Department of Business e Management.

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The impact of Native Advertising on consumers' willingness to purchase.

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Chapter One - Managerial Relevance of the Phenomenon and Problems.

1.1 The Phenomenon.

Due to the constant changes in the behaviour of consumers, even the forms of advertising have had to evolve. Marketers find many more difficulties to connect with consumers than in previous years, and the researches show that it will be increasingly difficult in the future (Dan Sarel, 2003). This data is given by the fact that consumers are constantly exposed to advertising messages, with the result that they become annoyed by it and they choose to ignore it. According to the Anindya Ghose consumers look at native adv 53% more than display adv. Native ads generate an 18% increase in consumers purchase intention. Furthermore, the visual engagement created by native advertising is the same, and even slightly higher, than the original editorial content (Anindya Ghose, 2009). As a result of that, Native Advertising is getting more popular in the world of marketing (Anindya Ghose, 2009).

Native Advertising is used in different platforms such as video, social media, news sites, and much more. According to Niekerk and eMarketer, this particular kind of advertising has an estimated global spend of US 59.35 billion dollars allocated towards this approach. Native Advertising is showing no signs of slowing down and is anticipated to continue to grow in popularity in the coming years (Niekerk, 2017; eMarketer, 2017).

Despite this initial success of this particular kind of advertisement, one problem related to Native Advertising that will be examined in this thesis is the fact that the images and texts used in this form of advertisement do not always have a positive impact on the younger generations, especially when it comes to the clothing industry. Thus, the researches show that this kind of advertising could

irritate consumers that realize that what they are viewing is an adv (Jiyoon Han, 2018).

Consequently to that, according to Reuters Magazine 86% of readers can tell the difference between editorial and branded content, 14% can't. That 14% would prefer Native Advertising to be more ethical. In fact, Schuster suggests to follow the Federal Trade Commission guidance to Native Advertising. Those rules are based on be transparent while advertising a product, be unambiguous, and have clear labelling (Federal Trade Commission, 2015). Although, recent researches that have been conducted in America shows that just the 40% of marketers decide to follow those ethical rules. When it comes to the youngest generating, as Millennials or Generation Z, it's even more difficult to trick them since they are more accustomed to the new technologies, they often realize that they are exposed to Native Advertising (J. Carroll, 2019).

In the clothing brands industry, it often happens that occult advertisements are present, which is why this theme was chosen as the topic of this paper. According to that, this dissertation will also focus on the topic of Product Placement strategies, especially on digital media, to increase visibility and sales conversion (Ian Brennan, 2019).

1.2 Why choose this topic?

One of the reasons why this topic has been chosen, besides the fact that I am passionate about it, is because during my academic researches I have noticed that there are many lacks in the papers about Native Advertising. In fact, since Native Advertising is a new form of advertising, there are many aspects that can still be studied and analysed.

In addition to that, after analysing the most recent data on the traditional forms of explicit advertising, it has been demonstrated that consumers tend to avoid ads when is possible. For example, on TV by changing channels or even online using apps that block ads. (Bartosz W. Wojdynsky, 2016).

Consequently, hidden advertising could be the future of successful strategies in the world of marketing (Bartosz W. Wojdynsky, 2016). Further, the reason why I chose to focus my dissertation on the texts and images of Native Advertisings is because, as is demonstrated in the academic researches, this type of advertising can often irritate consumers if is not done properly (Jiyoon Han, 2018).

Moreover, I decided to study the topic above applying it to a young target audience, such as Generating Z and Millennials, because I believe that this research could help marketers to work on advertising campaigns in the future.

Finally, all of this will be applied to the area of the clothing industry as it is a topical subject and it is also a growing market (Gabriele Piccoli, 2017).

1.3 Research Question.

While academic researchers have analysed the general effects of Native Advertisement in the last years, this paper will focus on understanding Native Advertising from the perspective of the younger generations since marketers don't know if they are able to recognize native content or if the get irritated by it.

The purpose of this research is to examine Native Advertising from the perspective of the stakeholders as clothing brands, publishers, and academics. Further, this paper is also aimed to explore this topic from the perspective of the

stakeholders to gain insight into their views of the ethical and regulatory considerations. To achieve this goal the following overarching research question will be used to guide this study: "*How images and texts used in Native Advertising influence the behaviour of the youngest consumers related to the sales of clothing brand*?"

1.4 Relevance of the phenomenon.

The technique of Product Placement, a type of Native Advertising, is used in the clothing industry because is a form of communication in which branded products are placed in a natural way in a pre-existing narrative structure such as movies, music videos, or even on social media (Ian Brennan, 2019). This marketing strategy could cost more than traditional advertising, but the visibility of the products and the effectiveness of this tactic are really high (I.A. Koliieva, 2018). Product Placement is strongly related to the concept of Native Advertising since in both of those strategies the product message is not inserted in the appropriate advertising breaks but within a normal situation making consumers unaware of the purpose of the ad (Ian Brennan, 2019). The difference between Native Advertising and regular advertising is that in a typical commercial consumers immediately identify the source of the message and recognize the commercial character, while in Native Advertising consumers don't always identify the advertiser as the source of the message, in fact, consumers mainly perceive the context in which the product is placed (Benedikt Schurr, 2017). In this document, Product Placement is associated with Native Advertising because they are both a non-intrusive form of communication in which the advertising message reaches consumers with an action called "pull"

(Ian Brennan, 2019). This leads us to the fact that it is the consumer that, deciding to do a certain action as scrolling on social media, gets in contact with the product and relates to it in an engaging and unconscious way (Ian Brennan, 2019). There are two ways in which Product Placement takes place: the visual representation of the product and the verbal quotation. In the first representation, the product that companies want to advertise is just shown in a picture, probably in a typical situation. The second representation is when the protagonist says the name of the brand or of the product during a video or a movie that then is shown to the public. This is the way in which how many products are sponsored, especially in the clothing industry (Ian Brennan, 2019). This study aims to help marketers to use the right means of communication, such as images and texts, in this type of advertising in order to ensure that consumers have a positive reaction to native adv.

The impact of this strategy can vary depending on how texts, images, or even sounds are used. It also depends on the integration of the product in the ad, the context, and the narrative structure of the advertisement (Matt Carlson, 2014).

1.5 General Relevance.

This paragraph will mainly focus on the managerial relevance of the phenomenon of this thesis. The academic relevance examines the literature to draw upon previous research and provide an overview of the problem identified. Research and literature about this kind of advertising and consumer perception are limited. Since native advertising is increasing and gaining popularity, this thesis will help and benefit the specialists in this field. Moreover, this document

has the purpose to provide social relevance and insight into the potential of native adv for marketers, advertisers, and stakeholders.

According to Aivars Gabriel Helde this technique to advertise products can make consumers more willing to read, share, and address the content as true (Aivars Gabriel Helde, 2015). Furthermore, marketers would like to present content to consumers in a way that will interest or engage the target audience (Aivars Gabriel Helde, 2015). Therefore, this particular form of advertising is created to fit the look, blend in with the surrounding environment, and be on the news websites or the social media pictures, this will be perceived by the consumers nicer and thus will appeal more than normal adv (Morzhyna Anastasiia, 2019). On the other hand, Native Advertising could irritate consumers since they could feel tricked by it. This could raise consumers' feelings of deception (Johanna Held, 2018). For this reason, in this thesis will be shown what to do to not irritate consumers and get a positive impact with Native Advertising. Is essential to be aware of the effects of deception in this kind of advertising and its relation to consumers (R. Brown, 2016). In fact, this paper will investigate on the reaction of costumers to Native Advertising, especially Millennial and Generation Z, and thus provide social relevance.

1.6 Academic Relevance.

Literature and academic articles regarding the effect of the topic that is mentioned above are scarce. The majority of the academic papers focus on purchase intention regarding native adv or how this specific kind of advertising works online. Many marketers have recommended more researches on the Native Advertising due to the fact that there are too many gaps in this area (Colin

Campbell, 2018). This research will investigate on the reaction of costumers regarding Native Advertising, with a focus on the younger generation. In order to provide academic relevance, this research will focus on the texts and the images used in native adv and thus it will measure the advertisement recognition of young consumers. Also, this paper will provide insights to marketers who want to ensure a stronger effect of purchase intention of young consumers, as this is favorable for the revenue of the clothing brands.

When consumers find Native Advertisements annoying there is a low intention to buy the products (Alexander Osterwalder, 2020). Since Native Advertising is a new form of adv there are not many researches about the purchase intention of young consumers in relation to hidden advertising in the fashion industry. Those researches have not been conducted yet. Thus, this paper could benefit the existing literature and could reveal more about the effectiveness of Native Advertising.

Apart from that, it will be also examined the perceived deception of young consumers and, also, how this could influence the purchase intention.

Another mission of this study will be to investigate on the deceptiveness of hidden advertising and to purchase intention related to it. Even if the data shows that Native Advertising is proposed as an effective strategy for marketers, this could have a negative effect on the purchase intention of consumers (Bartosz Wojdyndky, 2015). What advertisers already know is that the negative feeling towards the advertisement could be derived from the perceived deceptiveness when consumers realize the content is an advertisement (Yoori Hwang,2019).

This research could benefit future studies about this topic, and, could also contribute to the creation of a framework. The information that this paper will

provide could be added to the knowledge of Native Advertisings and provides suggestions to use it in the world of fashion.

1.7 Managerial Justification.

One of the purposes of this paper is also to understand Native Advertising from the perspective of the stakeholders in order to improve their knowledge of this area of research.

According to the Reuters Institute Native Advertising of Oxfords has grown a lot in recent years and has reached almost the 50% of the total investments in digital adv in the Italian market (Alessio Cornia, 2021). This leads us to the conclusion that this kind of adv is growing in popularity and it will probably increase to the financial opportunities of the companies and the brands.

Recent studies demonstrate a drop in spending in programmatic advertising and print media, also show an increase in spending in Native Advertising (Bianca Harms, 2017). According to the Reuters Institute Native Advertising of Oxfords, the 74% of all the forms of online advertising are going to be Native by 2024 (Alessio Cornia, 2021). Since this advertising strategy has reached an high popularity and lots of money were invested in it, is essential to understand how it works and its consequences.

As it is mentioned before, there are different types and forms of Native Advertising, this paper is going to analyse this topic briefly with a focus on Product Placement. This decision is driven by the fact that in the clothing industry this is the kind of Native Advertising that is mostly used. In fact, when marketers search for the exact definition of Native Adverting there are conflicting definitions about it (Ye Wang, 2017). It is not clear if this kind of ad

is an advertorial, sponsored, or a mix of various concepts, this leads to a lot of confusion about this term. There is a lack of consistency in the terminology with this word (Bertosz Wojdynski, 2016).

1.8 Relevance for the organization and the business companies.

The information that will be reported in this paper is important not only for marketers and stakeholders, but also for companies since it offers the opportunity to connect with users in a format that the users like (Colin Campbell, 2015). This research is going to be relevant, and to add value to what is already known about this topic, because it will help to determine the effectiveness of an ad based on the feedback of the consumers. Moreover, this research is useful because it will help to identify future problems that a marketing campaign might face, and it will reduce the possible failure of a Native Advertising campaign. It will also increase the awareness and knowledge about the target market, in this case the younger generations, for branded campaigns. This is just a few of the reason why this research will be relevant for marketers, stakeholders, and the next advertising campaigns.

When it comes to the clothing industry what is called Native Advertising sometimes can be related to Product Placement, as is demonstrated above. Product Placement is relevant for businesses because it enables the audience to develop a stronger connection with the brand, and, in this paper, it will be explained how this could happen.

Product Placement has grown for 10 years straight in 2019, reaching a global market value of 20.57 billion dollars and a YoY growth of 14,5%, this leads us

to the fact that more researches will be relevant for marketers (Navdeep Sahni, 2016).

Agencies, publishers, brands, and academics will use the information reported in this paper in order to develop native content. This paper will provide insights into the priorities and the aim of this report will be also to assist the stakeholder in their decision.

1.9 Main problems and challenges.

Many brands and companies find it hard to understand if their efforts are successful or not (David Aaker,2020). It is not easy to measure the success of Native advertising. The browsers metrics don't truly offer much information about it, and the insights they provide are a bit superficial (David Aaker,2020). This is the reason why analysing performance is one of the common problems of Native Advertising.

Another usual problem about this topic is that Native Advertising has difficulties to be transparent about sponsored content without ruining the relationship with readers. In fact, there are many discussions about the ethic of this kind of advertisement (David Dowling, 2015). Several consumers see it as a form of trickery (David Dowling, 2015). An additional problem is that clothing brands don't always consider that the sponsored content doesn't influence just sales, it influences the whole brand value (Kaye Sweetser, 2016). In fact, as the American Behavioural Scientist Journey report "When clothing brands pay new portals and online magazines to write and publish contextual, high-quality content pieces about their business or specific services, they are automatically investing in their brand's image. If people start to associate your company with

credible sources they love and trust, they will perceive your company in a positive way."

Moreover, a problem that the marketers and the companies are facing about Native Advertising is based on the fact that there are not many information about it in the academic papers, especially when it comes to the Native ad in the clothing industry. Is important to improve the knowledge about this topic also because this kind of advertising can damage brand's integrity if consumers feel tricked by it (Kaye Sweetser, 2016).

1.10 Ethical Relevance.

Since Native Advertising is considered tricky, it can bring many difficult from an ethical point of view. This is the reason why is demonstrated that is important to gain insight into the ethical considerations of the stakeholders (David Dowling, 2016). How do stakeholders believe Native Advertising has to be regulated? Who should be ethically responsible?

Since Native Advertising and Product Placement in the fashion industry are deliberately covert, sometimes when consumers find out that they were exposed to an adv feel deceived. When this happens it could break the ethical principle of the adv (James Lunkapis, 2016).

This has been a really discussed topic for advertisers since many of them are worried that this type of ad will cause harm or irritate consumers (Bartosz Wojdyndky, 2015). Some of them pretend tighter regulations, while others believe that regulations in this field will impede the creativity and the effectiveness of the advertisement (Songming Feng, 2018).

As is shown above, according to the Federal Trade Commission, the Enforcement Policy Statement explains what businesses need to know to ensure that the format of Native Advertising is not deceptive:

- Be transparent. An advertisement or promotional message shouldn't suggest or imply to consumers that it's anything other than an ad.

- Some native ads may be so clearly commercial in nature that they are unlikely to mislead consumers even without a specific disclosure. In other instances, a disclosure may be necessary to ensure that consumers understand that the content is advertising.

- If a disclosure is necessary to prevent deception, the disclosure must be clear and prominent (Federal Trade Commission, 2020).

  To ensure disclosures in Native Advertising disclosure should be:

- In clear and unambiguous language;

- As close as possible to the native ads to which they relate;

- In a font and colour that's easy to read;

- In a shade that stands out against the background;

  For video ads, on the screen long enough to be noticed, read, and understood;

- For audio disclosures, read at a cadence that's easy for consumers to follow and in words consumers will understand (Federal Trade Commission, 2020).

  Those ethical rules were reported from the Federal Trade Commission, in order to that this study will be aimed also to contribute to the understanding of how advertisers could be more ethical in the clothing industry while using Native Advertise to sponsor a product to young consumers.

1.11 Managerial Implications.

According to the International Journal of Academic Research in Economics and Management, clothing companies have to face many challenges to reach young consumers, especially online, due to the fact that people will always try to avoid advertisements (Andry Nugroho, 2013).

The researches that have been conducted in the last few years found out that the attitude towards Native Advertising is mostly positive, but it can happen that in some cases, when consumers realized they are getting tricked, they react to it negatively (Jiyoon Han, 2018).

This kind of advertising could represent a solution to the current challenges that companies are facing, this is the reason why has been chosen to investigate on this topic.

This research will also focus on the design, the content, and the frequency of Native Advertising. The design affects the entire experience of the adv and it has an indirect impact on what costumers perceive about the value of the adv. The content has to be decent and ethical. The frequency can affect the perceived credibility. For example, if Native Advertising is shown too much while sponsoring a product the credibility will decrease, otherwise if it is barely shown, consumers will not even notice it (Amar Bakshi, 2015). All those elements and even more will be deepened in the following chapters.

