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NATIVE ADVERTISEMENT: AN INTEGRATED SYSTEMATIC REVIEW AND RESEARCH AGENDA

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Abstract:

Amidst digitalisation, native advertisements offer a unique format of paid brand promotion that appears as non-sponsored content. However, despite the popularity of such creative, covert, and captivating posts, the advertising literature lacks a systematic and inclusive review of this new-age advertisement format. This study examines the decade-old native advertisement literature through a hybrid review and tracks its origin, evolution, and scope through its key articles, constructs, theories, contexts, and methodologies. Specifically, bibliometric review complements systematic review in reporting results from content and citation analyses of 113 articles based on SPAR- 4-SLR protocol and ADO-TCM framework. The review shows how individual, advertisement, and disclosure characteristics impact native advertisement recognition, ultimately impacting users' cognitive, attitudinal, and behavioural reactions. It also highlights the under-explored antecedents, decision characteristics, consequences, theories, contexts, and methodologies in the extant literature. It concludes with a detailed discussion of the topic's future scope based on the ADO-TCM framework.

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