



**Bachelor of Arts (Honours) in Brand
Communications and Leadership (Part-time)**

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**A COMPARATIVE STUDY BETWEEN NATIVE
ADVERTISING AND DISPLAY ADVERTISING ON
CNBCAFRICA.COM**

Abstract

The battle for consumer attention as a reaction to the constant flow of commercial messages in the online environment has led to a decline in click-through rates, accompanied by advertising avoidance tactics such as banner blindness and skipped pre-roll ads. Native advertising is seen as the solution to these advertising avoidance tactics. As an increased share of advertising budgets are being allocated towards this online advertising format, this research paper aims to test the effectiveness of native advertising compared to display advertising by focusing on the attitudes these two advertising formats evoke. The online news site, CNBCAfrica.com will be used as a case study.

A quantitative research methodology was used for the research in which self-administered questionnaires were distributed via SurveyMonkey. The questionnaire contained several statements designed to measure respondents' attitudes towards native and display advertising, with the aim of confirming or rejecting the stated hypotheses.

From the findings, two of the three hypotheses were supported. Thus, it can be concluded that native advertising is favoured over non-native advertising on CNBCAfrica.com. However, the findings of the study rejected the hypothesis that native advertising elicits a more positive brand attitude than display advertising. One possible explanation for these results is that the brand chosen for the study had a previous association that skewed the results. The results imply that further research is needed to test this hypothesis, perhaps using a more neutral brand for the case study.

In conclusion, this study adds value as it helped contribute to the research on native advertising and its effectiveness on consumers, thus filling a much-needed gap in the market.

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Chapter 1 – Introduction to the study

1.1 Background

In order to survive in today's competitive environment, companies selling products and services have had to adjust their marketing and branding tactics to be more consumer-driven, with a significant focus on the purchaser encounter. Consumers are shutting out the inundation of advertising, forcing brands to find a new approach to engage with their audience (Yaveroglu & Donthu, 2008). Therefore, the understanding of behavioural patterns, which takes into account how customers communicate with brands, content, and channels, has become increasingly important (Cucinotta et al., 2014).

Studies have shown that over the next 10 to 15 years, online advertising will be the most important influence on the future of the advertising industry as it continues to gain on traditional advertising (Ducoffe, 1996; PwC, 2013). PwC's *South African Entertainment and Media Outlook: 2013-2017* indicates that the South African Internet advertising market is the largest in Africa and will stay ahead of the rest of the continent in the coming years. According to PwC, aggregate online advertising spend came to R1.2 billion in 2012, and is expected to reach R3.7 billion by 2017. The impact of this development is that the online share of the general South African advertising market will continue expanding to reach more than 8% by 2017, more than doubling since 2012. The increase not only signifies the importance of online advertising but also that research is required to comprehend the effect it has on customers in order to capitalise off the new medium.

The digital convergence is set to change the way consumers process and consume information. Media agency, OMD (2014), states that the Internet will eventually become the portal through which we view all our news and much of our entertainment.

As online advertising spend increases, advertisers are increasingly looking for new avenues to grow advertising effectiveness. Lately successful communication on the Internet is more troublesome for sponsors for various reasons – one of these being

that consumers are, for the most part, concentrating on webpage content instead of standard advertisements (Yaveroglu & Naveen, 2008). It is with this in mind that integrated forms of advertising, also known as native advertising, or sponsored content, have seen an increase over the last couple of years. Native advertising allows brands to connect consumers to content within their preferred locations and communities (Cucinotta et al., 2014).

The battle for consumer attention as a reaction to the constant flow of commercial messages in the online environment has led to a decline in click-through rates, accompanied by advertising avoidance tactics such as banner blindness and skipped pre-roll ads (Ha & McCann, 2008). As consumers have become more easily annoyed by unwanted information that intrudes on their tasks, advertisers are seeking new ways to manage the desirability of information (Norris & Colman, 1992). However, the overwhelming majority of web advertising has not evolved to address the new consumer trend but is still based on the standard Interactive Advertising Bureau (IAB) advertising units, introduced in 1996. Native advertising is said to bridge the gap between the old IAB advertising units and the new consumer behaviour. The reason for this is that this format is placed directly in the content stream and thus is seen as less intrusive and more likely to be read by the consumer.

The most important way of understanding users and their perceptions and acceptance of advertising messages is by studying attitudes (Keller, 2013). Little research has been undertaken to test the effectiveness of native advertising on brand and ad attitude, even less research has been done in the South African context. Studies exist where the attitude towards native advertising on social media platforms is tested but none on the effectiveness of in-feed native advertising on news sites. For this reason, this particular study is deemed necessary as it will contribute to the research on native advertising and its effectiveness on consumers and thus fill a much needed gap in the market.

1.2 Research problem and questions

Many researchers who have studied advertising have used attitudes towards the ad as a measurement of the reaction to a commercial message (MacKenzie, Lutz and Belch 1986; Chen & Wells, 1999; Mehta, 2000). Given the importance of attitude in

the end goal of purchasing a product or service, it was decided to test the effectiveness of native advertising compared to display advertising by focusing on the attitudes these two advertising formats evoke.

The main research problem is to investigate whether native advertising enhances a more positive ad and brand attitude than display advertising on news sites, specifically on CNBCAfrica.com, with the following secondary research questions:

1. How does the placement of online advertising affect consumer attitudes towards the ad and the brand?
2. Does native advertising work for brands to forge a relationship with an audience or does the audience confuse native advertising with editorial content?

Taking the above into consideration, the following hypotheses will be tested in the study:

H1	Respondents exposed to display advertising and native advertising on the same site are more likely to notice display advertising first.
H2a	Native advertisements on news sites will enhance a more positive ad attitude than online display advertisements.
H2b	Native advertisements on news sites will enhance a more positive brand attitude than online display advertisements.

Table 1: Summary of hypotheses

1.3 Objectives of the study

The main objectives of the study are:

- To investigate the true value of native advertising compared to traditional display banner advertising by testing whether native advertising really has the positive effects that research might suggest or if it is misjudged for editorial content.
- To gauge whether thematically congruent ads on news sites are a beneficial method for branding.

This will be done by comparing attitudes towards native advertising with attitudes towards display ads, as well as investigating how the task orientation of users and placement of an ad influences these attitudes. The outcome of the research will allow online publishers (in this case CNBCAfrica.com) to ensure clients' native advertising meets consumer expectations and builds brand awareness in the process.

1.4 Literature review

1.4.1 Display advertising and native advertising

This study focuses specifically on display advertising and native advertising. Display advertising, often referred to as banner advertising, comes in advert sizes standardised by the IAB and can include text, logos, pictures and other rich media. Novak & Hoffman (1997) define display advertising as “small rectangular graphic images that are linked to target advertisements and serve as a lead-in to the visitor to surf and find out more information”.

For the purpose of this study, the following definition of native advertising will be used: “paid adverts that are cohesive with the page content, assimilated into the design, and consistent with the platform behaviour that the viewer simply feels that they belong” (IAB, 2013).

According to the research agency, Millward Brown (2015), native advertising succeeds in a number of ways that traditional advertising has not. The research states that online users/viewers trust native content more since it runs alongside editorial content and speaks directly to the consumer. Research has also found that online audiences find native advertising less annoying than banner advertising, leading users to respond positively towards native advertising (Tutaj & van Reijmersdal, 2012).

1.4.2 Theoretical approach

Brand attitude can be defined as the consumer's overall evaluation of the specific brand, and may be in the form of a positive or negative evaluation (Keller, 2013). Researchers have often used attitudes towards an ad as a measurement of how the consumer reacts to a commercial message. Attitudes towards the ad measure

positive or negative consumer feelings towards the advertising, products or services (MacKenzie et al., 1986). The ad attitude theory also implies that an ad influences attitudes towards a brand; an ad that is perceived positively by a customer might also create a positive brand attitude in that customer. Furthermore, brand attitude is also believed to be one of the most important brand equity drivers (Whan et al., 2010).

The main pillars of the theoretical approach are Multi-attribute Model of Fishbein and Keller's Consumer-Based Brand Equity (CBBE) Model.

The CBBE Model states that effectiveness is measured by consumers' awareness, associations and attitudes towards the brand. The measurement can be quantified with respect to the level of recognition, recall, associations and attitudes that these adverts foster with viewers of news sites (Keller, 2013).

The Multi-attribute Model of Fishbein measures three components of attitude namely, salient beliefs about the object that are considered during evaluation, object-attitude linkages, and thirdly, the evaluation of each of the important attributes (Dean, 2010). The model argues that a consumer's attitude towards an object depends on the beliefs the individual has about several attributes of the object.

1.5 Methodology

In order to gather the information required to understand and test the research problem, quantitative research will be undertaken. The quantitative research aims to understand the relationships and causality between the theory and research by testing its hypotheses (Bell et al., 2011).

The tool that will be used in this study is self-completion questionnaires that will be distributed through SurveyMonkey. The questionnaires aim to collect data that could help to confirm or reject the stated hypotheses measuring ad and brand attitude. The data collection instrument will be a self-administered email survey using a Likert Scale.