Also, the choice of cooperation partners will be analysed in this dissertation. When publishing a Native adv the choice of cooperation partners needs to be considered. According to Information Systems Journal if a publisher with an

initial positive reputation is chosen, the credibility is affected positively (Gimun Kim, 2009).

1.12 Originality and Value of the phenomenon.

This paper will be written to contribute to the field of advertising, especially Native Advertising.

Native Advertising is mostly online advertising that, has it has been written before, is considered a form of hidden advertising. This research is meant to explore the attitude of young consumers towards Native adv and also to understand how this technique could create consumers' value.

Also, this study is meant to show stakeholders how the advertising value influences consumers' attitude towards Native Advertising and emphasizes the values' importance in the context of the clothing industry.

Since there are many lacks of research in the field of Native Advertising, this paper is aimed to contribute to this topic by finding more about consumers' attitudes in order to help companies to perform better while using this kind of adv. It also contributes to analyse every dimension of the Native Advertising context. Marketers and advertisers could consult this research if they want to know more about this kind of advertisement or if they want to use it in an advertising campaign.

1.13 Managerial Relevance of the phenomenon and problems.

The managerial problem of this paper arose from a study conducted by the Content Marketing Institute. The study is about the lack of trust of young consumers due to blurred boundaries of Native Advertising campaigns. The

research shows that consumers look at native ads 53% more frequently than display ads (David A. Hyman, 2017). Also, Native ads drive a 9% lift for brand affinity compared to banner ads and are even more shareable (32%) than display ads (19%) (David A. Hyman, 2017). This study demonstrates that when Native Advertising is done in a correct way it will influence consumers more than the normal way of advertising (David A. Hyman, 2017). Another study from Jamie Grigsby and Hillary Mellema, reveals that narratives in the form of Native Advertising, such as storytelling ads, are less effective when compared to informational Native Advertising, especially when it comes to Social Media Marketing. Their study shows that when advertising cues, as disclosure labels, are prominently located, consumers have difficulties to recognize the advertising nature of narrative Native Advertising when compared to informational native ads (Jamie Grigsby and Hillary Mellema, 2020). This information made marketers understand that "lower levels of advertising recognition are associated with increased perceptions of manipulative intentions by the advertiser, which has a negative influence on consumers' attitudes toward the ad." (Marius Manic, Mashable, 2015). The results of this researches show that Native Advertising does not always work properly and it doesn't always affect consumers in a positive way. It depends, like in this case, on how images and texts are used, on the target, and what the company sells. On the other hand, when comes to the concept of "positive consequences using Native Advertising" is not just about good consumers' reaction, is also about high-quality target audience traffic. (Bianca Harms, Harvard Business Review, 2017). According to Reuters Magazine, the 86% of readers can tell the difference between editorial and branded content, 14% can't. That 14% would prefer Native Advertising to

be more ethical. In order to that, this paper is meant to help advertisers and marketers to make consumers not feel tricked by this kind of advertising, especially the younger generations because they recognize it more easily when they are getting deceived by native adv than the older generation.

1.14 Why invest in Native Advertising?

Many companies don't allocate anything to the budget of Native Advertising because they have fear of stepping away from the traditional methods of adv that have been used for so long (Vinod Venekatraman, 2015). In addition to that, in 2014 the journal of the State of Native Advertising reported that around the 73% of consumers don't know what is Native Advertising (Bartosz Wojdunki, 2019). This leads us to the conclusion that if consumers do not know that Native adv exists, they will probably have difficulties to recognize it, which is why companies should include it more in their strategies for online advertising campaigns. On the other hand, younger consumers who are more used to browsing the internet may have less difficulty recognizing Native announcements than the older generation. This is the reason why this research will focus on younger consumers.

Native adv spending is currently pegged at $3.2 billion, research shows that it will continue rising by more than 30 percent over the next two years and could top the $7 billion mark (Sarah Quinn, 2019).

According to Keith Quesenberry Native is an antidote for media clutter and it's an effective way to drive viewers to owned media (Keith Quesenberry, 2019).

1.15 Benefits of Native Advertising.

As it was already discussed, Native Advertising is less invasive for the user and fits better with the initial consumer motivation to visit the publisher's website. It can happen that a consumer that is surfing on a specific website is not looking for buying a product, but is just searching for information seeking, entertainment, or socializing (Michelle Amazeen, 2019). Kim and Sundar in 2010 noticed that when ads provide information unrelated to Internet users' interests, it leads to interruption of users' specific goals and, therefore, often causes irritation. Hidden ads minimize this nuisance by misleading consumers. According to Schreiber in 2016 he discovered that 80% of millennial consumers perceived native ads as a decent user experience. Further, a study by HubShout Journal found that 72.8% of participants believed sponsored content had equal or greater value than non-sponsored content on the same website (Hubshout, 2021).

Another reason for the increasing growth of the use of Native adv is that publishers are interested in it. Many marketers are experiencing a tough time with subscription revenues plummeting and banner advertising prices going down because of their ineffectiveness. Native Advertising could solve those problems. (Bakshi, 2014; Ponsford, 2014). In fact, according to Benton, Native Advertising attracts higher rates than other forms of online advertising.

Native Advertising is meant to attract users' attention, in fact, advertisers value impressions two to four times more than traditional adv. (Bakshi, 2014).

The concept of Native Advertising is important for clothing brands since this kind of ad provides brand association. Brand associations are related to any information, images, or symbols regarding the product and the brand stored in the customers' minds. In the clothing industry a positive brand association is

crucial for creating brand equity and differentiation for the product from competing brands (Keller, 2001). For example, in this case clothing brands will choose to sponsor their products on fashion websites. This could give a more innovative and friendly feeling to the brand.

Lately has been created native adv in two formats, one for the computers and one for the phones since the use of mobile phones is experiencing to grow. Mobile became omnipresent, in fact, more than half of all digital time spent online happens using a mobile device (Fulgoni & Lipsman, 2020).

1.16 Challenges.

Even if Native Advertising has many advantages, there are also problems that could occur using this type of advertising. According to that, in the academic literature is shown that Native Advertising has blurred boundaries between editorial and advertorial content, in this way this kind of advertisement infringes the principles of marketers that are based on objectiveness, neutrality, and independence. Consumers could think that this could affect the credibility of the brand or even the advertisers (Ronald Goldsmith, 2019).

A research of the Journal of Interactive Advertising discovered that consumers reported negative attitudes towards the company after they realized that Native adv content was promotional (Nathaniel Evans, 2017). Also, this way of promoting products and services might raise some ethical concerns regarding the confusion that the consumers get when exposed to hidden adv.

Native Advertising by definition it cannot look like a normal editorial adv, otherwise it won't be native. According to that, many studies had shown that consumers often have trouble recognizing that native ads are in fact

advertisements (Marylyn Carrigan,2018). In two experiments conducted by Wojdynski and Evans (2015) only the 7% of consumers in the first experiment, and the 18.3% in the second experiment understood that the article was paid advertising.

In 1994, Friestad and Wright proposed a Persuasion Knowledge Model to explain how the presence or the absence of a advertisement cues might affect consumers' attitudes. Consumers tend to process persuasive advertising messages more critically when they successfully recognize the persuasive attempt (Benoit, William L., 2018).

In the fashion industry this problem could be overcome by using the technique of Product Placement in websites or social media, but this topic is not deepened in the academic research yet. Based on this, this research is going to use Instagram, as it is one of the most popular social media and is mainly about sharing pictures and captions, as the main platform to test the effectiveness of Product Placement to minimize the potential confusion over whether Native Advertisement is a promotional content.

1.17 Goals.

One of the main goals of advertising is persuasion: persuade people to buy a product or a service (Leo Edegoh, 2013). Consequently to that, in this dissertation, it will be studied how young consumers elaborate different types of advertising that promote clothes, and what factors are affecting the creation of attitudinal and behavioural changes.

This thesis is meant to make marketers use more Native adv in their future campaigns. This could generate more users' attention and improve the brand

identity of companies (Tetsuya Okuda, 2021). Due to the in-content placement and high adaptability, this kind of advertisement captures more user attention, and, also, it is not perceived as an advertisement. For this reason, consumers are more likely to click on them (Tetsuya Okuda, 2021). This topic has been chosen because this format creates a positive user experience. Native Advertisement contains information that is still relevant and useful even if its goal is selling a service or a product. As such it is more likely to be shared on social media, increasing its reach and marketing potential for becoming popular (Andrew Kaikati, 2014). According to the Marketing Science Journal when consumers search for something online they are exposed to an advertising overload so people have learned to ignore page elements that they perceive as advertising. Moreover, it has been noted that many more consumers start using AdBlock, a software for computers that blocks ads, to get rid of unnecessary ad content (Jum Kim, 2010).

The Content Marketing Institute research shows that 70 percent of users prefer to learn about products through innovative content than traditional advertisements. Further, most recent studies have also shown that Native ads receive 53 percent more views than traditional display ads and increase purchase intent by 18 percent (Anindya Ghose, 2009).

1.18 Summary.

In the chapter Managerial Relevance of the phenomenon and problems it has been explained and deepened the phenomenon that this thesis studies. As mentioned above, the phenomenon chosen for this dissertation is related to consumers and companies since Native Advertising affects both of those fields.

According to that, the phenomenon of this thesis it has been chosen because companies are dealing with a growing need of new advertising strategy, especially online advertising strategies (Venkatesh Shankar, 2017). In particular, this dissertation focuses on how images and texts in Native Advertising influence young consumers, as Generation Z and Millennials, especially on their willingness to buy clothing products. There are many lacks of information about this topic in the academic papers.

Moreover, in this dissertation is explained why this topic is relevant for organizations, marketers, and stakeholders. Also, this chapter shows the problems that managers and organizations are facing concerning this topic.

In this chapter, academic data, statistics, and facts were used to support the thesis and to allow readers to understand the magnitude of the phenomenon and of the problem. Finally, this chapter has been divided into paragraphs to favour the reader while reading this paper and to have a clearer vision of the topic chosen.

Chapter Two - Literature Review.

2.1 Introduction of the Literature Review.

Since Native Advertising is a new technique of advertisement, only recently it has started to attract the attention of researchers, this is the reason why the studies in this area are limited.

At the moment the majority of the studies focus on banner advertisement and on the disclosure of online Native Advertising, on the other hand, this study will concentrate more on the language and the communication of this kind of advertising. This study will analyse this topic since for marketers is crucial to understand how to make their ads more effective. For instance, what are the features of the content of Native adv that would make young consumers more likely to view and engage with it?

This study begins with understanding how people process this kind of advertising when they are exposed to it. Further, this paper will also focus on Native Advertising content related factors such as graphics, headlines, story leads, and popularity indicators.

According to the Journal of Communication, those factors have a significant effect on consumers purchasing behaviour (Hamish Hasan, 2018).

The research conducted in this study aims to fulfil the gaps in the academic literature. Also, another goal of this study is to examine the factors that could influence the effectiveness of Native Advertising, and thus, contributing to the existing academic literature.

Images and texts have been chosen to be tested to see how much they influence consumers' attitudes toward Native Advertising. Thus, in the following pages, this study will analyse these factors and will examine how to make them more effective.

2.2 Overview of the topic.

According to the International Journal of Economics and Management Sciences, marketing is an essential technique for organizations to communicate value and attract consumers (Mahsa Familmaleki, 2015). The researches show that the advertising industry is experiencing a growth in the global market, especially in the industry of online advertising (EMarketer, 2019). These changes, however, are creating difficulties for marketers since they are having issues understanding how to receive positive responses from consumers when they are exposed to advertising messages (Amy Smith, 2019). According to the Journal of Economic Prospective, consumers are more likely to be exposed to online advertising rather than traditional advertising methods such as television or newspapers, since they spend more time on Social Media or browsing on websites (David Evans, 2019). Online advertising is constantly evolving in order to adapt to consumers. For example, banner advertising, pop ups, classified advertising, keyword search, paid text links, sponsorships, or e-mail ads (David Evans, 2019).

The researches show that consumers find advertising annoying and they try to avoid it when is possible (Ernest Larkin, 2013). These latest events are pushing marketers to explore new advertising areas as Native Advertising and all the forms related to it.

2.3 Previous Research.

The first paper that has been analysed for this research is called "The role of a companion banner and sponsorship transparency in recognizing and evaluation article style Native Advertising". The main findings of this paper demonstrates that this kind of advertisement risks deceiving consumers who may be unaware that the content they are viewing is promotional advertising. Also, sometimes consumers do not expect advertising to appear in the same format of the website or the paper that they are viewing. The chosen paper is supported by findings that show a low efficacy of traditional disclosures. This study is mainly focused on how banners can improve the impact of Native Advertising on consumers. The study shows two experiments in which it is demonstrated that the inclusion of a companion banner boosts consumer recognition of the paid nature of article style Native Advertising to the same degree as a traditional disclosure. The results show that the negative reactions caused by ad recognition are muted when a Native ad is perceived advertising having higher sponsorship transparency (Colin Campbell, Nathaniel Evans, 2018). For further research, it's suggested to focus on what other than banners could increase the use of Native Advertising to improve consumers' trust in brand advertising. (Colin Campbell, Nathaniel Evans, 2018). This paper is important to support this thesis since makes the readers understand that many consumers get easily irritated by Native Advertising. In this research, I will show how companies can take advantage of Native Advertising without damaging their brands. Another academic paper that has been used to support

this document was published by the Journal of Interactive Marketing and is named "Negative consequences of storytelling in Native Advertising". The main findings focuses on the fact that the form of native ads on social media, as narratives, may be less effective when compared to informational native ads. The two studies that were conducted in this paper show that even when advertising cues such as disclosure labels and brand presence are well located, consumers are less likely to recognize the advertising nature of narrative Native Advertising when compared to information Native aAvertising. It demonstrates that when the advertisement is misleading means that the advertisers probably plan to manipulate the consumer, when consumers realize it they react negatively. (Jamie Grigsby, Hillary Melema, 2020). Farther, the final findings suggest that native ads that clearly communicate their advertising nature through cues, such as an informational execution, high brand presence, and prominent disclosure labelling, are more effective than a narrative execution style (Jamie Grigsby, Hillary Melema, 2020). Further research can be conducted on what exactly, other than storytelling, shouldn't be used in native advertising to not irritate consumers. The paper above is helpful for my thesis not only because it studies Native Advertising in the field of Social Media, but also because it shows why storytelling is not always a successful strategy in Native Advertising. Further, in the paragraphs below, the gaps of this paper will be fulfilled explaining how, through the use of images and texts, Native Advertising can be used without irritating consumers. The third paper is called "Native Advertising is online news: trade-offs among clicks, brand recognition, and website trustworthiness". This paper is published by the Journal of Marketing Research and it explains that during

those last years the use of Native Advertising has become popular among companies. Further, the main findings show that the choice between display and in-feed Native Advertising presents brand advertisers and online news publishers with conflicting objectives. Consequently, policymakers realized that this kind of advertising confused consumers. For this reason, the Federal Trade Commission issued guidelines for the disclosure of native ads. The findings of this paper shows how consumers respond to different styles of native ads, and also, how they respond to display ads. The method that they will use is going to be based on using randomized online and field experiments combining behavioural clickstream, eye movement, and survey response data. The final results show that native ads truly obtains more clicks since consumers get confused by it. Although, display ads get more visual attention, brand recognition, and trust than native ads. Further research will be focused on how companies could implement the guidelines of the FTC, and how costumer could react to those changes. This dissertation leads us to understand that not enough researches have been done on this topic. According to that, this dissertation will be focused on covering those gaps to help improve the quality of advertising (Anocha Airbarg, Eric Schwarts, 2019). This paper has been selected in order to support my thesis of having more ethical Native Advertising using the Federal Trade Commission guidelines, it also shows how consumers react to different types of Native Advertising. This paper contains many information that will be helpful to build my dissertation.

