

# 似曾相識或視而不見？再探原生廣告之廣告效果

## Déjà Vu or Watching without Seeing? A Reexamination of the Advertising Effectiveness of Native Ads

企業管理學報 第 117 期 (107 年 06 月) 頁 77-102

DOI: 10.3966/102596272018060117004

顧宜錚\*

Yi-Cheng Ku

黃庭涓\*\*

Ting-Guan Huang

高義芳\*\*\*

Yie-Fang Kao

---

\* 輔仁大學企業管理學系教授  
Professor, Department of Business Administration, Fu Jen Catholic University.

\*\* 輔仁大學企業管理學系碩士  
M.B.A., Department of Business Administration, Fu Jen Catholic University.

\*\*\* 輔仁大學企業管理學系副教授 (聯絡作者)  
Associate Professor, Department of Business Administration, Fu Jen Catholic University.  
(corresponding author)

## 摘要

廣告主與業者為了有效提高廣告效果，採用「原生廣告」方式將廣告訊息嵌入相關網頁內容當中，由於原生廣告強調視覺上以自然融合方式呈現，內容具有高度相關性，且具資訊價值，因此相較於一般網路廣告，原生廣告更能獲取使用者對廣告的正面態度及評價，但也有可能因為內容過於相似，而容易使得廣告被忽略。本研究以行動廣告應用為例，透過實驗法探討行動版原生廣告之廣告效果，並分析內容一致性對廣告效果的影響，以及使用者的注意力慣性之調節作用。研究結果顯示：(1)內容一致性高的廣告對使用者的廣告態度與點選意願，顯著優於內容一致性低的廣告；(2)注意力慣性高的情境下，內容一致性低的廣告反而有較佳的廣告記憶效果。建議實務業者可根據本研究成果，刊登行動版原生廣告，以提升讀者的廣告態度和點選意願。另一方面，若行動網頁內容屬於連續性內容，而容易讓使用者產生高度認知投入時，較不建議使用原生廣告來吸引使用者目光。

**關鍵字：**原生廣告、注意力慣性、廣告記憶、廣告態度、廣告點選意願

## ABSTRACT

In order to improve the effectiveness of advertising, advertisers embed advertising message in the related content of webpages via native advertisement. Native advertisement emphasizes nature way in visual, and content is highly relative and informative. Therefore, compared to general internet advertising, users have a more positive attitude and evaluation towards native advertisement than general online advertisements. However, it is also possible that the native ads will be ignored because the advertisements are similar to online contents. This study adopted lab experiment to explore the effectiveness of the mobile native advertising and analyze the effects of content consistency on the advertising effectiveness. In addition, the moderating effect of attention inertia is discussed. The results of this study show that: (1) compared with low content consistency advertisements, users have higher attitudes and click-intention toward high content consistency advertisements; (2) in the context of high attention inertia, users have better advertising memory for low content consistency advertisements. According to the results of this study, the practitioners may advertise on mobile native ads in order to enhance readers' advertising attitude and click intention. On the other hand, if the content of mobile webpages is continuous content and it is easy for users to have a high degree of cognitive engagement, it is ineffective to use native ads to attract users' eyeballs.

**Keywords:** Native ads, Attention inertia, Advertising memory, Advertising attitudes, Click-intention