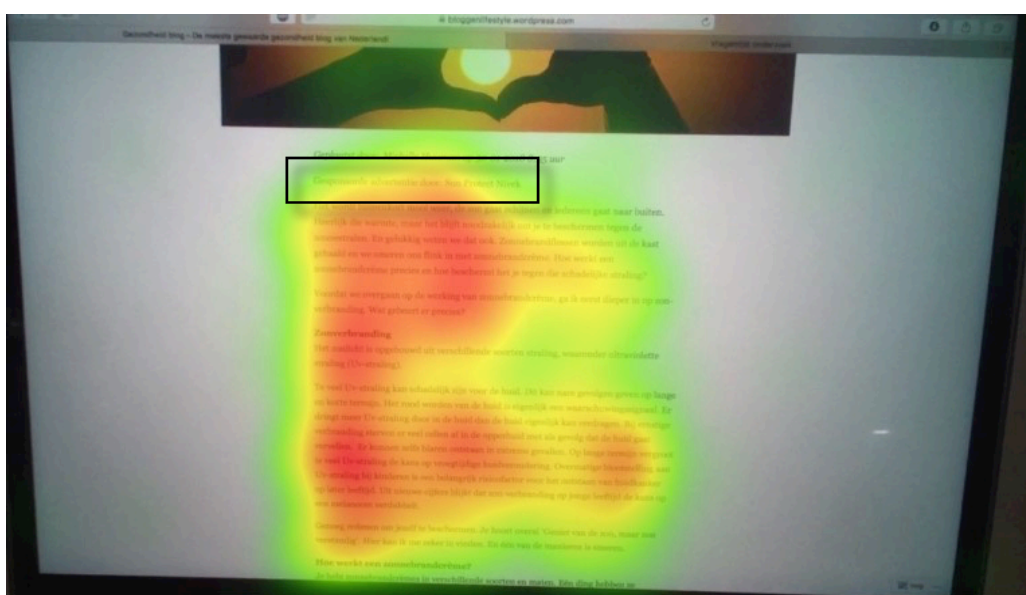

Image 1: Heat map visualization of all the participants of group 1 top advertisement disclosure

The area of interest (AOI) for the middle advertisement disclosure group (N = 15) has a mean of M = 8,30 and a standard deviation of SD = 4,46. Based on the fact that a minimum threshold of 100 ms (milliseconds) total fixation duration in the area of interest is counted as having paid attention to the advertisement disclosure label, 100% of the participants in the middle advertisement disclosure group had paid attention to the disclosure type. The results of the total fixation duration within the AOI for the middle advertisement disclosure group can be found below in figure 3. The heat map visualization can be found below in image 2, whereby the objects of interest of all the participants are combined and the AOI of the middle advertisement disclosure is circled in black.
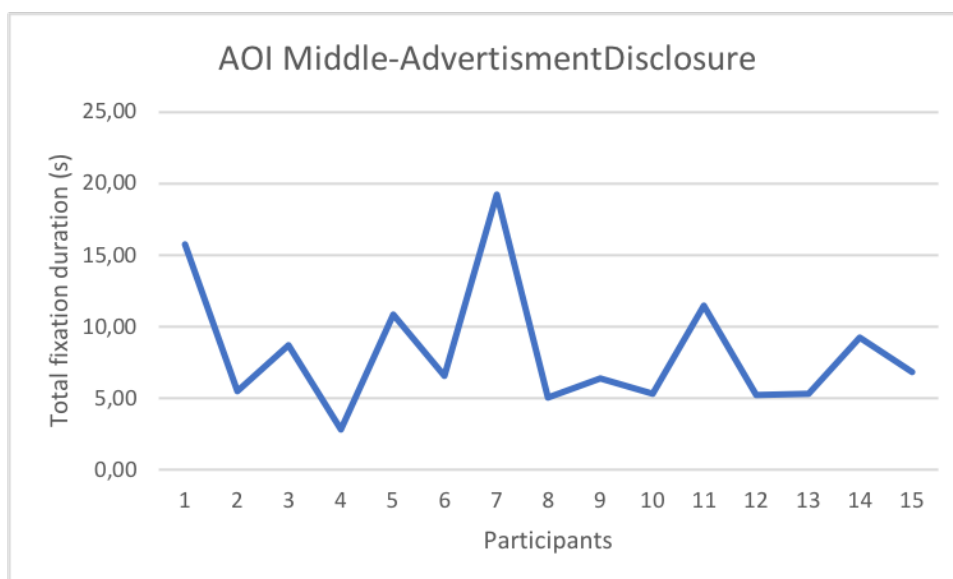

Figure 3: Total fixation duration within the AOI Middle advertisement disclosure
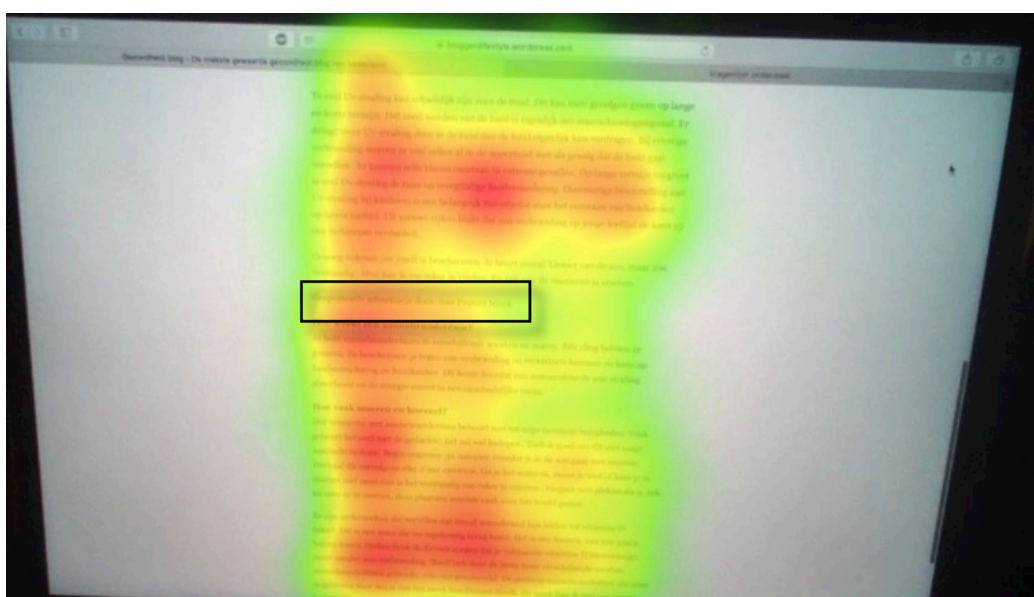

Image 2: Heat map visualization of all the participants of group 2 middle advertisement disclosure

The area of interest (AOI) for the bottom advertisement disclosure group (N = 15) has a mean of M = 3,83 and a standard deviation of SD = 3,21. Based on the fact that a minimum threshold of 100 ms (milliseconds) total fixation duration in the area of interest is counted as having paid attention to the advertisement disclosure label, 100% of the participants in the bottom advertisement disclosure group had paid attention to the disclosure type. The results of the total fixation duration within the AOI for the bottom advertisement disclosure group can be found next in figure 4. The heat map visualization can be found below in image 3, whereby the objects of interest of all the participants are combined and the AOI of the bottom advertisement disclosure is circled in black.
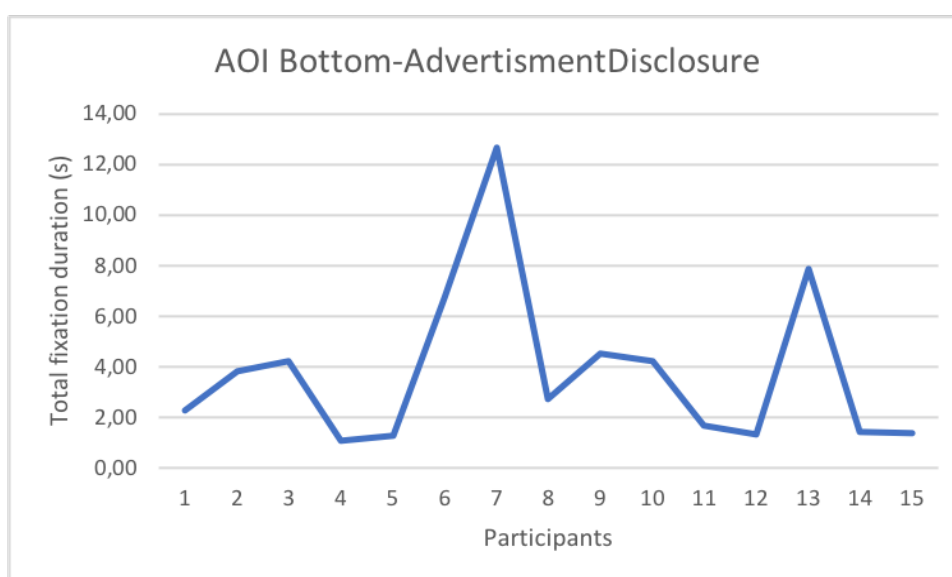

