

Advertising Effectiveness: A Systematic Review and Bibliometric Analysis

Annu Priya¹; Prof. Sujit Kumar Dubey²

¹Research Scholar, Institute of Management Studies, Banaras Hindu University

²Professor, Institute of Management Studies, Banaras Hindu University

Email: ¹annu.02may@gmail.com

Abstract

This study aims to systematically examine the existing body of literature on advertising effectiveness and deliver a comprehensive assessment of research undertaken in this evolving discipline. Through an extensive review of 82 Scopus-indexed articles, combined with bibliometric techniques and the Theory-Context-Characteristics-Methodology (TCCM) framework, the researchers seek to identify the dominant theories, contexts, characteristics, and methodological approaches applied in the domain of advertising effectiveness. The findings indicate a clear transition in research emphasis from traditional advertising media to digital and online platforms used for promotional activities. Research output has shown steady growth since the 2000s, moving from text-based advertising toward digital marketing formats. Prominent publication outlets include the International Journal of Advertising and the Journal of Marketing Communications. Leading contributors to this field come from the United States, Australia, China, Spain, and India, with studies primarily guided by the Elaboration Likelihood Model (ELM) and Construal Level Theory, using experimental and survey-based methodologies. The analysis further reveals a Western-centric orientation in existing research and suggests the need for broader cross-cultural, technological, and neuroscientific explorations to enhance the global understanding of advertising effectiveness. Overall, this review provides a valuable contribution to the expanding academic discourse on advertising effectiveness.

Keywords: Advertising effectiveness; marketing promotions; systematic literature review; TCCM framework, PRISMA framework

Introduction

In today's dynamic retail environment, consumers are unveiled to advertising messages both through, traditional and digital media channels, make it easy for customers to purchases either online or from physical stores itself across various competing retailer brands. This change in media landscape has led to increased research for comparing the relative effectiveness of traditional and online advertising platforms (Srinivasan, Rutz, & Pauwels, 2016). Advertising effectiveness remains a central element of marketing strategy, reflecting how successfully advertisements achieve objectives such as enhancing brand awareness, influencing consumer attitudes, and driving sales. Over the past decade, advancements in technology, data analytics, and consumer behavior insights have significantly deepened the understanding of advertising effectiveness. Several studies have investigated the impact of television advertising, especially its significance in enhancing consumer involvement and increasing conversion rates. For example, Teixeira et al. (2014) investigated the factors influencing when, why, and to what extent consumers should be entertained in TV advertisements. Likewise, Zenetti et al. (2014) explored

the effectiveness of search engine advertising, demonstrating that it meaningfully impacts various consumer metrics, even for users who do not click on the sponsored ads.

The incorporation of artificial intelligence (AI) and machine learning (ML) in new advertising era has also been a prominent area of research in today's world. The study by Kim, J. (2021) who emphasizes that advertising in the metaverse demands redefining theories, developing new models, and addressing ethical, methodological, and interactive dimensions. Even study by Shumanov et al. (2022) observed that, aligning advertising messages with consumers' personality traits significantly enhances the effectiveness of persuasion across most personality types. Moreover, the advent of modern advertising has prompted investigations into its unique effectiveness compared to traditional and desktop digital ads. A study by Sahin et al. (2020) carried out research aimed at deepening the understanding of how environmentally friendly, or green, advertising visuals impact consumer behavior in the hospitality sector. And also study by Molitor, D et al., (2020), who noted that location-based advertising significantly boosts consumer engagement by delivering contextually relevant messages.

The effectiveness of advertising is also influenced by cultural and regional factors. Research by De Mooij (2019) emphasized the need for culturally adaptive advertising strategies, showing that ads tailored to local cultural nuances outperform standardized global campaigns. The ongoing research in this field continues to shape the strategies employed by marketers to maximize the impact of their advertising efforts, ensuring that they remain effective in an ever-changing media landscape. Furthermore, this study addresses existing research gaps by offering a extensive understanding, of past research trends and identifying key factors that influence advertising effectiveness in today world. The primary intention of conducting this study is to, conduct a systematic review of the literature across multiple dimensions, including year of publication, journal distribution, authors, countries, universities and theoretical framework. Through this approach, the study end result is not only to provide fresh insights into the field but also to pave the way for future research and exploration in related areas.

