

Consumer Interactivity in Response to Native Advertising

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Abstract: Consumers are increasingly using the mobile app to be interactive with native advertising. To understand this emerging phenomena, this article analyze the Core Characteristics of Consumers' Interactivity, conceptualizing the consumers interactivity when embedded as part of the content in the updated information of WeChat Moments to interact with others. This study has conducted an in-depth discussion of native advertising and conducted a study of its consumer acceptance behavior. Based on the theoretical model of user acceptance behavior, UTAUT, this article analyzes the impact of advertising audience interaction from the perspectives of performance expectations, facilitation conditions, use intentions, use behavior, advertising accuracy, advertising credibility, content interest, and privacy violations. Finally, this article analyzes consumers' attitudes towards native advertising in shopping platforms, and puts forward suggestions for the development of native advertising in the future.

1. Introduction

Native advertising look just like normal mobile app posts and show up directly in users' news streams, not along the side of the page like traditional banner advertising [1,2]. Native advertising are increasing in China, as elsewhere, and Tencent is helping to rewrite the rules of engagement for digital advertising [3,4]. Information flow advertising in WeChat Moments belongs to a type of native advertising. Projections are based on the proposition that the native advertising creates opportunities for building a process of two-way continuous interactivity with consumers [5]. Today's headline and Little Red Book have started to use the native advertising in synergy for interactive marketing. In this type of campaign, the consumer is encouraged by the advertisement to interact with the brand by sending a message response in the form of SMS (text message), MMS (multimedia message), or VMS (video message) [6]. Despite these developments in marketing practice, little is known in the literature about how to conceptualize or measure consumer interactivity in response to advertising campaigns. Therefore, this research seeks to overcome this gap by conceptualizing the core characteristics of consumer interactivity with the native advertising.

2. The Form of Native Advertising

WeChat Moments advertising uses a feed stream advertising, similar to the original form of WeChat Moments advertising that can be seen in general, and consists of text and image information. Users can click on or comment, see comments from friends, and interact with each other. When users browse their WeChat Moments, native advertisements are embedded as part of the content in the updated information of WeChat Moments. It is precisely because this form of advertising is integrated with actual page design that native advertising is less likely to cause consumer disgust compared to other Internet advertising.

The practice of native advertising on WeChat Moments has shown that there is a balance between user experience and commercialization. Using advanced content matching technology, native advertising systems can turn mobile advertising into useful information. However, native advertising is not an innovative product [7]. There are related products on Facebook and Twitter abroad, as well as on Sina Weibo and QQ space in China. In addition to social media, many tool based apps are also very mature in native advertising, such as Youdao Dictionary, which has always advocated native marketing, such as native header images, information flows, bilingual example sentences, daily sentences, and other forms of native advertising implantation.

2.1. In-feed Advertising

These ads appear within the content feed of a website or social media platform, and typically blend in with the surrounding content. In-feed advertising, also known as in-stream advertising, is a type of native advertising that appears within the content feed of a website or social media platform. These ads are designed to blend in with the surrounding content and provide a seamless user experience. In-feed ads can take many forms, including sponsored posts on social media platforms like Facebook and Instagram or promoted articles on news websites. They typically feature attention-grabbing visuals and concise messaging that encourages users to engage with the ad content.

One of the benefits of in-feed advertising is that it allows advertisers to reach their target audience in a highly targeted and contextualized way. By appearing alongside content that is relevant to the advertiser's product or service, in-feed ads can help increase brand awareness, drive traffic to a website, or even generate leads and sales. However, it's important to note that in-feed advertising needs to be done carefully and thoughtfully, as users can quickly become fatigued by overly promotional content. To be effective, in-feed ads should provide value to users, whether it's through informative content, entertaining videos, or exclusive offers and deals.

2.2. Paid Search Advertising

Paid search advertising, also known as pay-per-click (PPC) advertising, is a digital marketing strategy that involves placing ads on search engine results pages (SERPs). Advertisers bid on keywords that are relevant to their business or target audience, and if their bid is among the highest for a given keyword, their ad will appear at the top of the SERP when someone searches for that keyword. Paid search advertising can be an effective way to drive traffic to your website and generate leads or sales. It allows you to target specific audiences based on factors like location, language, device type, and more. You can also track the performance of your ads in real-time and adjust your strategy accordingly to maximize ROI. However, paid search advertising can be competitive and costly, especially for popular keywords. It's important to have a well-planned strategy, including targeted keywords, ad copy, landing pages, and budget, to ensure that your campaign is successful.

2.3. Recommendation Widgets Advertising

Recommendation widgets are a type of advertising that is designed to provide users with personalized product recommendations based on their browsing behavior and preferences. These widgets are typically placed on e-commerce sites or other websites that sell products or services. The way it works is that the recommendation widget uses algorithms to analyze a user's browsing and purchase history to suggest products that they may be interested in. These recommendations are displayed in a widget on the website, often accompanied by images of the recommended products, product descriptions, and pricing information.

One of the key benefits of recommendation widgets is that they can help increase sales by providing users with relevant product suggestions at key moments in the shopping process. This can lead to higher conversion rates and increased revenue for businesses. Another benefit of recommendation widgets is that they can improve the overall user experience on a website by providing personalized recommendations that make it easier for users to find what they're looking for. This can help build customer loyalty and increase repeat business. Recommendation widgets can be an effective advertising strategy for businesses that want to improve the user experience on their website and increase sales by providing personalized product recommendations to users.