The last paper that has been chosen to support this dissertation is called "Brand Strategy in the Clothing and Textile Market" and it was published by the Marketing Institute of World Economy and Textile Marketing. This paper

highlights various problems that arise in the world of fashion in the latest years. For many reasons, including globalization, it is increasingly difficult for a clothing company to maintain long-term success. In fact, this paper analyses many aspects of both consumers and brands, but most important is that it focuses on using the right type of advertising to sponsor the products of a clothing brand. The aim of this paper is to show that a properly used brand strategy is the enterprise's most valuable asset, and should be the top priority in the company's work. (Monika Malinowska Olszowy, 2005). The gaps are based on how the clothing industry can continue to be successful in the next years, and what are the financial investments that companies could make in the future. I believe that to fulfil the gaps of this paper the use of Native Advertising to promote clothes online could be the solution. Further, in this study, the problems that the fashion industry is facing nowadays are approached and this is the reason why it has been chosen for this dissertation.

2.4 Research Gaps.

The gap related to the first paper mentioned in this dissertation is focused on "how to improve consumer trust for Native Advertising?". In order to fulfil this gap is important to use the right images and texts in Native Advertising, as is mentioned before, and also, it is crucial that companies build consumer trust (Dayal Sandeep, 2019).

In this paragraph are going to be mentioned some suggestions that companies can use to overcome this gap.

To build consumers trust, companies have to establish an emotional connection with the consumers. To do that is necessary to show to consumers

that the company cares about them and that wants make their lives easier (Sharon Morrison, 2017). The adv can be set up as a conversation, consumers are more likely to pay attention if they get an emotional reaction from the adv (Sharon Morrison, 2017). To attract the attention of consumers is important to create relevant content. Research shows that consumers click on Native Advertising because they are interested in the topic, since the reason why native ads are successful is that they perfectly complement the content, so marketers have to make sure that the advertisement is relevant to the surrounding web page (Yongick Jeong, 2020). This technique is called customized ads. Also, is important include the logo or the label of the company in the adv. It improves brand recognition and creates consumer trust (Carmen Blain, 2015). Further, according to Loredana Baltes, the most effective way to build trust with your audience is to build good relationships with them. Sometimes to promote products is not enough to stand out, consumers do researches before making a purchase so is important to make sure that reviews and word of mouth about the brand are positive. For example, the famous fashion brand Gucci used a great marketing strategy when they hired Armine Harutyunyan to walk in the Paris Fashion Week. This model does not have the classical canons of beauty, and this is the reason why she was victim of body shaming on Social Media. This story dawn a great deal of attention and become a media debate since people flattered Gucci for using her as a model. It ended up that Gucci obtained excellent results on it brand image. Another suggestion is related to the fact that the research shows that people trust information that their friends share with them (Caro Vesquez, 2016). This leads us to the conclusion that creates sharable marketing content

it is crucial to have a good marketing strategy. To generate valid content in the fashion industry, current topics such as body shaming or gender equality can be used. For example, transgender or oversized models can appear in the adv. This strategy can be used for a young target since these are current topics that involve Generation Z and Millennials (Orville Walker, 2019).

Additionally, providing additional value is necessary in native advertising. For example, consumers like to share content that provides a great educational value (Orville Walker, 2019).

In the second paper, the gaps are about the images and texts that are commonly used in Native Advertising. The gap presented in the second paper is a very common topic in many academic papers about Native Advertising and the question is always the same: "Which images and texts can use in Native Advertising without irritating consumers?" (Colin Campbell, 2018). In this paragraph this topic will be analysed.

Firstly is important that the general content of Native Advertising is compelling. For example, the research shows that "by reaching the audience when they are in a content consumption mode, brands are more likely to grab a user's attention and entice them to read their content." (Chen Lou, 2019). Although not all contents will be adequate. It's recommended to show something useful, something educational, incorporate visuals, and target a specific audience (Tracy Tuten, 2021).

Every brand, every company, and every audience is different, there is not a specific rule to follow to have a good advertising strategy (Mark Kay, 2016). However, since in this dissertation will be analysed the fashion industry and the

younger generations, there are some guidelines that could improve a company's Native Advertising strategy:

The research shows that consumers are more receptive to Native Advertising that appear to offer valuable content (Bianca Harm, 2017). Consequently, is suggested to avoid making an advertisement look like a television commercial or a press release. Use the advertisement to generate more leads, try to provide value, to educate consumers, and provide them information, but not too much so the consumers will be inclined to click on the advertisement (Micael Dahlen, 2010).

About the use of images in Native Advertising is important to use engaging images. According to the research of Eunji Lee, images and videos become an important part of consumers' daily browsing experience (Eunji Lee, 2015). For the use of images is suggested to:

1. Keep images uncluttered and have one main subject.

2. Avoid text on the image.

3. Not use generic stock images.

4. Optimize the advertising message.

For the use of texts in Native Advertising is suggested to:

1. Write a headline that looks like a news article or matches the context of the platform you're advertising on.

2. Be useful but incomplete.

3. Be relevant and concise.

4. Use numbers when you can.

The third paper is about how Native Advertising could be more ethical, and the gap of this paper focuses on how to improve the quality of advertising. The question related to this gap is "What can make a company that use Native Advertising stand out from all the others?" This thesis will help marketers to answer this question.

In this paragraph will be shown a brief overview of how a company can improve the quality of its Native Advertising. This topic will be deepened also in the following chapters of this thesis.

Firstly, according to Berthier Ribeiro Neto, a way to improve relevance is to use your consumers' most popular search query keywords in your adv titles and texts. Is suggested to create more ads to understand which one works better (Berthier Ribeiro Neto, 2020). Also, describe what sets the product apart. In the advertising try to answer questions like "Why do consumers buy this product?", "Does it solve a problem?" or, "Does it help save time or money?". For example, try to highlight the features and qualities of your products. Moreover, is suggested to use words that help attract true potential consumers (Matthew Richardson, 2020). For example, if the company sells expensive clothes is important to avoid words as discount, bargain, or cheap. On the other hand, if the price is competitively priced, consider featuring the price in the advertisement. Finally, is recommended a "specific call to action". For example, encourage consumers to take advantage of a limited time discount on your product (Hamish Pringle, 2019). Moreover, in their adv companies should avoid random capitalization, excessive punctuation and, misleading spelling (Mary Elle Guffey, 2021).

The fourth paper has been chosen since is about the clothing industry and it fits with the topic of this thesis.

The gaps of the fourth paper are based on how clothing industry can continue to be successful, and what are the financial investments that companies could make to improve their performances (William Magginson, 2021).

In order to that, in the following chapters of this thesis it will be suggested to create authentic adv. Native Advertising could fulfil this gap since this technique is a more natural way to advertise products. In fact, according to the Journal of Media and Communication Studies, the 70% of the people would prefer to know products through content than traditional advertising (M. Neelamalar, 2021). Another tip is to incorporate seamless advertising experience on Social Media. For example, Instagram and Facebook use feed based advertising, which is similar to the model of Native Advertising, so the adv seems like a typical Facebook or Instagram post (Priska Linda Breves, 2019). But, in reality, the post is sponsored content that advertises its product. This kind of advertisement works on social media because is visual (Priska Linda Breves, 2019).

An additional idea would be to design a relatable story to draw users. The research shows that recommending tailored content to consumers is another way to incorporate Native Advertising (Du Plessis, 2019). Is suggested to recommend to consumers articles, slideshows, blogs, posts, photos, or videos related to the fashion industry (Andreas Kaplan, 2020).

This research demonstrates that clothing companies should invest in Native Advertising as an advertising strategy instead of using traditional advertising methods.

2.4 General Gaps.

Since Native Advertising is a new kind of advertisement, it has recently started to attract the attention of marketers. This is the reason why the researches in this area are limited. The majority of the studies about this research focuses on comparing Native Advertising to banner advertising (Joonghwa Lee, 2016). Most of the studies don't concentrate on how to maximize the effectiveness of Native Advertising in the fashion industry, or in creating attitude change among young consumers. In fact, the purpose of this study will be to make advertisers understand how to make their ads more effective and to discover what characteristics of Native adv content would make young consumers more likely to view and engage with, especially regarding the fashion industry.

Firstly, this study will investigate on how young people consume and process Native Advertising, it has been found that consumers always try to avoid advertisement when they can, for instance when the "skip the adv" option is given (Hussiain D., 2013). This is relevant regarding the way people process Native Advertising on websites or on social media as they are facing a type of hidden advertising that is not always recognizable, therefore people are less likely to skip it. Because of that Native Advertising should include factors as graphics, headlines, story leads, and homepage presentation (Wojdynski, B.W. 2016). Even if is known that those factors have a significant effect on the attitude of young consumers, is not still clear what influences they have on the advertising of the clothing industry (Wojdynski, B.W. 2016). Also, this research aims to understand what factors are more important for marketers to pay

attention to. Those information will bridge several gaps in academic literature. Further, the purpose of this research is to contribute to the existing literature by examining several different aspects that might influence the overall effect of this kind of advertisement.

2.5 Empirical Evidence.

As is seen above in this dissertation, the aim of advertising is persuasion (Jennifer Edson Escalas, 2020). According to Jennifer Escalas, to persuade consumers is necessary to understand how they process advertising and what factors affect their behaviour. Also, according to the Pacific Journal of Marketing and Logistics, when consumers process advertising messages online, they don't have enough time, motivation, or capacity to process them rationally (Paul Wu, 2021). For example, every time a consumer log on Instagram is exposed to around 1500 contents, both advertising and non-advertising, and only spend about 1.7 seconds looking at it (Anja Bechmann, 2018). This leads marketers to the fact that consumers would not prudently process each content they see on Social Media. In order to that marketers should: evaluate the positioning of advertising content within the rest of the page area, examine the texts and image sizes and content, the wording of the labelling, report the name of the online agency posting the information, decide the time to post the information, count the number of viewers. Those are some of the heuristics cues that can affect consumers' evaluations (Shyam Sundar, 2016).

In order to that, in this paragraph we will explain and analyse two examples of Social Media Marketing considered a form of Native Advertising. Since this research focuses on sponsoring online content, especially on Social Media that

involves a younger audience such as Instagram, the images below show the

most common cases of Advertising on Instagram.

2.5.1 CASE ONE:
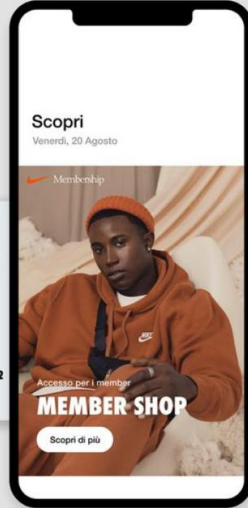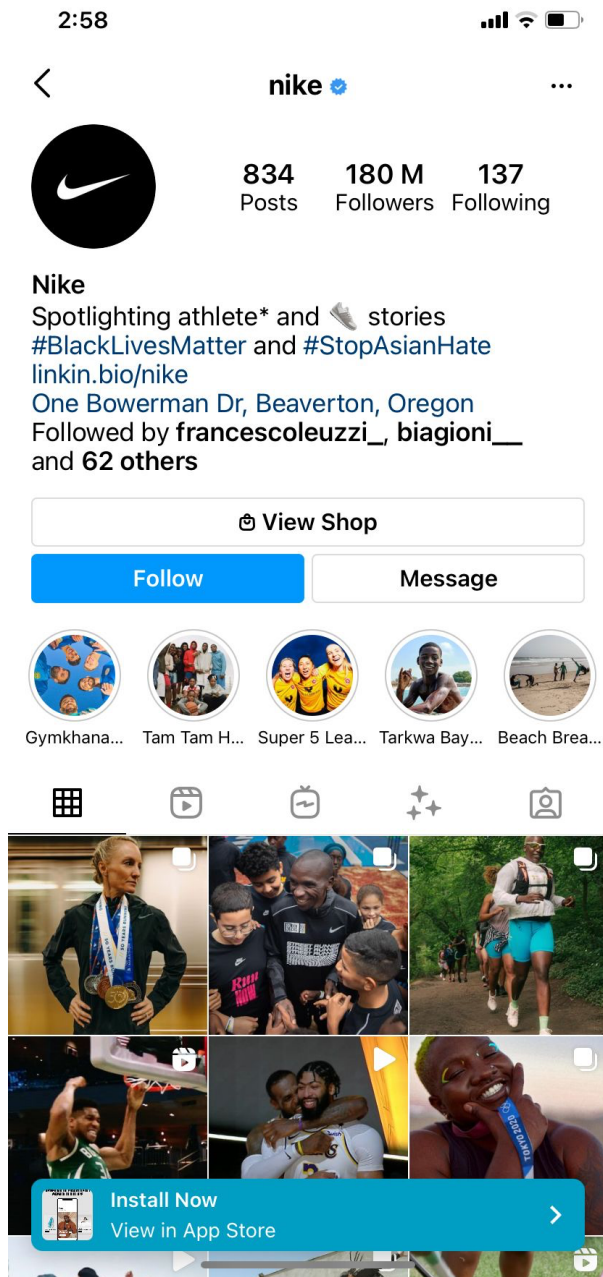
Figure One: Nike sports brand Instagram advertising strategy, 2021, www.instagram.com

Figure Two: Nike sports brand Official Instagram page, 2021,

https://www.instagram.com/nike/

Those pictures are an example of Instagram Advertising.

In the picture above, since the sponsored content is evident, consumers could understand that they are exposed to an advertising content. This kind of adv appears when the user is viewing the Instagram stories of his following. This

sponsored content will appear between one story and another, this is why it can confuse consumers (Bartosz Wojdynski, 2016). At the top left there is written "Sponsored" which makes consumers understand that they are viewing an adv. Also, at the bottom is written "Install Now", clicking it takes the consumers directly to the app store where they can download the Nike app. Furthermore, to view the official Instagram page of Nike is necessary to click the name at the top left.

A particular fact is that these advertising can be ignored. This is because in this way the impressions on these campaigns will be maximized, while the annoyance will be minimized (Janet Hoek, 2020).

According to the Journal of Business and Economic Research, marketers choose this type of advertisement because "It has an easier impact and faster results than other types of advertisement, it also automatically target the right audience personalizing their advs".

2.5.2 CASE TWO:

Figure Three: Chiara Ferragni Instagram page, 2021, Advertising Strategy
https://www.instagram.com/chiaraferragni/

In some cases, when customers see a post on Instagram, they don't realize that they are exposed to an advertisement also because this type of Native Advertising is associated with the technique of Product Placement (Colin Campbell, 2018). What makes consumers understand that they are exposed to an advertisement is the word "#adv" in the caption of the post. In fact, in the latest years, reporting the adv has become mandatory (Antitrust Law).

Companies have started to use more often this type of hidden advertising lately because, as is shown in the researches, it has excellent results (Dipak Jain, 2020). In fact, when consumers see their favorite influencers wearing branded clothes, are pushed to buy them (S. Venues Jin, 2019). According to the Journal of Economics and Finance, this is a psychological reaction driven by people's subconscious (Thabani Nyoni, 2017).

This technique is considered a form of Native Advertising since consumers are confused when seeing this advertisement, this is the reason why is not always considered ethical (Howard Beales, 2021).

One of the reasons why companies choose this type of advertising is because they want their brand to be associated with influencers, considered successful people by consumers (Enriwue Bigne Alcaniz, 2019).

Consequently, Antitrust has asked to influencers and brands to indicate in each post, photos or videos, if the products mentioned or appearing in the images is sponsored content (Antitrust Law).

The cues that the two cases above include are the credibility of the publisher, the familiarity of the advertiser, the pictures used in the adv, and popularity indicators in the form of likes and comments (Wokdynsky, B.W., 2016).

2.6 Summary of this chapter.

In the chapter above is been explained the literature review of this dissertation. The academic literature has been reviewed, the gap in the paper have been highlighted, deepened, and fulfilled. This paragraph helps the reader to understand that not enough research has been done on the topic chosen for this

thesis. In addition, it points out the limitations of previous related researches that the thesis tackles.