This paper is organized into several sections for clarity and coherence. Section 2 outlines the research methodology, including the research questions (RQs), organizing framework, search strategy, and the inclusion, exclusion, and selection criteria. It also emphasizes how the concept of advertising effectiveness has evolved over time. Section 3 presents the systematic literature review, summarizing existing knowledge on advertising effectiveness from previous studies, journals, citations, and authors, countries and universities. This section utilizes R-based Biblioshiny and VoSviewer software for bibliometric analysis. Section 4 discusses about directions for future research in this field, followed by Section 5, which investigate, the theoretical and practical implications of the review. At last, Section 6 deduce the paper and outlines the domain for future research.

2 Methodologies

2.1 Structure of the review

This research utilizes a systematic literature review (SLR) method to pinpoint pertinent studies, assess their contributions, and synthesize the insights gained from them. Systematic literature reviews are generally divided into three primary types: those based on domains, theories, and methods. Reviews focused on domains are released periodically in both business and non-business fields. (Paul & Criado, 2020). A domain-based systematic review can take multiple forms,

including a framework-based review (Paul & Benito, 2018), hybrid narrative review (Paul et al., 2017), bibliometric review (Oraee et al., 2017; Randhawa et al., 2016), theory-based review (Paul & Rosado-Serrano, 2019), meta-analytic review (Maseeh et al., 2021), framework development review (Paul & Mas, 2019), and structured review (Mishra et al., 2020). Structured reviews offer a comprehensive synthesis of existing research by analyzing the theories, constructs, and methodologies used in prior studies (Paul & Singh, 2017). A systematic literature review is a type of secondary research that gathers and condenses existing evidence using clearly defined protocols to tackle specific research questions. As noted by Gopalakrishnan and Ganeshkumar (2013, p. 10), structured systematic reviews adhere to a stringent scientific methodology based on explicit, predefined, and reproducible procedures, which ensures precision and dependability in the synthesis.

Furthermore, structured systematic reviews are widely acknowledged as reliable and effective approaches for evaluating the existing knowledge in a field and pinpointing research gaps that can inform future investigations (Dhaliwal et al., 2020). Following these guidelines, the current study performs a structured systematic literature review based on the TCCM framework proposed by Paul and Rosado-Serrano (2019). Despite the considerable amount of research carried out on advertising effectiveness, there remains a shortage of systematic investigations that thoroughly explore the various theories and constructs associated with this concept. An initial exploration of the Scopus database using the term “advertising effectiveness” within article titles, abstracts, and keywords indicated that the majority of publications have emerged over the last ten years, signifying an increasing scholarly interest in this area of research. The significance of this research lies in its broader perspective, as it goes beyond individual consumer responses to explore the collective impact of advertising that marketers strive to achieve among target audiences. Moreover, this study highlights the existing limitations and challenges in understanding how advertising effectiveness influences consumer behavior, particularly the ethical dimensions that remain underexplored in current literature. Conducting a retrospective analysis is essential to evaluate the current state of research and offer valuable insights for future studies on the effectiveness of advertising in the areas of consumer behavior and brand promotion. In response to this identified research gap, the present study has been initiated to investigate the following research questions:

RQ1: How has the field of advertising effectiveness literature developed over the years?

RQ2: Which journals, articles, authors, countries, and academic institutions have been the most influential and productive in contributing to the body of literature on advertising effectiveness?

RQ3: What are the existing research gaps and potential future directions identified through the TCCM framework, along with their corresponding implications?

