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他圖動機之易取性和消費者動機對說服性訊息處理之  
影響-以部落格文章為例

The Effects of Accessibility of Ulterior Motive: the  
Moderating Role of Motivation to Process the Persuasive  
Message of User-Generated Content in Blog Context

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## 誌謝



一眨眼，兩年的研究所生活就來到了尾聲，而佔據碩二生活大半歲月的，莫過於這篇論文了。碩二上開始跟老師 meeting，確認題目、討論假設、設計實驗、檢討等，但因為上學期同時兼職半星期的實習、在學校又當了兩門課程的 TA，時常覺得自己準備不足、進度緩慢。下學期實習暫停了、修的學分也變少了，開始潛心投入論文當中，雖然老師、同門的支持從未斷過，但是論文的書寫之路，仍然是也必須是孤獨的，一家又一家的咖啡廳、開滿分頁的網頁、腦袋卡住的邏輯、海底撈針似的讀文獻...等，一點一滴漸漸堆砌出了成果。紀錄這些其實是要寫給未來的自己看的，人會成長，但期許未來的自己不要輕看，或者遺忘那些成長的軌跡。

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## 摘要

隨著網路科技、社群平台的蓬勃發展，用戶原創內容不斷地在網路上大量產生。本研究旨在探討在用戶原創內容的網路環境下，會影響消費者使用說服知識的影響因素為何，並以部落格文章為例。本研究提出「消費者動機」和「他圖動機之易取性」會交互作用影響消費者對於目標產品之態度。並證實了對於高動機的消費者而言，他圖動機之易取性在對目標產品之態度上沒有影響；而對於低動機的消費者而言，低他圖動機之易取性的情況將會導致對目標產品之態度較佳於高他圖動機之易取性的情況。本研究也探討了產品「品質模糊性」對於消費者態度改變之影響，並發現品質模糊性給予了消費者更多的空間去產生不同的產品態度，在不同的情境之下。本文章將介紹我們所進行的先導性研究和主要研究。

關鍵字:用戶原創內容、業配文、消費者動機、他圖動機之易取性、說服知識、產品品質模糊性

## ABSTRACT

As the booming of internet technology and social websites/platforms, huge amount of user-generated content has appeared online. Thus, this article aims to examine conditions that influence consumers' use of persuasion knowledge to user-generated content in an online blog context. We propose that the motivation of consumer and the accessibility of ulterior motive will interact to affect the consumers' attitudes toward the target product. When the motivation of consumer is high, the accessibility of ulterior motives has no effect on the attitudes toward the target product; when the motivation of the consumer is low, they will form less favorable attitudes toward the target product under high accessibility than under low accessibility. This article also introduces the effect of quality ambiguity on attitude change in an online user-generated content context, we found that the quality ambiguity allows consumers to form diverse attitudes toward the target product under different conditions. A pilot study and a main study are conducted to support the predictions.

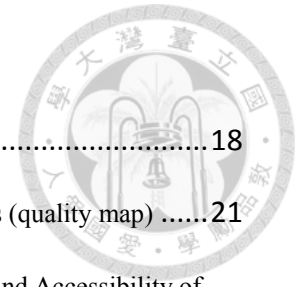
Keywords: User-Generated Content, Sponsored Content, Motivation of Consumer, Accessibility of Ulterior Motive, Persuasion Knowledge, Product Quality Ambiguity

# CONTENTS



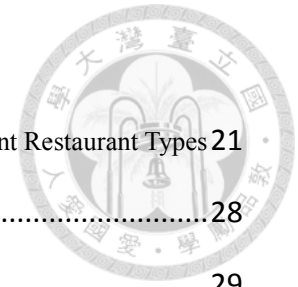
1.	Introduction.....	1
2.	Literature Review .....	4
2.1	Persuasion Knowledge Model.....	4
2.2	Sponsored Content on Blog.....	7
2.3	Motivation of Consumer.....	10
2.4	Accessibility of Ulterior Motive .....	13
3.	Hypothesis.....	17
4.	Main Study .....	19
4.1	Pilot Study.....	19
4.2	Pre-test .....	19
4.3	Procedure and Design .....	21
4.4	Experimental Manipulation .....	23
4.5	Measures .....	26
4.6	Results .....	28
4.7	Discussion.....	33
5.	General Discussion.....	34
5.1	Accessibility of Ulterior Motive versus Disclosure.....	34
5.2	Contributions.....	36
5.3	Managerial Implications .....	39
5.4	Limitations and Future Research .....	40
6.	References.....	43
7.	Appendix.....	48
7.1	Questionnaire of Pre-test.....	48
7.2	Questionnaire of Main Study .....	51

# LIST OF FIGURES



<b>Figure 1</b> The Proposed Model of How Factors Influence Attitudes.....	18
<b>Figure 2</b> Average Upper and Lower Bounds of Seven different restaurant types (quality map) .....	21
<b>Figure 3</b> Attitudes towards the Target Restaurant as a Function of Motivation and Accessibility of Ulterior Motives .....	31
<b>Figure 4</b> Estimated Probability of Sponsorship as a Function of Motivation and Accessibility of Ulterior Motives .....	35

# LIST OF TABLES



<b>Table 1</b> Average Differences between Upper and Lower Bounds across Different Restaurant Types	21
<b>Table 2</b> Reliability Test of Measures.....	28
<b>Table 3</b> Manipulation Checks of Motivation and Accessibility.....	29
<b>Table 4</b> Manipulation Checks of Positive Messages and Universality of Sponsored Content Knowledge .....	30
<b>Table 5</b> Descriptive Statistics of Attitudes towards the Target Restaurant.....	31
<b>Table 6</b> Tests of Between-Subjects Effects.....	32
<b>Table 7</b> Pairwise Comparisons .....	32

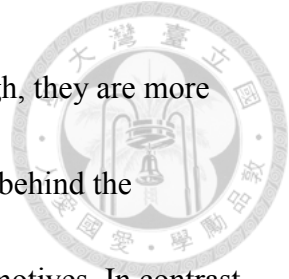


## 1. Introduction

People use persuasion knowledge every day, from a daily conversation with friends to an advertisement presented in public. Persuasion Knowledge Model postulates that consumers develop knowledge about persuasion and then use this knowledge to respond to persuasion attempts so as to achieve their own goals (Friestad and Wright 1994). Understanding why, how, and when consumers use persuasion knowledge has always been of interest in past researches. However, the explosive increase in marketing scenes resulting from internet popularity exceeds the speed at which research could keep up. Therefore, this research aims to explore the consumers use of persuasion knowledge to a user-generated content in a blog context. The choice of the marketing scene to be conducted in this study were made by observing the trend of an increasing amount of sponsored blog content in Taiwan.

The purpose of this article is to identify and verify the factors that influence consumers' use of persuasion knowledge in a user-generated blog content setting. We would like to know the internal and external factors that are likely to affect consumers' attitudes toward products when they browse persuasion messages in the context of user-generated content on blogs. Two factors are proposed in this study: the accessibility of ulterior motives and the motivation of consumer. The





basic proposition is that when the motivation of consumer is high, they are more likely to use persuasion knowledge to infer the ulterior motives behind the persuasive messages regardless the accessibility of the ulterior motives. In contrast, when the motivation is low and the ulterior motive is less accessible, persuasion knowledge will be less likely to be activated and used to interpret the persuasive content.

This research contributes to both the Persuasion Knowledge Model and the studies of sponsored content. For the PKM (Friestad and Wright 1994), we applied the existing research on persuasion knowledge in an online user-generated contents context, and further proved that the motivation of consumer and the accessibility of ulterior motives are two influential factors in forming the attitudes toward the target product in a web-browsing setting. For the studies of sponsored content, we transferred the focus from “disclosure/non-disclosure” to “level of accessibility of ulterior motives”, which closed to more real situations in plenty forms and topics of sponsored content that still favor the non-disclosure practice. The current research also provides applicable managerial implications that help marketers better utilize the user-generated content as a promotional tool. They must be aware of the negative effects caused by the accessibility of ulterior motives, and take the motivation of consumer into consideration. In addition, we suggest marketers to

consider the product ambiguity beforehand since the proven effect that could have on attitude change, that is, relatively ambiguous products are more likely to allow positive influence by user-generated content.

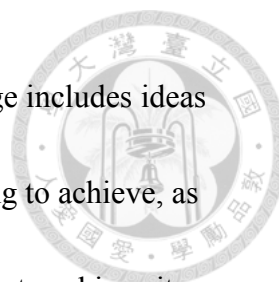




## 2. Literature Review

### 2.1 Persuasion Knowledge Model

“One of a consumer's primary tasks is to interpret and cope with marketers' sales presentations and advertising. Over time consumers develop personal knowledge about the tactics used in these persuasion attempts. This knowledge helps them identify how, when, and why marketers try to influence them. It also helps them adaptively respond to these persuasion attempts so as to achieve their own goals.” (Friestad and Wright 1994, p1). Based on this model, targets (people for whom a persuasion attempt is intended) will respond to a persuasion attempt against agents (who designs and constructs a persuasion attempts) by persuasion coping behaviors (i.e., to contend or strive) in a persuasion episode. Consumers' knowledge about persuasion includes beliefs about persuasion goals, in other words, the motives underlying a persuasion attempt, inclusive of acquiring information or physical objects, getting permission, changing one's opinion, selling something to one, changing an existing relationship, changing one's personal habit or characteristic, etc (Rule, Bisanz, and Kohn 1985). Consumers' knowledge structures also include belief about persuaders' methods, namely, the persuasion tactics used on targets, inclusive of indirect asking, invoking role relationship, informing personal reason, bargaining favor, threatening, invoking



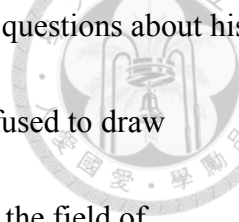
personal expertise, deceiving, etc. In brief, persuasion knowledge includes ideas about persuasion motives which the influence agent is attempting to achieve, as well as ideas about persuasion tactics, that is, how the agent tries to achieve it.