The Literature Review starts with a brief introduction and an overview of the chosen topic. Consequently, after the academic papers have been selected and summarized, the gaps of the papers have been identified. In the following paragraph the gaps have been fulfilled with tips that are explained in the thesis. Further, empirical evidence is been added to this chapter to report some relevant cases about this topic.

Also, as it is said above, the reason why is been chosen to talk about advertising on Instagram is because the research shows that the younger generations are influenced by this social network more than other (Maria Holiencinova, 2018).

Chapter Three - Methodology.

3.1 Research Approach.

This thesis aims to test the effect of images and texts used in Native Advertising, and how it affects the behaviour of young consumers related to the sales of clothing brands. To do so it was decided to use a Qualitative Approach since this research is meant to understand and interpret consumers' experiences and attitudes rather than have numbers and statistical analysis methods, typical of the Quantitative Approach (Robert Plonsey, 2007). According to Grace Brannan, during a qualitative study, the author is subjective and focuses on finding meaning in the gathered data. On the other end, during a quantitative study, the author is objective and tries to find and confirm data or to generalize the findings (Grace Brannan, 2017). (Robert Plonsey, 2007). Conclusively, a Qualitative Approach is the most suitable approach for this research because it aims to explore consumers' attitudes towards Native Advertising.

Further, this study uses a deductive method since is based on existing theories. In fact, in a deductive study, the theories are applied to a context, which in this case is Native Advertising (Kenneth Hyde, 200). At first, the data will be collected and then analysed using the existing theories. Further, the study will show how the information will be collected and why (Kenneth Hyde, 200).

3.2 Research Design.

The research design of this dissertation is exploratory since it is aimed to clarify the "nature" of the problem, get a better understanding of the situation,

and to provide indications for future studies (Baskarada S., 2014). According to Zoherh Dehdshti, exploratory research makes the researcher increases his familiarity with the research problem and helps to comparand a particular marketing phenomenon. This is the reason why an exploratory research design helps researchers to gather significant data, and since Native Advertising is a new type of advertising, deep information is needed to explore consumers' attitudes towards it. Finally, the writer of this dissertation will study the factors that are relevant about this new topic and in what way.

For this research is been chosen to use structured interviews, in this technique the interviewer prepares closed-ended questions. (Owen Doody, 2012). Also, in order to have more data on the topic of this thesis, it was decided to conduct a focus group. In this study, the writer will do an interview and a focus group outline which will show the questions that will be used (Albine Moser, 2017).

3.3 Data Sources.

In this research, primary data will be collected because this thesis is meant to solve a specific problem and to write about specific results. According to Albine Moser, through primary data, the writer can collect detailed information about consumers' interests, opinions, knowledge, and attitudes towards products and advertisements (Albine Moser, 2017). Further, since there is a lack of research in Native Advertising, due to the fact that is a new kind of advertisement, is difficult to find quality secondary data.

Primary data about this topic is needed to extend the knowledge on Native Advertising (Kaye Sweetser, 2016).

3.4 Population and Sample.

The population of this study comprehends young people, between the age of 18 to 30, that have internet access and use Social Media as well. To avoid mistakes in the sampling frame it was asked to the participants if they fulfil those criteria.

The sampling approach that has been chosen is non-probability sampling. This technique is defined as a method in which the author selects samples based on subjective judgment rather than random selection (Daniel Kahnem, 1972). The younger age group has been chosen as a delimitation for the sample because this could increase the chances of finding valuable participants for the study. The sampling technique used in this study is called Quota Sampling. In this kind of sampling, the selection of the members happens based on a pre-set standard. In this particular case, as the samples are formed based on specific characteristics, the created sample will have the same qualities of the total population (Barrie Gunter, 2011). As it is mentioned before the population chosen is selected by the age of the participants, they are all young people, then the population is divided into equal groups called strata and samples are taken from each group to meet a quota. The researcher maintains the correct proportions representative of the population (Daniel Kahneman, 1972).

3.5 Data Collection Method.

To collect the relevant data in order to meet the purpose of this study, in-depth structured interviews were used as a method to collect empirical data. This data will be analysed to meet the purpose of this study. According to Roger Collins,

in-depth structured interviews allow freedom for both interviewers and interviewees to explore additional points and change direction if necessary. This method is really easy to use since is based on just replicating the questions as a fixed set of closed questions is used. (Roger Collins, 2002). This kind of interview has been chosen because, according to Christie Scollon, one structured interview can provide the same amount of accurate information as four unstructured interviews, making the hiring process not only more accurate, but also more efficient. (Christie Scollon, 2003). As is mentioned before, this study is qualitative and has an exploratory purpose, this is the reason why, according to Gray, conducting interviews is the most logical method to use. Further, structured interviews are chosen for this research since all candidates are treated the same. Because decision-makers have the same information for every candidate, comparisons can be made quickly in terms of candidates' potential for success if hired, further streamlining the decision making process and improving confidence in those decisions (Gray, 2009). The questions are predetermined since it helps the interviewer to gather the same data from all the participants, but the participants can say and explain their own thoughts.

Moreover, interviews allow the author to access deeper information than other kinds of data collection methods (Manuel Jimenez, 2018). Thus, since the researcher of this study wants to gather deep data, in-depth structured interviews allow him to do so.

Furthermore, in order to write an appropriate research, it was chosen to, in addition to the interviews, also conduct a focus group. It was decided to do a focus group because is a type of interview in which participants are interviewed at the same time about a certain theme (Rosanna L. Breen, 2007). Focus groups

are an appropriate method for this research because they help to address new subjects such as the topic of this thesis. According to the Journal of Contemporary Ethnography "The talks of the focus groups are interesting because the participants can react and respond to each. This can lead to information and thoughts that might not have been found if only interviews were used". It was decided to conduct both interviews and focus group because focus group alone cloud present gaps in the data that the author wants to collect. For instance, in focus groups the interviewer has less control and the participants influence each other. In order to that, it was decided to add a focus group to the data collection to get more information in addition to the interviews. The focus group can be found in appendix C.

3.6 Procedure.

The interviews and the focus group that were conducted consist on five males and five females each in order to draw proportionate results. The interviews were conducted between November 29th and December 5th 2021, while the focus group was conducted on December 6th. Before starting the interviews and the focus group, the interviewer thanks the participants and tell them they will maintain anonymity (V. Ciriani, 2007). The duration of each meeting was between 15 to 20 minutes, while the duration of the focus group was about 90 minutes. All the talks were conducted face to face since according to Jessica Newman, is the best way to interact with the participants. During the conversations, the interviewer asked the participants if he could write down their answers to use them for this study. The permission has been granted. After that, it was asked to the candidate to look at the image (APPENDIX A).

The first questions were asked before telling the candidate that it was a native advertising campaign in order to understand if the candidate could recognize if that was sponsored content or not.

3.7 Candidates.

Candidate for the interview	Sex	Age
1	Female	25
2	Male	21
3	Female	26
4	Male	30
5	Female	22
6	Male	18
7	Female	28
8	Male	18
9	Female	19
10	Male	30

Candidate for the focus group	Sex	Age
1	Female	19
2	Male	28
3	Female	21
4	Male	18
5	Female	27
6	Male	20
7	Female	30
8	Male	18
9	Female	25
10	Male	30

3.8 Questions.

The questions chosen for the interview and the focus group are related to the concept of persuasion, entertainment, informativeness, consumer irritation, ana credibility of the advertisement (Decoffe, 1996).

	Questions for the interview.
1. **Design**	What do you think about this post?
2. **Design**	Does it seem a regular post?
3. **Irritation**	Would you imagine is an advertisement? Do you feel irritated by it?
4. **Irritation**	Does any kind of advertisement usually irritate you?
5. **Entrainment**	What do you think about the format of the adv? Do you like it?
6. **Entrainment**	Would you buy a product from this brand? Why?
7. **Informativeness**	Would you click or search the full adv?
8. **Informativeness**	Do you feel more influenced by Social Media adv or others? (for example commercial on tv or online)
9. **Credibility**	Would you trust a brand that uses this kind of advertisement?
10. **Credibility**	Does this adv affect positively or negatively the image and the credibility of the brand?

	Questions for the focus group.
1. Design	What do you think about this post?
2. Design	Does it seem a regular post?
3. Irritation	Would you imagine is an advertisement? Do you feel irritated by it?
4. Irritation	Does any kind of advertisement usually irritate you?
5. Entrainment	What do you think about the layout of this advertisement?
6. Entrainment	Would you be interested in buying a product from this brand? Why?
7. Informativeness	How important is the information of an advertisement for you? In this case, would you click or search the full adv?
8. Informativeness	What method of advertising influences you the most?
9. Credibility	This kind of advertisement influences the trust that you have towards the brand?
10. Credibility	Does this kind of advertisement influences the trust that you have towards the publisher?

3.9 Data Analysis.

In order to analyse the data that the interviewer has obtained, the first analysis method that has been used is called Descriptive Analysis. According to the Journal of the Royal Statistical Society, Descriptive Analysis is the first step when is necessary to analyse data. In fact, the interviewers will summery the data that has been obtained from the interviews and in the focus group, and the results will be collected in a simple presentation of the data (C. Chatfield, 2019). This stage is also called structure the data since it refers to the process of reorganizing the keywords and relating them to one another (Satu Elo, 2008). Also, if the codes that show a relation between one another are going to be grouped. After that, the results are compared and structured. The category that has more data is considered the reference category. And then the data have been summarized and sorted, the writer proceed with the second step called Exploratory Analysis.

The writer will see if the data could be related to the literature. This process allows the research to conclude, and also, to have new proposals for the literature (Roy Baumeister, 1997). The transcript of each interview can be found in appendix B.

3.10 Validity of the Study.

The questions that have been asked in the interviews and in the focus group have been designed to ensure that they measure the theoretical concept of this study. Construct validity ensures that the operationalization measures the concepts it was intended to (M. Schijven, 2003). In order to avoid pitfalls of construct validity, according to Schijven, is important to use the data collection technique

that has been used in this study. In fact, since the phenomenon of this thesis is unexplored, the writer uses in-depth interviews and the focus group to get a better and deeper understanding of consumers' attitudes toward Native Advertising (Johan Grafstrom, 2018). This ensures that the data obtained in the interview and the focus group is relevant for the case study. Further, the fact that the interviews and the focus group were face-to-face helped the participants to not have misunderstandings since they have the possibility to ask if they don't understand something, and in this way, their answers could be more honest (Johan Grafstrom, 2018).

The internal validity of this thesis, which refers to how systematic was the researcher during his study, is reached by including the transcription of each interview (APPENDIX B) and of the focus group (APPENDIX C) in this paper. (Jane Appleton, 1995).

On the other hand, according to the Journal of Consumer Research, external validity refers to the extent to which the findings of the study can be generalized to other situations, people, settings, and measures (Bobby Calder, 1982). In fact, in order to reach external validity, the information of this study has to be clear and provide great descriptions to help other researchers to work with the findings of the study and transfer them to other contexts (Michael Findley, 2021). For example, in this study, the external validity can be reached by the fact that very detailed descriptions were always provided throughout the study, and, also, this paper shows and explains the stages of the methodology of the study meticulously. In fact, thanks to the descriptions provided in detail, researchers that want to transfer the results to another context can do it easily.

3.11 Nike Case Study.

In 2019, the famous sportswear brand Nike used a Native Advertising strategy in a commercial that become one of the most famous commercials of this brand (Lisa Lynch, 2018). The advertisement is called "Dream Cosy" and shows some of the most famous athletes in the world, such as Colin Kaepernick, Lebron James, and Serena Williams, playing sports and wearing Nike clothes.

Nike put up billboards in the most important American cities. In the billboards there was the face of Colin Kaepernick and under it there were the words "Believe in something. Even if means scarifying everything" (APPENDIX A). This is considered a form of Native Advertising since Colin is seen as a rebellious athlete because, during a football game, he protested against racist policemen.

This gesture became famous, it even attracted the attention of the Ex American President Donal Trump that went on a rampage because he wanted to defend the American Police. This made people talk about this sports brand in a positive way. Thus, Nike made a winning move. Through this simple adv, Nike made people speak well on their brand and made itself look respectable to consumers. In fact, this Native Adv was supported by two full-pages in the Chicago Tribune and the New York Times. Also, it was supported across nine different Snapchat channels and posted by Colin Kaepernick himself on Instagram (APPENDIX A). According to Engage American Journal, following the native campaign's initial launch, the big global brand, Nike, created better social engagement, that outlined the best digital marketing states from that week. Nike's Facebook, Instagram, and Twitter activity increased and its follower count grew. Moreover, online sales surged after the announcement.

It was chosen to analyse Nike brand in this dissertation because this brand is mainly made for young consumers, such as the candidates selected to conduct the interviews and the focus group. In addition to that, both men and women were interviewed for this study, and the Nike brand produces clothes for both genders.

Chapter Four -Analysis and Contributions.

In this chapter ,all the data from the interviews will be collected and the relevant information that emerges from them will be transcribed. Further, the results of the conceptual framework will be shown and the process of the data screening will be described. Moreover, the results will be shown, explained, and summarized. The contributions to this study are shown below. The contributions are related to the research gaps, the managerial problem, the phenomenon, and the relevance of this thesis. A conceptual framework has also been exposed that summarized the model followed in this thesis. This is needed to make readers understand more easily the approach used in this thesis.

4.1 Data screening.

Once that the interviews and the focus group were conducted, the data was collected and transferred to the table shown below. The dataset contains the responses of ten participants for each data collection method. First of all the data was collected through interviews and focus groups. After that, the most relevant details were underlined, and the answers were divided between different groups for each question. For instance, in the table below there are written the answers of the interviews as "The majority of the respondents say...". The data that has been obtained is needed to add value to the already existing academic literature. Concerning the choice of the interviewees, were selected people who have continuous internet access and who use Social Media a lot. In order to that, the candidates were all young as this research focuses on the younger generations. Consequently, all the participants who joined this experiment met the requirements needed.

4.2 Results.

In this paragraph will be summarized the results of the interviews.

As is written above, the first two questions will be focused on the "Design" of the Native Advertising that has been shown.

The concept of design is very important in advertising, is related to consumers satisfaction (Ahmad Ammoura, 2019). It builds an important balance relationship of understanding with the consumers, and thus, with a good advertising design advertisers can develop and strengthen their connection with consumers (Ahmad Ammoura, 2019).

In the first question, which is "what would you think about this post?", seven out of ten people said it looks like a normal Instagram post. While three people immediately noticed that it was an adv. The main reason for those results is related to the design of this adv (Andrew Mitchell, 1981). Consumers were deceived by the fact that the adv did not include the word "Nike", or a clear sponsorship of one of their products that usually makes consumers understand that they are viewing an adv (Andrew Mitchell, 1981). In the second question, which makes the participants focus more on the fact that it may not be a regular post, two interviewees out of the seven that thought it was a normal post realized that it is an advertisement. On the other hand, five participants remained of the idea that what they saw was a regular post. According to that, research shows that people spend only a few seconds on a post, thus, they don't see it carefully (Pablo Boczkowski, 2018). However, if the focus of consumers is shifted back to the post, like in this case, some consumers are going realize easily that the post is an advertisement. According to that, candidate number five said: "*I think is a sponsorship, but is not the first thing I see.*" In fact, Native Advertising is

made to blend in and look like a normal article or a normal post (Colin Campbell, 2018). This is the reason why most of the participants that answered to this question did not realize that they were exposed to an adv, not a normal post.

After the first two questions, the participants were informed that they are viewing an advertisement. Subsequently to this step, this research shows that some of the candidates have shown discomfort as they felt tricked by it. This is why the next two questions are related to "Irritation". Irritation is a concept related to what consumers feel sometimes when they are exposed to advertising (Steven Edwards, 2013) In this study Irritation usually leads consumers to ignore the adv. This is why some participants take Nike native adverting as undesirable advertising. This led some of the participants to be negatively disposed toward the adv. The results of this study show that when consumers are annoyed or when they feel manipulated, is possible that consumers perceive the adv unwanted and irritating.