2.2 Organizing framework

When conducting systematic literature reviews, researchers frequently rely on established frameworks to organize and present the integration of existing studies (Lim et al., 2021). According to Paul and Criado (2020), who are recognized for their significant work in review methodologies, the structure of a systematic review should encompass four essential dimensions, theories, characteristics, contexts, and methods. Following this guideline, the present research utilizes the TCCM framework that was developed by Paul and Rosado-Serrano (2019) to systematically examine and synthesize the existing literature on advertising effectiveness.

2.3 Identification

To locate and compile relevant studies on advertising effectiveness, the researchers carried out a comprehensive search using the Scopus and bibliometric databases. The keyword “advertising effectiveness” was employed to identify suitable publications through title, abstract, and keyword searches, consistent with the procedures outlined in previous systematic reviews (Paul & Rosado-Serrano, 2019). The initial search retrieved 82 records ($n = 82$) associated with advertising effectiveness research. Recognizing that some of these works might not align fully with the study’s purpose, an additional screening was performed using defined inclusion as well as we also consider exclusion criteria to retain, only the most relevant and high-quality studies for further evaluation.

2.4 Screening

To guarantee the inclusion of only relevant as well as high-quality research, the authors implemented a series of filtering criteria during the data collection phase, adhering to the systematic review protocols proposed by Paul and Criado (2020) and Lim et al. (2021). Initially, the search was confined to within the research fields area of Business, Management, and Accounting. Additionally, journal articles those were written in English and available in their final published versions were selected. Upon applying these filters, a total of 82 studies were identified, constituting the primary dataset for examining the literature on advertising effectiveness.

2.5 Final inclusion

After conducting extensive screening procedures accordingly, with the systematic review approach suggested by Paul & Criado (2020) and Lim et al. (2021), a total of 82 documents relevant to the literature on advertising effectiveness were identified. To further ensure accuracy and relevance, a manual verification of randomly selected papers was performed. This additional step confirmed that all 82 documents were indeed closely aligned with the study’s objectives. As a result, all the identified studies were finally incorporated into the final evaluation, to ensure a thorough and comprehensive analysis of the existing research on advertising effectiveness.