Both of persuasion motives and persuasion tactics are of interest to this study.

From the target's point of view, the Persuasion Knowledge Model presumes that targets are motivated to use their persuasion knowledge to generate a valid product and agent attitudes, they will try to allocate cognitive resources efficiently to this task and use whatever information seems helpful, given the information-processing constraints they face (Chaiken et al. 1989; Petty and Cacioppo 1986).

Past researches clearly showed that consumers will use cognitive resources only if they are motivated to, in other words, motivation of the consumer plays a prerequisite role in determining the amount of the cognitive resources being used.


In prior research, the mental state in which an individual actively entertains multiple, plausibly rival hypotheses about the motives or sincerity of a person's behavior has been defined as "suspicion" (Fein 1996). Fein, Hilton, and Miller (1990) found that participants were less likely to draw correspondent inferences when contextual information suggests that multiple rival motives could underlie an actor's decision to behave in a particular manner. Jones, Davis, and Gergen (1961), for example, found that participants who had reason to suspect that a job candidate



may have been affected by ulterior motives when responding to questions about his personality tended to discount the candidate's statements and refused to draw correspondent inferences. The same reasoning can be applied to the field of consumer research. Generally speaking, if a consumer has observed ulterior motives underling marketing content (which often conveys positive messages toward the product), s/he is likely to discount, or more precisely, correct the initial correspondent inference about the target product against the messages received (Gilbert and Malone 1995; Gilbert, Pelham, and Krull 1988).

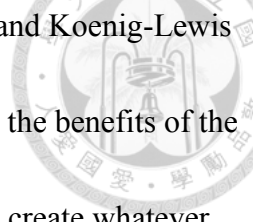
In this study, we particularly focus on a setting that consumers are encountered more and more often than before—user-generated content in blog context. It starts to prevail as a new marketing tactic in recent year, especially in Taiwan. However, how Persuasion Knowledge Model is applied to a user-generated content web-browsing setting is still understudied. Therefore, this study aims to explore, preliminarily, factors that affect consumers' use of persuasion knowledge in a web environment. We propose that two factors—the motivation of the consumer and the accessibility of ulterior motive—will interact to affect consumers' use of persuasion knowledge to make inferences about persuasion motives underlying the user-generated content. We first look back previous researches about sponsored content before discussing these two factors.

## 2.2 Sponsored Content on Blog

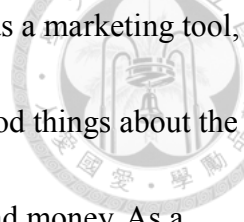


Native advertising is a means of presenting consumers with a commercial persuasive message that resembles the non-third-party content provided by the same publisher, which can be presented in a variety of formats through different channels, such as one-off videos, pictures, series of articles, social media posts, or audio in terms of formats (Faber, Lee, and Nan 2004; Rosin 2015; Wojdyski 2016). Any two examples of native advertising can differ widely in terms of scope, scale, media employed, nature of the content, immediate goal, and so on. Though the foci of definitions to native advertising vary by parties, the central to each of these definition is the notion of relatively seamless integration of paid content with other non-paid content, namely, there is no distinction between commercial content and real or authentic opinions, feeling, and experiences of the journalists or senders (Chia 2012; Pollit 2015). The literature shows that disclosures of native advertising can activate persuasion knowledge and eventually mitigate persuasion (Boerman, van Reijmersdal, and Neijens 2012; Nelson, Wood, and Paek 2009; Tessitore and Geuens 2013; van Reijmersdal, Lammers, Rozendaal, and Buijzen 2015; Wei, Fischer, and Main 2008). In this study, we focus on a specific form of native advertising—user-generated article in the context of blog.

Blogs represent a new sphere of communication which connects the marketer



and consumers through an online community platform (Palmer and Koenig-Lewis 2009) Therefore, an effective blog marketing requires balancing the benefits of the blogger, the sponsor, and the blog reader. First, bloggers need to create whatever content that is useful and reach a certain reader base, and might therefore welcome company-created content that fits the blogger's interests. Past studies for sponsored blog content found that overt marketing has a negative effect on behavioral intentions, such as future interest in the blogger, intention to engage in word-of-mouth, and purchase intention. Covert marketing did not affect the intended behavioral. (Liljander, Gummerus, and Söderlund 2015). Reijmersdal et al. (2016) found that when readers are exposed to a sponsored blog with disclosure, their persuasion knowledge is activated to trigger cognitive and/or affective resistance against the user-generated content, thus lead to more negative brand attitudes and lower purchase intention. Studies unanimously agree the negative effect of disclosures showing lower perceived credibility of the blog and the blogger, more negative attitudes toward the blog (Colliander and Erlandsson 2015). However, we found that there is a certain kind of sponsored blog article which became prevalent in Taiwan in recent years—dining brief. Dining brief used to be a kind of restaurant-visiting note written by ordinary public that truthfully reports the restaurant features, food quality, price information, service level and so on.



However, restaurant owners came to realize that it can be used as a marketing tool, thus make deal with well-known bloggers, ask them to write good things about the restaurant by giving reward in return, for instance, free meals and money. As a result, it becomes difficult for readers to discern between sponsored and non-sponsored reviews.

The booming of sponsored articles in a blog context is especially pronounced in Taiwan; however, it rarely discloses the fact of sponsorship behind. Previous studies focused on how disclosure can affect persuasion and attitude toward the blogger and brand (Boerman, van Reijmersdal, and Neijens 2012; Nelson, Wood, and Paek 2009; Tessitore and Geuens 2013; van Reijmersdal, Lammers, Rozendaal, and Buijzen 2015; Wei, Fischer, and Main 2008), but in the cases where there is no disclosure, readers could only make inference on their own. On the other hand, previous researches focused more on the external, situational factors, such as disclosure/non-disclosure, duration of the disclosure (Boerman et al. 2012), disclosure time points (Reijmersdal et al. 2016) and so on. The internal, individual factors that could consistently influence a reader in a sponsored blog context are however, less studied. In this study, we propose that two factors—the consumer’s motivation and the accessibility of ulterior motives—will interact to affect consumers’ inferences about persuasion motives underlying the user-

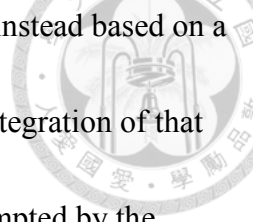


generated content, and ultimately affect the judgment of the restaurant.

### 2.3 Motivation of Consumer

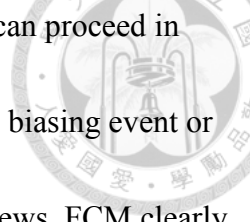
“People are motivated to hold correct attitudes.” (Festinger 1950), since incorrect attitudes are generally maladaptive and can have damaging behavioral, affective, and cognitive consequences. Although people want to hold correct attitudes, the amount and nature of issue-relevant elaboration in which people are willing or able to engage to evaluate a message vary with individual and situational factors (Petty and Cacioppo 1986). When conditions foster people’s motivation and ability to engage in issue-relevant thinking, the “elaboration likelihood” is said to be high, in other words, the likelihood of elaboration is determined by a person’s motivation and ability to evaluate the communication presented (Petty and Cacioppo 1986). Elaboration Likelihood Model clearly stated that motivation and ability play as two major roles in determining the level of argument scrutiny. As motivation and/or ability to process arguments is decreased, peripheral cues become relatively more important determinants of persuasion (peripheral route), that is, attitudes are determined by positive or negative cues in the persuasion context which either become directly associated with the message position or permit a simple inference as to the validity of the message. Conversely, as argument scrutiny is increased, peripheral cues become relatively less important



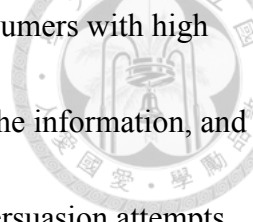


determinants of persuasion (central route), attitude changes are instead based on a thoughtful consideration of issue-relevant information and an integration of that information into an overall position. Thus, attitude changes prompted by the central route involve considerably more cognitive work than attitude changes induced under the peripheral route. However, according to the concept map presented in ELM (Petty and Cacioppo 1986), when people are encountered with persuasive communications, the first question to be asked is “Is the consumer motivated to process?” then the next question “Is the consumer able to process?”. This shows that motivation plays as a prerequisite role in determining the level of argument scrutiny, and further affects the attitude changes prompted by central/peripheral route. In other words, if we control the factor “ability” equally enough, motivation shall be the only internal factor that can affect the level of consumer involvement. Therefore, the more motivated consumers are to assess the central merits of the target product (i.e., determine the true quality), the more likely they are to effortfully scrutinize all available object-relevant information, thus hold more accurate attitude toward the attitude object.

