

Abstract

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**The role of typical advertising
knowledge in the recognition of
new advertising formats**

Ad recognition is a key part of advertising literacy as it activates ad knowledge and attitude that influence the evaluation of a commercial message. The recognition of new ad formats especially in the digital space has become challenging. We intend to focus on an understudied aspect of the area: how knowledge about typical ads affects the recognition. Our hypothesis posits that groups with different typical ad knowledge will differ in the recognition of new ad formats while ad recognition affects ad attitudes. 249 students of two Hungarian universities participated in a mixed design (qualitative and quantitative) study. Eight real-life examples were tested (eDM, Instagram post, Google research, native ad, product placement, recommendation, cause-related and non-profit marketing). For each item, ad recognition and ad attitude were measured. Open-ended questions about typical ads were asked as well. Answers were coded and analyzed with hierarchical cluster analysis. Four groups were retained: attractive & emotional, manipulative & negative, brands sell and branded info. Further analysis revealed a significant difference of ad recognition scores among the groups. Besides, ad recognition influences the attitude, thus our hypothesis was confirmed. Groups also differed in their ad attitude scores due to the attitudinal dimension of the segments. Our result represents an important step in understanding ad recognition, however further studies are needed to model the complex relationship among advertising literacy's cognitive and affective aspects, ad recognition and effectiveness.