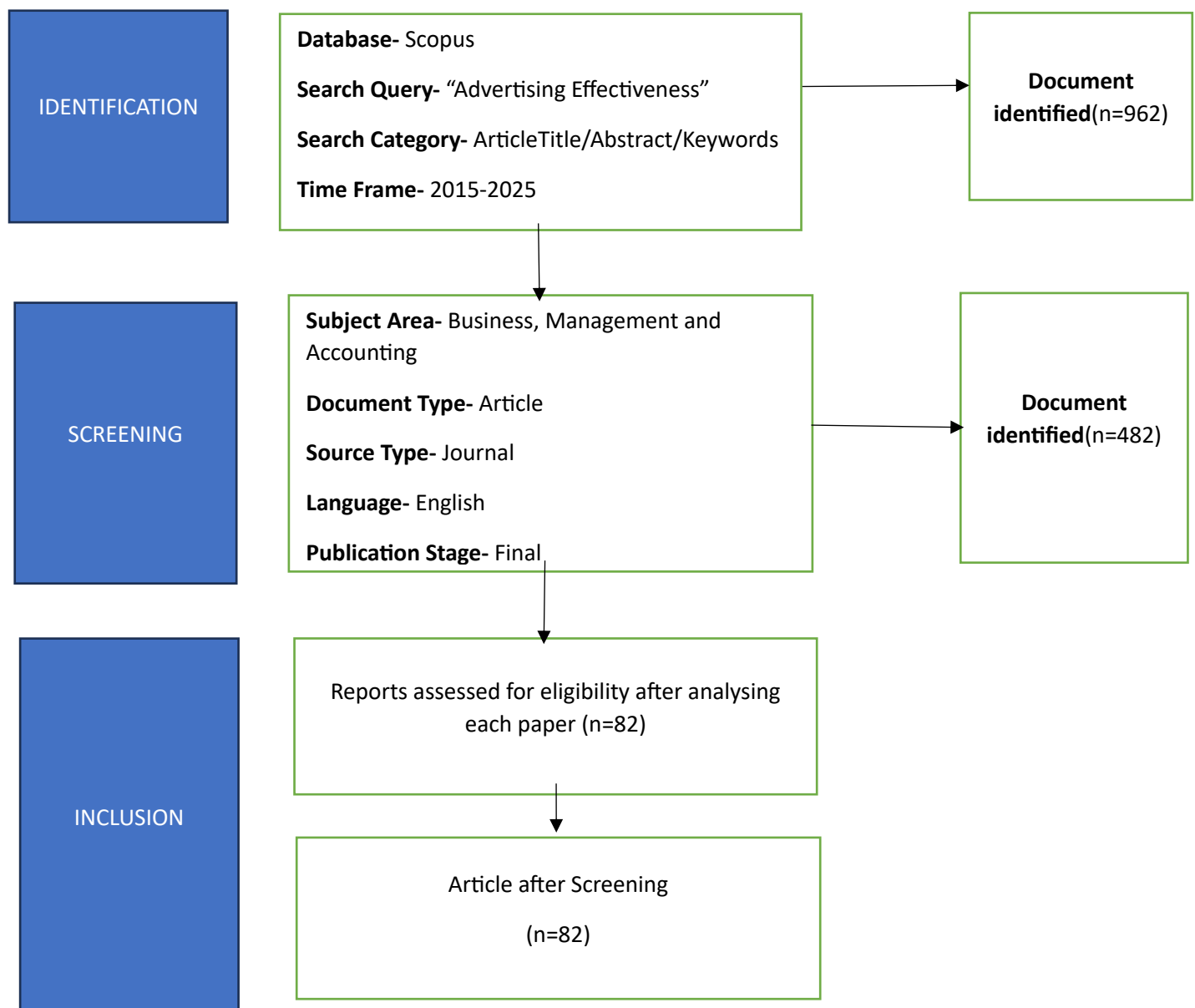
3 Systematic Literature Review

This study employs a SLR approach founded on the TCCM framework that was proposed by Paul and Rosado-Serrano (2019). Accordingly, it is considered as a domain-based review and it is according to the principles of framework-based systematic reviews that was as recommended by Paul and Criado (2020) and Paul et al. (2021). The examination of the selected studies was undertaken to explore two fundamental research questions: What understanding does existing literature provide regarding advertising effectiveness? and Which primary factors shape research on advertising effectiveness?

By employing the TCCM framework, this study systematically structures the existing body of literature across four fundamental dimensions that is, theory that is used in advertising effectiveness research, context means in which suitable places that research were performed characteristics means the antecedents, moderators, mediators and outcome variable and methodology like survey, experimental that is used in research to provide an in-depth and comprehensive understanding of the field. This structured method facilitates the identification of theoretical bases, methodological patterns, and contextual differences within prior studies, thus

offering a well-defined direction for future research. Consequently, the subsequent sections utilize the TCCM framework to thoroughly address the research questions while emphasizing major research gaps, future opportunities.

Figure 1. Systematic search diagram using PRISMA process.



Bibliometric overview of advertising effectiveness literature

According to Ingale and Paluri (2022), researchers utilize various software tools for bibliometric analysis, including CiteSpace, VOSviewer, Publish or Perish, BibExcel, Pajek, and Gephi. In this study, Biblioshiny and VOSviewer were employed for analyzing the collected data. All 82 publications that were finally considered for the study, were subjected to bibliometric analysis, and the results are presented systematically. First, the study outlines the publication trends in

advertising effectiveness research up to 2025. Next, it highlights the most influential and highly cited studies within the marketing research domain. Subsequently, the leading journals contributing significantly to advertising effectiveness research are discussed. Finally, the study identifies the most prominent authors whose contributions have notably shaped and advanced the field of advertising effectiveness.