The research design refers to the various frameworks used to collect and analyse data (Bell et al., 2011). The research design chosen for this study is a cross-sectional

design. “A cross-sectional design involves the collection of data on more than one case and at a single point in time” (Bell et al., 2011). This is relevant to the study because data for both native and non-native adverts will be collected at the same time.

The dependent variables observed in this study are attitudes towards the ad and brand. The independent variables for this experiment are native and display ads as this study aims to determine the effect ad format has on the dependent variables (Welman et al., 2005).

1.6 Assumptions

Previous studies have led the researcher to assume that attitudes towards native advertising and brands would be more positive than attitudes towards display advertising and brands. This assumption is based on a study conducted by Brydolf & Söderberg (2014), who tested whether native advertising on social network sites enhanced a more positive ad and brand attitude than non-native advertising. Their study concluded that native advertising is favoured over non-native advertising. It is further assumed that respondents exposed to the banner-style ad are more likely to notice advertising than those exposed to the native advertising and that this could be a possible explanation for a positive attitude towards native advertising. This assumption was tested by Howe & Teufel (2014), who found it to be true.

1.7 Ethical considerations

Ethics is the cornerstone of conducting effective and meaningful research. This includes matters like the researcher having the necessary skills required in conducting the research, not plagiarising other researchers’ data and honest reporting of results (Welman et al., 2005). This research study made a conscious effort in attempting to provide valid, reliable and bias-free data.

Ethics should also be considered when collecting data from participants. It is paramount that researchers respect the rights, privacy, dignity and sensitivities of their research populations. The primary responsibilities to participants are clear: obtain consent, protect from harm and ensure privacy (Drew et al., 2007). Participants in this study were asked to take part freely, based on informed consent.

Furthermore, the questionnaires did not ask the name of participants to ensure the anonymity of respondents is maintained throughout the study.

1.8 Delimitation of the field of study

The research will only focus on native advertising on news sites and not on social media platforms. Furthermore, the research conducted will measure consumers' attitudes towards this advertising tactic and not the marketer's or publisher's points of view. The limitation of the research is finding a quantitative native advertising metrics framework in order to compare the effectiveness of native advertising with display advertising.

Due to time and resource constraints, the study was limited to one news site, namely CNBCAfrica.com. Further research should be conducted to base the topic on a broader sample of sites to determine if the results yielded match that of the current study generated.

Lastly, as mobile devices offer a slightly different advertising format for online research, those devices have been excluded. Instead, focus will be placed on content read through a web browser.

1.9 Structure of the study

The study is divided into a further 4 Chapters. Chapter 2 will start with a literature review investigating the most important academic contributions to the research problem. Chapter 3 will describe the methodology for this research indicating the research approach, the research design, data collection methods as well a description of the data analysis process. Chapter 4 discusses the research findings and lastly, Chapter 5 will discuss the conclusions and recommendations for future research.

Chapter 2 – Literature review

The following section provides a brief overview of the written work published on the proposed field of study. The section starts by defining the most important concepts in this study, thereafter different factors that influence consumers' ad and brand attitude are discussed.

2.1 Online advertising formats

Phulia et al. (2014) defines online advertising, also known as Internet advertising, as “a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers”. Online advertising includes the following strategies: email marketing, search engine marketing, social media marketing, display advertising and mobile advertising (Keller, 2013).

This study focuses specifically on display advertising and native advertising. Display advertising, often referred to as banner advertising, comes in advert sizes standardised by the IAB and can include text, logos, pictures and other rich media. Novak & Hoffman (1997) define display advertising as “small rectangular graphic images that are linked to target advertisements and serve as a lead-in to the visitor to surf and find out more information”.

The difference between display adverts and native adverts is that the latter are in the flow of editorial content (Hallett, n.d.). As native content is emerging in online advertising, it provides advertisers with an alternative to commercial banner ads. Native advertising has the advantage of being directly in the content stream itself, making it impossible for viewers to avoid the adverts. For this reason both marketers and publishers seem to be embracing this new form of advertising (Moore, 2014).

Studies have shown that the nature of the format may influence consumer response to online advertising (Burns & Lutz 2006; Tutaj & Van Reijmersdal, 2012). In these studies, the format of the adverts has proven to have an influence on brand-related reactions, with subtle formats showing more positive reactions towards the advert compared to prominent formats.

Advertisers have grown frustrated with the declining performance of display advertising. In response to this, many advertisers are moving toward programmatic ad-trading platforms that offer greater planning control, while others are adopting native advertising formats (PwC, 2013). As an increased share of advertising budgets are being allocated towards native advertising, this research paper aims to examine its effects on ad and brand attitude among users of online news sites.

2.2 What is native advertising?

For the purpose of this study the following definition of native advertising will be used: “paid adverts that are cohesive with the page content, assimilated into the design, and consistent with the platform behaviour that the viewer simply feels that they belong” (IAB, 2013).

In order to achieve native objectives, the IAB has indicated six types of advert units, namely: in-feed units, paid search units, recommendation widgets, promoted listing, in-ad with native elements units and custom units. For the purpose of the study, research will be conducted only on in-feed adverts. In-feed adverts are adverts within a publisher’s normal content where the content has been written by or in partnership with the publisher’s team to match the surrounding stories like any editorial story (IAB, 2013). Native content is often indicated by the “sponsored by” or “advertorial” tag above the heading of the article.

In a September 2013 article, *Advertising Age* defined in-feed native advertising as those ads that “commonly mimic headline and editorial styles and fonts”. The article goes on to say that “by wrapping ad messages in a format that looks like editorial content and calling them something else, such as ‘sponsored’ or ‘partner’ content marketers hope to trade on the trust and goodwill editorial has built up with the audience”.

According to the research agency, Millward Brown (2015), native advertising succeeds in a number of ways that traditional advertising has not. The research states that online viewers trust native content more since it runs alongside editorial content and speaks directly to the consumer. There is evidence, however, that native

advertising on news sites can be mistaken for editorial content. Howe & Teufel (2014) state that native advertising blurs the lines between advertising and editorial content, thus risking undermining audiences' trust. Furthermore, they argue that readers failing to identify the adverts as advertisements can partly explain the positive attitudes toward native advertising.

South African publishers such as Moneyweb, CNBCAfrica.com, Times Media and Caxton's online properties offer native ad placements. These online news distributors have seen extra income through this arrangement without relinquishing the client experience while still keeping up premium rates (IAB, 2014).

Tutaj & van Reijmersdal (2012) studied the effects of subtle versus prominent online ad formats on audience reactions. The study focused on understanding how consumers process, understand, and distinguish different online advertising formats, respectively sponsored content (native advertising) and banner advertising. The research found that online audiences find native advertising less annoying than banner advertising, leading users to respond positively towards native advertising.

Research argues that readers pay more attention to editorial content than to advertisements, simply because they are less motivated to read commercial messages (Cameron 1994; Van Reijmersdal et al., 2005). Consumers are sceptical towards advertising because of the advertiser's aim to persuade the consumer but will react positively towards editorial content because they believe the content is credible. Since sponsored content (native advertising) on the Internet is integrated into editorial content and banner ads are pure commercial messages, the following hypothesis has been formulated:

H1: Respondents exposed to display advertising and native advertising on the same news site are more likely to notice the display advertising first.

2.3 Theoretical framework

In this section, the main theories used in the research will be presented. These include ad and brand attitude, ad-context congruency, priming, task orientation and the Multi-attribute Model of Fishbein.

2.3.1 Ad and brand attitude

The goal of advertisers is to formulate strategies to influence consumer behaviour (Friman, 2010). Literature indicates that consumer attitude impacts how consumers respond to advertising, thus it is key in influencing consumer behaviour (MacKenzie, Lutz and Belch 1986; Mehta, 2000; Keller, 2013). In order to design advertisements that ultimately lead to intended behaviour, it is important to first understand how advertising works and the main psychological processes related to it.

The introduction of a consumer's attitude towards an ad was made in the early 1980s with the Attitude-Toward-the-Ad Model (A_{ad}). Studies by Olsen & Mitchell (1981) and Shimp (1981) focused on the importance of the A_{ad} construct defining it as "a individual's internal evaluation of an object". These studies helped highlight the importance of this topic, thereafter research on the causal relationships amongst A_{ad} and other measures of advertising effectiveness become a main study stream.

Researchers have often used A_{ad} as a measurement of how a consumer reacts to commercial messages, as it measures favourable or unfavourable consumer feelings towards the advertising, products or services (MacKenzie et al., 1986). The ad attitude theory also implies that attitude towards the ad influences attitudes towards a brand as an ad that is perceived positively by a customer might also create a positive brand attitude in that customer. This could also be translated to an online context – viewers are exposed to an abundance of commercial messages on a daily basis, which leads them to form attitude towards the advertised brands (Brydolf & Söderberg, 2014).

Several studies suggest that A_{ad} depends on attitudes toward advertising in general, meaning that a consumer's reaction towards advertising has a tendency to affect his or her attitude toward any specific ad (Gardner, 1985; MacKenzie et al., 1986; Mehta, 2000). One of these is the attitude-toward-the-ad model developed by MacKenzie & Lutz (1989). The model consists of the following variables: ad perception, ad credibility, mood, attitude towards advertiser and attitude towards advertising.