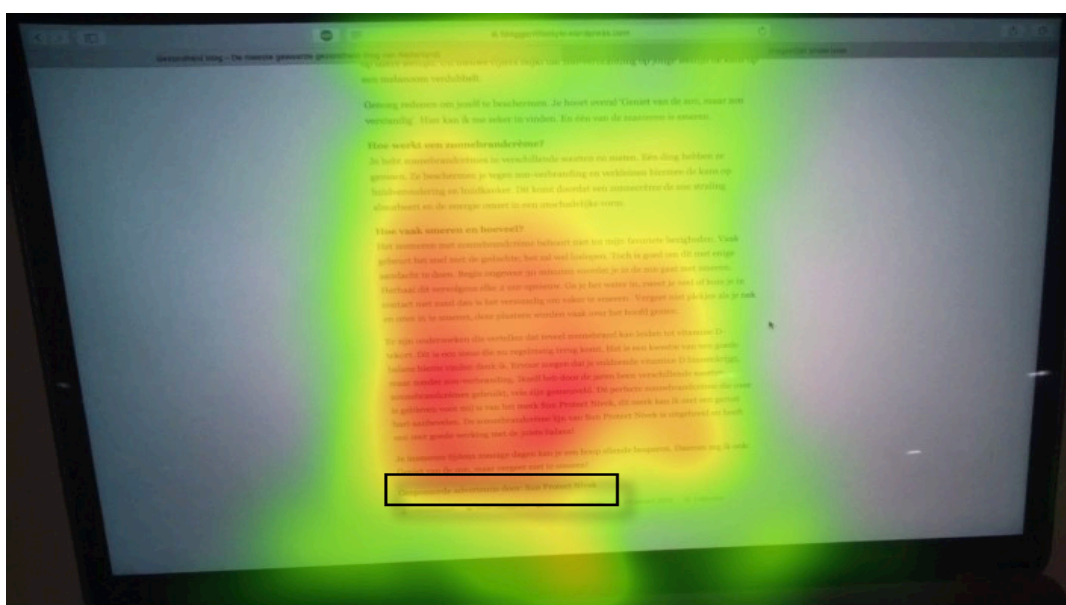*Figure 4: Total fixation duration within the AOI Bottom advertisement disclosure*

Image 3: Heat map visualization of all the participants of group 3 bottom advertisement disclosure

4.6 Hypothesis

In this section, the derived hypothesis for this experiment will be tested and discussed. At first, the One-way ANOVA is conducted to compare the means between the experimental groups to identify any significant differences in the obtained data with a confidence interval of 95% for Mean. The first hypothesis that has been tested is **H1:** *There is a higher positive effect on the brand attitude with a middle advertisement disclosure compared to a top or bottom advertisement disclosure.* This hypothesis examines the effect between the construct of 'advertisement disclosure position' and 'brand attitude'. The first group for the advertisement disclosure position is the top advertisement disclosure group (N = 15). The top advertisement disclosure group has a mean of M = 2.87 for the construct of brand attitude. The second group for the advertisement disclosure position is the middle advertisement disclosure group (N = 15). The middle advertisement disclosure group has a mean of M = 3.36 for the construct of brand attitude. The third group for the advertisement disclosure position is the bottom advertisement disclosure group (N = 15). The bottom advertisement disclosure group has a mean of M = 3.03 for the construct of brand attitude. The fourth group for the advertisement disclosure position is the control group with no advertisement disclosure (N = 15). The control group with no advertisement disclosure has a mean of M = 3.22 for the construct of brand attitude. The results of the means show that the middle advertisement disclosure group has the highest score in terms of a mean (M = 3.36) on brand attitude. Furthermore, the top advertisement disclosure group has the lowest score in terms of a mean (M = 2.87) on brand attitude. However, the significance level between the experimental group is p = .090. This demonstrates that there is no significant difference between the experimental groups based on brand attitude. Conclusively, hypothesis **H1:** *There is a higher positive effect on the brand attitude with a middle advertisement disclosure compared to a top or bottom advertisement disclosure,* is rejected. The results can be found below in table 4a.

The second hypothesis that has been tested is **H2:** *There is a higher positive effect on the purchase intention with a middle advertisement disclosure compared to a top or bottom advertisement disclosure.* This hypothesis examines the effect between the construct of 'advertisement disclosure position' and 'purchase intention'. The first group for the advertisement disclosure position is the top advertisement disclosure group (N = 15). The top advertisement disclosure group has a mean of M = 2.34 for the construct of purchase intention. The second group for the advertisement disclosure position is the middle

advertisement disclosure group (N = 15). The middle advertisement disclosure group has a mean of M = 2.87 for the construct of purchase intention. The third group for the advertisement disclosure position is the bottom advertisement disclosure group (N = 15). The bottom advertisement disclosure group has a mean of M = 2.86 for the construct of purchase intention. The fourth group for the advertisement disclosure position is the control group with no advertisement disclosure (N = 15). The control group with no advertisement disclosure has a mean of M = 2.90 for the construct of purchase intention. Therefore, the significance level between the experimental groups is p = .036. This demonstrates that there is a significant difference between the experimental groups based on purchase intention. In order to gain more insights into which experimental groups significant differences from each other, a Post-Hoc test is conducted with a Bonferroni correction. The result of this test demonstrates that especially the top advertisement disclosure group has the lowest purchase intention score whereby, it deviates from the rest of the experimental groups on purchase intention. However, the Post Hoc test with Bonferroni correction does not show that this deviation is significant. The reason for this can be a small sample size or low power in this experiment. Whereby, the Bonferroni correction becomes too conservative (Narum, 2006; Maere, Heymans & Kuiper, 2005). Resulting, in the fact that the Bonferroni correction will not be used in this case, in order to prevent to miss out on potential differences. Conclusively, hypothesis **H2:** *There is a higher positive effect on the purchase intention with a middle advertisement disclosure compared to a top or bottom advertisement disclosure,* is partly accepted. The results can be found below in table 4a.

Table 4a. Comparing means for experimental groups by means of ANOVA (N=60)

	F	Sig.	**Top**	**Middle**	**Bottom**	**Control**
Purchase Intention	3.04	.036*	2.34	2.87	2.86	2.90
Brand Attitude	2.28	.090	2.87	3.36	3.03	3.22

*Significance levels * p < 0.05. ** p < 0.01.*

The next hypothesis that has been tested is **H3:** *The positive relationship between the height of the disclosure position in Native advertising and purchase intention is weakened by the advertisement recognition.* For this test, the control group was not included because this group did not have an advertisement disclosure in the Native advertising blog article, resulting in the fact that the advertisement recognition for this group has not been measured. This hypothesis examines to what extent the construct of 'advertisement recognition' has a

weakened influence between the construct of 'advertisement disclosure position' and 'purchase intention'. In order to test this hypothesis, the construct of advertisement recognition need to be elaborated first. The construct of advertisement recognition is divided in two measurement variables consisting of objective and subjective advertisement recognition. The objective advertisement recognition is measured with the total fixation duration in the area of interest in the Native advertising blog article based on the eye tracking data collection method. The first group for the advertisement disclosure position is the top advertisement disclosure group (N = 15). The top advertisement disclosure group has a mean of M = 3.13 for the construct of Ob. advertisement recognition. The second group for the advertisement disclosure position is the middle advertisement disclosure group (N = 15). The middle advertisement disclosure group has a mean of M = 8.30 for the construct of ob. advertisement recognition. The third group for the advertisement disclosure position is the bottom advertisement disclosure group (N = 15). The bottom advertisement disclosure group has a mean of M = 3.84 for the construct of ob. advertisement recognition. Therefore, the significance level between the experimental groups is p = .001. This demonstrates that there is a strong significant difference between the experimental groups based on ob. advertisement recognition. In order to gain more insights into which experimental groups significant differences from each other, a Post-Hoc test is conducted with a Bonferroni correction. This test demonstrates that the middle advertisement disclosure group has a significant difference with the top advertisement disclosure group, by a significance level of p = .001. In relation, the middle advertisement disclosure group has a significant difference with the bottom advertisement disclosure group, by a significance level of p = .004. The results can be found below in table 4b.

The subjective advertisement recognition is measured with the questions based on the experience of a participant regarding the advertisement recognition in the Native advertising blog article with the questionnaire data collection method. The first group for the advertisement disclosure position is the Top advertisement disclosure group (N = 15). The top advertisement disclosure group has a mean of M = 2.93 for the construct of sub. advertisement recognition. The second group for the advertisement disclosure position is the middle advertisement disclosure group (N = 15). The middle advertisement disclosure group has a mean of M = 4.17 for the construct of sub. advertisement recognition. The third group for the advertisement disclosure position is the bottom advertisement disclosure group (N = 15). The bottom advertisement disclosure group has a mean of M = 3.73 for the construct of

sub. advertisement recognition. Therefore, the significance level between the experimental groups is $p = .009$. This demonstrates that there is a strong significant difference between the experimental groups based on sub. advertisement recognition. In order to gain more insights into which experimental groups significant differences from each other, a Post-Hoc test is conducted with a Bonferroni correction. This test demonstrates that the middle advertisement disclosure group has a significant difference with the top advertisement disclosure group, by a significance level of $p = .008$. The results can be found below in table 4b.

