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Article

A Cross-Platform Comparative Analysis of Native Advertising Content Placement and Consumer Acceptance in Self-Media

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Abstract: With the rapid growth of social media and self-media platforms, native advertising has emerged as a critically important approach in contemporary digital marketing. By seamlessly integrating promotional messages into native platform content, this advertising model allows brands to communicate with target audiences in a significantly less intrusive and more engaging manner. However, existing academic studies predominantly focus on single-platform dynamics, while the nuanced cross-platform differences in advertising strategies and subsequent consumer acceptance remain largely underexplored. To address this gap, this study conducts a comprehensive cross-platform comparative analysis of native advertising across three major Chinese self-media platforms: Xiaohongshu, Douyin, and Bilibili. A rigorous qualitative comparative approach, combining in-depth platform analysis and systematic content analysis, is applied. Advertising content is meticulously examined through several key dimensions, including content format, placement strategy, user interaction patterns, and audience feedback mechanisms. The results demonstrate that distinct platform characteristics fundamentally influence both advertising presentation and audience responses. Specifically, Xiaohongshu emphasizes lifestyle-oriented recommendations and encourages deep interactive discussions. Douyin focuses on short-form video and entertainment-based integration, leading to rapid viral dissemination. Meanwhile, Bilibili supports longer, more detailed content, which is strongly associated with higher perceived brand credibility. Ultimately, these findings highlight the critical importance of adopting platform-specific strategies in native advertising, providing valuable strategic insights for marketers and content creators seeking to optimize advertising effectiveness and maximize consumer acceptance across diverse self-media ecosystems.

Keywords: native advertising; digital marketing; social media; consumer acceptance; content placement; cross-platform analysis

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1. Introduction

With the rapid development of mobile internet technology and the widespread adoption of social media platforms, self-media has gradually become an important channel for information dissemination and content production. Platforms such as Xiaohongshu (rednote), Douyin (TikTok China), and Bilibili have built diverse content ecosystems through continuous content creation by individual creators. At the same time, these platforms have provided new opportunities for brands to conduct marketing and advertising activities. In this context, traditional forms of direct and intrusive advertising are becoming less effective, as audiences increasingly prefer content that offers value, entertainment, or practical information [1]. As a result, native advertising has emerged as an important strategy in digital marketing. Native advertising integrates promotional information into platform content in a more natural and subtle way, allowing advertising

messages to appear as part of regular content such as product reviews, lifestyle sharing, or storytelling videos. This integration helps reduce users' resistance to advertising and improves the effectiveness of communication.

However, different self-media platforms exhibit significant differences in terms of content formats, user demographics, and communication mechanisms. These differences influence how native advertising is presented and how it is received by audiences [2]. For instance, Xiaohongshu is widely known for its "grass-planting" culture, where users share personal experiences and product recommendations related to lifestyle and consumption. Douyin, on the other hand, focuses on short-form video content and relies heavily on algorithm-driven recommendations to rapidly spread engaging and entertaining content. Meanwhile, Bilibili is characterized by its strong community culture and relatively longer video formats, where users tend to value in-depth information, authenticity, and creator credibility. These distinctive platform characteristics shape the ways in which advertising content is embedded into user-generated content, and they also influence consumers' perceptions and attitudes toward such advertising. Therefore, examining native advertising from a cross-platform perspective is essential for understanding how different platform environments affect advertising effectiveness and consumer acceptance.

Based on this background, this study focuses on native advertising in self-media platforms and aims to explore the effectiveness of content placement as well as consumers' acceptance of such advertising [3]. Specifically, the research seeks to address several key questions. First, how does the form and strategy of native advertising content placement differ across major self-media platforms? Second, in what ways do platform-specific content formats and communication mechanisms influence the effectiveness of advertising dissemination? Third, do consumers demonstrate different levels of acceptance toward native advertising depending on the platform on which it appears? By analyzing representative advertising cases across different platforms, this study attempts to reveal the relationship between platform characteristics, content strategies, and user responses.