Figure 1 below presents an illustration of the different variables.

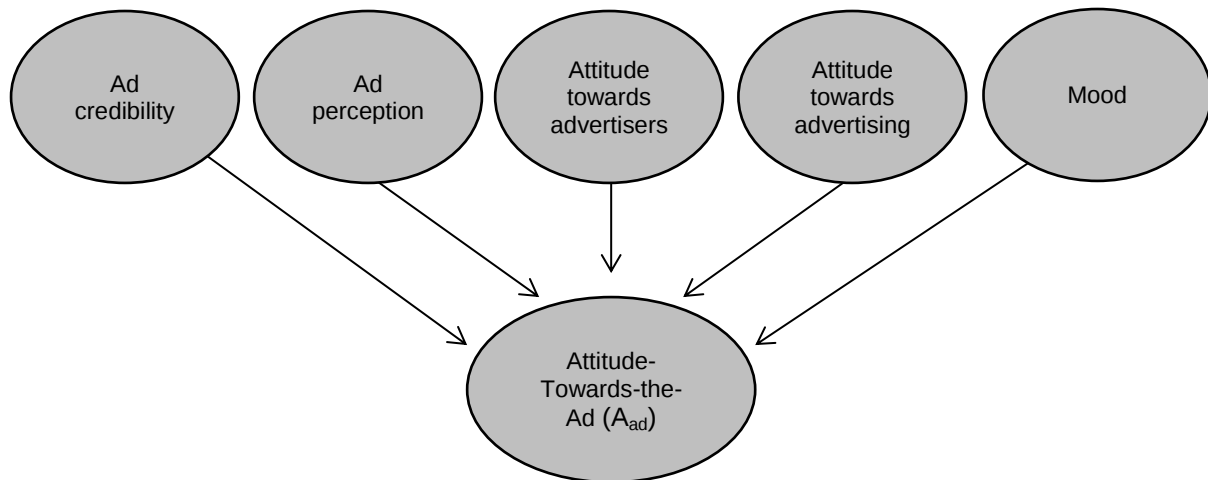


Figure 1: Attitude-Toward-the-Ad Model (MacKenzie & Lutz, 1989)

On the topic of attitudes towards advertising in general, a study by Mehta (2000) shows that consumers who have a positive attitude towards advertising in general, seem to recall more details about advertisements they have seen than those who have a negative attitude. The same study revealed that respondents with more favourable attitudes towards advertising are more easily persuaded by them and can recall a higher number of advertisements the day after exposure. Outcomes of the study show positive reactions to the informational value of advertising and more negative responses to its manipulative, intrusive and deceptive nature. Furthermore, recall of the ad and the brand the day after exposure, is influenced by how much consumers believe advertising is non-manipulative and helps them stay informed about developments in the marketplace.

This particular study will not solely focus on attitude towards the ad but also attitude towards the brand. There is evidence to support that A_{ad} affects attitude towards the advertised brand (Gardner, 1985; MacKenzie et al., 1986). Brand attitude can be defined as the consumers' overall evaluations of a specific brand and often form the basis for brand choice (Keller, 2013). Brand attitude generally depends on specific attributes and benefits of a brand – the most important attitude towards a brand relates to its perceived quality and to customer value and satisfaction. Furthermore,

brand attitude is believed to be one of the most important brand equity drivers (Whan et al., 2010).

K.L Keller's Consumer-Based Brand Equity (CBBE) Model (2008) clarifies where attitude fits into the brand building process. The model is made up of six brand-building blocks with the basic premise that "the power of a brand lies in what resides in the minds of the consumers".

The CBBE Model can further be broken into four steps namely, brand identity, brand meaning, brand responses and brand relationships. Brand responses refer to how customers respond to a brand and its marketing activities based on what customers think or feel about the brand. Consumers form attitudes by putting together all the associations (performance and imagery) that they hold about a brand, and assessing them based on rational and emotional criteria. On the rational side, consumers' attitudes are based on their personal evaluations of the brand, which they form based on the judgments about quality, superiority and credibility. On the emotional side, attitudes encompass consumers' feelings toward the brand. These feelings can be mild, positive or negative in nature. The model identifies six types of brand-building feelings: warmth, fun, excitement, security, social approval and self-respect. Attitudes can shape the minds of people as it makes them either like or dislike an object, thus either moving them toward or away from that object (Kotler & Keller, 2006).

The notion of the model is that the power of a brand lies in what customers have learned, felt, seen and heard about a brand. The model follows a sequence of steps, in which each step is contingent upon the success of the previous step. Thus, in order to reach the ultimate goal of consumer brand resonance a brand must first ensure that consumers experience a positive attitude towards the adverts – which will lead to a positive attitude towards the brand.

Figure 2 below illustrates the four steps in the model.

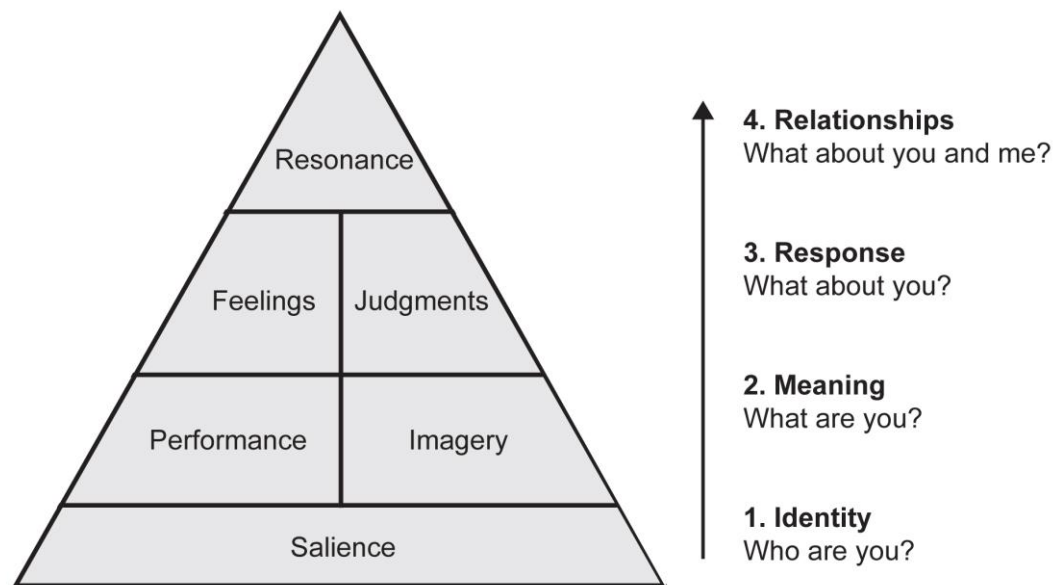


Figure 2: Consumer-Based Brand Equity pyramid (Keller, 2008)

The important difference between traditional and online advertising is that users are not exposed to advertisements alone, as they would be with a full-page advert or television commercial; advertising appears on websites with a lot of other content competing for users' attention. The complexity of website backgrounds could also influence consumer attitudes, with simpler websites found to have a significantly more positive impact on consumer attitude towards the advertisement and brand (Brumer & Kumar, 2000). Thus, more variables need to be taken into account when website users are evaluating an ad. One of these variables is the content of the advertising. Research conducted by Ling et al. (2010) tested the correlation between the information the advertising message contains and consumers' attitudes towards advertising. The study concluded that advertising messages that are credible, informative, pleasurable and good for the economy decidedly identified with shoppers' behaviour towards advertising. Based on this study certain undertakings can help to improve customers' attitudes towards advertising namely: guaranteeing the origins of a commercial are solid, reliable and conceivable; keeping the advertising message useful and fusing the components of fun, energy and pleasure into the ad messages.

This is further illustrated by the fact that strong attitudes result from objects that have personal relevance to the consumer (Petty & Cacioppo, 1986). This effortful thought and the confidence with which the attitude object is held guide behaviour. Earlier research has demonstrated that brand behaviour predicts practices of enthusiasm to firms, including brand thought, aim to buy, buy conduct, and brand decision (Priester et al., 2004; Fazio & Petty, 2007).

The aforementioned studies have important implications on the advertising industry as it shows that a positive attitude towards an ad can render specific advertising messages to be better-received and more effective among consumers. Furthermore, this shows that advertising containing content that is informative, truthful and entertaining promotes consumers to like advertising in general and believe in its value. The fact that native advertising offers informative content in line with the editorial could be a possible explanation for positive attitudes towards the type of advertising.

2.3.2 Ad-context congruency

Chan et al. (2011) define ad-context congruity as “the degree to which advertising material is thematically similar to adjacent editorial content”. Since native advertising aims to be congruent with the website in which it is placed, it could be interpreted as a modern version of this term.

The concept of adapting an advertisement to its context, whether it is design-wise or product-wise, is by no means new – this tactic has been used in print and television adverts for several decades in the form of print advertorials and sponsored programmes (Brydolf & Söderberg, 2014).