In some persuasion communication, there could be biasing factors that affect consumers; for example, an expert source might bias processing of the verbal arguments presented (Chaiken and Maheswaran 1994). According to the Flexible



Correction Model (FCM; Wegener and Petty 1997) corrections can proceed in different directions depending on recipients' theories of how the biasing event or stimulus (e.g., an attractive source) is likely to influence their views. FCM clearly stated that, to make correction occur, people should: (a) be motivated and able to identify potentially biasing factors, (b) possess or generate a naive theory about the magnitude and direction of the bias, and (c) be motivated and able to make the theory-based correction. Both condition (a) and (c) stress the importance of motivation in the bias correction process. In this study, we choose motivation to be the manipulation variable rather than ability. The decision is made according to two reasons. First, the PKM (Friestad and Wright 1994), the ELM (Petty and Cacioppo 1986), and the FCM (Wegener and Petty 1997) all stress the prerequisite feature of motivation in a persuasion episode/communication, especially in determining the amount of cognitive resources, which will further affect level of scrutiny and use of persuasion knowledge. Second, we assume that it is less likely for the participants (consumers) to lack ability in the setting of this study, since our target product is in the food category and participants are assumed to be rather familiar with this product. Thus, in the current study, we assume that the ability to process is equal across all conditions, and manipulate high vs. low motivation to process to examine our current predictions.

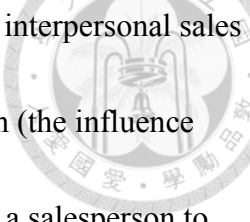


In a user-generated blog article web-browsing setting, consumers with high motivation to process (high involvement) tend to scrutinize all the information, and are more likely to use persuasion knowledge to cope with the persuasion attempts (e.g., leave consumers positive impression on the target product), on the other hand, consumers with low motivation to process (low involvement) tend to rely more on peripheral cues (e.g., the salient hashtags below the article), and are less likely to use persuasion knowledge to cope with the persuasion attempts.

According to the reasoning above, it seems that low involvement consumers will always be deceived by sponsored content in a blog context, however, there is another factor in this study—the accessibility of ulterior motives—can interact with consumer’s motivation to affect the consumers’ use of persuasion knowledge and inferences about persuasion motives underlying the user-generated content, thus ultimately affect the judgment of the target restaurant.

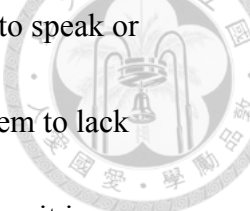
#### **2.4 Accessibility of Ulterior Motive**

Accessibility denotes the ease or speed a construct is coded in terms of a given category under varying conditions (Higgins 1989). The accessibility of a construct is affected by various factors, including expectations, strength of association, frequency of activation, and recency of activation (Higgins and King 1981) Thus, the accessibility of ulterior motive is likely to be affected by how



strongly associated that motive is with the influence agent. In an interpersonal sales setting, such as a clothing store interaction between a salesperson (the influence agent) and a consumer (the influence target), a compliment from a salesperson to the consumer is very likely to be insincere (Campbell and Kirmani 2000), that is, an ulterior motive- “trying to make a sale” may exist. Rather than the obvious meaning of the compliment, which might be “You look perfect in this jacket.”, the ulterior motive is often much more underlying, implicit, and difficult to detect.

Hence, when the accessible motives come readily to mind, it is likely to require less cognitive capacity to use persuasion knowledge in order to deal with the situations, agents, or tactics that are strongly associated with persuasion motives than that are more weakly associated with persuasion. Research shows that one factor that affects an individual’s cognitive capacity is the individual’s role or perspective, the targets are likely to be more cognitively constrained than are observers because s/he devotes mental resources to the interaction (Gilbert, Jones, and Pelham 1987; Gilbert et al. 1988). However, the cognitive resources that a consumer would invest in is determined by the level to which s/he is motivated, for the purpose of forming an accurate impression of the target object (Petty and Cacioppo 1986). Furthermore, in a web-browsing setting, which is also the main concern of this study, the most influential difference is that consumers no longer

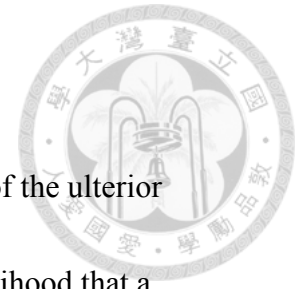


need to interact with others, in most cases, they even don't need to speak or respond to any information they've received. It is unlikely for them to lack cognitive resources because of their cognitive busyness. Therefore, it is more reasonable that the involvement level of a consumer is affected by motivation than individual's role or perspective. Namely, consumers with high motivation are more likely to use persuasion knowledge during web-browsing than those with low motivation. On the other hands, most of dining briefs do not disclose the fact of sponsorship, however, differences in the accessibility of ulterior motives still exist between different blog content. The ulterior motives would make consumers perceive the message source as less sincere (Campbell and Kirmani 2000) and thus correct the potential bias lies inside the message when forming attitudes toward the target product. It is predicted that, although consumers with low motivation are less likely to activate persuasion knowledge, high accessibility of ulterior motives is able to trigger their spontaneous corrections and makes motivation unnecessary for persuasion-knowledge application. However, when the ulterior motives are less accessible, consumers with low motivation would become less likely to apply their persuasion knowledge, thus form more favorable attitudes toward the target product than under high accessibility. On the other hand, it's predicted that consumers with high motivation would activate persuasion knowledge regardless

of the accessibility of ulterior motives, thus form similar attitudes eventually.



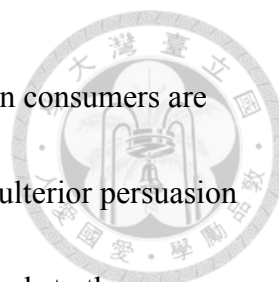
### 3. Hypothesis



The current research proposes that, both the accessibility of the ulterior motive and the motivation of consumers will influence the likelihood that a consumer makes an inference of ulterior motives. When an ulterior motive is not highly accessible, such as when the sponsored content on the website is not strongly associated with interests exchanging motive (an exchange of interests between the bloggers and restaurants), persuasion knowledge is less likely to be used and activated by low motivation consumers. That is, low-motivation consumers are less likely to draw an inference about the ulterior motive; they tend to perceive the positive messages conveyed in the sponsored content as sincere and thus form higher ratings of the target product. In contrast, high motivation consumers, who are willing to exert more cognitive resources to make accurate decisions, are more likely to use persuasion knowledge to suspect and infer that the blogger is motivated to write the positive content in exchange for some kind of reward from the product supplier, given that more and more contents on blogs have been found to be sponsored by the suppliers.

When an ulterior motive is highly accessible, such as when the sponsored content on the website is strongly associated with interests exchanging motive, motivation is no longer a prerequisite for persuasion-knowledge application. In this

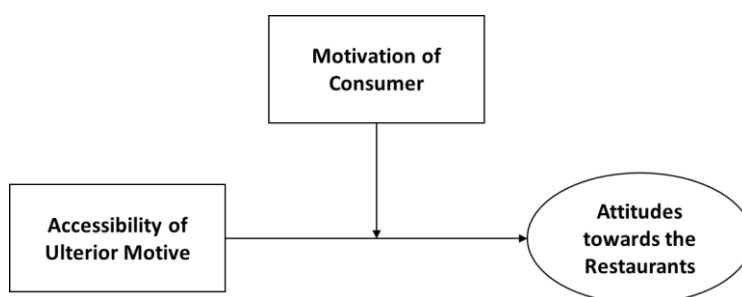




case, both the high motivation consumers and the low motivation consumers are likely to correct their perception of the bloggers by inferring an ulterior persuasion motive and thus form lower ratings of the target product. This leads to the following hypothesis:

**H1:** For high motivation consumers, they are more likely to use persuasion knowledge to infer ulterior motives of the blogger under both high and low accessibility. Thus, there is no difference in the product attitudes between low and high accessibility conditions.

**H2:** For low motivation consumers, they are less likely to use persuasion knowledge to infer ulterior motives of the blogger under low accessibility than under high accessibility. Thus, product attitudes will be more favorable under low accessibility than under high accessibility.



*The Proposed Model of How Factors Influence Attitudes*

**Figure 1**



## **4. Main Study**

### **4.1 Pilot Study**

We conducted a pilot study and a pre-test before the main study. In the pilot study, we set the target restaurant, which consumers were going to judge after browsing the user-generated content on the blog, as a seafood buffet; however, we found no significant main effect nor interaction effect of motivation and accessibility on the attitudes towards the target restaurant. Therefore, we infer that the relatively unambiguous nature of target restaurant neutralized the manipulation effect, since the seafood buffets in Taiwan are easily associated with images of high-end restaurants, the accessibility of ulterior motives and the motivation of consumers become less crucial factors in judging the true merit of the target restaurant. In other words, even if the reader has already perceived the ulterior motive underlying and the potential bias existing, it's still likely for her/him to hold the anchor provided by prior experience (Helson 1964; Oliver and Linda 1981). Therefore, we conducted a pre-test that directly measured the quality ambiguity and quality ranges of different types of restaurant in Taiwan.