In order to that, when the interviewer asked to the participants if they were irritated by this adv, in the third question, four out of ten people said yes. Three of these four participants felt irritated only after discovering that the post was for commercial purposes. This leads us to the conclusion that the participants felt a feeling of betrayal. Even if this study shows that some of the people that didn't know they were exposed to ad adv felt irritated after discovering it, most of the candidates do not find Native Advertising irritating.

Question number four "Do advertisements usually bother you?" showed that seven out of ten participants are irritated by all kinds of adv, only three do not feel bothered by them. Candidate number four says: "*Kind of... Actually don't*

like ads in general". Those data demonstrate the fact that the invention of Native Advertising could be a winning strategy because usually, as the researches and this interview show, advertisements annoy consumers. In fact, consumers always try to avoid advertisements (Phillip Nelson, 2020). Although, the researches show that Native Advertising is not usually avoided by consumers because it is not recognized as an adv, so consumers do not perceive the sense of irritation (Bartosz Wojdynki, 2019).

Academic research shows that consumers find pop-up advertisements more irritating than other types of advertisements (Steven Edwards, 2013). Further, according to Mark Bartholomew, many consumers declare that they block online adv with black ads applications. Native Ads don't brusquely interrupt online consumers' experience, which other types of ads do. Moreover, the academic researches that are related to this study show that consumers are usually very annoyed by the sounds emitted by the adv in the websites, such as videos that can't be blocked (Mark Bartholomew, 2014). This phenomenon with Native Advertising does not happen, thus in this study, it is shown that Native Advertising is more appreciated than other types of adv since it is now perceived as annoying (Bianca Harms, 2017).

The following two questions are related to the "Entertainment" part of the Native Advertising that has been chosen for this interview.

It was chosen to ask two questions based on this dimension since entertainment is related to the ability to fulfil an audience's needs (Eleanor Loiacono, 2014). According to the International Journal of Managing Service Quality, entertainment services can increase consumers' loyalty and add value for the consumers. This study shows that is crucial to create new ways to build

consumers loyalty. During the fifth question is been discovered that seven out of ten participants appreciated Native Adv since is softer than traditional advertising methods. In fact, when has been asked "What do you think about the format of the adv?" one participant said: *"I think that this format is becoming more popular lately."* According to that, another participant said: "*I think this is better than other adv."*

The reason why the interviewees don't get bothered by this type of advertisement is related to the layout of it, the images, the texts, the illustrations, the topic, and the information. This leads us to the conclusion that if the correct images and texts are going to be used in a Native Advertising strategy it will not cause bad responses from consumers. On the other hand, three out of ten participants think it should be more ethical and they feel tricked. In fact, one of the interviewees said: *"I don't like it, it should be more ethical".*

In the sixth question "Would you buy a product from this brand? Why?" six out of ten participants said that they wouldn't buy a product from this brand. Although, they have declared that their answer is not related to this type of advertisement but to the fact that most of them prefer other brands or don't need sports products at the moment. In fact, one of the participants said: *"I would not buy it because I prefer other brands that cost less but the quality is the same".*

This question demonstrates that the candidates are interested in the brand and its products, this leads us to the fact that Native Advertising had a positive impact on them. However, as is seen in the interviews, the reason why six out of ten participants would not buy a Nike product is because *"At the moment they don't need it".* An idea could be to combine Native Advertising with Customized Advertising. According to the Journal of Marketing Science, is a

tool that improves advertising relevance for users and increases ROI for advertisers. This technique allows advertisers to target their campaigns according to the interests of the consumers (Esther Gal, 2005). Combining those two strategies could be a winning tactic since Native adv is hidden advertising, and customized adv is aimed directly at the consumers.

Question number seven and question number eight are based on "Informativeness" which refers to the informative nature of the native advertising presented to them, so that purchases yield the greatest possible satisfaction (Jieun Lee, 2016). Informativeness is important because consumers want the advertising content related to their interests, and obtain messages relevant for them (Jieun Lee, 2016). Informativeness is strongly related to the advertising value, and is the capacity of the advertisers to deliver information to the target in order to satisfy their needs (Jieun Lee, 2016). This study demonstrates that the majority of the respondents see the internet as an information source rather than an advertising secure. In order to that, marketers should create strong advertising messages to provide useful information about products and brands. In this case, the first question is aimed to understand whether the interviewees are likely to seek more information on the adv. During this, most of the candidates, six out of ten, declared that they would not want to search for the full advertisement. However, researches show that their answers are due to consumer laziness, not a lack of interest in the advertisement (David Shani, 1998). In fact, according to the Journal of Marketing, consumers are lazy and have to be guided by marketers for all the buying processes. According to the Retail Dive Journal, consumers get lazy when it comes to online purchasing. Ms. Beightol said: "Consumers are becoming lazier because there's an

expectation that marketers and advertisers will find them". In order to this, marketers should improve their selling strategies on smartphones and computers, and should position the purchase link in a way in which consumers could find it easily. Also, the online buying process must be really easy in order to not annoy and confuse consumers. Is important to avoid unnecessary subscriptions since usually consumers don't like that. Make sure that the online buying process is as fast and less complicated as possible (Barbara Kahn, 2016).

 On the other hand, the three participants that said that they would like to see the full adv declare that is because they are curious about it. In fact, a candidate said: "*Yes, this adv caught my attention.*". According to that, this study points out the fact that consumers' curiosity is crucial when it comes to online sales. Curiosity can lead consumers to get more information about brands, products, and services, and leads to the final purchase. In the article "How can you generate curiosity and keep your clients engaged" there are some tips that can help improve consumers' curiosity toward the brand. According to Greg Ferrett, to generate curiosity is important to write "provocative" statements and questions, provide just a few of the information, and generate a glimpse of value (Greg Ferrett, 2019).

To the question "Do you feel more influenced by Social media advertising or others?" one candidate answered that feels influenced by both Social Media and other sources such as newspapers and television. Seven participants said to be influenced more by Social Media advertisements than other kinds of advertisements, and the most cited one is Instagram. Those results come from the fact that the age group chosen is composed of Generation Z and Millennials, those generations spend more time on Social Media than other generations

(Michael Dimock, 2019). This is the reason why the image that has been shown to the candidates in this study in an Instagram Adv. The data shows that in Italy the majority of young people prefer social media over other forms of communication, and the most used social network in recent years is Instagram (Thomas Hillman, 2016). Similar data were also collected in other European countries (Thomas Hillman, 2016). Two out of ten candidates say they feel more influenced by other advertising sources, one of those two says: "*I recently deleted my Instagram so I don't use it anymore I was too addicted, I would say that I am more influenced by other sources.*"

The following questions, number nine and ten, are related to the concept of "Credibility". Credibility is consumers' perception of the truthfulness of the advertising (Carl Obermiller, 1998). Credibility is really important for marketers because is related to consumers' confidence. In fact, those two last questions are meant to understand in which way marketers can obtain consumers' trust. According to Goldsmith, the credibility of an advertisement is influenced by different factors, especially by the company's credibility and the bearer of the message. From this study, we found out that if Native Advertising is not done properly, it could affect the credibility of the brand.

In question number nine, eight out of ten candidates say they would trust a brand that uses Native Advertising as a marketing strategy. A participant declare: "*Yes I would, I don't think there is any relationship between trust and this commercial*". Another interviewee says: "*Lots of brands do it*". Those results show that the majority of the participants don't judge Native Adv in a negative way. However, two out of ten participants say that this type of adv affects their consumer trust because they feel tricked by it after discovering that the post was

an adv. This sense of deception leads to a consumers' decline in brand credibility.

In the last question, most of the candidates say that the brand is affected in a positive way rather than a negative way, but one participant says that for them it does not have a negative or positive effect on the brand. For instance, participant number two says: *"I don't think it affects it at all, many brands use this kind of adv."*. This means that, even if small, there is the possibility that Native adv has neither negative nor positive effects on the brand. In fact, as the interviewee says many brands use this type of advertising.

The remaining four interviewees say Native Advertising could have a negative effect on the brand image.

Those results lead the researchers to understand that this type of advertising could have better success through Social Media, as Instagram, especially for the younger consumers because, as is seen in the interviews, the majority of the participants do not mind the fact that this post was an adv. Consequently, especially for the clothing industry as Nike, this type of marketing could be a winning strategy (Hussian Ali Mahid, 2015).

Table of the Results of the interviews		
Design	Images Text Layout Interactivity Structure Content Visual elements Professional look	Most of the respondents didn't notice it was an adv. The minority of them, when noticed it, was bothered by it.
Irritation	Auto-played videos Pop ups Disruption Unethical	The majority of them didn't feel irritated by this kind of adv, but most of them declared that ads usually annoy them.
Entrainment	Interactivity Information Layout Visually appealing Learning effect	Most of them wouldn't buy the product due to the fact that they don't need it, they liked the layout of it. Native Advertising had been appreciated.
Informativeness	Link External sources Text elements Images elements	They are influenced by Instagram the most. Also, even if most of them won't look for the full adv, the results show that this is due to a lack of curiosity.
Credibility	Brand Reputation Paid content Disclosure Deception	This interviews showed that the credibility of the brand wasn't attached. Native Advertising didn't ruined consumer trust.

On the other hand, about the focus group, we notice that only three out of ten participants realized that the image they saw was an advertisement. However, a

participant noticed that it was an adv and communicated it to the rest of the group, this influenced the thoughts of the other participants. In fact, initially, seven participants said that they thought it was a normal post, then when a participant supposed that it was an adv also the rest of the group realized it. This phenomenon is typical of the focus group (Kitzinger Jenny, 1998).

Since in the first question the judgment of a participant managed to change the thoughts of the others, in the second question all ten candidates declare that the post they saw was an adv. This proves that when people are in a group they could change their thinking to be more similar to the others. This is called bandwagon effect (Rudiger Schmitt Beck, 2015).

In question number three, the seven candidates that in question one thought that the adv was a normal post, stated that only after hearing the comments of the others did realize that the post was an adv. Five of them, including the three participants that knew it was an adv, say that they are not irritated by it. The other five claimed to be slightly annoyed by the advertisement, some of them felt tricked by it.

Also, during the focus group, it was discovered that most of the participants are annoyed by all types of advertising. The research shows that this could happen because of the frequency of ads, the placement of the adv on the webpage, the lack of relevancy and bad targeting, and the size of the ads (Steven Edwards, 2002). Moreover, the ads are considered too intrusive. The steady increase of online adverts appearing across websites and social networks is certainly a grievance for online consumers (Eric Clemons, 2007).

Another fact that can be observed is that most of the participants liked the layout of the adv. This leads to the fact that the phenomenon of this thesis, which is

that images and texts can influence the impact of native advertising on consumers, has been confirmed. The example of Native Advertising that has been chosen in this case was appreciated by most of the participants.

Further, it can be observed that six out of ten people would not buy from this brand for different reasons. On the other hand, four of them would buy from Nike. However, as it is shown in the interviews, it was delated by the participants that the reason for their choices is not linked to the advertising method used. Indeed, those results show that advertising influences the image of the brand.

The data collected from the focus group shows that ten out of ten respondents declare that "informativeness" in advertising is important. However, when the participants were asked if they would search for the full advertisement only two of them were willing to do so. This is due to the fact that usually, consumers are not likely to search for an advertisement, they are more likely to watch the ad if is available on the web page they are on (Philip Nelson, 2020). As it is shown in the interviews, consumers are too lazy to search for advertisements.

This leads to the fact that most of the discoveries that were found out in the interviews have been confirmed in the focus group.

Is been seen that the older group of consumers (30 years old) is influenced more by advertising on Tv or in newspapers, while the younger participants are more influenced by Social Media. Considering that all the chosen sample is young, most of the participants claim to be influenced by Social Media and only two of them said TV advertisements. This leads to the fact that outdated advertising methods such as email marketing or newspapers adv don't always have a relevant effect on younger consumers.

Moreover, through this research, it was discovered that most of the interviewees are not negatively influenced by Native Advertising, from the results of both the interviews and the focus group it seems that younger consumers are fine with Native Advertising and declare that this type of adv does not affect brand trust. In the last question, most of the respondents state that they do not believe that Native Advertising can negatively affect the publisher. It was chosen to ask this question since researches show that sometimes when people are exposed to online Native Advertising on certain web pages, such as news websites, their credibility of the sources drops (Ye Wang, 2017). Although, we noticed that in this case, since the source is Instagram, most of the respondents say they are used to Social Media advertising so they don't lose credibility in the source.

In addition, it was crucial to add a focus group, other than the interviews, to this study because it helps to make the purpose of the writing more clear and allows readers to follow the reasoning with ease. Also, focus groups are important to discover respondents' attitudes, feeling, and experiences in a way where other methods are not applicable. Focus groups are used for generating information on collective views, and the meanings that lie behind those views. They are also useful to generate an understanding of participants' experiences and beliefs (P. Gill,2008). According to the International Journal of Social Research Methodology, considering that people influence each other it is important to observe, especially in this situation, how this happens. Interviews can be more inherent to this case as it is a more direct way to find out what consumers think about Native Advertising. However, it was important to add a focus group to the data collection methodology in order to obtain more information about the topic of this thesis.

Focus groups were needed to exchange viewpoints and discuss disagreements between consumers. On the other hand, interviews help to explain, understand, and explore opinion, behaviour, and phenomenon (Sylvie Lambert, 2008). This is the reason why those two methods of collecting information were used in this thesis.

	Table of the Results of the focus group		
Design	Images Text Layout Interactivity Structure Content Visual elements Professional look		Just three participants out of ten realized it was an adv. Those respondents made the others change their mind about the post they saw. This is called Bandwagon Effects.
Irritation	Auto-played videos Pop ups Disruption Unethical		During the focus group it was discovered that most of the participants are annoyed by the by all type advertisings.
Entrainment	Interactivity Information Layout Visually appealing Learning effect		Six out of ten respondents would not buy this products for different reasons but the adv has nothing to do with it.
Informativeness	Link External sources Text elements Images elements		Most of the participants believe that informativeness in advertisements is crucial, but most of them would not search for the full adv.
Credibility	Brand Reputation Paid content Disclosure Deception		Eight out of ten participants said that in their opinion Native Advertising do not affect the publisher in a negative way.

4.3 Relevant Findings.

From the results we can notice that most of the participants do not realize that they have been deceived by the adv, this leads to the fact that not all consumers are aware of what the real purpose of advertising is persuasion (John O'Shaugnessy, 2003). Advertisements, both native and normal, are created to convince customers that a company's services or products are the best (Mats Alvesson, 1994). According to Mats Alvesson, advs work to modify perceptions and improve the image of companies or products. Its aim is to influence consumers to switch brands, try new products, or remain loyal to a current brand (Ruchard Oliver, 1999). Further, persuasive language is essential in advertising since it helps the audience to understand why they need the products. Persuasion is needed to create a desire for change from the target audiences' status quo, and it encourages the consumers to invest emotionally and financially in the company's product or service. The purpose of persuasive advertising is to attract the attention of the target audience. This is achieved by using emotion, logic, credibility, and ethics to trigger a response from the audience (Metthew Feinberg, 2012). As a result from the interviews that have been conducted in this study, the attitude towards Native Advertisement is positive.

The interviews demonstrate that the majority of the respondents didn't notice it was an adv. When they noticed it, some of them were bothered by it. This demonstrated that at first most of the participants thought that it had an appropriate design, and just a few of them didn't appreciate it.