Table 4b. Comparing means for experimental groups by means of ANOVA (N=45)

	F	Sig.	**Top**	**Middle**	**Bottom**
Total Fixation	9.23	.001**	3.13	8.30	3.84
Sub. Recognition	5.28	.009**	2.93	4.17	3.73

*Significance levels * $p < 0.05$. ** $p < 0.01$.*

In order to measure to what extent, there is a coherence between the construct of advertisement recognition, the construct of 'advertisement disclosure position' and 'purchase intention', the Pearson correlation coefficient is conducted. This coefficient is an indicator that measures the strength of the linear relationship between two variables (Sedgwick, 2012). The Pearson correlation coefficient between the constructs total fixation and subjective recognition is $r = .334$, which demonstrates a significant positive correlation. Conclusively, it can be stated that there is a coherence between the situations; if a participant actually fixates with the advertisement disclosure that the subjective experience of the participants also indicates that the participant has seen an advertisement disclosure.

Next, to measure the interconnections between the constructs a hierarchical regression analysis is conducted. This analysis elaborates if a construct of interest explains a statistically significant amount of variance in the proposed dependent variable, after analyzing it for all the other variables (Jong, 1999). Firstly, dummy variables were created to distinguish the treatment groups. The two dummies were the top and middle advertisement disclosure groups and the reference group was the bottom advertisement disclosure group. To measure the moderation effect for this hypothesis the dummy variables are compared to the construct of advertisement recognition with purchase intention as dependent variable. The first combination was Top * Total fixation (TF) with a significance level of $p = .659$. The second combination was Middle * Total fixation (TF) with a significance level of $p = .891$. The third

combination was Top * Subjective recognition (Sub. R) with a significance level of p = .403. The fourth combination was Middle * Subjective recognition (Sub. R) with a significance level of p = .647. The analysis shows that all comparisons between the dummy variables and the constructs of advertisement recognition with purchase intention as dependent variable are not significant. Thus, there is no strengthened or weakened significant effect of the moderation on the variables. Conclusively, the hypothesis **H3:** *The positive relationship between the height of the disclosure position in Native advertising and purchase intention is weakened by the advertisement recognition,* is rejected. The results can be found below in table 5 and 6.

The last hypothesis that has been tested is **H4:** *The positive relationship between the height of the disclosure position in Native advertising and purchase intention is strengthened by the brand attitude.* As for the previous hypothesis, dummy variables have also been made for this hypothesis to distinguish the treatment groups. The two dummies were the top and middle advertisement disclosure groups and the reference group was the bottom advertisement disclosure group. To measure the moderation effect for this hypothesis the dummy variables are compared to the construct of brand attitude with purchase intention as dependent variable. The first combination was Top * Brand attitude (BA) with a significance level of p = .155. The second combination was Middle * Brand attitude (BA) with a significance level of p = .939. The analysis shows that the comparisons between the dummy variables and the construct of brand attitude with purchase intention as dependent variable are not significant. Thus, there is no strengthened or weakened significant effect of the moderation on the variables. Furthermore, a robustness check has been carried out to see if the moderation effect is significant when the control group is added to the regression, whereby Top * Brand attitude (BA) had a significance level of p = .135 and Middle * Brand attitude (BA) had a significance level of p = .930, resulting in the fact that the robustness check also did not find any significant effect. Conclusively, the hypothesis **H4:** *The positive relationship between the height of the disclosure position in Native advertising and purchase intention is strengthened by the brand attitude*, is rejected. However, the correlation coefficient and the hierarchical regression analysis demonstrates that the construct of brand attitude has a significant strong correlation confidence of r = .648 with the construct of purchase intention. This indicates that there is a direct positive strong effect between brand attitude and purchase intention instead of a moderation. The results can see below in table 5 and 6.

Table 5. Means (M), Standard Deviations (SD), Pearson correlations and Cronbach's alpha

Variables	M	SD	1	2	3	4	5	6	7
1. Purchase Intention	2.69	.621	(.850)						
2. Brand Attitude	3.09	.566	.648**	(.811)					
3. Total Fixation	5.09	4.20	.024	.166	(-)				
4. Sub. Recognition	3.61	1.15	.160	.258	.334*	(.825)			
5. Top (dummy)	.333	.477	-.397**	-.276	-.333*	-.421**	(-)		
6. Middle (dummy)	.333	.477	.205	.342*	.546**	.345*	-.500**	(-)	
7. Online Perception	3.08	.739	-.021	.128	-.101	-.082	.007	.007	(.726)

Note. $N = 45$. Disclosure was divided by two dummies whereby bottom disclosure is the reference group. Total Fixation was measured in seconds. All scales were measured on a 5-point Likert scale. *Significance levels * $p <$ .05 ** $p < .01$ (two-tailed)*

Furthermore, the Pearson correlations show that the construct of online perception does not have any significant coherence with other constructs, this is a confirmation that the online perception does not affect the results. In addition, the top advertisement disclosure group has a lower significant correlation coefficient compared to the bottom advertisement disclosure group with $r = -.397$ for the construct of purchase intention. Next, the middle advertisement disclosure group has a higher significant correlation coefficient compared to the bottom advertisement disclosure group with $r = .342$ for the construct of brand attitude. Furthermore, the Pearson correlations shows that the advertisement recognition compared with the Top (dummy) with total fixation $r = -.333$ and sub recognition $r = -.421$ are negative significant related. In addition, the middle (dummy) with total fixation $r = .546$ and sub recognition $r = .345$ are positive significant related. Whereby, there are significant differences between the experimental groups for the advertisement recognition. These above-mentioned analyses are a conformation for the previous analysis of One-way ANOVA. To indicate how well the hierarchical regression analysis model fits with the data the adjusted r squared is mentioned. The adjusted r squared number compares regression models that consist of several numbers of predictors on the explanatory power. The adjusted r squared for model 1 is .407 with a percentage of 40,7%, the adjusted r squared for model 2 is .442 with a percentage of 44,2%

and the adjusted r squared for model 3 is .404 with a percentage of 40,4%. This indicates that the added variables in model 2 compared to model 1 improves the model more than would expected by chance. In addition, this indicates that the added variables in model 3 compared to model 2 improves the model by less than expected by chance. Whereby, the adjusted r squared numbers suggest a robust and positive relationship between the models (Miles, 2014). Lastly, the hierarchical regression analysis shows that there is a significant difference between the top advertisement disclosure group and the bottom advertisement disclosure group based on purchase intention with a significance level of p = .018. Furthermore, there is no significant difference between the middle advertisement disclosure group and the bottom advertisement group for purchase intention with a significance level of p = .569. These outcomes are again a confirmation for the previous conducted One-way ANOVA analysis.

Table 6. Hierarchical Regression Analysis with Purchase Intention as Dependent Variable

	Model 1				Model 2				Model 3			
Estimates	*B*	*SE*	*β*	*p*	*B*	*SE*	*β*	*p*	*B*	*SE*	*β*	*p*
Brand Attitude	.712	.127	.648**	.000	.684	.134	.623**	.000	.835	.268	.761**	.004
Total Fixation					-.018	.020	-.120	.386	-.109	.042	-.125	.660
Sub. Recognition					-.039	.069	-.073	.576	.004	.109	.008	.970
Top (dummy)					-.441	.179	-.338*	.018	.1.54	1.27	1.19	.231
Middle (dummy)					-.113	.197	-.087	.569	.226	1.26	.173	.858
Top * BA									-.552	.380	-1.24	.155
Middle * BA									-.026	.344	-.069	.939
Top * TF									.030	.067	.106	.659
Middle * TF									.007	.051	.053	.891
Top * Sub. R									-.149	.175	-.366	.403
Middle * Sub. R									-.090	.194	-.294	.647
R^2	.420				.506				.553			
Adjusted R^2	.407				.442				.404			
F-value	31.2**				7.98**				3.72**			

Note. N = 45. Significance levels * p < .05 ** p < .01 (two-tailed)

5. Discussion and conclusion

5.1 Discussion and conclusion

Over the past few years, Native advertising has received a great amount of attention and attraction from practitioners in the field of marketing. Resulting in the fact that Native advertising is seen as the "next big trend" in the field of advertisings among many (Wu et al., 2016). Despite the current success of Native advertising, several scholars argue that the success of Native advertising is based on the deception of customers. They argue that this form of marketing is unethical and misleading because, it is still unclear if the success is based on the fact that customers does not recognize the native content as advertising (Campell & Marks, 2015; Wojdynski 2016). The identification of advertisements is a key factor in the rights of customers. In reaction to this criticism, controlling authorities have created strict regulations that need to be implemented, which will help customers to recognize advertising forms as Native advertising (Cain, 2011). But, these regulations are misinterpreted and executed differently by most of the companies. Resulting in criticism about advertisement disclosure types and the influence of this on the deceive of customers (Hoofnagle & Meleshinsky, 2015). Scholars argue that, disclosures in Native advertising can activate the knowledge and understanding of customers towards the nature of this advertising form. However, insights in the underlying mechanisms that explains the disclosure effects of Native advertising are scare. In addition, it stated that there is a lack of knowledge regarding the mechanisms which explaining the effects of blog disclosure types, which is a frequently used form in Native advertising (Reijmersdal et al., 2016). As of now, there is little knowledge about how advertisement disclosure should be integrated into Native advertising to gain the most return for companies with the best experience for customers (Wojdynski, 2016; Sahni & Nair, 2016). Hence, this study examined which advertisement disclosure position (top, middle or bottom) respondents recognize in relation with the effect on the brand attitude and purchase intention of customers. A total of 60 participants were analyzed in this experiment whereby, the 60 participants were divided proportional over the conditions of the experiment. Resulting in 15 participants for each condition that consisted of top, middle, bottom and control group. To exclude that the experimental groups do differ much on background characteristics, the groups were compared on the variables: age, general online perception, gender and paid job. No significant differences were found between the experimental groups, which lead to the conclusion that the background characteristics are unlikely to affect the final results. At first,

