

The impact of native advertising on the intention to share: evidences from a sample of Chinese Sina Weibo users.

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Abstract

Native advertising is widely and increasingly used by businesses around the world. The luxury fashion industry is extensively using this type of advertising. However, very little is known about how attitude towards native advertising will influence consumers intention to share the advert on social media; and this is one of the important aspects businesses are trying to achieve whilst using native advertising on social media. The purpose of this paper is to investigate consumers' attitudes toward native advertising on social media and the impact on their intention to share the advertisement. The study tested in the context of the luxury fashion industry on Sin Weibo. 196 questionnaires were completed. Structural equation modelling was applied. Findings show that trust and informativeness both positively influence consumer's attitude towards native advertising. Also, findings confirm that the attitude towards native advertising has a significant impact on consumers' intention to share the advert.

Keywords: *Native advertising; intention to share; Social media*

Track: Digital Marketing & Social Media