What has been discovered from the interviews that have been conducted in this study is that usually people do not feel irritated by Native Advertising because

they don't perceive it as an adv. Consumers get irritated by the concept of advertising in general, as traditional advertisements. The results show that Native Adv is not perceived as irritating because of the way it's structured, its images, and its texts that have been chosen for this case study. According to the Journal of Interactive Advertising, "a low level of irritation adds to the value of native advertising and affects the attitudes towards native advertising positively". This shows that in this case study Nike has used Native Adv in a good way. This can be difficult to accomplish since Native Advertising can damage a brand's integrity if consumers feel they have been duped into believing that the native advertisement they are watching is editorial content, but later discover that it is brand- sponsored content (Erin Schauster, 2016).

When it comes to the concept of entrainment, the result shows that even if most of the respondents wouldn't buy from Nike after they have seen the adv, they liked the design of it. So Native Advertising had been appreciated and the reason why participants wouldn't purchase from Nike is because they don't need any sports products at the moment. Entrainment is a relevant tool for advertising, especially for native advertising. From these interviews, we realized that the images, the texts, and the general layout of native advertising are crucial to have a good performance. In order to that, according to the Journal of Interactive Marketing "Entertainment catches attention which helps to overcome online advertising avoidance". Also, from the data that have been collected in the interviews we discovered that entertainment increases the advertising value and benefits consumers 'attitude towards native adverting.

After that, is seen that most of the participants are influenced by Instagram more than other Social Media, since they are a young generation. Moreover, even if

most of them won't look for the full adv, the results show that this is due to a lack of curiosity, not in a lack of interest. In this way we understood from the results that is really important to fully inform consumers about what the company sales. Indeed, the informativeness dimension is the ability of advertisements to provide updated, timely, and easily accessible information (Osnat Roth Cohen, 2021). The quality of information of a company in an online advertisement has a direct effect on the consumers' perceptions related to the company and its products (Isabel Riquelme, 2016). A good informativeness can be reached by a good topic, an interesting text, great elements, and learning effects (B.J. Fogg, 2022). After that, this interview showed that the credibility of the brand wasn't attached. Native Advertising didn't affect consumer trust. Advertising credibility refers to the fact that extent to which consumers perceive the message in the advertising to be believable, and based largely on the trust a consumer places in the source of the particular advertising (MacKenzie and Lutz, 1989; Zimand-Sheiner et al., 2019). The results show that publishing native advertising is found to have a rather decreasing effect on publisher's credibility whereas it increases the advertiser credibility. Although, the publisher's credibility is important to the perceived credibility of Native Advertising. Credibility is also affected by images and texts, and also by frequency and missing disclosure. For instance, in this case, is proved that the participant see Instagram as a good source and they have already initial trust in the brand.

4.4 Contributions.

As it is demonstrated in the research, consumers' willingness to buy products changes also based on how marketers use texts and images during Native Advertising. This study is relevant to understand the consumer attitudes towards Native Advertising, and how creates value for the consumers (Susan H. Duncan, 2008). The purpose of this study is to add relevant information about this topic to the academic literature. It was decided to analyse this particular phenomenon since there are lots of gaps in the academic papers on how people react to Native Advertising, also, there are not much information on how the young generation react to Native Advertising when it comes to the clothing industry (Wojdynski, B.W, 2016). During the writing of this thesis, a lot of significant information has been obtained about this topic.

According to the model followed in this research, if consumers feel tricked by this type of advertising, they will perceive it negatively. This usually happens when, for example, in a website, the text blends too much with the rest of the page (Ducoffe, 1996). Besides, as it is seen in the results of this research, consumers feel deceived by Native Advertising when they think it is not an adv and find it out at a later time. Moreover, what has been noticed from the research conducted in this dissertation, is that when consumers perceive this kind of advertisement in a negative way is very difficult to make them change their mind. On the other hand, if Native Advertising is done appropriately consumers will not feel the sense of being deceived, and they will appreciate this softer way of sponsoring products (Ducoffe, 1996). As it is shown in this research, there are many managerial problems related to this topic. For instance, the researches show that some kinds of Native Advertising are less effective than others, for

instance, the informative Native Advertising is more successful than other kinds (Jieun Lee, 2016). The contributions that provide this paragraph aim to involve more young consumers in Native Advertising applied to the sales of clothing brands. Finally, the contributions in this thesis are related to increasing consumer purchases and improving the attitude towards the product and the brand. When it comes to the literary theoretical contribution, the Ducoffe model has been chosen to sustain the thesis and to find additional information relevant to the case, and is presented in the interviews and in the focus group. To contribute to the conceptual model, the dimensions of the model have been analysed to discover their effect on the advertising value and improve the knowledge of it in the field of Native Advertising, and then are applied in the interviews and in the focus group. This leads to a better vision of how this kind of advertising works in consumers' minds, and how it should be used for advertisers in terms of images and texts. Further, according to the researches, the advertising value influences consumers' attitudes, as is shown in this thesis. All the information and the data that have been discovered during this study can be used for future projects on this topic. Marketers need this research to improve their method of approach to this advertising technique, and to develop their communication with consumers. (Erin E. Schauster, 2016). In this study, after the results obtained, is possible to contribute to the academic literature with new advices regarding Native Advertising.

As we have seen from the results the most important thing in Native Advertising is visual content. According to the Information and Management Journal, 75% is attracted by the visual media, and most of the interviewees stated that that visual impact is really important, also in traditional advertising. Another idea is

the use of numbers in the adv. Numbers appeal to our rational thinking (Subdoh Bhat, 1998). Indeed, marketers use numbers in the headline, consumers understand that the information is structured and separated into steps. This gives a general understanding of what to expect when clicking on a stock. After that, is important to have a right wording. For instance, the title has to be as short as possible. Also, is important to get consumers interested to learn more. Indeed, the text is really important in native advertising. Is better to use positive words and arouse curiosity and provoke emotions. According to Vitor Carvalho, starting the sentence with "how to" could improve the click on the link of the adv. Those tips are mainly related to the layout of the adv, such as images and texts, also, those suggestions are focused on a young audience.

4.5 Conceptual Framework.

As it is written in the Research Proposal, the conceptual framework of this thesis will be based on the Ducoffe Model (Ducoffe, 1996). According to Ducoffee, there is a negative relationship between an advertisement's level of irritation and its level of effectiveness. "Consumers are less likely to be persuaded by advertising that is perceived ad annoying, offensive, or manipulative" (Berhm 1966).

This model is based on three dimensions that are:

1) Entertainment

2) Informativeness

3) Irritation

4) Credibility

For Ducefee, those dimensions have a significant influence on online advertising. Thus, when an advertisement has high entertainment, informativeness, and credibility, consumers are positively influenced by it and, also, the advertisings value increases. When this happens, consumers' attitudes will automatically become more positive towards the advertising (Duceffe, 1996). On the other hand, if consumers understand that they are being deceived, they will be irritated by the advertisement and this affects consumers in a negative way. Moreover, the research shows that consumers perceive advertising as positive or negative through images and texts (Jonathan Schroeder, 2005).

Even if this model is focused on online advertising, in this study it can be seen that, since Native Advertising is a type of online advertising, the model can also be applied to this topic. This theoretical framework is needed to explain the theory that is used to study the managerial problem and fulfil the previously mentioned gaps (Duceffe, 1996). A Conceptual Framework based on the Decuffe Model and applied to the phenomenon of this thesis will be presented below.

THE FIVE DIMENTIONS → IMAGES AND TEXTS OF NATIVE ADVERTISIN → ATTITUDE OF YOUNG CONSUME

4.6 Discussion.

The current study has confirmed the effects of the different dimensions on consumers' evaluations of Native Advertising. The results show that the participants are influenced by the credibility of the sources and the brand familiarity other than the dimensions mentioned above. Further, the results demonstrate that there is a relationship between the images and texts used in Native Advertising, the independent variable, and the consumers' attitude towards Native Advertising, the dependent variable. The findings obtained in this dissertation are relevant for the academic literature because they help to gain a deeper insight in the effect of the different dimensions in making native adv more effective. In order to that, this study can be considered relevant as it has important theoretical and practical implications for the researchers, marketers, and advertisers.

The findings of this study have shown that the credibility of the source and the brand familiarity, in addition to the five dimensions, is also relevant factors for consumers. According to Jason Weismueller, an high source credibility increases consumers' attitude towards the advertising and the brand, while low source credibility had a negative effect on consumers (Jason Weismueller,2020). Some of the participants started with: "*I love sport and I like Nike as a brand*" and, as it is seen above, the majority of respondents also said that Instagram is their favourite Social Media and the one where they spend most time. In order to that, this shows that the credibility and reputation of the publisher are very important to consumers and affect how they see the brands that the publishers have chosen to advertise. The results of this dissertation are relevant also because they have important practical implications for advertisers

and publishers. Since the source has been discovered that has a strong effect on consumers attitudes towards the brand, advertisers must carefully choose the right publisher to work with. Indeed, if consumers perceive the publisher as credible there are more chances that the advertisements will have a positive impact on the adv. Moreover, the research also shows that, even if this is not the case, unpopular brands should use credible publishers in order to convince consumers that the brand is trustworthy (Geok Theng Lau, 1999). Other than presenting the five dimensions of Decoufee, this study also exposes additional discoveries in the world of Native Advertising. Indeed, the results of this thesis confirmed that both source credibility and brand familiarity have an effect on the consumers' evaluations of the advertising and the brand.

Even if the interviews were focused on the five dimensions, through these talks were found other relevant information to marketers. As mentioned above, all interviewees were already familiar with the Nike brand. So the familiarity of the brand was high. This can lead to positive consumer behaviour. Despite this, it wasn't found any relationship between brand familiarity and the desire of consumers to learn more about adv. Has been found "laziness" by consumers in looking for information on products that they did not need at the moment. In order to that, it was noticed that consumers were not very interested to share the advertising post.

A possible explanation for this could be that people are not inclined to share advertisements unless they are interested in them. In terms of attitude towards the advertising, it has been found that consumers are influenced by the layout, as images and texts, of native advertising. So in this case they weren't negatively affected by it.

This leads to the fact that an advertisement from a highly credible source, such as Instagram or TikTok in this case, will probably receive more likes and comments from the target users than other sources, and it might be appreciated more than other advertising methods, especially in this case where the consumers are very young. According to the Journal of Advertising, an advertisement offered by a high credibility source, sponsored by a familiar brand and liked and commented by lots of people, results to have a more positive consumers attitude towards the brand.

Chapter Five – Conclusion.

5.1 Introduction

According to the Journal of Interactive Advertising, Native Advertising has achieved a very important role in the field of online advertising (Bianca Harms, 2017). This is the reason why it was chosen to investigate on this topic. The purpose of this study was to understand the rule of images and texts in Native Advertising. Also, how Native Advertising can have a positive impact on a young target audience especially in the world of fashion. Secondly, this research investigated from the stakeholders' point of view, it also examined the concept of ethics in Native advertising, and it explored the process of creating advertising content. Further, several theories and new ideas were presented in this study in order to fill these gaps. Moreover, the possible disadvantages and risks of Native Advertising were listed.

The first chapter of this thesis showed an introduction to the main topic of this study, then it also presented the purpose behind this dissertation, and provided general directions regarding the current topic.

The second chapter was about a general exploration of the literature regarding Native Advertising. The gaps were been identified and then fulfilled with different ideas.

The third chapter has provided a methodological approach to the situation, it also provided ten interviews and one focus group in order to collect primary data about the chosen topic.

In the four chapter all the data were collected and the results were analysed. After that, in this chapter will be presented the implications for the theory, the limitation of this study, and will be suggested future research.

4.2 Limitations.

As has been demonstrated in the previous chapter, the results obtained can be applied and generalize to a larger population. This could help the academics that in the future would want to investigate on a similar topic.

Since online advertising is constantly evolving, a limitation could be that some of the results or the opinions found in this research may change in the future and, thus, may no longer reflect their current view.

Also, since the age group chose was from eighteen to thirty years old, it represents just the younger generations of consumers. This means that it doesn't cover all the target age groups of consumers. Future research could be on consumers that have different ages to make sure that other generations are studied as well.

Moreover, both interviews and the focus group have been conducted in English. However, none of the participants was a native English speaker. This includes the risk of language barriers, misunderstands, and vocabulary problems.

Also, since this study concentrated only on one aspect of Native Advertising, further research could be focused on other aspects of this topic. For example, future studies could concentrate on in-feed content and reviews on the websites.

Despite these limitations, the results from this study offer relevant insights about Native Advertising. Those limitations could be a good starting point for further research.

4.3 Further Research.

According to the Journal of Media Business Studies, the concept of Native Advertising was born in 2011, this is why it is considered as a new advertising strategy (Bianca Harms, 2019). In order to that, there are still many fields of Native Advertising that have to be explored. The current study has talked about many areas of Native Advertising, and this paper could be a great start for other researches.

Indeed, future studies could focus on how stakeholders use their power to persuade consumer, for example as it happens with the technique of Native Advertising. In order to that it's suggested to conduct future studies on the psychological part of this topic.

Another recommendation for future studies is related to the fact that this study was mainly focused on the clothing industry, in fact, the managerial investigations of this study were conducted on fashion brands. This is the reason why is suggested to conduct more researches on other fields, such as luxury brands, or the food industry.

Also, during this study, it has been discovered that many consumers use ad-block, a system that is meant to block unwanted advertisements. The ad-blocks are considered a threat to marketers and advertisers. For this reason future research could be focused on how and why people block advertising and what is needed to avoid this phenomenon. The research questions of future studies could be: What bothers consumers the most in advertising? How many times consumers can be exposed to an ad without getting annoyed by it? How consumers emotions influence purchasing behaviour?

4.4 Implications.

As it is seen in the previous chapters, brands have to deal with many challenges due to the high presence of both online and traditional advertising. Through the focus group and the interviews of this study has been discovered that many consumers have different attitudes towards Native Advertising than normal advertising due to the fact that there are less bothered by it. This technique of adverting could be a solution to the challenges of the companies. However, Native Advertising is not always a winning strategy. Indeed, in this thesis has been exposed the example of a sports brand, but we don't know if Native Advertising could have the same success in other sectors. The reason why it was chosen to analyse this brand is because Nike is mainly made for young consumers, such as the candidates selected to conduct the interviews and the focus group. In addition to that, both man and women were interviewed for this study, and the Nike brand produces clothes for both genders.

Further, other than the images and texts used in Native Advertising, there are many other details that are important for this technique, as the frequency or the content of the adv. In fact according to Kaye Sweetser, if a brand exposes consumers to a high frequency of Native Advertising, the credibility could decrease.

Also, it was noticed that in this study it wasn't analysed the relationship between the publishers and the brand. According to the Journal of Marketing, it is important to know where to publish the advertisement in order to reach the right target audience and get positive results (Demetrios Vakratsas, 1999).

4.5 Conclusion.

This dissertation has provided deep research into understanding the concept of Native Advertising. The aim of this document is to study how images and texts used in Native Advertising influence the behaviour of the youngest consumers related to the sales of clothing brands. Based on the academic literature, this research has confirmed and discovered new theses about this topic. For instance, the layout of the advertisement determines consumers' attitudes. Consumers perceive Native Advertising as a form of entertainment. Although, also the ethical part of it is important. In fact, some of the interviewees complained that this type of advertising was deceptive.

In the case study of this document is seen that the majority of the respondents don't perceive Native Advertising as annoying. This happens because, in this case, the advertisement doesn't include negative content, which according to Robert H. Ducofee, is considered to cause annoyance by consumers. However, according to the academic literature mentioned before, Native Advertising leads consumers to a feeling of annoyance when the adv is perceived as unethical, also, consumers could feel deceived by it. This study shows that though dimensions such as informativeness or the design of the adv, consumers' irritation towards the adv should decrease. Further, as it is seen in the results of this study, consumers that immediately understand that the content of an adv is sponsored most of the time don't find it irritating. This could indicate that, even if the consumers understand that they are viewing an advertising content, they do not perceive irritation as they obtain necessary information through the texts of the adv, and they appreciate the layout and the design of the adv because of the images of the adv. These data show that this

thesis has been confirmed. Indeed, Native Advertising is not perceived as unethical or irritating if companies use a good communication strategy. In order to that, companies should provide sufficient information in the adv and take care about the design of the adv through suitable images and texts. Thus, the results of this research show low irritation when consumers are exposed to this type of advertising. On the other hand, the results show that it could improve brand image and, also, the publisher is not compromised in a negative way.