the data collection method eye tracking was deployed to measure the objective form of the construct 'advertisement disclosure recognition'. The results of the eye tracking data demonstrate that the middle advertisement disclosure group has the highest score with a mean of M = 8.30, after that the bottom advertisement disclosure group with a mean of M = 3.84 and the lowest score is for the top advertisement disclosure group with a mean of M = 3.13. These means were based on the total fixation time within the area of interest in the Native advertising blog article. According to Pan et al., (2004) the eyes are drawn into areas that are informative which can be measured in an efficient manner within the time of an AOI (area of interest). It is stated that, the total eye fixation duration within a particular area of interest (AOI) is a reliable indication of the degree of importance in a certain part of a visual display. Furthermore, the visual attention to the advertisement disclosure is only counted when a participant had a minimum threshold of 100 ms (milliseconds) total fixation duration in the area of interest. This demonstrated that 66,67% of the participants in the top advertisement disclosure group had paid attention to the disclosure type, 100% of the participants in the middle advertisement disclosure and bottom advertisement disclosure had paid attention to the disclosure type. The subjective advertisement recognition is measured by the questionnaire, which includes the fact that the participants experienced the Native advertising blog article as advertisement and saw any advertisement disclosure. These results demonstrate also that the middle advertisement disclosure group has the highest score with a mean of M = 4.17, after that the bottom advertisement disclosure group with a mean of M = 3.73 and the lowest score for the top advertisement disclosure group with a mean of M = 2.93.

When the means of the objective advertisement recognition for the experimental groups were compared by ANOVA, a strong significant difference of p = .001 was found. Which showed that the middle advertisement disclosure group significant differs from the top and bottom disclosure groups with a strong significance difference level of p = .008. In relation a strong significant difference was found by the subjective advertisement recognition with a significance level of p = .009. Whereby, the middle advertisement disclosure group has a significant difference with the top advertisement disclosure group, by a significance level of p = .008. Conclusively, the middle advertisement disclosure has significant the highest score on objective recognition compared to the top and bottom advertisement disclosure groups. In relation, the middle advertisement disclosure has significant the highest score on subjective recognition compared to the top advertisement group and not with the bottom advertisement groups, although the middle advertisement group has the highest mean score on subjective

recognition. This is in line with the research of Wojdynski & Evans (2016) they conclude that, disclosure in the middle of the page is the most effective compared to top or bottom disclosure at a page when it comes to recognition. The reasoning can be that disclosure in the middle of the page creates more attention because, the content of a Native advertisement will be disturbed. Further, a reason why the middle disclosure is more effective can emerge because, customers start to read the article in an F-shaped pattern, in result they can ignore disclosure types above or below the headlines. In addition, the results are in line with the research of Goldberg et al., (2002), they argue that users on webpages are more engaging with information located in the body and middle of a webpage, compared to information located in the header or headlines. However, these results are contradicting with the research of the FTC as they argue that top-disclosure in Native advertising is the most effective in recognition (FTC, 2015). In addition, the results are in contrast with, research in online reading behavior that suggest that content or information placed in the top left corner of the webpage is most likely to be recognized (Shrestha & Lenz, 2007).

Furthermore, the Pearson correlation coefficient between the constructs objective recognition and subjective recognition is $r = .334$, which demonstrates a significant positive correlation. Conclusively, it can be stated that there is a coherence between the situations; if a participant actually fixates with the advertisement disclosure that the subjective experience of the participants also indicates that the participant has seen an advertisement disclosure and experience the native advertising blog article as advertisement. The high rate of advertisement recognition in this experiment fundamentally differ from previous research such as the research of Wojdynski (2016) which showed that only 8% of the participant recognized the native advertising as advertising content. In addition, the research of Hoofnagle & Melehinsky (2015) showed that 27% of the participants thought that the Native advertising article was written by a reporter and was not an advertisement. Moreover, only 4% of the participants recognized the native article as advertisement in the study of Moore (2014).
A reason for this difference can be that the context of this experiment is based on a Native advertising blog article and previous research was based on other contexts like, news websites. As Du & Wagner (2006) argue, the success rate of a blog depends on certain factors like the technological value which stands for the extent to which a blog is user friendly as in the usability of the webpage where the blog is presented, whereby the blogs consist of minimal noise and confusion, making it more likely that the reader of a blog is aware of what he or she is reading. (Zhu & Tan, 2007). In addition, unlike the other studies, this research

used the specific advertisement disclosure text; Sponsored by Sun Protect Nivek and the advertisement disclosure positions based on the research of Wojdynski & Evans (2016) and Hoofnagle & Melehinsky (2015), these points show a clear effect on the awareness of the participants.

The construct of brand attitude and purchase intention were measured in relation with the advertisement disclosure position because, these variables are appropriate to measure the success of online advertising and thus the success rate of Native advertising (Aqsa & Kartini, 2015). For the construct of brand attitude, there were no significant differences found between the experimental groups with a significance level of $p = .090$. Although the middle advertisement group had the highest score on the mean with $M = 3.36$ for the construct of brand attitude. Conclusively, hypothesis **H1:** *There is a higher positive effect on the brand attitude with a middle advertisement disclosure compared to a top or bottom advertisement disclosure,* was rejected. For the construct of purchase intention, there was a significant difference between the experimental groups with a significance level of $p = .036$. The Post-Hoc test demonstrates that especially the top advertisement disclosure group has the lowest purchase intention score whereby, it deviates from the rest of the experimental groups on purchase intention. However, the Post Hoc test with Bonferroni correction does not show that this deviation is significant. The reason for this can be a small sample size or low power in this experiment. Whereby, the Bonferroni correction becomes too conservative (Narum, 2006; Maere, Heymans & Kuiper, 2005). Resulting, in the fact that the Bonferroni correction will not be used in this case, in order to prevent to miss out on potential differences. In support, the hierarchical regression analysis showed that there is a significant difference between the top advertisement disclosure group and the bottom advertisement disclosure group based on purchase intention with a significance level of $p = .018$. Furthermore, there is no significant difference between the middle advertisement disclosure group and the bottom advertisement group for purchase intention with a significance level of $p = .569$. Conclusively, hypothesis **H2:** *There is a higher positive effect on the purchase intention with a middle advertisement disclosure compared to a top or bottom advertisement disclosure,* is partly accepted because, only compared to the top advertisement disclosure group, the middle advertisement disclosure group has a higher positive effect on the purchase intention. What stand out is that, the advertisement disclosure group with the lowest advertisement recognition score, has also the lowest brand attitude and purchase intention score, which is in this case the top advertisement disclosure group. Whereby, the advertisement disclosure groups with the highest

advertisement recognition score, have also the highest brand attitude and purchase intention score, which is in this case the middle and bottom advertisement disclosure group. In addition, the control group without an advertisement disclosure also scores high on brand attitude and purchase intention. The previous mentioned points indicate that the placement of an advertisement disclosure does not have a negative effect on the intentions of a reader. This is supported by the rejection of **H3:** *The positive relationship between the height of the disclosure position in Native advertising and purchase intention is weakened by the advertisement recognition,* whereby the analysis shows that all comparisons between the dummy variables and the constructs of advertisement recognition with purchase intention as dependent variable were not significant. Thus, there was no strengthened or weakened significant effect of the moderation on the variables. This is in contrast with the research of Nelson et al., (2009) as they argue that, the recognition of the content in an advertisement by a customer can consequently ensure defended strategies such as resistance, counter arguing and heightened skepticism. This strategy can lead to affect the attitude and behavior regarding the advertisement in a negative way, by creating a lower purchase intention. However, theories that supports the outcomes of this experiment are indicating that it is highly important to have a transparent advertisement disclosure labeling to increase the credibility of the Native advertising content (Sas, 2013). Also, Campell and Marks (2015), argue that Native advertising can be used in a balanced and good way for customers and advertisers by providing customers a clear labeled disclosure within the Native advertising with content that provides high value in the context where it is placed. They argue that, well executed Native advertising will encounter the idea of deception. This is achievable if the implementers of Native advertising will be open and transparent in their message as this creates a trusting relationship on long term with customers. Furthermore, the moderation effect of brand attitude on purchase intention was tested. The analysis showed that the comparisons between the dummy variables and the construct of brand attitude with purchase intention as dependent variable were not significant. Thus, there was no strengthened or weakened significant effect of the moderation on the variables. Conclusively, the hypothesis **H4:** *The positive relationship between the height of the disclosure position in Native advertising and purchase intention is strengthened by the brand attitude*, is rejected. However, the correlation coefficient and the hierarchical regression analysis demonstrates that the construct of brand attitude has a significant strong correlation confidence of $r = .648$ with the construct of purchase intention. This indicates that there is a direct positive strong effect between brand attitude and purchase intention instead of a moderation.