### **4.2 Pre-test**

The participants were 20 MBA students from National Taiwan University, who were all between 21-30 years old and had a chance to win a lottery as an incentive of the test. At the beginning of the test, participants were presented with a

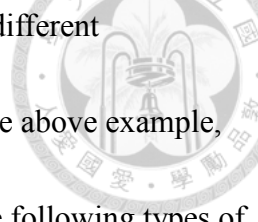
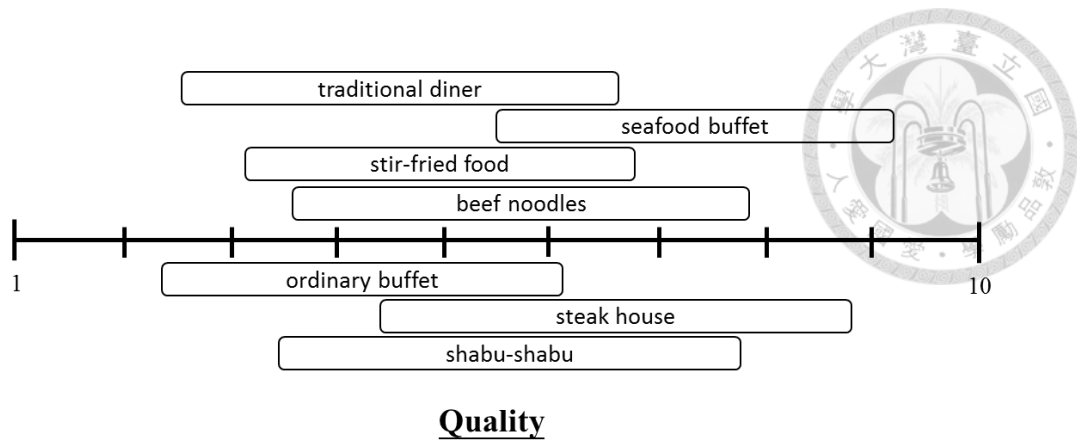


diagram which clearly showed the judgmental quality range of different smartphone brands, after that, they were asked “According to the above example, please evaluate the upper/lower bound of ‘overall quality’ in the following types of restaurant based on your ‘personal life experience in Taiwan’.” Seven different common restaurant types in Taiwan were evaluated by participants. The average upper/lower bound and average differences between upper and lower bounds are presented below. The average differences showed that steak house, shabu-shabu, and beef noodles were three most ambiguous restaurant types compared to others. However, steak house was regarded as a high-end restaurant according to the quality map (which is closer to the right side), hence, shabu-shabu and beef noodles would be more suitable options to be the target restaurant in the main study. Considering the popularity in Taiwan, we chose beef noodles as the target restaurant. We believe that the relatively ambiguous nature and the moderate quality range would fix the problems we encountered in the pilot study.



*Average Upper and Lower Bounds of Seven different restaurant types (quality map)*

**Figure 2**

	<i>Average Difference</i>
<i>Ordinary Buffet</i>	3.75
<i>Steak House</i>	4.40
<i>Beef Noodles</i>	4.15
<i>Seafood Buffet</i>	3.65
<i>Traditional Diner</i>	4.10
<i>Shabu-shabu</i>	4.30
<i>Stir-fried Food</i>	3.65

*Average Differences between Upper and Lower Bounds across Different Restaurant Types*

**Table 1**

### 4.3 Procedure and Design

The purpose of this study was to test the hypothesis that motivation and accessibility would interact to affect the judgment toward the target product. The experiment employed a 2 (motivation of consumer: low vs. high) x 2 (accessibility of ulterior motives: low vs. high) between-subjects design. Subjects were 80 undergraduate and graduate students from National Taiwan University, who would have chance to win a lottery (500 NTD voucher of a department store) as an incentive. Subjects entered the online questionnaire website through the link we



posted on “NTU student forum” fan page on Facebook. The incentive, estimated time required, and main theme of the research are stated in the instruction.

Participants were randomly assigned across treatments by the time spot they clicked the link. They all knew that there is no time limit for the entire experiment before starting.

Once participants entered the online questionnaire, they were told that they would read a scenario on the next page. After reading the scenario, participants were presented with a user-generated article in a blog context, which is a dining brief about a restaurant. The blog was a forged one to control any potential “particular social website effects” (e.g., Pixnet is known for sponsored dining brief). Judgments of the restaurant and several questions to check the manipulations were asked page by page after the scenario and the article. Their authentic behavioral responses and judgments were requested at the beginning of the experiment in order to minimize the Hawthorne effect, which makes individuals modify their behavior in response to their awareness of being observed (Adair 1984). Participants could not return to previous pages once proceeding to next one. The scenarios and blog articles are in appendix.

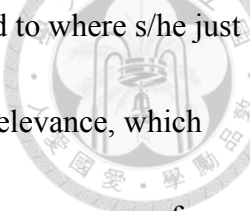
Keep quality ambiguity in mind, we chose beef noodles as the target restaurant for instead due to its diverse quality across Taiwan, the ambiguous



nature and the moderate quality range renders readers more room to form different attitudes, and allows accessibility of ulterior motive and motivation of consumer to interact to affect the attitudes toward the target restaurant.

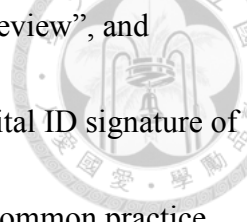
#### **4.4 Experimental Manipulation**

Motivation of consumer was manipulated mostly by the scenario the participant received. Half of the participants, who were assigned to high motivation treatment, were given a scenario, “A very good friend of you is going to study abroad soon, there will be five years away from Taiwan. In the few days before s/he left, you two planned to meet for the farewell dinner. S/he also specified that, s/he wants to eat the traditional food—beef noodles, which is rare in the country s/he is heading to. Being friends for many years, you really value this relationship, therefore, you go online to search for beef noodles restaurants, and then you enter this site...”. The scenario could be easily imagined by NTU students since many similar events happened around their lives frequently. The other half of participants were also given an easy-to-imagine scenario, which intend to lower their motivation, “You are a graduate student and share a research room with five other students. When you were leaving the room as the last one tonight, you found that the computer of the one sitting next to you was still on; obviously it’s a careless mistake. You kindly decided to help turn it off. And you found that her/his screen



showed the following article, you knew this was probably related to where s/he just decided to go for dinner” This scenario leads to lower personal relevance, which occurs when people expect the issue “does not have significant consequences for their own lives” (Apsler and Sears 1968), thus decreases the motivational level effectively (Petty and Cacioppo 1986). In addition to different scenarios imposed on participants, we added a statement in red at the beginning of the high motivation questionnaire, “This study collects a small number of samples. Your opinions will have a significant impact on the overall experiment”. In this way, we strengthen the manipulation of motivation further.

Accessibility of ulterior motives was manipulated by the blog content that presented to the participants, which was right on the next page of the scenario manipulation. However, to ensure that divergent judgments were not attributed to different content which participants received, we remain the issue-relevant information (the article itself) unchanged between treatments (Petty and Cacioppo 1986). Apart from the article, a photo of the beef noodles, sticker and ID of the blogger are presented in the interface of the fake blog “Flogger”. For participants who were assigned to the high accessibility of ulterior motive manipulation, a line of text was placed beside the blogger’s sticker, “Welcome restaurants call to discuss on business cooperation”, and three hashtags were placed right below,



“#small to medium-size restaurant marketing”, “#new product review”, and “#service experience promotion”. Furthermore, we placed a digital ID signature of the blogger “Eat\_Jacky” on the beef noodles photo, which is a common practice for famous bloggers to create personal identification (However, famous bloggers are more likely to be sponsored for writing content on a blog). We expected that those embedded cues would raise the accessibility of ulterior motives (e.g., interests exchanging) underlies the blogger, comparing to the content without it. Different from direct disclosure, these cues aroused consumers’ suspicion and thus elicited the use of persuasion knowledge to infer ulterior motives of the blogger. Consumers make inferences based on internal conditions and external factors rather than directly being disclosed of the fact of sponsoring.

To ensure the hypothetical reasoning valid, which assumes that whoever believes the more the messages conveyed in the user-generated content, the higher her/his rating of the restaurant would be. We controlled all the messages to be positive, namely, there is entirely no negative message in the article promoting the restaurant. In this way, consumers who do not use persuasion knowledge to infer ulterior motives of the blogger will not correct the potential bias included in the content and will further form more favorable attitudes toward the restaurant.



#### 4.5 Measures

*Attitudes towards the Target Restaurant.* Attitudes towards the restaurant was measured as an average of six seven-point scales, for examples, “What is your overall assessment of this restaurant?” (1 = very bad, 7 = very good), and “How do you expect the quality of the restaurant?”. Factor analysis showed that the scale was unidimensional, and Cronbach’s alpha was .90.

*Manipulation Checks.* The manipulation check for motivation of consumer was a set of self-rating items that evaluate the involvement level. Participants responded to several questions assessing intrinsic importance and personal relevance of the blog content (Sherif and Hovland 1961), for example, “How important the information provided in the article is to you?” (1 = very unimportant to me, 7 = very important to me), or “How relevant it is for you to have a dinner with an old friend who is going to study abroad?” (1 = very irrelevant to me, 7 = very relevant to me). Factor analysis showed that the scale was unidimensional, and Cronbach’s alpha was .90.

Second, the accessibility of ulterior motive was assessed followed by checks of motivation of consumer. The manipulation check for accessibility was participants’ level of agreement with a set of statements, for instance, “The author wrote the online article because there was some kind of interest-exchanging

relationship with the restaurant” (1 = completely disagree, 7 = completely agree), or reverse item like, “The author wrote the online article because s/he wanted to share the experience of visiting this restaurant objectively”. Factor analysis showed that the scale was unidimensional, and Cronbach’s alpha was .89.