3.1 What do we know about advertising effectiveness research?

3.1.1 Development of the advertising effectiveness research over the years

Displaying the year-wise distribution of publications serves as the initial step in addressing the first research question. The reviewed studies cover the period from 2015 to 2025. As illustrated in Figure 2, the annual research output shows notable fluctuations throughout this timeframe. A significant rise was observed during 2016 and 2017, followed by a steep decline in 2018. The year 2019 was the year with highest number of publications, representing the peak of research activity. However, the output decreased again in 2020 and remained relatively stable through 2021. A rebound was noted in 2022 and 2023, although a gradual downturn appeared in 2024 and early 2025. Overall, these patterns reveal alternating phases of growth and decline, indicating shifting levels of scholarly engagement with the topic over the years.

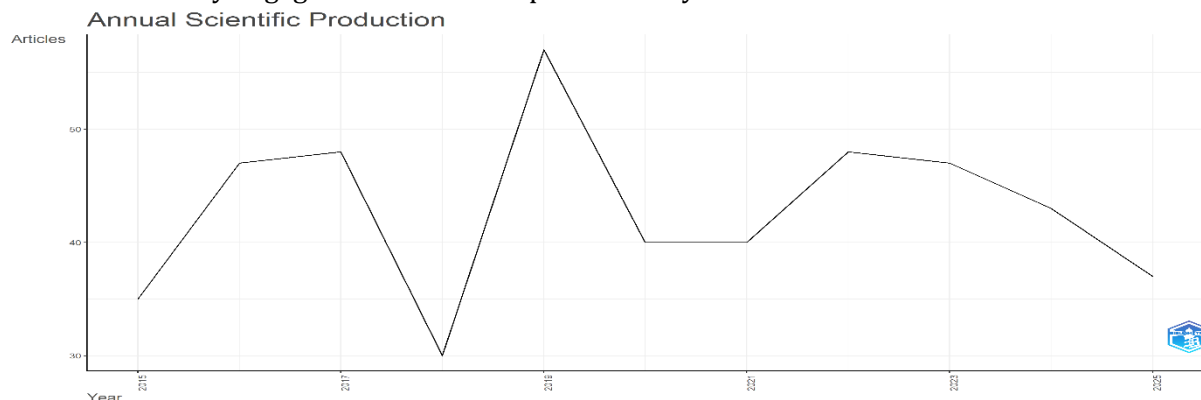


Figure 2. Year-wise publications

Table1. Publications trends

YEAR	NO. OF PUBLICATIONS
2015	35
2016	47
2017	48
2018	30
2019	57
2020	40
2021	40
2022	48
2023	47
2024	43
2025	37

3.1.2 Journals of publication

Identifying the most relevant sources is essential to understand where research on advertising effectiveness has been primarily disseminated. Figure 3 presents the leading journals contributing to this field. Among them, the International Journal of Advertising emerges as the most dominant source in advertising effectiveness research, publishing 44 articles, then comes the Journal of Marketing Communications with 28 publications. The Journal of Advertising also plays a significant role with 20 articles, while the Journal of Business Research contributes 17. Other notable sources that publishes articles related with advertising effectiveness include the European Journal of Marketing and Marketing Science (15 each), as well as the Journal of Advertising Research and Journal of Promotion Management (14 each). Specialized outlets such as the Journal of Interactive Advertising (13) and the Journal of Current Issues and Research in Advertising (10) also make meaningful contributions. Overall, this distribution highlights that a combination of advertising-focused and broader marketing journals serves as the core outlets shaping the research discourse in this domain.

