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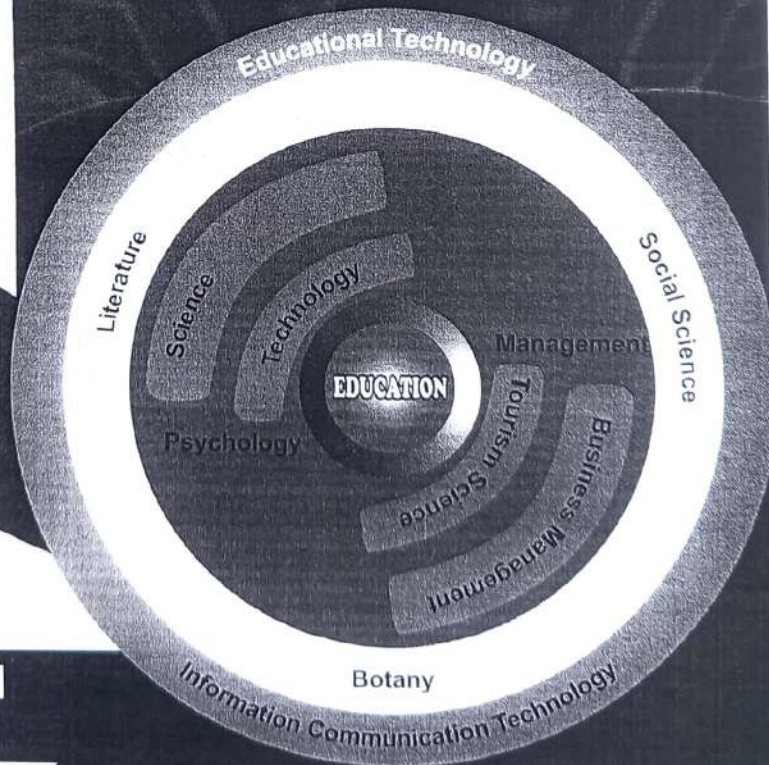


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## THE GROWING NATIVE ADVERTISING LANDSCAPE IN INDIA: ITS EMERGENCE, IMPLICATIONS, RISKS AND OPPORTUNITIES

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### Introduction

Native advertising term was first coined by Fred Wilson at Online Media, Marketing, and Advertising Conference in 2011. Social networks like Facebook and Twitter are also avid users of native advertising, meeting advertisers' needs by displaying sponsored posts and tweets throughout their feeds. Starting 2011, Facebook started featuring "Sponsored Stories" in users' News Feed, streamlining its advertisements into a combined unit with social context. Similar to Facebook, Twitter interacts with businesses through its "Promoted Tweets" purchased by advertisers seeking to attract a particular audience group's attention.

Native advertising is an inclusive and relative terminology. The term native advertisement covers a variety of advertisements. According to the IAB, native advertisements include: [Native Advertising Playbook, (2013)]

**In-feed units**-These advertisements appear in the middle of editorial or social media content on sites such as Facebook or BuzzFeed.

**Paid search units**-These advertisements are search results, typically highlighted in a different colour, that appear at the top of the page before other search results on sites such as Google, Yahoo!, etc.

**Recommendation widgets**-These advertisements are posts that appears on the side of a page or at the bottom of an article and recommends additional content for the reader on sites such as Huffington Post or ESPN.

**Promoted listings**-These advertisements are product listings that might appear on shopping websites or search pages that are promoted by sellers such as Amazon.com or Google.

**In-ad with native element units**-These advertisements contain content that is meant to look like the editorial content around it.

**Custom/can't be contained**-These advertisements fall into a catch-all category for other native content.

### Emergence

With the emergence of the Internet, the 21st century now provides an ideal environment for native advertising. Modern-day native advertising is no longer constrained to radios or TV programs. The rise of search engine companies like Google, Yahoo, etc. have prompted businesses to promote their services through search advertising that automatically help them connect with target customers. The most recent websites to employ native advertising would be digital media giants like BuzzFeed, Mashable and Forbes.