Anckaert et al. (2002) conducted research on the impact of ad style, congruency and context appreciation on the attitude toward the ad and recall. Results demonstrate that low-involvement individuals saw promotions installed in a consistent connection as clearer and more agreeable. High-involvement individuals saw promotions inserted in a differentiating setting as having a higher amiability and clarity. Advertisements demonstrated in a very refreshing television or print setting brought about a more uplifting state of mind towards the notice. Furthermore, ads showing

components that are significant to or compatible with the mind-set of a subject at that specific minute may be accessed and processed more easily. This effect is called the mood congruency accessibility hypothesis (Goldberg & Gorn 1987; Peny et al., 1997).

According to Norris and Colman (1992), advertisers can make their ads more desirable by making them more congruent to their surrounding context. This helps combat the problem of consumers feeling disturbed by unwanted commercial content. Native advertising does just this, putting digital advertising in the user's natural activity stream, where it's been for television and print for decades. By doing this, publishers are able to capitalise on understanding how a user moves through their content and can find appropriate ways to insert advertising into that experience (Castillo, 2015).

Research by Edwards, Lee and Li (2002) found that ads matching the cognitive activities or expectations of consumers are perceived more positively. Further research on congruity also states that advertising congruent with the website scheme, such as native ads, should therefore be less likely to be defined as clutter if they blend in well enough (Brydolf & Söderberg, 2014). If the native ad succeeds and fits into the social schema, users of news sites might evaluate them more positively than, for example, banner adverts.

Ducoffe (1996) stated that the structure of attitudes toward Internet advertising is the same as attitudes toward advertising in general thus supporting findings that the traditional assessments of advertising effectiveness such as information and entertainment value would also apply to Internet advertising. The difference between traditional and Internet advertising being that consumers can choose the amount of exposure to a web ad they want, if they find that the web ad is not useful or uninteresting they will immediately terminate the visit by clicking out. Ducoffe further found a substantial significant correlation between informativeness and web advertising value.

Based on the theory mentioned above the level of congruency of the ad could affect the perception of the ad and its level of intrusiveness (Brydolf & Söderberg, 2014).

Therefore, two further hypotheses can be stated to test the effect of placement on attitude toward the ad:

H2a: Native advertisements on news sites will enhance a more positive ad attitude than online display advertisements.

H2b: Native advertisements on news sites will enhance a more positive brand attitude than online display advertisements.

2.3.2.1 Priming

The psychology literature has used the term “priming” to refer to several distinct phenomena that share the same underlying mechanism. Exposure to some prior event, the prime, increases the accessibility of information already existing in memory (Mandel & Johnson, 2002). In ad-context congruity research positive effects are often explained by this term (Brydolf & Söderberg, 2014). Shabnam et al. 2011 highlights two contrasting perspectives in the literature concerning the effect of ad-context congruity on memory for advertisements. One view is that ad-context congruity increases ad memory due to priming effects.

A range of factors influences consumer assessments of brands and ad messages. One of these elements is the context in which advertising messages are placed (Shen & Chen, 2007). The assimilation effect, a basic priming theory, states that “when advertising context primed attributes that are favourable to the product, overall evaluations of a product or brand would be enhanced”. Opposite of this, context primed attributes that have unfavourable implications would have a negative evaluation of the band or product (Yi 1993, cited in Shen & Chen 2007).

Ad effectiveness may be increased when a television programme or magazine article primes the content of an ad (Sanbonmatsu & Fazio, 1991). For example, an ad focusing on loans and money matter would be more effective during a show that primes personal finance. Further support for a priming effect was provided by Yaveroglu and Donthu (2008), who found that brand recall for banner ads increased when they were relevant to the website content.

The study by Mandel & Johnson (2002) extends the idea that priming can influence preferences by making selected attributes focal. Their findings confirm that manipulating the online atmospherics (background colours and photographs) in electronic environments has a significant influence on consumer choice. After viewing the prime, online viewers (both novices and experts) are induced to spend more time looking at information related to the primed product feature, which then affects their preferences demonstrating that visual primes can produce changes in choice. Aziz et al. (2008) further elaborated on this by stating that the Internet offers the advantage of contextual placement by buying ads on websites related to the marketers offerings.

Translating this concept into advertising priming is a possible explanation of the positive attitude towards native adverts as congruent ad makes individuals more receptive to the information, which in turn generates bigger information processing and likeliness of evaluating the ad.

2.3.3 Task orientation

Chan et al. (2011) distinguishes between two types of viewers in their research on e-magazines, namely information seekers and surfers. This theory states that information seekers view content with the aim of learning about a topic, while surfers browse content casually with no specific purpose. The importance of differentiating between the two types of viewers is largely due to the fact that research has found that consumers with different task orientations react differently to marketing information (Bettman, 1979; Punj & Stewart, 1983). A study by Pechmann & Stewart (1988) indicates that Internet users could be classified in a similar manner as either information seekers or web surfers. Information seekers have a goal-directed agenda and seek specific information, whereas surfers are exploratory, curious and playful in their Internet behaviour (Rodgers & Thorson, 2000).

Cho & Cheon (2004) identifies three antecedents of Internet ad avoidance, namely: ad clutter, prior negative experience and lastly, perceived goal obstruction. The study reveals that unexpected appearance of advertising messages on the Internet disrupts user tasks or goals and causes consumers to extensively avoid the noise. Information seekers can be assumed to categorise more web content as unnecessary information or ad clutter, which can lead to the avoidance and also

affects ad and brand attitude negatively. The study suggest that in order to reduce the perceived goal impediment, Internet advertisers might try several tactics such as delivering highly targeted, customised context-congruent advertising or aligning the content with editorial (Cho & Cheon, 2004).

For the purpose of this research study, based on the fact that CNBCAfrica.com is a business news site, it is assumed that the website is more likely to be utilised by information seekers than web surfers.

2.4 Multi-attribute Model of Fishbein

Attitude is a complex concept to measure. For this reason, researchers rely on multi-attribute attitude models to test this notion (Keller, 1993). The multi-attribute attitude model describes consumers' attitudes towards an object as a "function of consumers' perception and assessment of the key attributes or beliefs held with regard to the particular attitude object" (Schiffman & Kanuk, 2010). The "object" can be a brand, a brand name, a service, a service provider, or an advertisement, in essence, any marketing stimuli.

Although various models exist to measure attitude, (to name a few: The Functional Theory of Attitudes, the ABC Model of Attitudes, the Elaboration Likelihood Model and the Social Judgment Theory) the most prominent multi-attribute attitude model is that of Fishbein (Dean, 2010). The Multi-attribute Model of Fishbein measures three components of attitude namely, salient beliefs about the object that are considered during evaluation, object-attitude linkages, and thirdly, the evaluation of each of the important attributes (Dean, 2010). The model argues that a consumer's attitude towards an object depends on the beliefs the individual has about several attributes of the object. Therefore, the model suggests that the disposition toward an item or brand can be anticipated by distinguishing these specific beliefs, weighted by the strength of each belief, to create an overall evaluation or attitude (Solomon, 1999). The goal of the Fishbein Model is to reduce overall attitudes into a score (Dean, 2010).

Mathematical formulation of the model can be formulated as follows:

$$A_o = \sum_{i=1}^n b_i e_i$$

A_o = Attitude toward the object

b_i = strength of belief that the object has attribute

e_i = evaluation of the attribute as being good or bad

n = there are a limited number (n) of attributes which the person will consider

The key proposition in Fishbein's theory is that evaluations of salient beliefs cause overall attitude. Simply stated, people tend to like objects that are associated with "good" characteristics and dislike objects they believe have "bad" attributes.

This particular study uses the Fishbein Model to measure the attitudes of customers towards native and display advertising and explores the relative factors influencing consumers' attitudes towards native and display advertising. According to Fishbein, there are two major elements in his multi-attribute model: one is the strengths; the other is evaluations of salient beliefs. In other words, it reflects how many attributes the consumer holds about the product and how much they like those attributes. The Multi-attribute Model of Fishbein is useful for identifying which attributes are most important to consumers and thus was used to design the questionnaire in order to find out the most important attributes of native and display advertising to consumers.

Beliefs about advertising influence the attitudes held toward advertising (Bauer & Greyser, 1968). Knowing which beliefs and their importance in influencing attitudes toward native and display advertising would allow CNBCAfrica.com to advise their client how to create more effective web advertisements for their site.

Chapter 3 – Methodology

The research methodology considers and explains the logic behind research methods and techniques (Welman et al., 2005). The purpose of research can be exploratory, descriptive or explanatory. The purpose of this particular study is descriptive as it aims to describe consumers' attitudes towards online native and display ads in a South African news site context. As its name suggests, descriptive research seeks to provide an accurate description of observations of a phenomena.

3.1 Research approach

The research approach (i.e. inductive vs. deductive) is undertaken to provide acceptable answers to the research problem (Bell et al., 2011). To enable further research within the academic field, a deductive approach was applicable for this thesis. A deductive approach was found suitable since the study aims to further develop existing theories by hypothesising the effects in a new context, in this case investigating the effectiveness of native advertisings on consumer and brand attitude in an online advertising context.

The dependent variables observed in this study are attitude towards the ad and brand. The independent variables for this experiment are native and display ads as this study is interested in determining the effect ad format has on the dependent variables (Welman et al., 2005).