From a theoretical perspective, this research contributes to the existing literature on digital advertising and native advertising by introducing a cross-platform comparative approach. While many previous studies focus on a single platform, this study highlights the importance of considering differences among platforms when evaluating advertising strategies and outcomes [4]. From a practical perspective, the findings of this study may provide useful insights for brands and marketers seeking to design effective advertising strategies in self-media environments. In addition, content creators who collaborate with brands may also benefit from understanding how different forms of content placement influence audience perception and engagement. By examining both advertising strategies and user feedback across platforms, this research aims to provide a deeper understanding of how native advertising functions within the evolving landscape of self-media marketing.

2. Theoretical Foundation and Research Design

Native advertising has become a significant topic in digital marketing and media communication [5]. With the rapid expansion of self-media platforms, advertising is no longer confined to traditional banners or explicit promotional messages. Instead, brands increasingly embed promotional information into content that aligns with users' browsing habits. Therefore, understanding the theoretical basis of native advertising and the unique characteristics of self-media platforms is essential for analyzing the effectiveness of advertising placement and consumer acceptance.

2.1. Concept and Characteristics of Native Advertising

Native advertising refers to a form of advertising that integrates promotional messages into the natural content environment of a platform. Unlike traditional advertisements that are clearly separated from editorial content, native advertising

matches the format and style of surrounding media content, making it less intrusive and more consistent with users' browsing experiences [6].

One key characteristic of native advertising is content integration. In self-media environments, advertisements are often embedded within posts, videos, or product reviews created by influencers. The advertising message becomes part of the narrative rather than an interruption, which improves readability and allows users to receive promotional information more naturally. Another feature is implicit promotion. Native advertisements usually appear as personal experiences, product recommendations, or tutorials rather than direct advertisements. For instance, influencers may introduce products while sharing daily routines or reviewing items they have used. This subtle approach reduces consumers' resistance to advertising. A third characteristic is the emphasis on user experience and informational value [5]. Effective native advertising often provides useful information, entertainment, or practical guidance. When users perceive the content as valuable rather than purely promotional, they are more likely to accept the advertising message.

2.2. Advertising Communication Characteristics of Self-Media Platforms

Different self-media platforms have distinct content structures, user groups, and communication mechanisms, which influence how advertising is presented [3].

Xiaohongshu is known for its consumer-oriented community where users frequently share product experiences and lifestyle recommendations. The platform encourages detailed posts and personal storytelling, making it suitable for "grass-planting" marketing in which influencers recommend products through personal experiences. As a result, native advertising often appears as product review posts or lifestyle-sharing content [7].

Douyin is characterized by its short-video format and algorithm-based distribution. Creators often rely on humor, storytelling, or trending challenges to attract viewers. In this environment, native advertising is typically integrated into short videos through scenarios or creative performances. The recommendation system enables advertising content to reach a large audience quickly [8].

Bilibili represents another distinctive platform with a strong community culture and longer video formats. Users value authenticity and detailed explanations. Therefore, native advertising on Bilibili often appears as product reviews, unboxing videos, or demonstrations created by trusted influencers. However, audiences on this platform are also sensitive to overly commercialized content [9].

2.3. Consumer Acceptance of Native Advertising

Consumer acceptance plays an important role in determining the effectiveness of native advertising. On self-media platforms, users actively interact with content through likes, comments, and shares, which can influence overall communication outcomes [10].

One major factor affecting acceptance is content authenticity [2]. When audiences believe that creators genuinely use or evaluate a product, they are more likely to trust the recommendation. Authentic storytelling therefore enhances the credibility of advertising messages. Another factor is creator credibility. Influencers with strong reputations and loyal followers are often more persuasive when promoting products. Their audiences tend to regard them as reliable information sources, which increases positive responses. In addition, advertising transparency influences consumer perception. While native advertising relies on subtle integration, hiding promotional intent too much may lead to negative reactions. Maintaining a balance between integration and disclosure is therefore important for sustaining audience trust.