The publisher must be a credible source and the Native Advertising has to be credible as well.

In addition to these two dimensions mentioned above, which are considered as the most relevant for the focus of this study, other important dimensions have also been cited in the previous chapter. For instance, it's proved that the design of the adv also influences the credibility of the advertisement.

However, in some situations, the strategy of Native Advertising could damage the brand. These cases include when the frequency of the adv is too high, or when the content is offensive or unethical.

To sum up this discussion, as it is seen in this paragraph, this document has identified different areas of importance which are based on the way in which Native Advertising is perceived by young consumers and how Native Advertising should be managed by fashion brands.

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Appendices.

APPENDIX A.

Image used for the interviews.

Billboard used during the Nike advertising campaign.

Youtube Video of Nike advertising campaing.

https://www.youtube.com/watch?v=lomlpJREDzw

Interviews (Appendix B)

Interview Number One:

1. What do you think about this post?

I don't know this Instagram account but what I noticed is that there are a lot of comments, it must be a famous person.

2. Does it seem a regular post?

At a first look it seems it does.

3. Would you image is an advertisement? Do you feel irritated by it?

No, I don't, and it doesn't irritate me.

4. Does any kind of advertisement usually irritate you?

Yes, usually all of them do.

5. What do you think about the format of the advertising? Do you like it?

The format of this adv doesn't bother me. I like it.

6. Would you buy a product from this brand? Why?

Yes, but not right now. I don't need it at the moment.

7. Would you click or search the full adv?

Yes I am really curios about it!

8. Do you feel more influenced by Social Media adv or others?

I spend much time on Instagram rather than watching tv.

9. Would you trust a brand that uses this kind of advertisement?

Yes, I love sport and I like Nike as a brand.

10. Does this adv affect positively or negatively the image and the credibility of the brand?

I don't think it does affect it in a negative way.

Interview Number Two:

1. What do you think about this post?

It seems like a normal Instagram post.

2. Does it seem a regular post?

Yes I think it is.

3. Would you image is an advertisement? Do you feel irritated by it?

No, I didn't imagine it at first, and yes advertisements usually irritate me.

4. Does any kind of advertisement usually irritate you?

Yes, I mean who likes advertising?

5. What do you think about the format of the advertising? Do you like it?

It's a bit tricky I don't like it.

6. Would you buy a product from this brand? Why?

I would not buy it because I prefer other brands that cost less but the quality is the same.

7. Would you click or search the full adv?

No, I don't think so i don't have time for it.

8. Do you feel more influenced by Social Media adv or others?

I usually prefer to watch tv or reding newspaper (also online), I try to not use Social Media.

9. Would you trust a brand that uses this kind of advertisement?

Yes, many brands do it.

10. Does this adv affect positively or negatively the image and the credibility of the brand?

I don't think it affects it at all, many brands use this kind of adv.

Interview Number Three:

1. What do you think about this post?

I see the Nike logo, it could be some sort of sales.

2. Does it seem a regular post?

It could but I noticed is not.

3. Would you image is an advertisement? Do you feel irritated by it?

Yes I thought it was; No actually it doesn't irritated me.. there are so many ads all over the internet.

4. Does any kind of advertisement usually irritate you?

No, I don't even noticed it anymore.

5. What do you think about the format of the advertising? Do you like it?

Yes, I like it because it doesn't bother me.

6. Would you buy a product from this brand? Why?

Yes, I would because I like it.

7. Would you click or search the full adv?

No I don't want to search for it.

8. Do you feel more influenced by Social Media adv or others?

I used a lot Tik Tok and Instagram.

9. Would you trust a brand that uses this kind of advertisement?

Yes, why not.

10. Does this adv affect positively or negatively the image and the credibility of the brand?

I think it affects it in a good way.

Interview Number Four:

1. What do you think about this post?

I know this page! Is from a really famous athlete.

2. Does it seem a regular post?

I know is something about Nike because I can see the logo and I also know that Colin worked for Nike.

3. Would you image is an advertisement? Do you feel irritated by it?

Yes, first thing I thought; No I don't, many other ads irritates me more.

4. Does any kind of advertisement usually irritate you?

Kind of... Actually don't like ads in general.

5. What do you think about the format of the advertising? Do you like it?

I think is better than other adv honestly.

6. Would you buy a product from this brand? Why?

No is too expensive for me.

7. Would you click or search the full adv?

Yes, I am curious!

8. Do you feel more influenced by Social Media adv or others?

I usually use WhatsApp and Instagram.

9. Would you trust a brand that uses this kind of advertisement?

Yes but I think they shouldn't. .

10. Does this adv affect positively or negatively the image and the credibility of the brand?

This athlete since is famous it affects it in a positive way.

Interview Number Five:

1. What do you think about this post?

First thing I see is that Nike has something to do with it.

2. Does it seem a regular post?

I think is a sponsorship, but is not the first thing I see.

3. Would you image is an advertisement? Do you feel irritated by it?

I noticed it but it doesn't irritate me.

4. Does any kind of advertisement usually irritate you?

Yes, it usually does because there are too many ads all over.

5. What do you think about the format of the advertising? Do you like it?

I think that this format is becoming more popular lately.

6. Would you buy a product from this brand? Why?

Yes, because I love Nike!.

7. Would you click or search the full adv?

No, I never have time to search for this suff.

8. Do you feel more influenced by Social Media adv or others?

I usually prefer to use Social Media rather watching TV.

9. Would you trust a brand that uses this kind of advertisement?

Yes, it irritates my less.

10. Does this adv affect positively or negatively the image and the credibility of the brand?

I think it affects it positively. I like more new kind of advertisement than traditional one.

Interview Number Six:

1. What do you think about this post?

I don't notice anything weird, except that maybe it could be a partnership with Nike.

2. Does it seem a regular post?

Yes at first, but then if you look closely you see there is the Nike logo.

3. Would you image is an advertisement? Do you feel irritated by it?

Yes… I have to say that I imagined it; Not at all honestly.

4. Does any kind of advertisement usually irritate you?

A bit, especially when I am doing something and advertising interrupts me.

5. What do you think about the format of the advertising? Do you like it?

I think that this is a softer kind of adv, and I like it.

6. Would you buy a product from this? Why?

No, I don't need it.

7. Would you click or search the full adv?

No, I think is a waste of time.

8. Do you feel more influenced by Social Media adv or others?

I feel influenced by both.

9. Would you trust a brand that uses this kind of advertisement?

Yes but I wish could be more ethical.

10. Does this adv affect positively or negatively the image and the credibility of the brand?

In some ways it affects that positively and in others negatively. What I believe is that I would prefer traditional adv maybe.

Interview Number Seven:

1. What do you think about this post?

It looks like a nice post!.

2. Does it seem a regular post?

It seems so.

3. Would you image is an advertisement? Do you feel irritated by it?

No at first I wouldn't imagine that; now that I notice it I feel tricked.

4. Does any kind of advertisement usually irritate you?

Yes, but I usually recognize it.

5. What do you think about the format of the advertising? Do you like it?

Yes, I like it but when you told me is an adv it irritated me.

6. Would you buy a product from this brand? Why?

No, because I prefer to buy from other places, also I didn't like the adv.

7. Would you click or search the full adv?

No. if the link was under it I would, but is not

8. Do you feel more influenced by Social Media adv or others?

I mostly use Social Media, sometimes I watch tv though.

9. Would you trust a brand that uses this kind of advertisement?

Honestly I don't think so. But I can't really judge a brand just by it.

10. Does this adv affect positively or negatively the image and the credibility of the brand?

None of both.

Interview Number Eight:

1. What do you think about this post?

It's a traditional Instagram post.

2. Does it seem a regular post?

Yes, it does.

3. Would you image is an advertisement? Do you feel irritated by it?

No, I don't but now that I know it irritates me.

4. Does any kind of advertisement usually irritate you?

No, other things usually irritates me, but not advertisements.

5. What do you think about the format of the advertising? Do you like it?

I don't like it, it should be more ethical.

6. Would you buy a product from this brand? Why?

No, but not because of the adv.

7. Would you click or search the full adv?

No, I wouldn't. I don't even know where to find it

8. Do you feel more influenced by Social Media adv or others?

My favourite social media is Instagram, I use that the most.

9. Would you trust a brand that uses this kind of advertisement?

10. *Yes, I would, I don't think there is any relationship between trust and this commercial.*

11. Does this adv affect positively or negatively the image and the credibility of the brand?

I would say negatively.

Interview Number Nine:

1. What do you think about this post?

I can see that is an Instagram post.

2. Does it seem a regular post?

Yes at a first look it does.

3. Would you image is an advertisement? Do you feel irritated by it?

No, but it doesn't irritate me.

4. Does any kind of advertisement usually irritate you?

Sometimes they do, especially when there are explicit types of advertising.

5. What do you think about the format of the advertising? Do you like it?

I don't think it's a relevant adv but I like it.

6. Would you buy a product from this brand? Why?

Yes, I could maybe one I will need it and I will prefer Nike rather other brands.

7. Would you click or search the full adv?

Yes, this adv caught my attention.

8. Do you feel more influenced by Social Media adv or others?

I recently deleted my Instagram so I don't use it anymore I was too addicted, so I would say that I am more influenced by other sources.

9. Would you trust a brand that uses this kind of advertisement?

Yes, I don't think it affects this.

10. Does this adv affect positively or negatively the image and the credibility of the brand?

I think that it could affect positively the brand since this adv doesn't really bother consumers.

Interview Number Ten:

1. What do you think about this post?

It looks like a post by a celebrity on Instagram.

2. Does it seem a regular post?

Now you made me doubt… Looking at the post more carefully I thought it could be a Nike commercial.

3. Would you image is an advertisement? Do you feel irritated by it?

If you focus on it you see it; It irritates me a little to know that is an adv.

4. Does any kind of advertisement usually irritate you?

Not really, I don't get bothered easily.

5. What do you think about the format of the advertising? Do you like it?

I think it could be a good strategy; Feels normal to me.

6. Would you buy a product from this brand? Why?

No, I think someone would feel tricked by it.

7. Would you click or search the full adv?

Yes, I would like to see it.

8. Do you feel more influenced by Social Media adv or others?

I feel more influenced by Social Media because I used them more than newspaper websites or TV.

9. Would you trust a brand that uses this kind of advertisement?

It's hard to say it because I think is a bit irritating so no, this could damage consumers' trust.

10. Does this adv affect positively or negatively the image and the credibility of the brand?

This could affect negatively the image and the credibility of the brand.

Focus Group (Appendix C).

1. What do you think about this post?

Interviewee 1: This is a typical Instagram Post.

Interviewee 2: I think is a post, and I can see that shows the usual phrase that phrase that maybe the owner of the page always says.

Interviewee 3: I follow the Instagram page Colin Kaepernick and I already saw this post, I thought that because he is an athlete he is always posting stuff about sports.

Interviewee 4: It's an Instagram post but I think there is something atypical in it.

Interviewee 5: Colin could choose a better picture to post of himself!

Interviewee 6: A post with a motivational quote looks to me

Interviewee 7: Guys I think that is something that involves Nike because I can see the logo!

Interviewee 8: Aww that's right now that I see it I can say that it could be an advertisement of Nike! It could be sponsored by Nike.

Interviewee 9: Mmm weird.. usually Instagram advertisements are not like that! Usually is easier to notice that we are exposed to adv.

Interviewee 10: Yes now that I see it is definitely an advertising campaign.

2. Does it seem like a regular post?

Interviewee 1: Now that I think about what the other participants say I notice that actually could be adv.

Interviewee 2: I think that too!

Interviewee 3: Now I see the Nike logo..

Interviewee 4: Also if usually adv are not like that I am going to say that it could be an adv, the others seem really sure about it

Interviewee 5: Now that you guys point it out it doesn't see a regular post anymore to me.

Interviewee 6: I agree with the others.

Interviewee 7: Same.

Interviewee 8: I thought that at first but now I realize is not.

Interviewee 9: Not anymore ahah

Interviewee 10: No, not after this conversation.

3. Would you imagine is an advertisement? How do you feel while watching it? Does it irritate you?

Interviewee 1: At the beginning I didn't think it was; This fact irritates me a little.

Interviewee 2: Me neither; But I did feel irritated by it.

Interviewee 3: I didn't look like a typical adv, now I realized it; This leads me to feeling of annoyance.

Interviewee 4: When the other said it I noticed it, before that I didn't; it doesn't annoy me.

Interviewee 5: Honestly no; I feel tricked.

Interviewee 6: No, not a first; I don't get irritated by it.

Interviewee 7: Yes I was the first seeing it; I don't perceive it as irritating.

Interviewee 8: Yes I noticed it; No it didn't irritate me.

Interviewee 9: No, and when the other said it I wasn't sure; It annoys me.

Interviewee 10: Yes I saw it was an adv; It didn't irritate me, I see many ads

4. Does adv usually irritate you?

Interviewee 1: Yes, it does.

Interviewee 2: No, I don't agree with the other participants ads are not irritating.

Interviewee 3: Yes, I don't like the thought of it.

Interviewee 4: I think that yes, as my college says the thought of it is not nice, but I personally don't feel irritated by it.

Interviewee 5: Most of the time they do because they interrupt me when I am doing something like when I watch TV or when I scroll my Instagram stories.

Interviewee 6: No I am not exposed to it a lot I think.

Interviewee 7: Yes, of course. I bet everyone gets irritated by it.

Interviewee 8: I have to disagree with candidate number seven, I don't get irritated by it.

Interviewee 9: Yes, but ads are important to sponsor products or services.

Interviewee 10: Yes, but sometimes some ads are less irritating than others.

5. What do you think about the layout of the advertisement?

Interviewee 1: Well I have to say that I appreciated it.

Interviewee 2: I agree with you.

Interviewee 3: Some ads are annoying but this is not.

Interviewee 4: My colleagues are right I didn't feel bothered by it.

Interviewee 5: I got bothered by it because the layout made me think that it was an adv.

Interviewee 6: I agree with the rest of the team.

Interviewee 7: Participants number three is right.

Interviewee 8: I agree with candidate number five.

Interviewee 9: As candidate number five and eight said I didn't like it.

Interviewee 10: As I say the layout of every adv irritates me.

6. Would you be interested in buying a product from this brand? Why?

Interviewee 1: I don't usually buy Nikes products because of the prices! Are too high!

Interviewee 2: I would buy products from this brand. I think is a really quality brand.

Interviewee 3: I completely agree with candidate number one. There are many brands that have a better quality and costs less

Interviewee 4: I would not buy that, I don't need it at the moment.

Interviewee 5: I think candidate one and three are wrong. The prices of Nike are so high because the products are really comfortable, the quality is high, and they are always in fashion.

Interviewee 6: As canadine four says, If I don't need it I don't buy it.

Interviewee 7: I agree with candidate number six and four. Although the reason why I won't buy it Is not related to this advertisement.

Interviewee 8: I don't' think there is any correlation between the adv and the sales of the brand but I won't buy it.

Interviewee 9: I practice so many spots and I would defiantly buy and recommend Nike products.

Interviewee 10: I would buy that too!

7. How important is the information of an advertisement or you? In this case, would you click or search the full adv?

Interviewee 1: An advertisement must be informative in order to sell products!

Interviewee 2: I completely agree with candidate number one. But if I have to be honest I will not search for the full adv I don't want to lose my time.

Interviewee 3: I think we all agree with candidate number one for both of his answers.

Interviewee 4: Informativeness is one of the most crucial things in any kind of advertisement. I will not search for the full adv and I don't think nobody will.

Interviewee 5: The information in an adv are essential in my opinion, but I won't search for the dull adv. Why should I?

Interviewee 6: In my experience I say don't believe too much in an ad, but don't even look at it if it doesn't provide you information about what they are trying

to sell. To answer to candidate number five I would say that marketers obviously want us to see the full adv, this is why they are asking us those questions, but I think I won't search for it either.