3.2 Research design

The research design refers to the various frameworks used to collect and analyse data (Bell et al., 2011). The research design chosen for this study is a cross-sectional design. "A cross-sectional design involves the collection of data on more than one case and at a single point in time" (Bell et al., 2011). Cross-sectional studies have an exploratory or descriptive purpose and are designed to look at a current situation, without any sense of whether there is a history or trend at work. This is relevant to the study because data for both native and display adverts will be collected at the same time.

3.3 Quantitative main study

The main study took the form of a deductive approach testing the stipulated hypotheses.

Quantitative research can be defined as a research approach that “entails the collection of numerical data, regards the relationship between theory research as deductive and prefers a natural science approach in general” (Bell et al., 2011). Quantitative research involves the investigation of processes, emphasising the causal relationship between variables within a value free context.

3.3.1 Survey construction

The data collection instrument is a self-administered email questionnaire distributed electronically through SurveyMonkey. The questionnaire contains several statements designed to measure respondents’ attitudes towards native and display advertising with the aim to help confirm or reject the stated hypotheses.

In order to gauge whether consumers have a more positive attitude towards native advertising than banner advertising, participants were shown two images mimicking an online news site, one showing a native advert while the other showing a typical banner-style advertisement. After studying the adverts the respondents were asked questions regarding their perception of the ad and their feelings towards the brand.

The questionnaire is divided into two parts: Section A aims to gather information on respondents’ demographics, as well as assess their Internet task orientation in order to establish if they are information seekers or web surfers; Section B is designed to measure ad and brand attitude by using closed-ended questions and a Likert Scale. A Likert Scale refers to fixed choice response formats that are designed to measure attitudes or opinions (McLeod, 2008).

The designed questionnaire uses a five-point scale allowing respondents to express how much they “strongly disagree” (1) to “strongly agree” (5) with a particular statement. The advantage of choosing an odd numbered scale is the possibility of choosing a neutral option or an indifferent option. The type of information obtained

from the questionnaire refers to psychological states – the perceptions people hold, their thoughts, feelings, ideas, judgments or ways of thinking (Taylor-Powell, 1998).

Various attitudinal statements, adopted from past studies, were used to measure the dependent variables of ad attitude and brand attitude. Adopting items used in previous research is a way to ensure the validity and reliability of the research. Furthermore, a multiple-item measure was used to improve internal reliability and limit measurement issues (Bryman & Bell, 2011).

The following items were adopted from previous research to measure attitude towards native and display adverts: informative/uninformative, interesting/uninteresting, credible/not credible, useful/useless, intrusive/not intrusive (Singh & Vij, 2008; Olson & Mitchell 2000). For these five concepts measuring attitude towards the advert the Chronbach's Alpha was measured (see table 2). The remaining items used for the survey were developed based on literature concerning online advertising, they include: ad-congruency and task orientation.

The questions to measure brand attitude were adopted from Batra and Stayman (1990) and include positive/negative, high quality/low quality, valuable/worthless. For these three concepts the Chronbach's Alpha was measured (see table 3).

3.3.2 Pilot study

It is useful to test the measurement instrument, in this case the questionnaire, before administering it to the actual sample (Welman et al., 2005). The process of testing is done by means of a pilot study. In order to test the reliability of the questionnaire, it was sent to five people to review. The participants were asked to check that the wording and instructions were clear as well as indicate how long it took them to answer the questions. The feedback was analysed and the questionnaire adapted accordingly.

3.3.3 Choice of platform

To conduct the study, a suitable platform was needed. The researcher identified CNBCAfrica.com as one of the few South African online news providers, which makes use of extensive native advertising campaigns as well as display advertising.

In order to control the environment and ensure all participants of the study saw exactly the same content, screenshots of the website were included in the survey.

3.3.4 Sampling

It is only when the results can be generalised from a sample to a population that the results of research have meaning beyond the limited setting in which they were originally obtained (Welman et al., 2005). In order for results to be generalised the sample must therefore be representative. Since this study did not aim to be general in any way or draw conclusions from a large population, but rather contribute to further research and link together existing findings, it was decided that it was appropriate to use a convenience, non-probability sampling technique of subjects for data collecting (Bryman & Bell, 2011). Subjects in a non-probability sample are selected on the basis of their accessibility or by the purposive personal judgment of the researcher.

The target population in this research covered was defined as “Internet users in South Africa between the ages of 19 to 65”. A preliminary pre-screening technique was included in the questionnaire; only respondents who indicated that they regularly consume news online (i.e. they use online mediums, such as a news site to stay up to date with the latest news) were asked to fill in the questionnaire.

3.4 Data analysis

In order to conduct a data analysis the questions in the quantitative questionnaire are coded. Coding refers to the process of assigning a code to each possible response for each question, in an attempt to retain as much data as possible (Malhotra, 2010).

Once all the questionnaires were received from the respondents, the data was exported from SurveyMonkey and imported into SPSS. The first step was to make sure all the entries were valid by checking for missing data. According to Malhotra (2010) missing data can be handled through returning to the field and re-contacting the respondents, assigning missing values to unsatisfactory responses, or by simply discarding the unsatisfactory responses. In this case, all 72 surveys were found valid, with no missing data.

Several statistical techniques are used in this study including the descriptive analysis, frequency analysis, and a test of statistical significance in order to accept or reject the hypotheses. Lastly, the application of the Fishbein Model was done to determine the different attitude scores for native and display adverts. This model shows that consumers have beliefs about specific ad attributes and associate different levels of importance with these attributes. Beliefs are based upon how important individual rates each attribute and how well the advert performs on this attribute. In addition, respondents can have the same overall attitude but different beliefs. This is of extreme importance due to the fact that it shows that not all attributes are equally important to everyone (Lew, 2014).

Due to the nature for the descriptive data it was found best to represent it in the format of frequency tables. These take the form of univariate analysis because only one variable at a time will be analysed (Bryman & Bell, 2011).

3.5 Credibility of the study

To be able to define a study as credible, it is important to evaluate the reliability and validity of the study.

3.5.1 Reliability

Reliability refers to the consistent and stable measurement of data as well as whether the study can be replicated (Welman et al., 2005). One way of determining this is a test-retest method, where the measuring instrument is administered at least twice to the sample representative sample. However, due to time constraints this was not a viable option for this research study. Instead, the approach for assessing reliability that suits this particular study is internal consistency reliability. This works by asking several questions measuring the same variables and can be tested by the Cronbach's Coefficient Alpha. Internal consistency implies a high degree of generalisability across the items within the measurement. The Cronbach's Coefficient Alpha Index shows the degree to which all the items in the measurement instrument test the same attribute (Welman et al., 2005). This is especially useful for measures that have Likert Scale, where responses range from "strongly disagree" to "strongly agree" as in the case of this study.

3.5.2 Validity

Validity is the extent to which the research findings accurately represent what is really happening in the situation (Welman et al., 2005). This can be divided into internal validity and external validity. A study is said to have internal validity if the results indicate that the changes in the dependent variable were due to the experimenter's manipulation of the independent variable. External validity refers to the ability of the study to provide results that can be generalise across different situations, or experimental procedures (Bryman & Bell, 2011). Research errors, such as faulty research procedures, poor samples, and inaccurate or misleading measurements can undermine validity (Bryman & Bell, 2011).

Construct validity aims to address if the instrument measures the intended constructs rather than irrelevant constructs (Welman et al., 2005). Since the variables in this experiment were based on measurements already tested, the measuring validity can be said satisfying for the purpose of this thesis.

Content validity refers to the extent to which the items reflect the theoretical area of the construct being measured (Welman et al., 2005). Content validity of the questionnaire was established through the review of previous literature.

3.6 Ethical considerations

There are several reasons why it is important to adhere to ethical norms in research. First, norms promote the aims of research, such as knowledge, truth, and avoidance of error (Resnik, 2011). This research study made a conscious effort in attempting to provide valid, reliable and bias-free data.

Second, ethics should also be considered when collecting data from participants. It is of great importance that researchers respect the rights, privacy, dignity, and sensitivities of their research populations. The primary responsibilities to participants are clear: obtain consent, protect from harm, and ensure privacy (Drew et al., 2007). Participants who filled out the survey were asked to take part freely, based on informed consent. Furthermore, the questionnaires do not ask the name of participants to ensure anonymity of respondents is maintained throughout the study.

Lastly, the participants were fully briefed on the purpose of the research as well as given definitions that were relevant in better understanding the questions and are allowed to request the outcome of the study.

3.7 Conclusion

This chapter provided insight and understanding into the research approach and design selected to meet the objectives of the study. This included an explanation of the survey construction and sampling used for the main study and lastly the reliability and validity of the study was discussed. The next chapter presents the analysis and findings of the gathered data.

Chapter 4 – Analysis and interpretation of the results

4.1 Introduction

The purpose of this chapter is to present and discuss the analysis and findings obtained from the data. A total of 110 participants were approached to take part in the study. Out of this, 72 completed the survey. The surveys were all deemed usable due to the fact that all questions were answered. Several statistical techniques were used to answer the research questions, including descriptive analysis, measures of central tendency, measures of dispersion and tests to establish the statistical significance. Lastly, the Fishbein Model was applied to compare the attitude score between the native advert and the display advert. The data analysis was conducted using SPSS Statistics software.