2.4. Research Methods and Case Selection

To examine native advertising effectiveness across self-media platforms, this study employs a combination of case study analysis, content analysis, and comparative analysis. Case studies enable a detailed examination of specific advertising examples, while content analysis identifies patterns in advertising formats and audience responses [9]. Comparative analysis highlights differences among platforms.

The study selects representative advertising cases from three major Chinese platforms: Xiaohongshu, Douyin, and Bilibili. These platforms represent distinct content ecosystems and user communities, making them suitable for cross-platform comparison. The selected cases focus on consumer brands such as beverages, cosmetics, and lifestyle products, which frequently appear in influencer marketing.

To systematically analyze the cases, several analytical dimensions are established, including content format, advertising placement strategy, advertising effectiveness indicators (such as exposure and interaction), and audience feedback. These dimensions provide a structured basis for comparing advertising performance across platforms [11]. Table 1 summarizes the analytical framework used in this study.

Table 1. Analytical Dimensions for Native Advertising Content Analysis

Dimension	Description
Content Format	Type of content used to present advertising information, such as images, short videos, or long-form videos
Placement Strategy	How advertising messages are integrated into the content, including product reviews, storytelling, or lifestyle sharing
User Interaction	Indicators such as likes, comments, and shares that reflect audience engagement
Audience Feedback	The general attitude expressed by users in comment sections toward the advertising content

As shown in Table 1, the analytical framework offers a structured approach for evaluating native advertising across different platforms. By examining these dimensions in subsequent chapters, this study aims to identify how platform characteristics influence advertising strategies and consumer acceptance.

3. Case Analysis of Native Advertising Content Placement Across Platforms

To better understand how native advertising operates within various self-media environments, this chapter examines representative advertising cases from three major Chinese self-media platforms: Xiaohongshu (rednote), Douyin, and Bilibili. These platforms differ significantly in content format, user demographics, and community culture, resulting in variations in how advertising content is integrated and presented. By analyzing the content characteristics, advertising placement strategies, and user responses on each platform, this chapter aims to uncover how native advertising adapts to distinct platform ecosystems and how these differences may impact advertising effectiveness [12].

3.1. Case Analysis of Native Advertising on Xiaohongshu

Xiaohongshu has developed into one of the most influential lifestyle-sharing platforms in China. The platform is widely known for its "grass-planting" culture, where users share personal experiences related to beauty, fashion, travel, and daily consumption [13]. Compared with other platforms, Xiaohongshu emphasizes authenticity and personal storytelling, which makes it particularly suitable for native advertising. Brands often collaborate with influencers or ordinary users to promote products through detailed posts that combine text, images, and short videos. This format often generates active comment interactions and longer engagement with the content, demonstrating its advertising effectiveness.

In many cases, native advertising on Xiaohongshu takes the form of personal product recommendations or lifestyle-sharing notes. Influencers may introduce a product by describing their personal experience using it in daily life. For example, a beauty influencer may share a skincare routine while subtly highlighting the features of a specific cosmetic brand. Instead of presenting the product as a direct advertisement, the influencer embeds the promotional message into a narrative about daily life, allowing the content to appear

more natural and relatable. This approach reduces the perceived intrusiveness of advertising and increases the likelihood that users will engage with the content.

User feedback on Xiaohongshu often reflects the platform's strong emphasis on authenticity. Many users actively interact with posts by asking questions about product performance, price, or usage methods. Additionally, the comment sections frequently contain discussions among users who share similar consumption interests. However, if audiences perceive that the recommendation lacks authenticity or appears overly commercialized, they may respond negatively [14]. Therefore, the success of native advertising on Xiaohongshu largely depends on the credibility of the content creator and the perceived sincerity of the product recommendation.