Conclusively, the main research question of this study which is formulated as: 'What is the effect of advertisement disclosure positions within Native advertising on the brand attitude and purchase intention of customers?' can be answered by analyzing the results emerged from this experiment. Some significant results have been found when it comes to the proposed variables, that provide interesting insights into the discussion surrounding the concept of Native advertising in the context of a blog. The results with regard to the advertisement recognition indicate that when practitioners in the field would like to have the highest rate on advertisement recognition with an advertisement disclosure label, the most favorable choice is the middle position after that the bottom position and the least favorable choice would be the top position. Furthermore, it is stated that there is a positive coherence between seeing an advertisement disclosure and being aware that the article is an advertisement. In addition, the advertisement recognition rate was much higher in this experiment than precious research. This indicates that the used blog context, the advertisement disclosure text; Sponsored by Sun Protect Nivek and the used advertisement disclosure positions have a clear effect on the awareness of the participants. When looking at the effect of brand attitude in relation to advertisement disclosure position, it can be stated that the middle advertisement disclosure position has the highest mean score for brand attitude and the top advertisement disclosure position has the lowest mean score. However, there was no significant difference found between the experimental groups. This indicates that there is no significant effect on brand attitude if the Native advertising blog article has different advertisement disclosure positions. Whereby, the brand attitude does not have a moderating effect on purchase intention, but a strong significant correlation shows that the brand attitude has a direct positive effect on purchase intention. When looking at the effect of purchase intention in relation with the advertisement disclosure position, there is a significant difference. This significant difference indicates that the top advertisement disclosure has the lowest score for purchase intention compared to the other advertisement disclosure positions groups, although this was not confirmed with the post-hoc test. However, it can be concluded that the middle and bottom advertisement disclosure positions have a higher score on purchase intention than the top advertisement disclosure group.

In general, the results of this research demonstrate that the labeling of an advertisement disclosure does not have a negative impact on the brand attitude and purchase intention as this is also confirmed by the moderation test on advertisement recognition related to purchase intention which did not find any significant effect. In addition, this is supported because the

mean score of the middle and bottom advertisement disclosure groups compared to the control group without advertisement disclosure label for the brand attitude and purchase intention are almost equal to each other. The results show even that the advertisement disclosure positions with the highest recognition rate also have higher mean scores for the brand attitude and purchase intention. Resulting in the fact that, it can be assumed that a Native advertising blog article which is well executed by being open and transparent about its advertising nature by implementing an advertisement disclosure label can also be successful. Furthermore, the high mean scores in general for the experimental groups in relation with the brand attitude and purchase intention demonstrate that the advertising form of Native advertising with its characteristics can certainly be seen as a success formula as many scholars argue. Thus, it is very likely that Native advertising will continue to grow in the future and that this advertising form will be more embraced by the market and consumer side.

5.1.1 Practical implications

The results of this research provide highly valuable and relevant insights into the ongoing discussion surrounding the concept of Native advertising. The results of this research are an added value for the academic and practical world. Because, scholars argue that there is limited research and literature about the criticisms and side effects of Native advertising regarding customer perception in relation with the advertisement disclosure position which has effect on success measure variables as brand attitude and purchase intention. Whereby, this study gives insights to the existing literature with theoretical understanding of the underlying mechanisms that explains advertisement disclosure effects in Native advertising in relation with the brand attitude and purchase intention of customers. To enrich the literature, there are also some parts of this research based on previous studies such as the used advertisement disclosure text and position (Wojdynski & Evans, 2016; Hoofnagle & Melehinsky, 2015), resulting in the fact that this research is also an extension for the existing theory. Furthermore, there was little knowledge and insights available about how to structure a Native advertising blog article to get the maximum possible potential out of this advertising form regarding the best effect on the experience of a consumer and the brand attitude and purchase intention. Thus, the results of this research can be applied to the execution of Native advertising by the practitioners in the field such as companies, advertisers, controlling authorities and bloggers. Based on legal perspectives of advertising, it is important for controlling authorities to comply with the advertising rules that ensure that consumers will not be deceived. To do so, the Federal Trade

Commission who is protecting the consumers of America argue that, the advertisement disclosure must be placed on the top of an advertisement (FTC, 2015). However, this research demonstrates that the placement of the advertisement disclosure is more favorable in the middle or bottom compared to the top when it comes to advertisement recognition. In addition, this research shows that there is a positive coherence between seeing an advertisement disclosure and being aware that the article is an advertisement. Moreover, the advertisement recognition rate was much higher in this experiment than precious research. This indicates that the used blog context, the specific advertisement disclosure text; Sponsored by Sun Protect Nivek and the used advertisement disclosure positions have a clear effect on the awareness of the participants. The results of this research show that the controlling authorities such as the FTC, should consider the current guidelines to pursue their goal of ensuring that consumers are not misled. The above-mentioned points are also important for companies, advertisers and bloggers on how to structure a Native advertising article. Furthermore, looking at consumer and marketing perspectives, this research demonstrates that placement of an advertisement disclosure in a Native advertising does not have a negative effect on the brand attitude and purchase intention, with the best effect on purchase intention when the advertisement disclosure is in the middle or bottom position. Whereby, the results show even that the advertisement disclosure positions with the highest recognition rate also have higher mean scores for the brand attitude and purchase intention. Based on these points, the advice to companies, advertisers and bloggers is to structure the Native advertising in a way that the article is transparent about its advertising nature by the placement of an advertisement disclosure in the middle or bottom position.

5.1.2 Limitations and future research

The choice to implement a certain research design for this study has created a strong reliability and validity but, this has also led to some limitations and asks for further research. To collect candidates, the convenience sampling method was used by having a target group of Dutch students between the age group of 18-35 years. The selection bias that occurs with this method makes the generalizability of the result of this research limited compared to other Native advertising studies. However, for further research it will be interesting to conduct a similar research for other age groups, specific gender, target group from other countries with different cultures by applying other sampling approaches and techniques. This will give more in depth insights into the advertisement disclosure effects of Native advertising in a wide

range. Further, a total of 60 candidates participated in this research with 15 participants for each experimental condition, making the sample size of this research limited. This was also reflected in one post-hoc test whereby, first there was found a significant difference and after the post-hoc test this significant different was not confirmed, a reason for this could be the low sample size or low power. Therefore, it is also not possible to make generational statements based on this research for the population of Dutch internet users. However, for further research it would be interesting to conduct a similar research with a larger sample size to increase the generalizability and to see if changes occur in the results. Next, the construct of the questionnaire was translated from English to the Dutch language making it possible that the meaning of a construct can differentiate from the original construct. Which may have had an influence on the interpretation of the respondents and what may have created a small deviation in the results. Furthermore, there may have been participants who have a certain biased attitude towards the chosen product category in the Native advertising blog article which could have affected the results of this research. Therefore, it is recommended for further researcher to measure attitudes towards the product category before the participants are exposed to a Native advertising article. This research certainly adds value to the current literature but is based on the in-feed unit form of Native advertising in the context of a blog. However, it would be interesting to have further research regarding advertisement disclosure effects for other Native advertising forms such as recommendation widgets in other contexts such as social media, even with other success variables than brand attitude and purchase intention, to measure whether the results change in other forms and contexts. This research has given very specific insights regarding the interpretation of advertisement disclosure through the use and analysis of eye tracking. It would be interesting for future research to measure the experience of Native advertising with other advanced data collection methods such as EEG or mouse tracking or a combination of these data collection methods, as this will give even deeper insights into the emerging concept of Native advertising.

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7. Appendix

7.1 Native advertising blog article*

7.1.1 Top advertisement disclosure

Gezondheid blog

De meeste gewaarde gezondheid blog van Nederland!

Home   Over   Contact

Zin in de zomer?

Geplaatst door: Michelle Huisman op 30-01-2018 8:35 uur

Gesponsorde advertentie door: Sun Protect Nivek

Het wordt binnenkort mooi weer, de zon gaat schijnen en iedereen gaat naar buiten. Heerlijk die warmte, maar het blijft noodzakelijk om je te beschermen tegen de zonnestralen. En gelukkig weten we dat ook. Zonnebrandflessen worden uit de kast gehaald en we smeren ons flink in met zonnebrandcrème. Hoe werkt een zonnebrandcrème precies en hoe beschermt het je tegen die schadelijke straling?

Voordat we overgaan op de werking van zonnebrandcrème, ga ik eerst dieper in op zon-verbranding. Wat gebeurt er precies?

Zonverbranding
Het zonlicht is opgebouwd uit verschillende soorten straling, waaronder ultraviolette straling (Uv-straling).

Te veel Uv-straling kan schadelijk zijn voor de huid. Dit kan nare gevolgen geven op lange en korte termijn. Het rood worden van de huid is eigenlijk een waarschuwingssignaal. Er dringt meer Uv-straling door in de huid dan de huid eigenlijk kan verdragen. Bij ernstige verbranding sterven er veel cellen af in de opperhuid met als gevolg dat de huid gaat vervellen. Er kunnen zelfs blaren ontstaan in extreme gevallen. Op lange termijn vergroot te veel Uv-straling de kans op vroegtijdige huidveroudering. Overmatige blootstelling aan Uv-straling bij kinderen is een belangrijk risicofactor voor het ontstaan van huidkanker op latere leeftijd. Uit nieuwe cijfers blijkt dat zon-verbranding op jonge leeftijd de kans op een melanoom verdubbelt.