In the end of the questionnaire, participants were asked “According to your impression, the messages conveyed in the article are generally...?” (1 = very negative, 7 = very positive). In addition, to make sure the universality of the knowledge about sponsored content, the understanding of sponsored article was assessed, “How is your understanding of sponsored articles?” (1 = very little, 7 = very well).



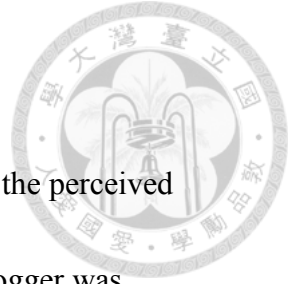
<i>Measure</i>	<i>Cronbach's Alpha</i>	<i>N of Items</i>	<i>Items</i>
Attitudes	.902	6	(1) 請問您對於這家餐廳的整體評價為何? (2) 請問您對於這家餐廳的喜好度為何? (3) 請問您對於這家餐廳的觀感為何? (4) 請問您認為這家餐廳的品質如何? (5) 請問您對於這家餐廳的造訪意願為何? (6) 請問您預期這家店所賣的牛肉麵會如何?
Motivation	.897	5	(1) 請問您認為「與即將出國留學的同學吃飯」和您的相關程度? (2) 請問您認為「與即將出國留學的同學吃飯」對您的重要程度? (3) 請問您認為「為您朋友選到一家好的牛肉麵」與您的相關程度? (4) 請問您認為「為您朋友選到一家好的牛肉麵」與您的重要程度? (5) 請問您認為「這篇文章的資訊」對您的重要程度?
Accessibility	.891	4	(1) 作者寫這篇網路文章是因為和店家有某種利益交換的關係。 (2) 作者寫這篇網路文章是為了讓自己得到好處。 (3) 作者寫這篇網路文章是為了履行對店家的某種承諾。 (4) 作者寫這篇網路文章是為了客觀地分享造訪這間餐廳的心得。

*Reliability Test of Measures*

**Table 2**

## 4.6 Results

*Manipulation Checks.* A 2 x 2 AVONA revealed a significant main effect of consumers' motivation on consumer's involvement ( $F(1,76) = 80.96, p < .05$ ). As expected, consumers who read a high motivation scenario rated the scenario and the blog content as more important and relevant to them ( $M_{high} = 5.295$ ) than those who read a low motivation scenario ( $M_{low} = 3.07$ ). There were no other significant



effects on consumer's involvement.

Also, a significant main effect of accessibility appeared on the perceived interests exchanging motive ( $F(1,76) = 14.92, p < .000$ ). The blogger was perceived as writing the blog in order to get reward in return when the motive was accessible (cues were embedded) than when the motive was less accessible (no cues were embedded) ( $M_{high} = 4.706, M_{low} = 3.731$ ). There were no other significant treatment effects, indicating that the embedded cues successfully influenced the accessibility of ulterior motives.

In addition, participants responded that the messages conveyed in the article were positive in general ( $M = 5.04; t(79) = 7.98, p < .05$ , compared to the scale midpoint of 4), indicating that the positive messages manipulation was effective. Moreover, the universality of the knowledge about sponsored content/article is proved by the participants' high understanding level ( $M = 4.75; t(79) = 5.17, p < .05$ , compared to the scale midpoint of 4).

	<i>High</i>	<i>Low</i>	<i>F-statistic</i>	<i>p-value</i>
<i>Motivation</i>	5.295	3.070	$F(1,76) = 80.96$	<.000
<i>Accessibility</i>	4.706	3.731	$F(1,76) = 14.92$	<.000

*Manipulation Checks of Motivation and Accessibility*

**Table 3**

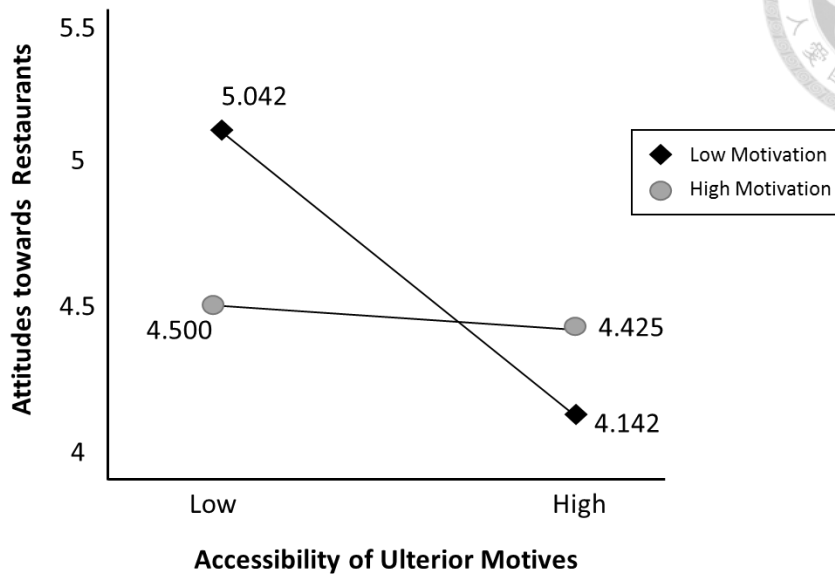
	<i>Mean</i>	<i>Test Value</i>	<i>t-statistic</i>	<i>p-value</i>
<i>Positive Messages</i>	5.040	4	$t(79) = 7.98$	<.000
<i>Understanding</i>	4.750	4	$t(79) = 5.17$	<.000

*Manipulation Checks of Positive Messages and Universality of Sponsored Content Knowledge*

**Table 4**

*Attitudes of the Restaurant.* It was hypothesized that when the motivation of consumers is low, they are less likely to use persuasion knowledge to infer ulterior motives of the blogger under low accessibility, thus form more favorable attitudes than under high accessibility. In contrast, when the motivation of consumers is high, they are likely to use persuasion knowledge to infer ulterior motives of the blogger under both high and low accessibility, thus causes no difference in the attitudes toward the restaurant. Supporting this, a 2 x 2 ANOVA revealed a significant interaction effect on attitudes of the restaurant ( $F(1,76) = 5.10, p < .03$ ) and a significant main effect of accessibility ( $F(1,76) = 7.13, p < .01$ ). Planned comparisons showed that, as predicted, when the motivation of consumer was low, they formed more favorable attitudes under low accessibility than under high accessibility. ( $M_{high} = 4.142, M_{low} = 5.042; F(1,76) = 12.14, p < .01$ ). When the motivation of consumer was high, no difference occurred between high and low accessibility situations on the attitudes of the target restaurant ( $M_{high} = 4.425, M_{low} = 4.500; F(1,76) = .08, p = .77 (NS)$ ). There were no other significant main or

interaction effects.



*Attitudes towards the Target Restaurant as a Function of Motivation and Accessibility of Ulterior Motives*

**Figure 3**

<i>Motivation</i>	<i>Accessibility</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>N</i>
<b><i>H</i></b>	<b><i>H</i></b>	4.4250	.57348	20
	<b><i>L</i></b>	4.5000	.81470	20
	<b><i>Total</i></b>	4.4625	.69644	40
<b><i>L</i></b>	<b><i>H</i></b>	4.1417	.98122	20
	<b><i>L</i></b>	5.0417	.84444	20
	<b><i>Total</i></b>	4.5917	1.01200	40
<b><i>Total</i></b>	<b><i>H</i></b>	4.2833	.80614	40
	<b><i>L</i></b>	4.7708	.86371	40
	<b><i>Total</i></b>	4.5271	.86560	80

*Descriptive Statistics of Attitudes towards the Target Restaurant*

**Table 5**



<i>Source</i>	<i>Type III Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
<i>Corrected Model</i>	8.490 <sup>a</sup>	3	2.830	4.242	.008
<i>Intercept</i>	1639.559	1	1639.559	2457.654	.000
<i>Motivation</i>	.334	1	.334	.500	.482
<i>Accessibility</i>	4.753	1	4.753	7.125	.009
<i>Motivation*Accessibility</i>	3.403	1	3.403	5.101	.027
<i>Error</i>	50.701	76	.667		
<i>Total</i>	1698.750	80			
<i>Corrected Total</i>	59.191	79			

\*Dependent Variable: Attitudes toward the Target Restaurant

a. R Squared = .143 (Adjusted R Squared = .110)

*Tests of Between-Subjects Effects*

**Table 6**

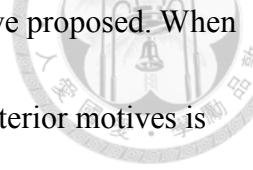
<i>Motivation</i>	<i>(I)Accessibility</i>	<i>(J)Accessibility</i>	<i>Mean Difference (I-J)</i>	<i>Std. Error</i>	<i>F</i>	<i>Sig.</i>	<i>95% Confidence Interval for Difference</i>	
							<i>Lower Bound</i>	<i>Upper Bound</i>
H	H	L	-.075	.258	.084	.772	-.589	.439
L	H	L	-.900	.258	12.142	.001	-1.414	-.386

\*Dependent Variable: Attitudes toward the Target Restaurant

*Pairwise Comparisons*

**Table 7**

#### 4.7 Discussion



The results of the main study support the two hypotheses we proposed. When the motivation level of consumers is high, the accessibility of ulterior motives is ineffective in affecting the attitudes toward the restaurant, and cause no difference in it, H1 is proven. Since highly motivated consumers possess more cognitive capacity, thus are more willing to scrutinize all available information and to use persuasion knowledge to infer the ulterior motives underlay no matter the accessibility is high or low. On the other hand, when the motivation of consumers is low, they are less willing to scrutinize the arguments presented in the blog and to use persuasion knowledge, and thus, are less likely to infer the ulterior motives underlay. However, as the motivation to process arguments decreases, peripheral cues play a more important role in forming the attitude corresponding to the target restaurant, accessibility of ulterior motives thus becomes more effective in influencing consumers' attitudes; low motivation consumers will form less favorable attitudes under high accessibility than under low accessibility, H2 is proven.