3.2. Case Analysis of Native Advertising on Douyin

Douyin is currently one of the most popular short-video platforms in China, characterized by its fast-paced content consumption and powerful algorithm-based recommendation system. The platform's content primarily consists of short-form videos, with creators often relying on creativity, humor, and trending topics to attract viewers. In this environment, native advertising is commonly embedded into short videos through storytelling, situational scenarios, or entertaining performances. From the perspective of advertising effectiveness, short-form video content enables rapid dissemination and broad exposure [15].

A typical form of native advertising on Douyin involves integrating products into everyday scenarios or humorous narratives [6, 13]. For instance, a creator may produce a short comedic skit in which a beverage or snack product naturally appears as part of the storyline. In other cases, creators participate in trending challenges or hashtags while incorporating brand elements into the video. Because Douyin's algorithm prioritizes engaging and entertaining content, advertisements that successfully combine promotional messages with entertainment value are more likely to achieve high exposure and interaction.

Despite the strong dissemination power of Douyin, users on this platform often have a relatively high awareness of advertising content. As a result, some audiences may recognize promotional intent quickly, especially when product placement appears too frequent or exaggerated. Nevertheless, the platform's dynamic visual style and large user base enable advertising content to reach a broad audience within a short period of time. Therefore, while consumer trust may vary, Douyin remains a powerful platform for rapid advertising diffusion and brand visibility.

3.3. Case Analysis of Native Advertising on Bilibili

Bilibili represents a unique self-media platform characterized by a strong community culture and relatively longer video formats. Initially recognized for its focus on animation and gaming content, the platform has progressively diversified to include technology reviews, lifestyle content, and educational videos [7, 14]. Users on Bilibili highly value high-quality content, detailed explanations, and the authenticity of creators, which significantly shapes the integration of native advertising into videos. Regarding advertising effectiveness, detailed review videos often achieve longer viewing durations and exert a stronger informational influence.

Native advertising on Bilibili frequently takes the form of product reviews, unboxing videos, or in-depth experience sharing. For instance, technology or lifestyle influencers may create long-form videos that assess a product's performance while elaborating on its features and practical applications. In these cases, advertising content is seamlessly incorporated into broader discussions that provide informative value to the audience. This approach enables viewers to perceive the advertising message as part of an educational or informative experience rather than a purely commercial promotion.

User reactions on Bilibili are heavily influenced by the perceived authenticity of the creator. Loyal audiences are generally more accepting of advertising collaborations if the creator remains transparent and continues to deliver high-quality content. However, the platform's community culture also makes viewers sensitive to excessive

commercialization. If audiences feel that creators prioritize advertising revenue over content quality, they may express dissatisfaction through comments or reduced engagement. Therefore, successful native advertising on Bilibili necessitates careful integration with meaningful and informative content.

As shown in Table 2, different platforms offer distinct environments for native advertising. Xiaohongshu emphasizes lifestyle sharing and trust-based recommendations, Douyin focuses on entertainment and rapid dissemination, while Bilibili prioritizes depth, credibility, and community engagement. These differences underscore the importance of tailoring advertising strategies to the unique characteristics of each platform, which will be further examined in the comparative analysis presented in the next chapter [2, 12].

Table 2. Comparison of Native Advertising Characteristics Across Platforms

Platform	Main Content Format	Common Placement Strategy	Typical User Response
Xiaohongshu	Image-text posts and short videos	Product recommendations and lifestyle sharing	High interaction, focus on authenticity
Douyin	Short videos	Storytelling, challenges, and entertainment-based integration	High exposure, strong entertainment value
Bilibili	Long-form videos	Product reviews, unboxing, and in-depth demonstrations	Emphasis on credibility and content quality

4. Cross-Platform Comparative Analysis

The analysis in the previous chapter demonstrates that native advertising strategies differ across various self-media platforms. These variations are shaped by platform-specific structures, including content formats, user demographics, recommendation mechanisms, and community culture. Xiaohongshu, Douyin, and Bilibili exemplify distinct digital media environments where advertising messages are integrated in diverse ways. Comparing these platforms provides insights into how platform characteristics influence advertising placement strategies and consumer acceptance. This chapter examines three key aspects: differences in content formats, advertising placement strategies, advertising effectiveness, and consumer acceptance. In this study, advertising effectiveness primarily refers to the communication performance of advertising content, encompassing exposure potential and user interaction.