4.2 Reliability test

As mentioned in section 3.5.1, the Cronbach's Coefficient Alpha Index shows the degree to which all the items of the measurement instrument test the same attribute. The Alpha varies between 0 (no correlation) to 1 (perfect correlation), with a result of 0.7 and above implying an acceptable level of internal reliability (Welman et al., 2005). The Coefficient Alpha for each construct is represented in the tables below.

Table 2: Advert A Cronbach's Alpha

Advert A	Cronbach's Alpha	N of Items
Ad attitude	0.723	5
Brand attitude	0.790	3

Table 3: Advert B Cronbach's Alpha

Advert B	Cronbach's Alpha	N of Items
Ad attitude	0.794	5
Brand attitude	0.750	3

As can be seen, the Cronbach Alpha values for the four constructs are all greater than 0.7, indicating the scales are reliable.

4.3 Descriptive statistics

Descriptive statistics are concerned with the description or summary of data obtained for a group (Malhotra, 2010). The descriptive statistics used within this study are gender, age, employment status and task orientation. The data is summarised in the tables below.

Table 4: Demographic characteristics

	Frequency	Percentage
Gender		
Female	44	61.1%
Male	28	38.9%
Total	72	100%
Age category		
19-25	11	15.3%
26-35	44	61.1%
36-45	12	16.7%
46-55	2	2.8%
56-65	3	4.2%
Total	72	100%
Employment status		
Employed, working full-time	65	90.3%
Employed, working part-time	5	6.9%
Not employed, looking for work	1	1.4%
Not employed, NOT looking for work	1	1.4%
Total	72	100%

As indicated by the above table, the majority of participants were female (61%) while male respondents represented 39%. The age distributions of the respondents were: 19-25 (15.3%); between the age of 26-35 years old (61.1%); between the age of 36-45 years old (16.7%); between the age of 46-55; (2.8%) and lastly, between 56-65 (4.2%). The vast majority of participants (90.3%) are employed, working full-time.

Table 5: Task orientation

	Frequency	Percentage
How often do you visit online news sites?		
Daily	45	62.5%
Weekly	14	19.4%
When looking for specific information	12	16.7%

	Frequency	Percentage
Never	1	1.4%
Total	72	100%
Why do you visit online news sites?		
Daily business news updates	17	23.6%
Daily general news updates	34	47.2%
Entertainment	9	12.5%
Research	8	11.1%
Directed from other websites	4	5.6%
Total	72	100%
Are you familiar with the term “native advertising”?		
Yes	39	54.2%
No	33	45.8%
Total	72	100%

Analysing the data in the table above the majority of participants (62.5%) indicated that they visit news sites on a daily basis with *daily general news updates* being the highest (47.2%) on the list of why participants visit online news sites. This points to the assumption made earlier that majority of participants who visit CNBCAfrica.com are information seekers and not web surfers.

There is a very close split between participants who were familiar with the term “native advertising” and who are not, with only 54.2% answering yes to the question.

4.4 Summary of data

The following analyses will look at Section B of the survey. The questions have been numbered from A01-A12 for Advert A and B01-B012 for Advert B (See survey, page 54). Questions 01-05 relate to attitude towards the advert, 06-09 relate to ad-congruency and 10-12 relate to attitude towards the brand.

The following statistical measurements have been applied to each of the questions: Mean, Standard Error of Mean, Median, Mode, Standard Deviation, Variance, Skewness, Standard Error of Skewness, Kurtosis and Standard Error of Kurtosis. This data allows findings to be deduced to compare Advert A with Advert B.

Table 6: Data for Advert A

Question	A01	A02	A03	A04	A05	A06
N Valid	72	72	72	72	72	72
Missing	0	0	0	0	0	0
Mean	1.03	0.64	0.71	0.68	0.61	-0.42
Standard Error of Mean	0.084	0.114	0.102	0.113	0.129	0.141
Median	1.00	1.00	1.00	1.00	1.00	-1.00
Mode	1	1	1	1	1	-1
Std. Deviation	0.712	0.969	0.863	0.962	1.095	1.196
Variance	0.506	0.938	0.745	0.925	1.199	1.430
Skewness	-1.488	-0.645	-0.202	-0.680	-0.888	0.204
Std. Error of Skewness	0.283	0.283	0.283	0.283	0.283	0.283
Kurtosis	4.998	0.216	-0.560	0.359	0.324	-1.074
Std. Error of Kurtosis	0.559	0.559	0.559	0.559	0.559	0.559

Question	A07	A08	A09	A10	A11	A12
N Valid	72	72	72	72	72	72
Missing	0	0	0	0	0	0
Mean	0.93	0.97	-0.46	0.38	0.72	0.56
Std. Error of Mean	0.119	0.106	0.147	0.107	0.089	0.093
Median	1.00	1.00	-1.00	0.00	1.00	1.00
Mode	1	1	-1	1	1	1
Std. Deviation	1.012	0.903	1.244	0.911	0.755	0.785
Variance	1.023	0.816	1.548	0.829	0.570	0.617
Skewness	-1.033	-1.005	0.534	-0.250	-0.295	-0.638
Std. Error of Skewness	0.283	0.283	0.283	0.283	0.283	0.283
Kurtosis	0.768	1.104	-0.792	-0.424	-0.055	0.797
Std. Error of Kurtosis	0.559	0.559	0.559	0.559	0.559	0.559

The above tables illustrate that the sample number is 72, with no missing values. The measures of central tendency (Mean, Median and Mode) are shown for each question. The measurement scale for the questions stretched from -2.0 (strongly disagree) to 2.0 (strongly agree); denotation a mean of 1.0 indicates a positive attitude while a mean of -1.0 indicates a negative attitude.

All questions except A06 and A09 (questions relating to ad congruency) is between 0-1, indicating a positive attitude. The outcome for A09, *Advert A is labelled clearly*

as *advertising*, was expected based on findings deduced from the literature review. However, outcome A06, *I am likely to share the advert*, was unexpected based on the fact that one of the benefits of native advertising is said to be the fact that viewers are more likely to share this type of advertising compared to clicking on display advertisements.

The measures of dispersion (Range, Variance and Standard Deviation) are also shown for each question. Standard Deviation was applied in order to determine if the scores are evenly distributed and clustered closely around the mean (Bell et al., 2011).

Skewness is a characteristic of a distribution that measures and assesses its symmetry about the Mean (Malhotra, 2010). Skewness to the left indicates negativity and skewness to the right indicates positivity. For all questions, except A06, the skewness is negative, indicating skewness to left. For A06 skewness is positive, indicating skewness to the right.

Kurtosis is an indicator used in distribution analysis as a sign of flattening or “peakedness” of a distribution (Krishnan, 2012). Normal distribution is equal to 3. As seen in all cases, except question A01, the Kurtosis indicator is smaller than 3, representing a Platykurtic distribution, which is flatter than a normal distribution with a wider peak. The probability for extreme values is less than a normal distribution, and the values are wider spread around the mean. In the case of A01, the Kurtosis is larger than 3, indicating a Leptokurtic distribution, or a sharper than a normal distribution, with values concentrated around the mean and thicker tails. This means high probability for extreme values.

Table 7: Data for Advert B

Question		B01	B02	B03	B04	B05	B06
N	Valid	72	72	72	72	72	72
	Missing	0	0	0	0	0	0
Mean		0.38	0.33	-0.35	0.49	-0.40	-0.61
Std. Error of Mean		0.119	0.107	0.119	0.112	0.106	0.128
Median		1.00	1.00	0.00	1.00	0.00	-1.00

Mode	1	1	-1	1	0	-1
Std. Deviation	1.013	0.904	1.009	0.949	0.899	1.082
Variance	1.026	0.817	1.019	0.901	0.807	1.171
Skewness	-0.819	-0.602	0.075	-0.619	-0.180	0.467
Std. Error of Skewness	0.283	0.283	0.283	0.283	0.283	0.283
Kurtosis	-0.159	-0.207	-0.840	-0.010	0.461	-0.833
Std. Error of Kurtosis	0.559	0.559	0.559	0.559	0.559	0.559

Question		B07	B08	B09	B10	B11	B12
N	Valid	72	72	72	72	72	72
	Missing	0	0	0	0	0	0
Mean		0.26	-0.94	1.26	0.28	0.47	0.53
Std. Error of Mean		0.134	0.118	0.114	0.109	0.110	0.099
Median		1.00	-1.00	1.00	0.00	1.00	1.00
Mode		1	-1	2	1	1	1
Std. Deviation		1.138	1.005	0.964	0.923	0.934	0.839
Variance		1.296	1.011	0.929	0.851	0.872	0.703
Skewness		-0.660	0.912	-1.917	-0.478	-0.450	-0.679
Std. Error of Skewness		0.283	0.283	0.283	0.283	0.283	0.283
Kurtosis		-0.637	0.235	4.113	0.049	-0.405	0.318
Std. Error of Kurtosis		0.559	0.559	0.559	0.559	0.559	0.559

As for the data for Advert A, the sample for Advert B is 72, with no missing values.

For all questions, except B03, B06 and B08 the skewness is negative, indicating skewness to left. For B03, B06 and B08 the skewness is positive, indicating skewness to the right.