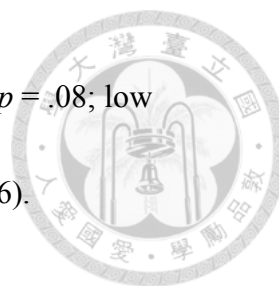
## 5. General Discussion



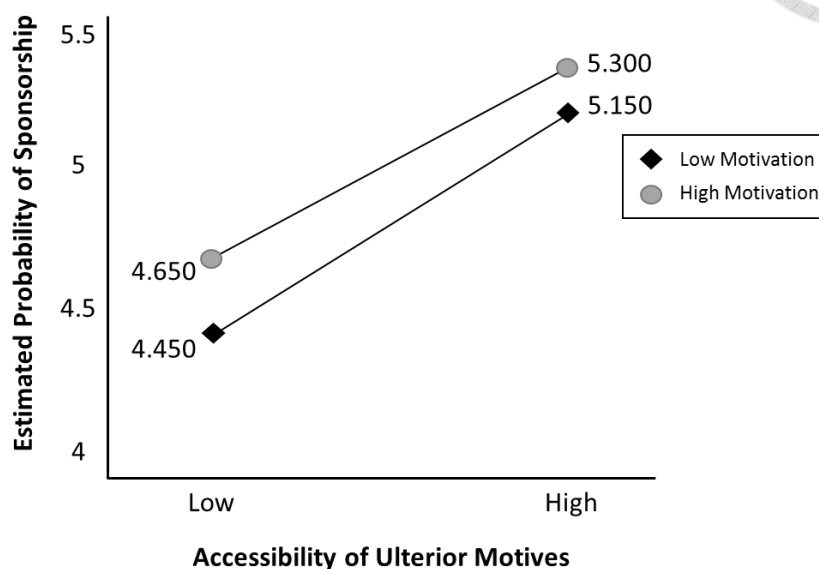
In general, the objective of this research was to investigate the consumer's use of persuasion knowledge in an online blog context. Pilot study and pre-test demonstrated that the quality unambiguity of the target restaurant will neutralize the effects of the manipulations on ultimate attitudes forming, hence suggested us on the target restaurant type being used in the experiment. Main study verified the two hypotheses that we proposed, which proved that the effect of accessibility will be moderated by the motivation of consumer. When consumer motivation is low, the accessibility of ulterior motive will negatively affect the attitudes toward the target restaurant; when the consumer motivation is high, the accessibility of ulterior motives has no significant effect on the attitudes toward the target restaurant.

### 5.1 Accessibility of Ulterior Motive versus Disclosure

One possible question to be asked is that if the effects of accessibility of ulterior motives equal to the direct disclosure of sponsorship. To further clarify this point, we conducted an extra check. The item "What's the probability you think that this article is sponsored?" was used as a dependent variable. The results showed a nearly significant positive effect that the accessibility of ulterior motives had on the estimated probability of sponsorship regardless of motivation levels



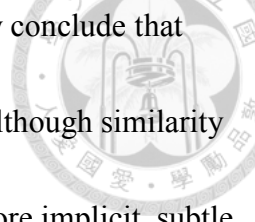
(high motivation:  $M_{high} = 5.300$ ,  $M_{low} = 4.650$ ;  $F(1,76) = 3.140$ ,  $p = .08$ ; low motivation:  $M_{high} = 5.150$ ,  $M_{low} = 4.450$ ;  $F(1,76) = 3.642$ ,  $p = .06$ ).



*Estimated Probability of Sponsorship as a Function of Motivation and Accessibility of Ulterior Motives*

**Figure 4**

It's clear that high accessibility of ulterior motives made participants perceive the user-generated content more like a sponsored content. However, according to the probability rating, participants were still not completely sure about whether the content was truly sponsored or not even in the high accessibility setting ( $M_{high} = 5.225$ , the upper bound was 7), which means that it was still different from the direct disclosure. Furthermore, though the estimated probability of sponsorship rose as accessibility, the attitudes toward the target restaurant remained the same for high motivation consumers (high motivation:  $M_{high} = 4.425$ ,  $M_{low} = 4.500$ ;  $F(1,76) = .08$ ,  $p = .77$  (NS)), which was not consistent with the negative effects of



disclosure found in past studies. Therefore, we could reasonably conclude that accessibility of ulterior motives are different from disclosure. Although similarity exists between them, the accessibility of ulterior motives is a more implicit, subtle, and general factor that could affect consumers' attitudes. Past research manipulated the accessibility of ulterior motives in an offline clothing sales setting by the time point of ingratiation (Campbell and Kirmani 2000), in this study, we manipulated it in an online blog by the extra ad-text embedded. We believe that ulterior motives would generally raise suspicion, and eventually lead to negative reactions of consumers in most cases. Other than direct disclosure, the negative effect of ulterior motives in a blog context is proven in this study.

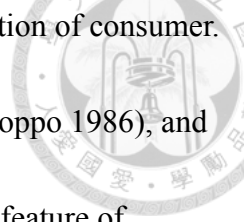
## **5.2 Contributions**

Past researches in field of native advertising focused on the effects of disclosure, and unanimously showed that disclosures of native advertising can activate persuasion knowledge and ultimately mitigate persuasion (Boerman, van Reijmersdal, and Neijens 2012; Nelson, Wood, and Paek 2009; Tessitore and Geuens 2013; van Reijmersdal, Lammers, Rozendaal, and Buijzen 2015; Wei, Fischer, and Main 2008). In more specific blog study, negative effect of disclosure shows lower perceived credibility of the blog and the blogger (Colliander and Erlandsson 2015) However, there are plenty of different forms and topics of



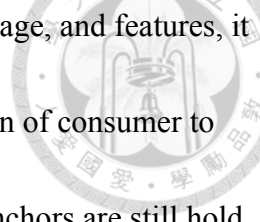
sponsored contents which are not disclosed with sponsorship in real marketing world. In this study, the manipulation was changed from the disclosure/non-disclosure to high/low accessibility of ulterior motives; we believed such an experiment could close to more real situations in some sponsored content settings. Take online dining brief—a certain kind of sponsored blog content that became prevalent in Taiwan past few years—for example, the non-disclosure phenomenon is still the mainstream. The transferred focus from “disclosure/non-disclosure” to “level of accessibility of ulterior motives” and the proven effects of that built up the field of sponsored content research, especially for the types of sponsored contents that do not treat disclosure as an option.

This research also contributes to the Persuasion Knowledge Model, the general theory about how consumers responds to marketers’ attempts at persuasion. We have further developed one portion of the model, the use of persuasion knowledge in an online blog context. We apply the existing research on persuasion knowledge in an online user-generated contents context, and introduce motivation of consumer and accessibility of ulterior motives as influential factors in the use of persuasion knowledge. As past research had already verified that cognitive capacity will affect the use of persuasion knowledge, which requires higher-order reasoning (Campbell and Kirmani 2000), we provide another internal factor that



have, to some extent, more prerequisite impact on it, the motivation of consumer. The PKM (Friestad and Wright 1994), the ELM (Petty and Cacioppo 1986), and the FCM (Wegener and Petty 1997) all stressed the prerequisite feature of motivation in determining the amount of cognitive resources. In addition, one of the major differences between online blog context and traditional interpersonal persuasion context is that consumers do not have to interact with others anymore, they even don't have to give back any kind of response (e.g., speaking, facial expression, changing postures), in other words, cognitive constraint resulting from cognitive busyness could rarely happen in a blog context, or some other similar online user-generated content like videos, pictures, social media posts, audio, etc. This research identified the moderating role of motivation to process persuasive messages in an online marketing setting, and provides a different perspective that extends the attention from external factors (e.g., disclosure/non-disclosure, duration of the disclosure, disclosure time points) to internal conditions (i.e., motivation of consumer) in the field of native advertising/sponsored content. We believe that an integrated viewpoint that includes both external factors and internal conditions will help us understand the persuasion episode to the fullest.

Contribution is also made to the sponsored content studies, we found that when the target restaurant type is relatively unambiguous in nature, which is to say,



consumers regard it to have a certain level of quality, kind of image, and features, it is more likely for accessibility of ulterior motives and motivation of consumer to become non-influential to the attitudes toward the restaurant. Anchors are still hold by consumers in this situation (Helson 1964; Oliver and Linda 1981). This finding could be generalized to other types of product and other formats of user-generated content (e.g., user-generated video that promotes a brand-new drink).