Genoeg redenen om jezelf te beschermen. Je hoort overal 'Geniet van de zon, maar zon verstandig'. Hier kan ik me zeker in vinden. En één van de manieren is smeren.

Hoe werkt een zonnebrandcrème?

Je hebt zonnebrandcrèmes in verschillende soorten en maten. Eén ding hebben ze gemeen. Ze beschermen je tegen zon-verbranding en verkleinen hiermee de kans op huidveroudering en huidkanker. Dit komt doordat een zonnecrème de zon straling absorbeert en de energie omzet in een onschadelijke vorm.

Hoe vaak smeren en hoeveel?

Het insmeren met zonnebrandcrème behoort niet tot mijn favoriete bezigheden. Vaak gebeurt het snel met de gedachte; het zal wel loslopen. Toch is goed om dit met enige aandacht te doen. Begin ongeveer 30 minuten voordat je in de zon gaat met smeren. Herhaal dit vervolgens elke 2 uur opnieuw. Ga je het water in, zweet je veel of kom je in contact met zand dan is het verstandig om vaker te smeren. Vergeet niet plekjes als je nek en oren in te smeren, deze plaatsen worden vaak over het hoofd gezien.

Er zijn onderzoeken die vertellen dat teveel zonnebrand kan leiden tot vitamine D-tekort. Dit is een issue die nu regelmatig terug komt. Het is een kwestie van een goede balans hierin vinden denk ik. Ervoor zorgen dat je voldoende vitamine D binnenkrijgt, maar zonder zon-verbranding. Ikzelf heb door de jaren heen verschillende soorten zonnebrandcrèmes gebruikt, vele zijn gesneuveld. Dé perfecte zonnebrandcrème die over is gebleven voor mij is van het merk Sun Protect Nivek, dit merk kan ik met een gerust hart aanbevelen. De zonnebrandcrème lijn van Sun Protect Nivek is uitgebreid en heeft een zeer goede werking met de juiste balans!

Je insmeren tijdens zonnige dagen kan je een hoop ellende besparen. Daarom zeg ik ook: Geniet van de zon, maar vergeet niet te smeren!

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Het zonlicht is opgebouwd uit verschillende soorten straling, waaronder ultraviolette straling (Uv-straling).

Te veel Uv-straling kan schadelijk zijn voor de huid. Dit kan nare gevolgen geven op lange en korte termijn. Het rood worden van de huid is eigenlijk een waarschuwingssignaal. Er dringt meer Uv-straling door in de huid dan de huid eigenlijk kan verdragen. Bij ernstige verbranding sterven er veel cellen af in de opperhuid met als gevolg dat de huid gaat vervellen. Er kunnen zelfs blaren ontstaan in extreme gevallen. Op lange termijn vergroot te veel Uv-straling de kans op vroegtijdige huidveroudering. Overmatige blootstelling aan Uv-straling bij kinderen is een belangrijk risicofactor voor het ontstaan van huidkanker op latere leeftijd. Uit nieuwe cijfers blijkt dat zon-verbranding op jonge leeftijd de kans op een melanoom verdubbelt.

Genoeg redenen om jezelf te beschermen. Je hoort overal 'Geniet van de zon, maar zon verstandig'. Hier kan ik me zeker in vinden. En één van de manieren is smeren.

Hoe werkt een zonnebrandcrème?

Je hebt zonnebrandcrèmes in verschillende soorten en maten. Eén ding hebben ze gemeen. Ze beschermen je tegen zon-verbranding en verkleinen hiermee de kans op huidveroudering en huidkanker. Dit komt doordat een zonnecrème de zon straling absorbeert en de energie omzet in een onschadelijke vorm.

Hoe vaak smeren en hoeveel?

Het insmeren met zonnebrandcrème behoort niet tot mijn favoriete bezigheden. Vaak gebeurt het snel met de gedachte; het zal wel loslopen. Toch is goed om dit met enige aandacht te doen. Begin ongeveer 30 minuten voordat je in de zon gaat met smeren. Herhaal dit vervolgens elke 2 uur opnieuw. Ga je het water in, zweet je veel of kom je in contact met zand dan is het verstandig om vaker te smeren. Vergeet niet plekjes als je nek en oren in te smeren, deze plaatsen worden vaak over het hoofd gezien.

Er zijn onderzoeken die vertellen dat teveel zonnebrand kan leiden tot vitamine D-tekort. Dit is een issue die nu regelmatig terug komt. Het is een kwestie van een goede balans hierin vinden denk ik. Ervoor zorgen dat je voldoende vitamine D binnenkrijgt, maar zonder zon-verbranding. Ikzelf heb door de jaren heen verschillende soorten zonnebrandcrèmes gebruikt, vele zijn gesneuveld. Dé perfecte zonnebrandcrème die over is gebleven voor mij is van het merk Sun Protect Nivek, dit merk kan ik met een gerust hart aanbevelen. De zonnebrandcrème lijn van Sun Protect Nivek is uitgebreid en heeft een zeer goede werking met de juiste balans!

Je insmeren tijdens zonnige dagen kan je een hoop ellende besparen. Daarom zeg ik ook: Geniet van de zon, maar vergeet niet te smeren!

Gesponsorde advertentie door: Sun Protect Nivek

Gezondheid blog

De meeste gewaarde gezondheid blog van Nederland!

[f] [t] [⊛]

Home   **Over**   **Contact**

Zin in de zomer?

Geplaatst door: Michelle Huisman op 30-01-2018 8:35 uur

Het wordt binnenkort mooi weer, de zon gaat schijnen en iedereen gaat naar buiten. Heerlijk die warmte, maar het blijft noodzakelijk om je te beschermen tegen de zonnestralen. En gelukkig weten we dat ook. Zonnebrandflessen worden uit de kast gehaald en we smeren ons flink in met zonnebrandcrème. Hoe werkt een zonnebrandcrème precies en hoe beschermt het je tegen die schadelijke straling?

Voordat we overgaan op de werking van zonnebrandcrème, ga ik eerst dieper in op zon-verbranding. Wat gebeurt er precies?

Zonverbranding
Het zonlicht is opgebouwd uit verschillende soorten straling, waaronder ultraviolette straling (Uv-straling).

Te veel Uv-straling kan schadelijk zijn voor de huid. Dit kan nare gevolgen geven op lange en korte termijn. Het rood worden van de huid is eigenlijk een waarschuwingssignaal. Er dringt meer Uv-straling door in de huid dan de huid eigenlijk kan verdragen. Bij ernstige verbranding sterven er veel cellen af in de opperhuid met als gevolg dat de huid gaat vervellen. Er kunnen zelfs blaren ontstaan in extreme gevallen. Op lange termijn vergroot te veel Uv-straling de kans op vroegtijdige huidveroudering. Overmatige blootstelling aan Uv-straling bij kinderen is een belangrijk risicofactor voor het ontstaan van huidkanker op latere leeftijd. Uit nieuwe cijfers blijkt dat zon-verbranding op jonge leeftijd de kans op een melanoom verdubbelt.

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Er zijn onderzoeken die vertellen dat teveel zonnebrand kan leiden tot vitamine D-tekort. Dit is een issue die nu regelmatig terug komt. Het is een kwestie van een goede balans hierin vinden denk ik. Ervoor zorgen dat je voldoende vitamine D binnenkrijgt, maar zonder zon-verbranding. Ikzelf heb door de jaren heen verschillende soorten zonnebrandcrèmes gebruikt, vele zijn gesneuveld. Dé perfecte zonnebrandcrème die over is gebleven voor mij is van het merk Sun Protect Nivek, dit merk kan ik met een gerust hart aanbevelen. De zonnebrandcrème lijn van Sun Protect Nivek is uitgebreid en heeft een zeer goede werking met de juiste balans!

Je insmeren tijdens zonnige dagen kan je een hoop ellende besparen. Daarom zeg ik ook: Geniet van de zon, maar vergeet niet te smeren!