2.4. Promoted Listings Advertising

Promoted listings are a type of advertising that is used on e-commerce platforms such as Amazon or eBay. It involves paying to have your products appear in prominent positions within search results or category pages. With promoted listings, sellers can increase the visibility of their products and potentially drive more sales by making them more visible to shoppers who are browsing for similar items. This is accomplished by placing the seller's promoted listings at the top of relevant search results or category pages, increasing the likelihood that they will be clicked on and ultimately purchased.

Promoted listings are typically priced on a cost-per-click (CPC) basis, which means that sellers only pay when a shopper clicks on their listing. This makes it a relatively low-risk advertising strategy since sellers only pay when they receive tangible benefits in the form of increased traffic and sales. One of the key benefits of promoted listings is that they can help smaller or newer sellers compete with larger, more established sellers by increasing the visibility of their products. This can level the playing field and give sellers of all sizes an opportunity to reach new customers and grow their business.

2.5. Custom Content Advertising

Custom content advertising, also known as native advertising, is a type of advertising that is designed to blend in seamlessly with the content around it. This can make it less intrusive and more engaging than traditional banner or display ads. Custom content advertising can take many different forms, such as sponsored content on a website or social media platform, branded videos or podcasts, or product placements in TV shows or movies. The key is that the advertising content is designed to look and feel like the surrounding content, making it more appealing and less disruptive to the user experience.

One of the benefits of custom content advertising is that it can be highly targeted and personalized to specific audiences. By partnering with publishers or influencers who have a dedicated following, brands can reach niche audiences who are already interested in their products or services. Another benefit of custom content advertising is that it can help improve brand awareness and credibility by associating the brand with high-quality content that users find valuable.

This can lead to increased trust and loyalty among customers, which can ultimately drive more sales and revenue for the brand.

2.6. In-game Advertising

In-game advertising is a type of advertising that involves placing ads within video games. These ads can take many different forms, such as billboards or posters within the game environment, branded virtual items or experiences, or even full video ads that play during loading screens or between levels. In-game advertising has become increasingly popular in recent years as video games have become more mainstream and accessible to a wider audience. It offers brands a unique way to reach a highly engaged and captive audience, as players spend significant amounts of time immersed in game worlds. In-game advertising can be highly targeted based on factors like demographics, location, or player behavior. This can help ensure that ads are seen by the most relevant audiences and increase the chances of engagement and conversion. Another benefit of in-game advertising is that it can be designed to fit seamlessly into the game environment, making it less intrusive and more integrated into the gameplay experience. This can lead to higher levels of engagement and brand recall among players.

3. Core Characteristics of Consumers' interactivity

The core characteristics of consumers' interactivity include active participation, engagement, and feedback. Consumers are no longer passive recipients of marketing messages but are actively involved in the communication process. They can give feedback, opinions, and share information through multiple channels, such as social media, blogs, and email. The interactivity also allows marketers to customize their messages and offers, based on the consumers' preferences, behavior, and interests.

Consumers in WeChat's Moments can interact through various ways, such as:

3.1. Liking and Commenting on Others' posts

Users can like and comment on their friends' posts in WeChat's Moments. This allows users to give feedback and express their opinions on their friends' posts.

3.2. Responding to Friends' WeChat Moments

When a friend posts a moment in their WeChat Moments, other users can respond to it directly through private messaging or by commenting on the post.

3.3. Sharing Posts

Users can share posts from their friends in their own WeChat's Moments. This allows users to spread interesting or valuable content to their own network.

3.4. Direct Messaging

Friends can also interact directly through private messaging within the WeChat app.

Overall, WeChat's Moments provides a social platform for consumers to interact, share content, express opinions, and connect with others in their network.

4. Consumer Interactivity in Response to Native Advertising

Consumer Interactivity in Response to Native advertising is different from other apps. Unified

Theory of Acceptance and Use of Technology, also known as UTAUT, is a relatively comprehensive and complete model based on technology acceptance theory and behavioral willingness theory. Based on this theory, communication and interactivity are two distinct concepts. Communication refers to the exchange of information, ideas, or emotions between individuals or groups. It involves transmitting messages and receiving responses through various channels, such as verbal, written, or nonverbal communication.

Interactivity, on the other hand, refers to the degree to which users can engage with content or participate in an activity. It involves the level of feedback, responsiveness, and control users have in a given interaction. Interactivity can take many forms such as clicking on buttons, scrolling through content, or participating in online polls or surveys.

In the context of WeChat's Moments, communication takes place through likes, comments, private messaging, and sharing of posts. Interactivity happens when users engage with the content through liking, commenting, and sharing, but also when they participate in polls, quizzes, or games within the app. Native advertising is a type of advertising that integrates seamlessly with the surrounding content and platform, making it feel like a natural part of the user experience. The main goal of native advertising is to deliver relevant and engaging messages to the audience, without disrupting their browsing experience. Native ads can take many forms, such as sponsored content, in-feed ads, and promoted listings. They often have a higher engagement rate than traditional ads, as they feel more authentic and trustworthy to the consumer.

5. Conclusions

Consumers are increasingly using the mobile app to be interactive with native advertising. This article analyzes the impact of advertising audience interaction from the perspectives of performance expectations, facilitation conditions, use intentions, use behavior, advertising accuracy, advertising credibility, content interest, and privacy violations. Finally, this article analyzes consumers' attitudes towards native advertising in shopping platforms, and puts forward suggestions for the development of native advertising in the future.

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