### **5.3 Managerial Implications**

For marketers who aim to leverage user-generated content in a blog context to attain marketing goals, they must be aware of the negative effects caused by the accessibility of ulterior motives, which will happen even without disclosure. In addition, the motivation of consumer also plays as an important role during the persuasion episode. High motivation consumers may use their persuasion knowledge in whatever condition and thus there is no significant effects of the accessibility; marketers should put more attention on the issue-relevant information to attract those consumers, rather than hiding the fact of sponsorship; Low motivation consumers tend to use their persuasion knowledge more when the accessibility is high, thus lead to less favorable attitudes about the target product, marketers should try to avoid them from inferring the ulterior motives underlay, especially be conscious of cues embedded in the content which would raise

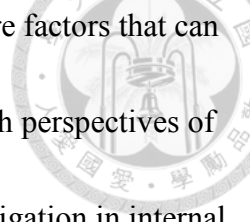
consumers' suspicion.



Since the product ambiguity will influence the effect of user-generated content on attitude change, the marketing goals marketers aim to achieve through the user-generated content should be clarified beforehand. If the ambiguity of the target product or brand is low in nature (e.g., mug, Taylor's guitar), the user-generated content would not be valid to enhance the positive attitudes toward it, however, if the goal is the other (e.g., creating awareness, maintaining loyalty), it's still a good way to leverage user-generated content since the information abundance it could deliver. If the target product or brand marketers are promoting is ambiguous in nature (e.g., laptop, Samsung), user-generated content would be effective in positively affecting the attitudes toward it. In conclusion, ambiguity should be considered regardless of what object is being promoted (i.e., product, brand, service, etc.), then marketers can utilize the user-generated content in the reasonable way.

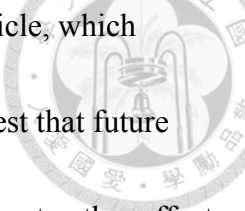
#### **5.4 Limitations and Future Research**

This research aimed to study factors that influencing consumers' use of persuasion knowledge by user-generated content in a blog context, and we have presented how accessibility of ulterior motives and motivation of consumer can interact to affect the use of persuasion knowledge thus influence the attitudes



toward the target restaurant. Future research should explore more factors that can influence the consumers' use of persuasion knowledge from both perspectives of internal and external. We especially emphasize on further investigation in internal factors that could affect consumers' use of persuasion knowledge in context of online user-generated content. Internal factors like internet familiarity could be an instance, the participants of this study were all students, who could be imagined that being more familiar with internet world. The effects of internet familiarity could be further probed, sub-factors of it like knowledge about different websites/platforms, ability to integrate digital information, understanding of internet slang and more could all become a single study in the future. On the other hand, external factors that can affect consumers' use of persuasion knowledge are worth exploring as well. This study focused on a single format of user-generated content (i.e., blog article) and a single type of product (i.e., beef noodle restaurant). Whether the effects proved in this study could be generalized to other formats and product types still needs more consideration. Moreover, we suggest future research to delve into different product types, to see if the product type itself could affect the use of persuasion knowledge, take an example in Taiwan, healthy food being promoted in user-generated content might easily arouse consumers' suspicion and use of persuasion knowledge, however, sports shoes might not.





The moderating role of motivation was presented in this article, which moderated the effect that accessibility had on attitudes. We suggest that future research to include motivation as well to see if it could also moderate other effects.

Lastly, the effects of product ambiguity are also an interesting topic to examine. Past research has investigated on the effects that ambiguity has on consequences of priming (Herr, Sherman, Fazio 1983). Now we suggest future research to investigate effects that product ambiguity would have on user-generated content among different product types (e.g., 3C product, daily necessity, garment, etc.). We had already found that product unambiguity could neutralize the effects of accessibility and motivation on attitudes, however, the mechanism that behind it is still worth to explore. For example, either it is because consumers do not use persuasion knowledge due to product unambiguity, or it's because the anchoring effect makes consumers hold the anchor provided by prior experience even if the persuasion knowledge is used. We believe that clarifying the mechanism will help marketer better utilize the user-generated content across different products.



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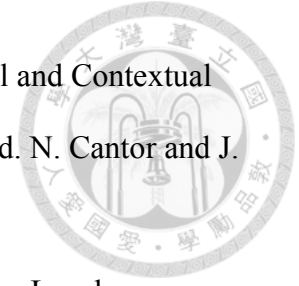
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## 7. Appendix

### 7.1 Questionnaire of Pre-test



親愛的同學，您好：

歡迎您來參加此研究！

此問卷答案皆沒有對錯，亦沒有時間限制，請您依照自己的速度作答。

每頁問卷完成回答後，請繼續到下一頁後，並且不要再次回到前頁。

所有的資料均匿名，請放心作答。問卷答案僅使用於學術研究。

您的想法與意見對我們的研究有極大貢獻，再次衷心地感謝您的支持與協助。

國立台灣大學 商學研究所

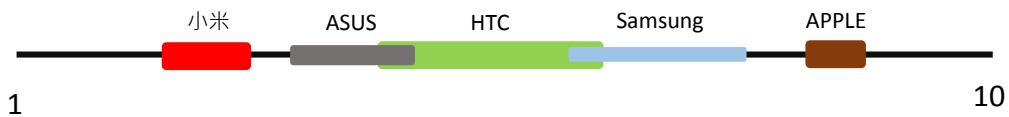
指導教授 簡怡雯 博士

消費者行為研究團隊 敬上



### 第一部分、

智慧型手機已普遍於世，以下是市場對於不同智慧型手機品牌「整體品質」的「評價上下界」（僅供參考）。



承上例，請您根據「在台灣的個人生活經驗」，評量以下餐廳種類「整體品質」的上下界。

低 1---2---3---4---5---6---7---8---9---10 高

1. 海鮮 buffet
2. 牛肉麵店
3. 自助餐店
4. 牛排館
5. 傳統小吃店
6. 涮涮鍋店
7. 熱炒店

(順序透過問卷系統隨機調整)

### 第二部分、

(以下資料僅供研究使用，請安心填寫)

1. 請問您的學號?
2. 請問您的性別?

男      女



3. 請問您的年齡?

(1)20 以下

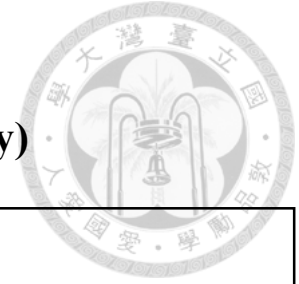
(2)21-30 歲

(3)31 以上



## 7.2 Questionnaire of Main Study

### (High Motivation, High Accessibility)



親愛的同學，您好：

歡迎您來參加此研究！

**此研究蒐集少數樣本，您填答的專心程度將對於整體實驗有重大影響。**

此問卷答案皆沒有對錯，亦沒有時間限制，請您依照自己的速度作答。

每頁問卷完成回答後，請繼續到下一頁後，並且不要再次回到前頁。

所有的資料均匿名，請放心作答。問卷答案僅使用於學術研究。

您的想法與意見對我們的研究有極大貢獻，再次衷心地感謝您的支持與協助。

國立台灣大學 商學研究所

指導教授 簡怡雯 博士

消費者行為研究團隊 敬上



## 第一部分

接下來您將會看到一個情境的描述，請想像並且融入該情境，本實驗需要您最真實的行為反應，不須因為實驗而有所改變。

### 並且，跳頁後就不要再回到上一頁

您的一位非常要好的朋友即將出國留學了，這一去，會有五年的時間不在台灣，在他離開的前幾天，您們相約了最後一頓離別的晚餐，他還特別指定，要吃出國後吃不太到的傳統美食-「牛肉麵」，身為多年好友，您非常看重這份友情，因此開始上網查詢有賣牛肉麵的店家，而後點進了這個網站…

**牛師傅**

營業時間:11:00-21:30  
地址:台北市祥吉路4號

**Eat Jacky**

這碗是最招牌的紅燒牛肉麵，湯頭是牛肉麵的靈魂，牛師傅的湯頭濃度完全是完美的境界，讓人捨不得留下任何一口的那種~~麵體是獨家製作的手工麵條，老闆說每天5點起來桿麵條，怪不得吃起來Q彈帶勁。重頭戲來了，他們家的牛肉是有帶點筋的那種，肉體的部分不會太柴，而且老闆分量給的還蠻大方的~~