As seen in all cases, except question B09, the Kurtosis is smaller than 3, indicating a Platykurtic distribution. B09 has a Leptokurtic distribution as it is larger than 3.

Comparing the Means for A01-A05 with B01-B05 (the questions measuring attitude towards the advert), the findings indicate a more positive reception for Advert A. However, in order to test if this statistical significant a further test will be conducted in section 4.4.3.

Comparing the Means for A10-A12 with B10-B12 (the questions measuring attitude towards the brand), all questions indicate a score between 0-1. Although Advert A has slightly higher means for these three questions, the difference between Advert A and Advert B is not as significant as the findings for the questions testing attitude towards the ad.

4.5 Application of the Multi-attribute Model of Fishbein

The first step in the Fishbein Model is to evaluate (e_i) the importance of each selected attribute. In this case, the following attributes were selected: informativeness, usefulness, interesting, credibility and non-intrusiveness. Secondly, the participants were asked to rate the native and display adverts to determine whether the viewers' belief that the two adverts have or do not have the selected attributes (b_i).

In order to obtain the attitude score, the e_i and b_i is multiplied. The higher the score, the more favourable the attitude towards the advert (Lew, 2014).

Table 8: Fishbein Model

Attribute	E_i	Native (b_i)	Display (b_i)	Native ($E_i \times b_i = x$)	Display ($E_i \times b_i = x$)
Informativeness	1.11	1.03	0.38	1.14	0.42
Usefulness	1.08	0.64	0.33	0.69	0.36
Interesting	1.14	0.71	-0.35	0.81	-0.40
Credibility	1.07	0.68	0.49	0.73	0.52
Non-intrusiveness	1.19	0.61	-0.40	0.73	-0.48
Total				4.10	0.42

The table above illustrates a significant difference between the attitude score for the native advert (4.10) compared to the display advert (0.42). By using the Fishbein Model to measure attributes the results showed that all values of native attitudes were higher than the beliefs of the display attributes.

4.6 Hypotheses testing

4.6.1 Online advertising formats

Table 9: Hypothesis 1

Mean	T	Df	Sig. (2-tailed)	Mean Difference
0.72	4.556	71	0.000	0.722

The mean value of 0.72 ($P = 0.000$) demonstrates a slight positive agreement towards the fact that display advertisements will be notice before native advertisings on the same website. Thus, it can be concluded that when testing H1 “*Respondents exposed to display advertising and native advertising on the same site are more likely to notice display advertising first*”, the hypothesis is mathematically accepted, as the P value is acceptable at a level of significance of 1%.

4.6.2 Ad Attitude

Table 10: Hypotheses 2a

	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Advert A – Native Advertising						
A01	12.257	71	0.000	1.028	0.86	1.19
A02	5.597	71	0.000	0.639	0.41	0.87
A03	6.965	71	0.000	0.708	0.51	0.91
A04	6.005	71	0.000	0.681	0.45	0.91
A05	4.736	71	0.000	0.611	0.35	0.87
Advert B – Display Advertising						
B01	3.141	71	0.002	0.375	0.14	0.61
B02	3.129	71	0.003	0.333	0.12	0.55
B03	-2.919	71	0.005	-0.347	-0.58	-0.11
B04	4.345	71	0.000	0.486	0.26	0.71
B05	-3.804	71	0.000	-0.403	-0.61	-0.19

From the table above, it can be observed that all variables have a T statistic that is statistically significant at a level of significance of 1% as all P values are smaller than 0.01. Generally a level of significance of 5% is acceptable in statistical analysis.

As mentioned previously, the Fishbein Model (Table 8) has been applied to assess whether Advert A has a more positive ad attitude in comparison to Advert B.

Thus, H2a “Native advertisements on news sites will enhance a more positive ad attitude than online display advertisements” is mathematically accepted.

4.6.3 Brand attitude

Table 11: Hypothesis 2b

	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Advert A – Native Advertising						
A10	3.494	71	0.001	0.375	0.16	0.59
A11	8.120	71	0.000	0.722	0.54	0.90
A12	6.003	71	0.000	0.556	0.37	0.74
Advert B – Display Advertising						
B10	2.555	71	0.013	0.278	0.06	0.49
B11	4.290	71	0.000	0.472	0.25	0.69
B12	5.340	71	0.000	0.528	0.33	0.72

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	A10 / B10	0.097	1.313	0.155	-0.211	0.406	0.629	71	0.532
Pair 2	A11 / B11	0.250	0.915	0.108	0.035	0.465	2.317	71	0.023
Pair 3	A12 / B12	0.028	0.949	0.112	-0.195	0.251	0.248	71	0.805

From Table 11, it can be observed that all variables except B10 have means that are statistically significant at a level of significance of 1% as their respective P values are below 0.01. B10 is statistically significant at level of 5% as the P value is below 0.05, hence making it acceptable. This could lead to the conclusion that the brand attitude from Advert A is higher than that of Advert B as the means are slightly higher.

In order to confirm this objectively, a paired T test has been applied to each of the relevant pairs to determine whether there is a statistical significance in the differentials of the relevant means of each pair. From Table 11, it can be observed that only Pair 2 is acceptable at a level of significance of 5% with a P value of 0.023. Pairs 1 and 2 both have P values that are not acceptable at a level of significance of 5%.

Therefore H2b “*Native advertisements on news sites will enhance a more positive brand attitude than online display advertisements*” is rejected, as two of the pairs are not acceptable at a level of significance of 5%.

Table 12: Summary of findings

H1	Respondents exposed to display advertising and native advertising on the same site are more likely to notice display advertising first.	Accepted
H2a	Native advertisements on news sites will enhance a more positive ad attitude than online display advertisements.	Accepted
H2b	Native advertisements on news sites will enhance a more positive brand attitude than online display advertisements.	Rejected

Chapter 5 – Conclusion and recommendations

This chapter will conclude the research findings by revisiting the literature and theoretical framework and briefly summarise how the research transpired. Furthermore, it will highlight the limitations and provide recommendations for further areas of research.

5.1 Summary and discussion

As set out in Chapter 1, this study aimed to investigate the true value of native advertising compared to traditional display banner advertising by testing whether native advertising really has the positive effects that research might suggest or if it is misjudged as editorial content.

The literature review of the study began by defining display and native advertising in the context of online advertising. This was followed by an explanation of possible theories related to attitude towards advertising and brands, including the Attitude-Toward-the-Ad Model; Consumer-Based Brand Equity Model, ad-congruency, priming and task orientation.

When considering attitudes towards native and display adverts, previous research suggests that advertisers can make their adverts more desirable by making them more congruent to their surroundings (Norris & Colman, 1992). Furthermore, this helps combat the problem of consumers feeling disturbed by unwanted commercial content. By doing this, publishers are able to capitalise on understanding how a user moves through their content and can find appropriate ways to insert advertising into that experience (Castillo, 2015). The hypotheses tested in the research study set out to test these theories.

The research findings pointed to the fact that a significant number of participants observed display advertising before native advertising on the same page, thus Hypothesis 1 was not rejected. However, this could also point to that fact that native advertising is proving to be an extremely controversial topic and opens an array of possible topics for further studies. One of these being that a positive attitude towards

native advertising can be explained by native advertising's deceptive nature. In June 2015, the United States Federal Trade Commission (FTC) released a statement, targeted specifically at native advertising, saying: "An ad is deceptive if it misleads a significant percentage of consumers." According to the FTC, 10-15% of users represent a significant percentage of consumers (Robles, 2015). Looking at the research findings, 45.8% of participants stated that they are not familiar with the term "native advertising". Secondly, 43% of participants indicated that they feel the native advert was not clearly labelled as an advertisement. These findings point to the fact that for this particular study the assumption can be made that native advertising is deceptive.

In accordance with the purpose of investigating the effects of native advertising on ad attitude and brand attitude, it can be concluded that native advertising is favoured to non-native advertising on CNBCAfrica.com. This is in line with the expected effect of congruent advertising as stated by Norris & Colman (1992), Edwards et al., (2002), Shen & Chen (2007), and Shabnam et al., (2011). However, the findings of the study rejected the hypothesis that native advertising elects a more positive brand attitude than display advertising. One possible explanation for these results is that the brand chosen for the study had a previous association that skewed the results. The results imply that further research is needed to test this hypothesis, perhaps using a more neutral brand for the case study.

5.2 Implications for CNBCAfrica.com

Here follows a discussion of what possible implications the results might have for CNBCAfrica.com. The discussion is based on the possibility that the results might indicate patterns that are true in reality and for a broader audience as well. This is of course with the realisation that in order to make proper recommendations and assumptions of what is true for all online news sites the scope of this study is far from enough.

As mentioned in Chapter 1, the outcome of the research was aimed at allowing CNBCAfrica.com to ensure advertisers on their site that native advertising meets consumer needs and is favoured to display advertising.

News websites are largely dependent on advertising revenue; therefore it is of great importance that a suitable advertising framework is in place. The subscription page business model failed to take off forcing publishers to sell advertising space on their websites in order to generate revenue. Native advertising is seen as an alternative to traditional advertising on news sites (IAB, 2014). However, little research has been done on the effectiveness of native advertising on consumers. In addition to this, the current doubt concerning the effectiveness of display advertising places further importance on looking into how native advertising can be optimised.