7.2 Eye tracking method elaboration

Eye tracking method elaboration

All the needed equipment's to conduct an Eye-tracking experiment was made available by the digital marketing section from the University of Twente. The needed instruments for the method Eye-tracking consisted of Tobii pro glasses 2, portable device, batteries and a SD card. The glasses stand for a wearable eye tracker designed to capture the natural viewing behavior of people. The footage of the eye movements of the participants made throughout the glasses were delivered and saved on the portable device with the SD card. Further, one laptop with working internet connection was needed to conduct the experiment. To keep the research as reliable as possible the rules of the Tobii Pro manual have been applied (Tobii AB, 2016). The candidate was placed on the chair with a distance of up to 64 cm for the laptop, then it was checked whether the candidate was comfortable on the seat. Hereafter, the eye tracking glasses were set up and tailor-made on the eyes based on the wishes of the candidate. The candidate needed to concentrate on the white dot of the tablet to start the calibration process and calibrate successfully. Next, the candidate started the reading process of the Native advertising blog article on the laptop twice. Finally, the recording was saved on the SD card and the gaze sample of a participant was checked. Only participants with a gaze sample above 95% were included in the analysis phase (Tobii Pro, 2018). To analyze the data acquired from the Eye-tracking method software Tobii pro studio was used. This software was downloaded from the internet and was used for free based on a month trial. The software of Tobii enables the support through the research process, from test design, recording, observation to interpretation and presentation of the results. The first step in the analyzing process was to import the recorded videos of the eye tracking glassed into the software and to create new projects with the correct recording linked to the specific treatment condition of top, middle and bottom advertisement disclosure. Because of the statistical nature of the experiment it is meaningful to map the collected eye tracking data on the objects of interest in general fixed in the environment around the participants. This was done by applying the automatic mapping function in the software on a specific snapshot image for each of the treatment conditions. The automatic mapping function generates objects of interest based on advanced algorithms whereby, this function shows reliability intervals in the mapping and it is possible to manually complete the mapping at low confidence intervals (Tobii Pro, 2018). To ensure that the mapping data is generated

into visuals, heat maps of eye movements with the specific zones where the participant looked were made. Highly relevant and valuable information which is needed for this experiment was gained by discovering which key elements are seen in advertisements and how much attention receives certain parts in an advertisement by analyzing eye fixation on each area of interest. It is stated that at least three processes are stimulated during an eye fixation. These processes consist of the encoding of a visual stimulus, sampling of a certain focused field and the process that plans for the next saccade (Rayner, 1998). According to Pan et al., (2004), the eyes are drawn into areas that are informative which can be measured in an efficient manner within the time of an AOI (area of interest). It is stated that, the eye fixation duration within a particular area of interest (AOI) is a reliable indication of the degree of importance in a certain part of a visual display. To analyze the eye fixation of an area of interest in the Tobii Pro software the statistic AOI tool was used. This tool calculates quantitative eye movement data such as; eye fixations and durations for an area of interest whereby, the relationship between the placement and size is important in the AOI tool (Tobii Pro, 2018). For this experiment, the advertisement disclosure text on the three positions in the Native advertising article are the placements and area of interest. In result, a boundary was drawn with the AOI tool around the subject which was in this case the advertisement disclosure text. To keep the right balance between the selectivity and sensitivity of the size it was chosen to draw the boundary around the subject with pixels of 500 x 100. This made it possible to analyze the needed correct data and not to lose any data. After the AOI tool was applied to the recordings, the metrics of the extracted data was exported and used for further research in the statistical program of SPSS.

7.3 Questionnaire
7.3.1 Questionnaire elaboration

Brand attitude

The first measurement construct is based on 'brand attitude'. The literature describes brand attitude as: a customer's overall evaluation of a brand, this attitude towards a brand can be positive or negative and can stand for a long time or can change if a customer has a new experience towards the brand (Ghorban, 2012). In relation, Spears & Singh (2004) argue that, brand attitude stands for the unidimensional evaluation in summary of the brand that activates

behavior of customers. Several previous studies have shown that brand attitude consist of the components: cognitive, affective and behavioral (Percy and Rossiter, 1992; Fishbein and Ajzen, 1975; Rosenberg & Hanland, 1960). Based on the research of Wu & Wang (2010), for this research the components of brand attitude are interpreted in the following structure: the cognitive component is related with brand trust, the affective component is related with brand affection and the behavioral component is related with the overall brand attitude. The six statements for this construct are based on the studies of Delgado-Ballester (2004) and Chaudhuri & Holbrook (2002).

Item	Statement
	Five-level Likert scale 1: strongly disagree 5: strongly agree
1	This is a brand that meets my expectation
2	I feel confidence in this brand
3	This is a brand that will not disappoint me
4	This brand makes me happy
5	This brand gives me pleasure
6	My overall feeling about this brand is positive

Table 1: Measurement construct of: Brand attitude

Purchase intention

The second measurement construct is based on 'purchase intention'. The literature describes purchase intention as: the conscious plan of an individual to make an effort to purchase a brand (Spears & Singh, 2004). In relation, Ling, Chai & Piew (2010) describe purchase intention as, the cognitive behavior of a customer on how an individual have the intention to buy a specific brand. In addition, Park, Lee & Han (2008) argue that, purchase intention stands for the willingness of an individual to purchase a product in the near future. The purchase intention can be determined by beliefs and attitudes that consumers are having about products or services. The six statements for this construct are based on the studies of Dodds, Monroe & Grewal (1991) and Baker & Churchill (1977).

Item	Statement
	Five-level Likert scale 1: strongly disagree 5: strongly agree

1	I am willing to recommend others to buy this product
2	I would buy this product rather than any other product available
3	I plan to buy this product on regular basis
4	I would make a special effort to buy this product
5	The likelihood of purchasing this product in the future is high
6	My willingness to buy this product in the future is high

Table 2: Measurement construct of: Purchase intention

Recognition of advertisement disclosure

To measure whether the results of the eye tracking method regarding the recognition of an advertisement disclosure comply with the actual experience of the participants, this construct is added to the questionnaire. Thus, this construct must provide a deeper insight into the knowledge about subjective advertisement disclosure recognition. This construct is only applied to the treatment groups and not to the control group. These statements are based on the research of Wojdynsky & Evans (2016).

Item	Statement *Five-level Likert scale 1: strongly disagree 5: strongly agree*
1	I have seen advertising on the webpage
2	The read article is a paid advertisement

Table 3: Measurement construct of: advertisement disclosure recognition

Attitude towards online advertising

This construct is included in the questionnaire to function as a confounding variable. According to McDonald (2009), a confounding variable is described as a variable that the researcher is interested in because, it may affect the dependent variable. Resulting in the fact that this confounding variable can differentiate the conclusions about the relationships between the dependent and independent variables. In order to measure the perception regarding Native advertising in an appropriate way, the cofounding variable 'attitude towards online advertising' with the general view towards online advertising is asked in the questionnaire. It is important to measure the general attitude towards online advertising, in order to identify whether the respondents have a positive or negative attitude towards online

advertising. This attitude can therefore, influence the perception towards Native advertising. The statements for this construct are based on the research of Dianoux et al., (2014).

Item	Statement *Five-level Likert scale 1: strongly disagree 5: strongly agree*
1	In my opinion, online advertising is a good thing
2	In general, online advertisements appeal to me
3	Overall, I do not mind getting in touch with online advertising

Table 4: Measurement construct of: Online advertising

General demographics

This construct is included to obtain more background information from the respondents, which is done by including demographic questions. These questions ensure that there is more understanding about the personal characteristics of the respondents, which give more insights in the market segmentation (Kotler & Armstrong, 2010). In this construct, the questions are proposed with a combination of open and close end questions. These questions are based on research of the International Perspective Project (2006).

Item	**Questions** *Open and close end questions*
1	What is your gender?
2	What is your age?
3	What is your ethnic background?
4	What study do you follow?
5	Do you have a paid job next to your study?
6	In which region do you live?
7	What is your social status?

Table 5: Measurement construct of: General demographics

7.3.2 Questionnaire treatment groups

Vragenlijst onderzoek

Pagina 1

Geachte Heer / Mevrouw,

Hartelijk dank voor uw deelname aan dit onderzoek.
Door het invullen van deze 2-5 minuten durende enquête, helpt u om de beste resultaten te behalen.
De resultaten van dit onderzoek zullen niet voor commerciële doeleinden worden gebruikt.

Pagina 2

Welk kenmerk heeft u gekregen? *

Wat is uw mening ten opzichte van de volgende items (deze vragen gaan over het merk dat genoemd is in het artikel) *

	Helemaal mee oneens	Oneens	Neutraal	Mee eens	Helemaal mee eens
Dit is een merk dat aan mijn verwachtingen voldoet.	◯	◯	◯	◯	◯
Ik voel vertrouwen in dit merk.	◯	◯	◯	◯	◯
Dit is een merk dat me niet zal teleurstellen.	◯	◯	◯	◯	◯
Dit merk maakt me blij.	◯	◯	◯	◯	◯
Dit merk geeft me plezier.	◯	◯	◯	◯	◯
Mijn algemene gevoel over dit merk is positief.	◯	◯	◯	◯	◯

Pagina 3

Wat is uw mening ten opzichte van de volgende items *

	Helemaal mee oneens	Oneens	Neutraal	Mee eens	Helemaal mee eens
Ik ben bereid andere aan te bevelen dit product te kopen.	○	○	○	○	○
Ik zou dit product kopen in plaats van enig ander beschikbaar product.	○	○	○	○	○
Ik ben van plan dit product op regelmatige basis te kopen.	○	○	○	○	○
Ik zou me extra inspannen om dit product te kopen.	○	○	○	○	○
De kans om dit product in de toekomst te kopen is hoog.	○	○	○	○	○
Mijn bereidheid om dit product in de toekomst te kopen is hoog.	○	○	○	○	○

Pagina 4

Wat is uw mening ten opzichte van de volgende items *

	Helemaal mee oneens	Oneens	Neutraal	Mee eens	Helemaal mee eens
Ik heb reclame op de gelezen webpagina gezien.	○	○	○	○	○
Het gelezen artikel is een betaalde advertentie.	○	○	○	○	○
Online adverteren is een goede zaak.	○	○	○	○	○
Over het algemeen spreken online advertenties me aan.	○	○	○	○	○
Over het algemeen vind ik het niet erg om in contact te komen met online advertenties.	○	○	○	○	○

Pagina 5

Wat is uw geslacht? *

○ Man

○ Vrouw

○ Anders, namelijk: [   ]

Wat is uw leeftijd? *

[_____] jaar

Wat is uw status? *

◯ Alleenstaand.