**Eat\_Jacky** 歡迎餐廳、廠商致電洽談合作!!!  
#中小餐廳行銷 #商品開箱 #服務體驗宣傳

POST A COMMENT

#1 asd1253 於 201/05/27 11:20



## 第二部分

針對這篇網路文章，請依照您的印象回答，不要跳回上一頁

1. 請問您對於這家牛肉麵店的整體評價為何？

非常不好 1----2----3----4----5----6----7 非常好

2. 請問您對於這家牛肉麵店的喜好度為何？

非常不喜歡 1----2----3----4----5----6----7 非常喜歡

3. 請問您對於這家牛肉麵店的觀感為何？

非常負面 1----2----3----4----5----6----7 非常正面

4. 請問您認為這家牛肉麵店的品質如何？

非常不好 1----2----3----4----5----6----7 非常好

5. 請問您對於這家牛肉麵店的造訪意願為何？

非常低 1----2----3----4----5----6----7 非常高

6. 請問您預期這家店所賣的牛肉麵會如何？

非常不好吃 1----2----3----4----5----6----7 非常好吃

## 第三部分

針對這篇網路文章，請依照您的印象回答，不要跳回上一頁

針對此網路文章的內容，您會如何形容之？

1. 非常不精確 1----2----3----4----5----6----7 非常精確

2. 非常不真實 1----2----3----4----5----6----7 非常真實

3. 非常不可信 1----2----3----4----5----6----7 非常可信

## 第四部分

剛剛在瀏覽這篇網路文章的當下，您覺得…

1. 請問您認為「與即將出國留學的同學吃飯」對您而言？

與我非常不相關 1----2----3----4----5----6----7 與我非常相關

對我非常重要 1----2----3----4----5----6----7 對我非常重要



2. 請問您認為「為您朋友選到一家好的牛肉麵」對您而言？

與我非常不相關 1----2----3----4----5----6----7

對我非常重要 1----2----3----4----5----6----7

與我非常相關

對我非常重要

3. 請問您認為這篇文章的資訊對您而言？

對我非常重要 1----2----3----4----5----6----7

對我非常重要

4. 請問您剛才查看這篇網路文章的仔細程度為？

非常不仔細 1----2----3----4----5----6----7

非常仔細

5. 請問您對於「此研究蒐集少數樣本」的看法是？

與我非常不相關 1----2----3----4----5----6----7

與我非常相關

對我非常重要 1----2----3----4----5----6----7

對我非常重要

### 第五部分

剛剛在瀏覽這篇網路文章的當下，您覺得…

請問您對以下敘述的同意程度？

1. 作者寫這篇網路文章是因為和店家有某種利益交換的關係。

非常不同意 1----2----3----4----5----6----7

非常同意

2. 作者寫這篇網路文章是為了讓自己得到好處。

非常不同意 1----2----3----4----5----6----7

非常同意

3. 作者寫這篇網路文章是為了履行對店家的某種承諾。

非常不同意 1----2----3----4----5----6----7

非常同意

4. 作者寫這篇網路文章是為了客觀地分享造訪這間餐廳的心得。

非常不同意 1----2----3----4----5----6----7

非常同意

### 第六部分

剛剛在瀏覽這篇網路文章的當下，您覺得…

1. 「作者只是想要增加消費者造訪該餐廳的意願」，在剛剛瀏覽這篇網路文章的當下，我就已經明顯地察覺到。

非常不同意 1----2----3----4----5----6----7

非常同意



### 第七部分

1. 請問您是否知道現今有許多廠商藉由網路文章來達到宣傳目的，而這類的行銷手法被統稱為「業配文」？（若知道，請回答第二題）

知道      不知道

2. 承上題，請問您對於「業配文」的瞭解程度？

非常不瞭解 1----2----3----4----5----6----7 非常瞭解

3. 請問您認為這篇文章是「業配文」的機率？

非常低 1----2----3----4----5----6----7 非常高

4. 請依照您的印象回答，在剛剛的網路文章中，您接收到的訊息整體而言是？

非常負面 1----2----3----4----5----6----7 非常正面

### 第八部分

（以下資料僅供研究使用，請安心填寫）

1. 請問您的年齡？

2. 請問您的性別？

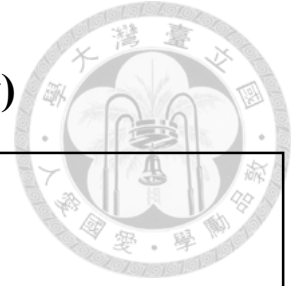
男      女

3. 請問您的 e-mail？

4. 請您在空白處寫下您認為此研究的目的為何？

本問卷到此結束，感謝您的回覆！

**(Low Motivation, Low Accessibility)**



親愛的同學，您好：

歡迎您來參加此研究！

此問卷答案皆沒有對錯，亦沒有時間限制，請您依照自己的速度，專心作答。

每頁問卷完成回答後，請繼續到下一頁後，並且不要再次回到前頁。

所有的資料均匿名，請放心作答。問卷答案僅使用於學術研究。

國立台灣大學 商學研究所

指導教授 簡怡雯 博士

消費者行為研究團隊 敬上



## 第一部分

接下來您將會看到一個情境的描述，請想像並且融入該情境，本實驗需要您最真實的行為反應，不須因為實驗而有所改變。

### 並且，跳頁後就不要再回到上一頁

您是一位研究生，和五位同學共用一間研究室，今天當您最後一個離開時，發現隔壁同學的電腦還開著，顯然是不小心忘記關了，好心的您決定幫他關一下，而他的螢幕上顯示著以下這篇文章，您知道這大概和他剛剛在決定要去哪吃晚餐有關…

The screenshot shows a web browser window displaying a Flogget blog post. The browser's address bar shows the URL 'www.flogget.com.tw/248732/牛師傅'. The page title is '牛師傅' (Niu Shi Fu). The post content includes the restaurant's operating hours (11:00-21:30) and address (台北市祥吉路4號). A photograph of a bowl of red braised beef noodles is shown. The text describes the restaurant's signature dish, highlighting the quality of the broth and the handmade noodles. The post is attributed to 'Jacky' and includes a 'POST A COMMENT' button. A comment from user 'asd1253' is visible at the bottom, dated 2017/05/27 11:20.

牛師傅

營業時間:11:00-21:30  
地址:台北市祥吉路4號

這碗是最招牌的紅燒牛肉麵，湯頭是牛肉麵的靈魂，牛師傅的湯頭濃度完全是完美的境界，讓人捨不得留下任何一口的那種~~麵體是獨家製作的手工麵條，老闆說每天5點起來桿麵條，怪不得吃起來Q彈帶勁。重頭戲來了，他們家的牛肉是有帶點筋的那種，肉體的部分不會太柴，而且老闆分量給的還蠻大方的~~

Jacky

POST A COMMENT

#1 asd1253 於 2017/05/27 11:20





## 第二部分

針對這篇網路文章，請依照您的印象回答，不要跳回上一頁

1. 請問您對於這家牛肉麵店的整體評價為何？

非常不好 1----2----3----4----5----6----7 非常好

2. 請問您對於這家牛肉麵店的喜好度為何？

非常不喜歡 1----2----3----4----5----6----7 非常喜歡

3. 請問您對於這家牛肉麵店的觀感為何？

非常負面 1----2----3----4----5----6----7 非常正面

4. 請問您認為這家牛肉麵店的品質如何？

非常不好 1----2----3----4----5----6----7 非常好

5. 請問您對於這家牛肉麵店的造訪意願為何？

非常低 1----2----3----4----5----6----7 非常高

6. 請問您預期這家店所賣的牛肉麵會如何？

非常不好吃 1----2----3----4----5----6----7 非常好吃

## 第三部分

針對這篇網路文章，請依照您的印象回答，不要跳回上一頁

針對此網路文章的內容，您會如何形容之？

1. 非常不精確 1----2----3----4----5----6----7 非常精確

2. 非常不真實 1----2----3----4----5----6----7 非常真實

3. 非常不可信 1----2----3----4----5----6----7 非常可信

## 第四部分

剛剛在瀏覽這篇網路文章的當下，您覺得…

1. 請問您認為「您的同學決定要去哪吃晚餐」對您而言？

與我非常不相關 1----2----3----4----5----6----7 與我非常相關

對我非常重要 1----2----3----4----5----6----7 對我非常重要



2. 請問您認為「您的同學是否選到一家好的牛肉麵」對您而言？

與我非常不相關 1----2----3----4----5----6----7 與我非常相關

對我非常重要 1----2----3----4----5----6----7 對我非常重要

3. 請問您認為這篇文章的資訊對您而言？

對我非常重要 1----2----3----4----5----6----7 對我非常重要

4. 請問您剛才查看這篇網路文章的仔細程度為？

非常不仔細 1----2----3----4----5----6----7 非常仔細

### 第五部分

剛剛在瀏覽這篇網路文章的當下，您覺得…

請問您對以下敘述的同意程度？

1. 作者寫這篇網路文章是因為和店家有某種利益交換的關係。

非常不同意 1----2----3----4----5----6----7 非常同意

2. 作者寫這篇網路文章是為了讓自己得到好處。

非常不同意 1----2----3----4----5----6----7 非常同意

3. 作者寫這篇網路文章是為了履行對店家的某種承諾。

非常不同意 1----2----3----4----5----6----7 非常同意

4. 作者寫這篇網路文章是為了客觀地分享造訪這間餐廳的心得。

非常不同意 1----2----3----4----5----6----7 非常同意

### 第六部分

剛剛在瀏覽這篇網路文章的當下，您覺得…

1. 「作者只是想要增加消費者造訪該餐廳的意願」，在剛剛瀏覽這篇網路文章的當下，我就已經明顯地察覺到。

非常不同意 1----2----3----4----5----6----7 非常同意

### 第七部分

1. 請問您是否知道現今有許多廠商藉由網路文章來達到宣傳目的，而這類的行



銷手法被統稱為「業配文」？(若知道，請回答第二題)

知道      不知道

2. 承上題，請問您對於「業配文」的瞭解程度？

非常不瞭解    1----2----3----4----5----6----7      非常瞭解

3. 請問您認為這篇文章是「業配文」的機率？

非常低      1----2----3----4----5----6----7      非常高

4. 請依照您的印象回答，在剛剛的網路文章中，您接收到的訊息整體而言是？

非常負面    1----2----3----4----5----6----7      非常正面

### 第八部分

(以下資料僅供研究使用，請安心填寫)

1. 請問您的年齡？

2. 請問您的性別？

男      女

3. 請問您的 e-mail？

4. 請您在空白處寫下您認為此研究的目的為何？

**本問卷到此結束，感謝您的回覆！**