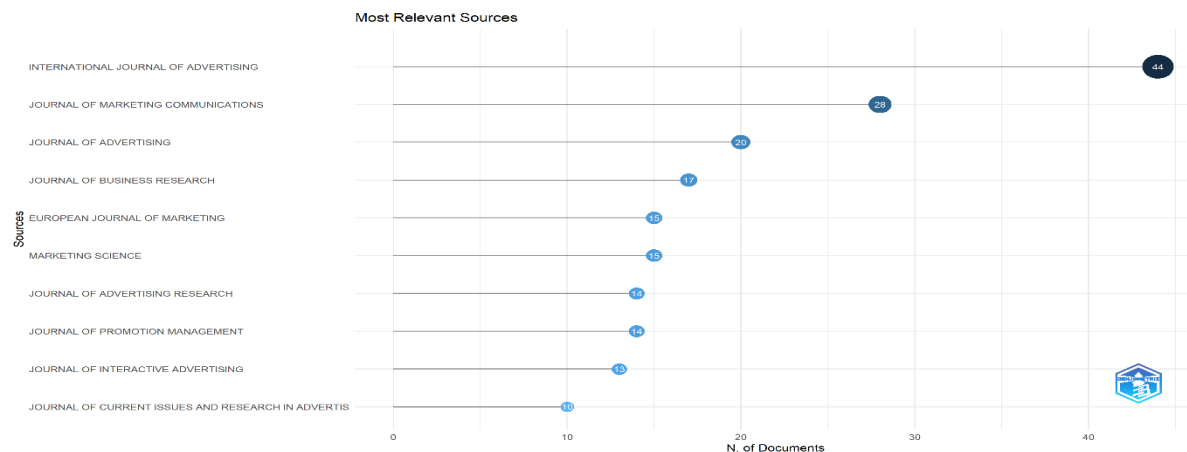


Figure 3. Journals and number of publications

Table 2. Top 10 journals as per publications

JOURNALS	ARTICLES
International Journal of Advertising	44
Journal of Marketing Communications	28
Journal of Advertising	20
Journal of Business Research	17
European Journal of Marketing	15
Marketing Science	15
Journal of Advertising Research	14
Journal of Promotions Management	14
Journal of Interactive Advertising	13
Journal of Current Issues and Research in Advertising	10

3.1.3 Citations

Examining the most globally cited documents provides insights into the scholarly works that have shaped and influenced the research domain most significantly. The study by Schouten, A.P. et al. (2020) in the *International Journal of Advertising* stands out as the most influential, with an impressive 2574 global citations. Then come research study by Lee, J., & Hong, I. B. (2016) in the *International Journal of Information Management* (1082 citations) and Hudders, L et al. (2021) in the *International Journal of Advertising* (1079 citations). Other highly cited research works in respect to advertising effectiveness study include Venkatraman, V et al. (2015) in the *Journal of Marketing Research* (708 citations) and Bleier, A., & Eisenbeiss, M. (2015) in *Marketing Science* (560 citations). Mid-range contributions such as Munnukka, J et al. (2016) in the *Journal of Consumer Marketing* (601 citations), Pradhan, D et al. (2016) in the *Journal of Marketing Communications* (517 citations) and Hwang, J., & Lee, J. (2019) in the *Journal of Travel & Tourism Marketing* (313 citations) also show notable impact in advertising effectiveness study. More recent publications like Franke, C. (2023) in the *Journal of Advertising* (315 citations) Li, Q et al. (289 citations) in *Tourism Management* further indicate ongoing contributions. Collectively, these influential works demonstrate how both advertising-focused and broader marketing and management journals provide foundational knowledge that guides contemporary research in the field.

Table 3. Top 10 cited papers

PAPER	CITATIONS
Schouten, A.P. (2020). <i>International Journal of Advertising</i>	2574
Lee, J., & Hong, I. B. (2016). <i>International Journal of Information Management</i>	1082
Hudders, L et al. (2021). <i>International Journal of Advertising</i>	1079
Venkatraman, V et al. (2015). <i>Journal of Marketing Research</i>	708
Bleier, A., & Eisenbeiss, M. (2015). <i>Marketing Science</i>	560
Munnukka, J et al. (2016). <i>Journal of Consumer Marketing</i>	601
Pradhan, D et al. (2016). <i>Journal of Marketing Communications</i>	517
Franke, C et al. (2023). <i>Journal of Advertising</i>	315
Hwang, J., & Lee, J. (2019). <i>Journal of Travel & Tourism Marketing</i>	313
Li, Q et al. (2016). <i>Tourism Management</i>	289