4.1. Differences in Content Formats

A key difference among the three platforms lies in the format used to present content, which directly affects how advertising information is delivered and how audiences interact with it. Xiaohongshu mainly features image-text posts combined with short videos. This format allows creators to present product photos, explanations, and usage experiences in detail. Because users often search for product recommendations before purchasing, such posts effectively provide product information while maintaining a lifestyle-sharing tone. As a result, advertising content often appears as part of a personal consumption narrative rather than an explicit promotion. Douyin primarily relies on short-form video content. Videos are usually brief and visually dynamic, often lasting less than one minute. This format requires creators to communicate product information quickly through demonstrations, humor, or storytelling. Since Douyin's algorithm favors engaging content, advertisements must be visually appealing and entertaining to capture attention. Bilibili differs from the other platforms by emphasizing longer videos. Many videos include reviews, explanations, or demonstrations lasting several minutes. This

allows creators to introduce products more comprehensively. Compared with the fast-paced style of Douyin, Bilibili provides more space for analysis and explanation, which may increase the credibility of advertising messages. To illustrate the differences in content formats, Figure 1 presents a conceptual comparison of the three platforms.

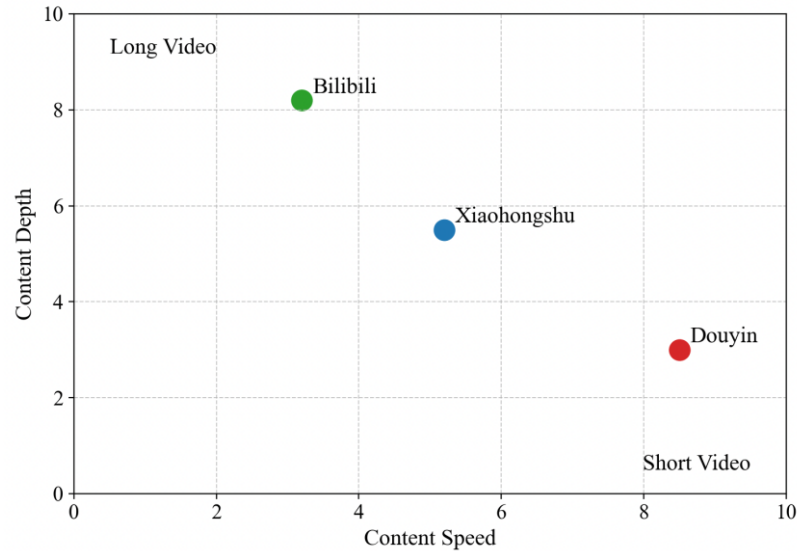


Figure 1. Conceptual Comparison of Content Formats Across Platforms

As shown in Figure 1, Xiaohongshu occupies a middle position where informational detail and visual presentation are balanced. Douyin emphasizes speed and entertainment, while Bilibili focuses more on depth and information [10]. These differences influence how advertising content is created and interpreted by users.

4.2. Differences in Advertising Placement Strategies

Differences in content formats also lead to varying strategies for embedding advertising messages [1]. Effective advertising placement must align with the communication style of each platform.

On Xiaohongshu, advertising is typically integrated through lifestyle sharing and personal experiences. Influencers introduce products while discussing daily routines, travel experiences, or beauty practices. This approach highlights authenticity and relatability, aligning with the platform's recommendation-driven culture. Consequently, users may perceive the advertising message as valuable information rather than overt promotion.