The message that delivers the essence of what was uncovered by the research is that by creating advertisements that are in the same format as the content audiences are there to consume, native advertising on CNBCAfrica.com is perceived more positively than display advertising and thus elicits a more favourable experience for the viewers. This outcome allows CNBCAfrica.com to convince advertisers that native advertising on their website is a more effective form of advertising. Based on the fact that the website has limited display inventory, this widens the opportunity to generate further revenue.

However, findings also point towards native advertising not being labelled clearly as advertising on CNBCAfrica.com, something the brand should address in order to maintain editorial integrity and avoid being accused of being deceptive.

5.3 Limitations

Although the research findings provide some new insights, these should be viewed in light of some limitations.

Firstly, due to limited resources and time, the study focused on a very homogenous sample group as most of the respondents shared similar demographics. In order to present more generalised results the sample would preferably have been bigger. For future research, the results could be more informative if the sample size was based on a larger sample. Furthermore, in order to increase the reliability of the study and mimic a real environment, the most desirable way of conducting the research would have been to ask participants to inspect the website in real-time and then asked questions thereafter. Unfortunately, this was not possible due to technical limitations.

Secondly, previous associations held towards the advertised brand (Barclays Africa) could have affected the results. Barclays is a well-known global brand, which means that the results from this study might not be applicable to lesser known brands.

Lastly, the theoretical background was not optimal as research on native advertising on news sites is very limited. Questions used were derived from previous studies testing attitudes towards adverts, although no sample questions could be found specifically testing native advertising. Hence, theories had to be adapted to the specific context of this essay in a way that might be arguable. However, native adverts offer certain additional elements that might need different measurement criteria.

5.4 Opportunities for future research

Due to the limitations mentioned above, the following recommendations are suggested for further research with the purpose of enhancing this study as well as the native advertising field of study in general.

As the hypothesis regarding brand attitude was rejected, it is suggested that in order to enhance the study, further research could be conducted to test brand attitude, perhaps by amending the variables tested within this study. In addition to this, the advertised brand could be substituted with a lesser known brand in order to see if that affects the outcome of the test.

Due to time and resource constraints, the study was limited to one news site, namely CNBCAfrica.com. In order to draw wider conclusions regarding native and display advertising on news sites, further research should be conducted to base the topic on a broader sample of sites to determine whether the results yielded match that of the current study generated. This will allow for a more accurate comparison by testing if the exact same native and display advert were placed on different news sites to see if the outcome of the results would differ.

Given the fact that the definition and effects of online native advertising on viewers is still highly debated in the industry, further studies could investigate the trade-off

between native advertising and the credibility of editorial content on news sites. Specifically focusing on how placement of native advertising on a news site affects viewers attitude towards that news sites. This could help prove or disprove the fact that native advertising affects the credibility of the editorial content on a news site.

5.5 Conclusion

As the digital landscape is developing very rapidly, it could be expected that the conditions for online advertising might change during the coming years. For this reason, research on native advertising will become a highly important field of study.

In conclusion, this study adds value as it helped contribute to the research on native advertising and its effectiveness on consumers, thus filling a much-needed gap in the market.

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APPENDICES

Appendix A – Questionnaire for quantitative study

Section A

The section assesses background information. Please indicate your answer by ticking (X) in the appropriate box.

1. Please indicate your gender

Male		Female	
------	--	--------	--

2. Please indicate your age category

19-25		26-35		36-45		46-55		56-65	
-------	--	-------	--	-------	--	-------	--	-------	--

3. Which one of the following categories best describes your employment status?

Employed, working full-time	
Employed, working part-time	
Not employed, looking for work	
Not employed, NOT looking for work	
Retired	

4. How often do you visit online news sites?

Daily	
Weekly	
When looking for specific information	

Never	
-------	--

5. Why do you visit online news sites?

Daily general news updates	
Daily business news updates	
Entertainment	
Research	
Directed from other websites	

6. Are you familiar with the term “native advertising”?

Yes	
No	

Section B

Below are statements about Advert A. Please indicate the extent to which you Strongly agree or Strongly disagree with each statement by selecting the corresponding option next to the questions.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Advert A		1	2	3	4	5
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A01	Advert A is informative					
A02	Advert A is useful					

A03	Advert A is interesting					
A04	Advert A is credible					
A05	Advert A intrusive					
A06	I am likely to share Advert A					
A07	Advert A fits in well with the rest of the website					
A08	Advert A looks like editorial content					
A09	Advert A is labelled clearly as advertising					
A10	The advertisement has a positive impact on my opinion of the advertised brand (Barclays Africa).					
A11	In my opinion the advertised brand (Barclays Africa) is high quality					
A12	In my opinion advertised brand (Barclays Africa) is valuable					

Advert B		1	2	3	4	5
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
B01	Advert B is informative					
B02	Advert B is useful					
B03	Advert B is interesting					
B04	Advert B is credible					
B05	Advert B irritating					
B06	I am likely to click on Advert B					
B07	Advert B fits in well with the rest of the website					
B08	Advert B looks like editorial content					

B09	Advert B is labelled clear enough as an advertisement					
B10	The advertisement has a positive impact on my opinion of the advertised brand (Barclays Africa).					
B11	In my opinion the advertised brand (Barclays Africa) is high quality					
B12	In my opinion advertised brand (Barclays Africa) is valuable					

Advert A and B		1	2	3	4	5
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
C01	When exposed to Advert A and B on the same news site you are more likely to notice Advert B first					

Appendix B – Advert A (native advertising)

10 factors that are influencing the increase in Africa's trade – CNBC Africa

<http://www.cnbc africa.com/insights/special-repo> Reader Google

Apple Yahoo! Google Maps YouTube Wikipedia News (634) Popular

Subscribe to our daily newsletter

CNBCAFRICA.com JSE Symbol: LOV Go Search Go

HOME NEWS MARKETS VIDEO TV INSIGHTS CONTRIBUTORS ADVERTISE NEWSLETTER CONTACT WEF

ADVERT A

52 SHARES

Twitter Tumblr + More

10 FACTORS THAT ARE INFLUENCING THE INCREASE IN AFRICA'S TRADE

Jason Barrass (This advertorial is sponsored by Barclays Africa)

Last Updated: 19 March 2015 09:57 GMT



Trade patterns in Africa are changing, with new products, new trading partners and new technologies all influencing the way African countries trade with each other and the world.

As a result, African trade is growing as it has never grown before. This is benefiting African companies and economies, lifting living standards and providing opportunities for trade to and from the continent and between African countries.

Africa is rich in opportunities - now while it is in the midst of transformative change, and in the future when expanding populations will increase the market size and a better educated middle class will increase consumer demand.

By 2020 Africa will have a population of 2.1 billion people and a collective GDP of US\$2.6 trillion. The continent is a minerals treasure house, has 60% of the world's uncultivated arable land when world food demand is rising, and offshore gas finds are transforming economies, particularly down Africa's east coast.

Barclays has been involved in Africa for more than a century. Leveraging that experience, we have identified 10 factors which are influencing the rising trend of African trade in a combination that bodes well for the continent playing a larger role in world trade.

Advertisement

Earn up to **6,75% interest*** for a limited time only

*Terms and conditions apply.

Member of BARCLAYS ABSA

Daily Insights Newsletter

Sign up to receive the best from CNBC Africa.

Email (Required)

SUBMIT

We will not disclose your personal information to anyone. You will only receive the newsletters you sign up for

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[Sanral complaints soar on Hellopeter...](#)

['Let's get to work'empowering Nigeria...](#)

[Culture & Tourism Ministry's plans fo...](#)

[Controversial e-tolls to kick off tomor...](#)

Appendix C – Advert B (display advertising)



52 SHARES 10 FACTORS THAT ARE INFLUENCING THE INCREASE IN AFRICA'S TRADE

Jason Barras (This advertorial is sponsored by Barclays Africa)

Last Updated: 19 March 2015|09:57 GMT



Trade patterns in Africa are changing, with new products, new trading partners and new technologies all influencing the way African countries trade.

Trade patterns in Africa are changing, with new products, new trading partners and new technologies all influencing the way African countries trade with each other and the world.

As a result, African trade is growing as it has never grown before. This is benefiting African companies and economies, lifting living standards and providing opportunities for trade to and from the continent and between African countries.

Africa is rich in opportunities - now while it is in the midst of transformative change, and in the future when expanding populations will increase the market size and a better educated middle class will increase consumer demand.

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Barclays has been involved in Africa for more than a century. Leveraging that experience, we have identified 10 factors which are influencing the rising trend of African trade in a combination that bodes well for the continent playing a larger role in world trade.

ADVERT B

Advertisement

Earn up to
6,75% interest*
for a limited time only
*Terms and conditions apply.

Member of
BARCLAYS

ABSA

Daily Insights Newsletter

Sign up to receive the best from CNBC Africa.

Email (Required)

SUBMIT

We will not disclose your personal information to anyone. You will only receive the newsletters you sign up for

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['Let's get to work'empowering Nigeria...](#)

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[Controversial e-tolls to kick off tomor...](#)