Interviewee 7: As the other participants say information are important in everything, this is why they should have put the link more available. Now I don't think people will search for it, I will not.

Interviewee 8: Really important. I would honesty search for the full adv, I do it a lot especially if it is something that interests me.

Interviewee 9: I would never buy a product without knowing information about it. I agree with number eight and I will search for the full adv.

Interviewee 10: Adv is also meant to inform, so al lot! I disagree with you guys (number eight and nine) I won't search the adv.

8. What method of advertising influences you the most?

Interviewee 1: I would say television maybe. I am the older here when I come home from work I don't want to stay on my phone, I prefer watching a movie.

Interviewee 2: I spend most of my time on social media so I think that's where I get influenced the most.

Interviewee 3: I agree with number two and I add that I spend most of my time on Instagram where I get exposed to adv all the time.

Interviewee 4: Social Media mostly. Tik Tok is the best. Video advertising really works.

Interviewee 5: I agree with number five.

Interviewee 6: Tik Tok I would say.

Interviewee 7: I agree with candidate number one, I personally feel that way too.

Interviewee 8: Instagram and Tik Tok are the most influential Social Media of the younger generations.

Interviewee 9: Agree with number eight.

Interviewee 10: There are so many kinds of advertisements but as the other said people get influenced by where they spend most of their time on Instagram..

9. This kind of advertisement influences the trust that you have towards the brand?

Interviewee 1: No I don't think there is any relationship between those.

Interviewee 2: I agree with number one.

Interviewee 3: I think as number one and two.

Interviewee 4: Don't think it should influence the brand negatively at all.

Interviewee 5: I don't want to be the only one against this but I think that it can have an effect on the trust that consumers have in the brand.

Interviewee 6: As the other said I don't think it influences brand trust.

Interviewee 7: My personal opinion is that there is no reasons why it should influence brand trust.

Interviewee 8: I don't think it does.

Interviewee 9: I approve what the other participants says.

Interviewee 10: I respect and understand what number five says but I agree with the others.

10. Does this kind of advertisement influences the trust that you have towards the publisher?

Interviewee 1: No I don't think it affects it neither.

Interviewee 2: I don't think that too.

Interviewee 3: I think that all of us at least once both something on Instagram and we still trust it!

Interviewee 4: I think that nowadays Instagram is way too full of advertisements and most of the times those ads are not even reliable. So yes, I definitely affect the trust in the publish.

Interviewee 5: No it doesn't.

Interviewee 6: I think is a little annoying to find commercials everywhere but at the moment is like that and we can't stop our trust in everything.

Interviewee 7: No I don't think so.

Interviewee 8: I totally agree whit what number four said.

Interviewee 9: I have to disagree with number eight.

Interviewee 10: I think it does not.

LUISS Guido Carli.

Giorgia Bernardini.

The impact of Native Advertising on consumers' willingness to purchase.

Final Summary.

In the present master's thesis it was decided to talk about the particular marketing technique of Native Advertising. The first chapter of this thesis is meant to make the reader understand the phenomenon of this paper.

In fact, Native Advertising was chosen as the main topic since it is current and, also, this method of advertising products has become one of the most used online by companies.

Further, it has been noted that in the academic papers there is a gap on how Native Advertising influences the younger generations, especially when it comes to the clothing industry.

Moreover, since today's technology has developed a lot, and the consumers' attitude has changed during the last years, even the forms of advertising have evolved (Gordon E. Miracle, 2013).

Although, is noticed that this particular form of advertising may not always obtain positive results for the companies. (Yoori Hwang, Journal of Advertising Research, 2019). In order to that, the context of this research will be focused on how Native Advertising influences costumers' behaviour, especially Generation Z and Millennials, and how images and text effects the sales of clothing brands.

This thesis proves the fact that Native Advertising is a great type of advertising that promotes products and services, and it could give positive results but, on the other hand, if it is not done properly, it could decrease the credibility of the brand or the site, lower customer trust, damage brand integrity, increase negative

brand awareness, confuse consumer, and decrease SEO benefit (Pengyaun Wang, 2018). The data written in the study demonstrates that Native Advertising will continue to be used by companies as a form of adv and, for this reason, the communication through text and images in this particular way of advertising need to be thorough.

Moreover, in the thesis is seen that if Native Advertising is not presented with the right content may not always have a good impact on consumers' purchasing behaviour. Also, in the academic papers is it noticeable that, at the moment, there are not many documents about images and text in Native Advertising. This is the reason why the aims of the thesis will be based on how this kind of advertising method should communicate through images and texts, also analysing the impact on consumers.

In the second chapter, is explained why the topic studied in this thesis is relevant to companies. Also, the problems that managers and marketers are facing concerning the topic of Native Advertising have been written.

The concept of this paper arose from a study on consumers' lack of trust due to blurred boundaries and lack of disclosure occurring in Native Advertising campaigns, especially for the newest generations (Ye Wang, Content Marketing Institute, 2017). In the main paper, the relevant data on the problems and the peculiarities of Native Advertising has been written and cited in order to have a more complete overview on the topic.

Moreover, this study demonstrates that when Native Advertising is done properly it will influence consumers more than traditional advertising, especially when it comes to Social Media Marketing (David A. Hyman, 2017).

Their study reveals that sometimes consumers have difficulties to recognize the advertising nature of Native Advertising, this could annoy them. (Jamie Grigsby and Hillary Mellema, 2020). This information proves that "when consumers find out that they are exposed to an adv that was that is not clear, they feel manipulated and, for this reason, sometimes do not react well to Native Advertising." (Marius Manic, Mashable, 2015). The second chapter of this thesis shows that Native Advertising does not always work properly. It depends on many factors as how images and texts are used, the target audience, and what the company sells. On the other hand, when comes to the concept of "positive consequences using Native Advertising" is not just about good consumers' reactions, is also about high quality target audience traffic. (Bianca Harms, Harvard Business Review, 2017).

Some of the relevance shown in this thesis proves that some consumers would prefer that Native Advertising could be more ethical.

In fact, in the full thesis is suggested to follow the Federal Trade Commission guide to native advertising. Those rules are based on be transparent while advertising a product, be unambiguous, and have clear labelling (Federal Trade Commission, 2015).

Also, during the writing of this thesis, several academic articles that are relevant to the topic of Native Advertising have been read and cited. Those papers served to analyse the chosen topic in a better way. These papers have been reported in the thesis. The author has focused on the introduction and the discussion section. After that, a brief summary of each paper was written and the reason why they were chosen was explained. Also, the main findings and the gaps of those papers were analysed and discussed. The gaps of this paper are mainly focused on the

fact that sometimes the brands o the companies are not recognized properly. Another gap is that more research could be done on the mechanism by which attention drives higher brand recognition, and further studies should be focused on the confusion that leads consumers to dislike Native Advertising (Anocha Aribarg, Eic Schwartz, 2019). An additional gap is based on how advertisers should design sponsored content that consumers see before and after viewing the native ads. According to the Journal of American Behavioral Scientist, marketers are concerned about the possibility of native ads misleading consumers.

This study analyses the consequences of invasive and non-invasive Native Advertising on young consumers. The relevant results of this thesis show that when Native Advertising is nonintrusive consumers have a positive reaction, on the other hand, when the adv is considered intrusive, consumers don't appreciate it. This document makes marketers understand that Native Advertising could be a double-edged sword. (Joonghwa Lee, Soojung Kim, Chang Dae Ham, 2016). To study this managerial problem and fill the previously mentioned gaps is suggested to use Ducoffe's Model. This model will be presented in the full thesis, and, it involves various dimensions that have been found to affect consumers' attitudes towards Native Advertising. Also, the model describes five dimensions which are design, credibility, entertainment, informativeness, and irritation. Those dimensions are found to be highly relevant to create advertising value which has a significant influence on attitudes towards advertising. In the past, this model is used for generical situations during online advertising, but, this dissertation is applied in the field the clothing industry of Native Advertising, analysing the most recent generations. After that, the theory and

the framework used in this thesis have been explained, the gaps mentioned have been fulfilled.

In the following paragraph, the approach that will be used is going to be qualitative research. The data sources will be primary, and the data will be collected directly from main sources through in-depth structured interviews and a focus group in order to find relevant information (Hanna Kallio, 2016). Further, the research design should be exploratory. The population of this document will include consumers who have Internet access and uses content providing websites, such as online newspapers. The population is from 18 to 30 years old.

The questions that have been asked in the interviews and in the focus group have been designed to ensure that they measure the theoretical concept of this study. Construct validity ensures that the operationalization measures the concepts it was intended to (M. Schijven, 2003). In order to avoid pitfalls of construct validity, according to Schijven, is important to use the data collection technique that has been used in this study. In fact, since the phenomenon of this thesis is unexplored, the writer uses in-depth interviews and the focus group to get a better and deeper understanding of consumers' attitudes toward Native Advertising (Johan Grafstrom, 2018).

Both the questions and the focus group were based on Nike's case study. Nike used the strategy of Native Advertising for their commercial campaign which was very successful.

Moreover, this study aims to obtain data on what customers could perceive as annoying in Native Advertising in order to understand what images and text could be used or not to sell in the clothing industry.

After the interviews were conducted, the relevant findings were written.

From the results of the interview and the focus group most of the participants do not realize that they have been deceived by the adv, this leads to the fact that not all consumers are aware of what the real purpose of advertising is persuasion (John O'Shaugnessy, 2003). Advertisements, both native and normal, are created to convince customers that a company's services or products are the best (Mats Alvesson, 1994).

As a result of the interviews that have been conducted in this study, the attitude towards Native Advertisement is positive. The interviews demonstrate that the majority of the respondents didn't notice it was an adv. When they noticed it, some of them were bothered by it. This demonstrated that at first most of the participants thought that it had an appropriate design, and just a few of them didn't appreciate it.

The results demonstrated that usually people do not feel irritated by Native Advertising because they don't perceive it as an adv. Consumers get irritated by the concept of advertising in general, as traditional advertisements. The results show that Native Adv is not perceived as irritating because of the way it's structured, its images, and its texts that have been chosen for this case study.

When it comes to the concept of entrainment, the result shows that even if most of the respondents wouldn't buy from Nike after they have seen the adv, they liked the design of it. So Native Advertising had been appreciated and the reason why participants wouldn't purchase from Nike is because they don't need any sports products at the moment. From these interviews, is noticed that the images, the texts, and the general layout of native advertising are crucial to have a good performance. Also, from the data that have been collected in the interviews, we

discovered that entertainment increases the advertising value and benefits consumers 'attitude towards native adverting.

After that, is seen that most of the participants are influenced by Instagram more than other Social Media, since they are a young generation. Moreover, even if most of them won't look for the full adv, the results show that this is due to a lack of curiosity, not in a lack of interest. In this way is seen from the results that are really important to fully inform consumers about what the company sells. Indeed, the informativeness dimension is the ability of advertisements to provide updated, timely, and easily accessible information (Osnat Roth Cohen, 2021). The quality of information of a company in an online advertisement has a direct effect on the consumers' perceptions related to the company and its products (Isabel Riquelme, 2016). After that, this interview showed that the credibility of the brand wasn't attached. Native Advertising didn't affect consumer trust. Advertising credibility refers to the fact that extent to which consumers perceive the message in the advertising to be believable, and based largely on the trust a consumer places in the source of the particular advertising (MacKenzie and Lutz, 1989; Zimand-Sheiner et al., 2019). The results show that publishing native advertising is found to have a rather decreasing effect on publisher's credibility whereas it increases the advertiser credibility. Although, the publisher's credibility is important to the perceived credibility of Native Advertising. Credibility is also affected by images and texts, and also by frequency and missing disclosure. For instance, in this case, is proved that the participants see Instagram as a good source and they have already initial trust in the brand. This thesis has confirmed the effects of the different dimensions on consumers' evaluations of Native Advertising. The results show that the

participants are influenced by the credibility of the sources and the brand familiarity other than the dimensions mentioned above. also, it demonstrates that there is a relationship between the images and texts used in Native Advertising, the independent variable, and the consumers' attitude towards Native Advertising, the dependent variable. The findings of this study have shown that the credibility of the source and the brand familiarity, in addition to the five dimensions, is also relevant factors for consumers. Also, an high source credibility increases consumers' attitude towards the advertising and the brand, while low source credibility had a negative effect on consumers (Jason Weismueller,2020). Some of the participants started with: "*I love sport and I like Nike as a brand*" and, as it is seen above, the majority of respondents also said that Instagram is their favourite Social Media and the one where they spend most time. This shows that the credibility and reputation of the publisher are very important to consumers and affect how they see the brands that the publishers have chosen to advertise. The results of this dissertation are relevant also because they have important practical implications for advertisers and publishers. Since the source has been discovered that has a strong effect on consumers' attitudes towards the brand, advertisers must carefully choose the right publisher to work with. Indeed, if consumers perceive the publisher as credible there are more chances that the advertisements will have a positive impact on the adv. Other than presenting the five dimensions of Decoufee, this study also exposes additional discoveries in the world of Native Advertising. Indeed, the results of this thesis confirmed that both source credibility and brand familiarity have an effect on the consumers' evaluations of the advertising and the brand.

All interviewees were already familiar with the Nike brand. This leads to the fact that brand familiarity was high, this brings positive consumer behaviour. Despite this, it wasn't found any relationship between brand familiarity and the desire of consumers to learn more about adv. Has been found "laziness" by consumers in looking for information on products that they did not need at the moment. In order to that, it was noticed that consumers were not very interested to share the advertising post. A possible explanation for this could be that people are not inclined to share advertisements unless they are interested in them. In terms of attitude towards the advertising, it has been found that consumers are influenced by the layout, as images and texts, of native advertising. So in this case they weren't negatively affected by it. In order to that, an advertisement from a highly credible source, such as Instagram in this case, will probably receive more likes and comments from the target users than other sources, and it might be appreciated more than other advertising methods, especially in this case where the consumers are very young. An advertisement offered by a high credibility source, sponsored by a familiar brand, liked and commented by lots of people, results to have a more positive consumers attitude towards the brand. At the end of the thesis, other than the contributions and the conceptual framework, it is written and explained the implications and limitations of this research. Some further researches were suggested and the conclusion were written. In order to that, this dissertation has provided deep research into understanding the concept of Native Advertising. The research has confirmed and discovered new theses about this topic. In fact, the layout of the advertisement determines consumers' attitudes. Consumers perceive Native Advertising as a form of entertainment. Although, also the ethical part of it is

important. In fact, some of the interviewees complained that this type of advertising was deceptive.

The advertisement doesn't have to include negative content, which, is considered to cause annoyance by consumers. However, Native Advertising leads consumers to a feeling of annoyance when the adv is perceived as unethical, also, consumers could feel deceived by it. This study shows that though dimensions such as informativeness or the design of the adv, consumers' irritation towards the adv should decrease. Further, as it is seen in the results of this study, consumers that immediately understand that the content of an adv is sponsored most of the time don't find it irritating. This could indicate that, even if the consumers understand that they are viewing an advertising content, they do not perceive irritation as they obtain necessary information through the texts of the adv, and they appreciate the layout and the design of the adv because of the images of the adv. Native Advertising is not perceived as unethical or irritating if companies use a good communication strategy. In order to that, companies should provide sufficient information in the adv and take care about the design of the adv through suitable images and texts. Thus, the results of this research show low irritation when consumers are exposed to this type of advertising. On the other hand, the results show that it could improve brand image and, also, the publisher is not compromised in a negative way.

The publisher must be a credible source and the Native Advertising has to be credible as well.

It's demonstrated that the design of the adv also influences the credibility of the advertisement. However, in some situations, the strategy of Native Advertising

could damage the brand. These cases include when the frequency of the adv is too high, or when the content is offensive or unethical.

Lastly, this document has identified different areas of importance which are based on the way in which Native Advertising is perceived by young consumers and how Native Advertising should be managed by fashion brands.

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