Douyin employs a more entertainment-focused strategy. Creators often incorporate products into humorous skits, storytelling videos, or trending challenges. For instance, a short video might feature a product as part of a comedic scenario. This method enables promotional messages to blend seamlessly with entertainment content, enhancing the likelihood of user engagement [2, 13].

On Bilibili, advertising placement frequently appears in product reviews, unboxing videos, or demonstration content. Creators provide detailed explanations of product features and performance. This format allows viewers to gain comprehensive insights into the product. Given that Bilibili users prioritize credibility and content quality, such detailed presentations can foster greater trust in advertising messages [2, 11].

4.3. Comparison of Consumer Acceptance

Consumer acceptance of native advertising varies across platforms due to differences in user expectations and platform cultures. Generally, acceptance is influenced by content authenticity, creator credibility, and the entertainment or informational value provided.

On Xiaohongshu, acceptance primarily depends on the perceived authenticity of recommendations. Users are more likely to trust creators who share detailed experiences

and practical information. When advertising content is seamlessly integrated into lifestyle narratives, audiences tend to respond more positively.

On Douyin, acceptance is closely tied to entertainment value. Many users visit the platform for quick entertainment rather than in-depth information. Advertisements that incorporate humor or popular trends are more likely to engage users, although excessive promotions may lead to advertising fatigue [14].

Bilibili exhibits a distinct pattern of user response. Audiences prioritize authenticity and knowledge sharing. When creators provide honest reviews and clear explanations, viewers are more inclined to accept advertising collaborations as part of professional content. However, overly commercialized content may provoke negative reactions.

Overall, the comparison highlights that the effectiveness of native advertising depends on how well advertising strategies align with platform characteristics. Platforms focusing on lifestyle sharing, entertainment, or informational depth require tailored approaches to content creation and advertising placement. Understanding these differences enables brands to design more effective cross-platform advertising strategies and enhance consumer acceptance [13].

5. Conclusion and Recommendations

This study examines the effectiveness of native advertising content placement and consumer acceptance across different self-media platforms from a cross-platform comparative perspective. By analyzing representative cases from Xiaohongshu, Douyin, and Bilibili, the research explores how platform characteristics influence advertising strategies, content formats, and audience responses. The results indicate that the effectiveness of native advertising largely depends on how well advertising content fits the communication environment and user behavior of each platform.

First, the study finds that platform content formats significantly influence the presentation of native advertising. Xiaohongshu mainly relies on image-text posts and lifestyle sharing, allowing advertisements to be integrated into detailed product experiences and consumption narratives. Douyin focuses on short-form video and entertainment-driven content, encouraging creators to use creative storytelling or humorous scenarios to attract viewers. In contrast, Bilibili emphasizes longer videos and more detailed discussions, enabling creators to present product reviews and demonstrations in a comprehensive manner. These differences suggest that advertising strategies must be adapted to the dominant content style of each platform.

Second, advertising placement strategies vary according to platform culture and audience expectations. On Xiaohongshu, advertisements are often embedded in personal recommendations and lifestyle sharing, which highlights authenticity and relatability. Douyin emphasizes entertainment and visual impact, leading creators to incorporate promotional messages into short videos or trending challenges. Bilibili, however, relies more on review-based or informative content, where advertising messages are presented through demonstrations or detailed explanations. These strategies reflect the different communication norms within each platform.

Third, consumer acceptance of native advertising is influenced by authenticity, creator credibility, and content value. Audiences are more willing to accept advertising when the content provides useful information, entertainment, or genuine experiences. In contrast, overly commercialized content may reduce user trust and engagement. Therefore, balancing promotional goals with content quality is essential for improving advertising effectiveness.

Based on these findings, several recommendations can be proposed. Brands should develop platform-specific advertising strategies that match the content culture and user expectations of each platform. Collaborating with credible creators can strengthen audience trust, while focusing on valuable and engaging content can improve consumer acceptance. By integrating advertising naturally into high-quality content, brands can achieve more effective communication in the evolving self-media environment.

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