◯ Alleenstaand met kinderen.

◯ Samenwonend.

◯ Samenwonend met kinderen.

◯ Getrouwd.

◯ Getrouwd met kinderen

◯ Anders, namelijk: [_____]

In welke regio bent u woonachtig? *

◯ Regio Noord (Groningen/ Friesland/ Drenthe)

◯ Regio Oost (Overijssel/ Flevoland/ Gelderland)

◯ Regio Zuid (Noord-Brabant/ Limburg)

◯ Regio West (Noord-Holland/ Zeeland/ Zuid-Holland)

◯ Regio Midden (Utrecht)

◯ Anders, namelijk: [_____]

Heeft u een betaalde baan naast uw studie? *

◯ ja

◯ nee

Wat is uw etnische achtergrond? *

( ) Autochtoon

( ) Allochtoon

Welke studierichting volgt u momenteel? *

( ) Biomedical Technology & Health

( ) Engineering

( ) European Public Administration

( ) IT

( ) International Business Administration

( ) Behavioural Sciences

( ) Science & Technology

( ) Anders, namelijk: [   ]

7.3.3 Questionnaire control group

Enquête onderzoek

Pagina 1

Geachte Heer / Mevrouw,

Hartelijk dank voor uw deelname aan dit onderzoek.
Door het invullen van deze 2-5 minuten durende enquête, helpt u om de beste resultaten te behalen.
De resultaten van dit onderzoek zullen niet voor commerciële doeleinden worden gebruikt.

Pagina 2

Welk kenmerk heeft u gekregen? *

Wat is uw mening ten opzichte van de volgende items *

	Helemaal mee oneens	Oneens	Neutraal	Mee eens	Helemaal mee eens
Dit is een merk dat aan mijn verwachtingen voldoet.	○	○	○	○	○
Ik voel vertrouwen in dit merk.	○	○	○	○	○
Dit is een merk dat me niet zal teleurstellen.	○	○	○	○	○
Dit merk maakt me blij.	○	○	○	○	○
Dit merk geeft me plezier.	○	○	○	○	○
Mijn algemene gevoel over dit merk is positief.	○	○	○	○	○

Pagina 3

Wat is uw mening ten opzichte van de volgende items *

	Helemaal mee oneens	Oneens	Neutraal	Mee eens	Helemaal mee eens
Ik ben bereid andere aan te bevelen dit product te kopen.	○	○	○	○	○
Ik zou dit product kopen in plaats van enig ander beschikbaar product.	○	○	○	○	○
Ik ben van plan dit product op regelmatige basis te kopen.	○	○	○	○	○
Ik zou me extra inspannen om dit product te kopen.	○	○	○	○	○
De kans om dit product in de toekomst te kopen is hoog.	○	○	○	○	○
Mijn bereidheid om dit product in de toekomst te kopen is hoog.	○	○	○	○	○

Pagina 4

Wat is uw mening ten opzichte van de volgende items *

	Helemaal mee oneens	Oneens	Neutraal	Mee eens	Helemaal mee eens
Online adverteren is een goede zaak.	○	○	○	○	○
Over het algemeen spreken online advertenties me aan.	○	○	○	○	○
Over het algemeen vind ik het niet erg om in contact te komen met online advertenties.	○	○	○	○	○

Pagina 5

Wat is uw geslacht? *

○ Man

○ Vrouw

○ Anders, namelijk: [   ]

Wat is uw leeftijd? *

[   ] jaar

Wat is uw status? *

○ Alleenstaand.

○ Alleenstaand met kinderen.

○ Samenwonend.

○ Samenwonend met kinderen.

○ Getrouwd.

○ Getrouwd met kinderen

○ Anders, namelijk: [   ]

In welke regio bent u woonachtig? *

○ Regio Noord (Groningen/ Friesland/ Drenthe)

○ Regio Oost (Overijssel/ Flevoland/ Gelderland)

○ Regio Zuid (Noord-Brabant/ Limburg)

○ Regio West (Noord-Holland/ Zeeland/ Zuid-Holland)

○ Regio Midden (Utrecht)

○ Anders, namelijk: [   ]

Heeft u een betaalde baan naast uw studie? *

○ ja

○ nee

Wat is uw etnische achtergrond? *

○ Autochtoon

○ Allochtoon

Welke studierichting volgt u momenteel? *

○ Biomedical Technology & Health

○ Engineering

○ European Public Administration

○ IT

○ International Business Administration

○ Behavioural Sciences

○ Science & Technology

○ Anders, namelijk: [   ]

7.4 Research design

Construct 1	Construct 2	Construct 3	Construct 4	Methods	Number of participants
Top-disclosure	Brand attitude	Purchase intention	Advertisement recognition	Eye-tracking, questionnaire	15
Middle-disclosure	Brand attitude	Purchase intention	Advertisement recognition	Eye-tracking, questionnaire	15
Bottom-disclosure	Brand attitude	Purchase intention	Advertisement recognition	Eye-tracking, questionnaire	15
Control group	Brand attitude	Purchase intention	-	Questionnaire	15

7.5 Metrics eye tracking

7.5.1 Top advertisement disclosure group

Total Fixation Duration (include zeroes)	Participant	TopDisclosure	Total Time of Interest Duration	Total Recording Duration	Gaze sample in %
Recording002	1	0,00	92,81	206,31	99%
Recording003	2	2,54	32,00	123,68	99%
Recording004	3	0,00	29,60	118,73	98%
Recording005	4	2,16	75,80	196,50	99%
Recording006	5	3,78	127,36	213,32	98%
Recording007	6	9,13	124,83	260,21	98%
Recording008	7	2,78	67,98	196,66	100%
Recording009	8	5,52	242,38	251,34	99%
Recording010	9	0,32	100,20	188,89	99%
Recording011	10	1,18	92,63	254,91	99%
Recording012	11	3,72	82,91	176,89	97%
Recording013	12	0,00	29,42	217,58	100%
Recording014	13	1,98	99,80	226,76	100%
Recording015	14	8,57	209,42	288,07	98%
Recording016	15	5,22	106,02	245,44	100%
Average		3,13	100,88	211,02	
Variance		8,60	3585,92	2259,08	
Standard Deviation (N-1)		2,93	59,88	47,53	
Average, Standard Deviation (N-1) measured in seconds					

7.5.2 Middle advertisement disclosure group

Total Fixation Duration (include zeroes)	Participant	MiddleDisclosure	Total Time of Interest Duration	Total Recording Duration	Gaze sample in %
Recording017	1	15,75	223,99	294,80	100%
Recording018	2	5,50	188,63	245,66	99%
Recording019	3	8,69	74,92	196,30	99%
Recording020	4	2,86	50,39	104,57	100%
Recording021	5	10,87	214,15	291,62	100%
Recording022	6	6,60	123,09	203,00	99%
Recording024	7b	19,29	154,37	265,22	100%
Recording025	8	5,06	75,52	161,42	98%
Recording026	9	6,40	87,99	152,83	100%
Recording027	10	5,30	117,05	197,13	99%
Recording028	11	11,45	237,92	307,11	99%
Recording030	12b	5,22	53,65	274,49	98%
Recording031	13	5,32	296,97	353,45	97%
Recording032	14	9,27	156,67	225,12	97%
Recording034	15b	6,86	158,07	210,93	96%
Average		8,30	147,56	232,24	
Variance		19,85	5464,07	4449,58	
Standard Deviation (N-1)		4,46	73,92	66,71	
Average, Standard Deviation (N-1) measured in seconds					

7.5.3 Bottom advertisement disclosure group

Total Fixation Duration (include zeroes)	Participant	BottomDisclosure	Total Time of Interest Duration	Total Recording Duration	Gaze sample in %
Recording035	1	2,30	80,39	178,86	100%
Recording036	2	3,86	219,25	319,29	100%
Recording037	3	4,26	163,50	292,09	98%
Recording038	4	1,10	169,64	247,48	99%
Recording039	5	1,30	189,85	316,54	99%
Recording040	6	6,76	131,54	230,28	100%
Recording041	7	12,69	245,08	310,72	99%
Recording042	8	2,72	122,53	212,37	100%
Recording043	9	4,54	67,48	207,54	99%
Recording044	10	4,26	91,21	181,20	100%
Recording045	11	1,68	121,11	267,17	99%
Recording047	13	1,36	158,33	224,95	100%
Recording048	14	7,88	155,51	199,21	99%
Recording049	15	1,44	64,54	153,18	100%
Recording050	16	1,38	105,26	135,87	99%
Average		3,83	139,01	231,78	
Variance		10,30	2901,91	3501,34	
Standard Deviation (N-1)		3,21	53,87	59,17	
Average, Standard Deviation (N-1) measured in seconds					