3.1.4 Authors

Analyzing the most relevant authors helps identify the leading contributors shaping the field of advertising effectiveness research. Figure 5 illustrates the top authors based on the number of publications. Septianto Felix and Wu Linwan emerge as the most prolific contributors, each with eight publications. They are followed by Seo Yuri with seven works, while Choi Yung Kyun and Lou

Chen have both contributed six publications. Other notable contributors include Bellman Steven, Eisend Martin, Martín-Santana Josefa D, and Varan Duane, each with five publications. Grigaliunaite Viktorija also makes a significant contribution with four works. Collectively, this distribution shows that a handful of highly productive scholars are consistently advancing research in this area, providing both theoretical and empirical insights that continue to shape the academic discourse.

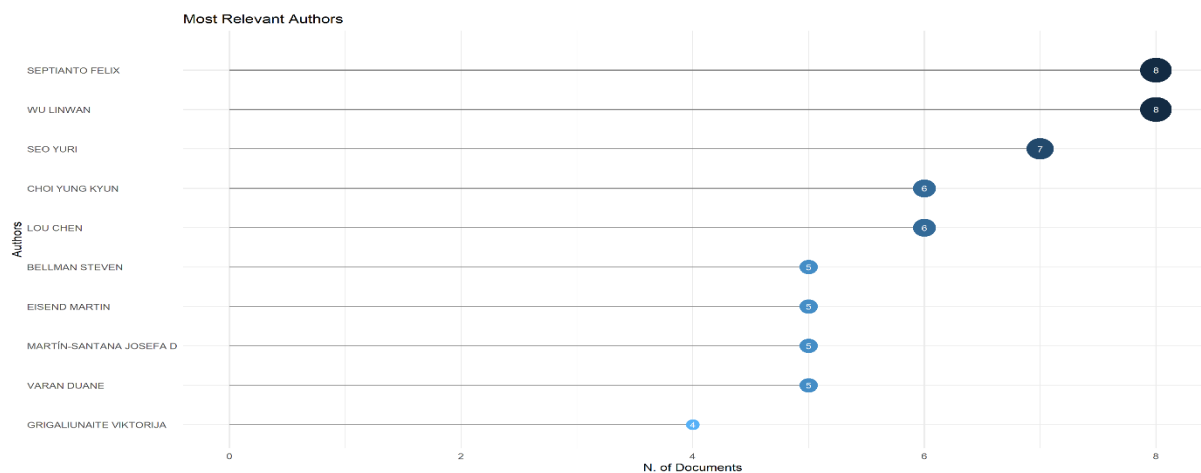


Figure 5. Most productive author

Table 4. Top 10 productive authors

AUTHORS	ARTICLES
Septianto, Felix	8
Wu, Linwan	8
Seo, Yuri	7
Lou, Chen	6
Choi, Yung Kyun	6
Bellman, Steven	5
Eisend, Martin	5
Martín-Santana, Josefa D	5
Varan, Duane	5
Grigaliunaite, Viktorija	4

3.1.5 Countries

Analyzing the most productive countries provides insights into the global distribution of research activity in advertising effectiveness. Table 5 presents the five countries, whose contribution to this advertising effectiveness research field is most. The United States leads significantly with 2,364 publications, indicating its dominant role in advancing advertising effectiveness research. Australia ranks second with 459 articles, reflecting its strong academic engagement in marketing and advertising studies. China follows closely with 414 publications, highlighting its growing influence in scholarly research. Spain and India contribute 283 and 259 articles respectively, showing an emerging research interest from European and Asian contexts. Overall, the data reveal that while the USA remains the major hub of research output, other nations are steadily increasing

their contributions, suggesting a gradual globalization of scholarly efforts in advertising effectiveness.

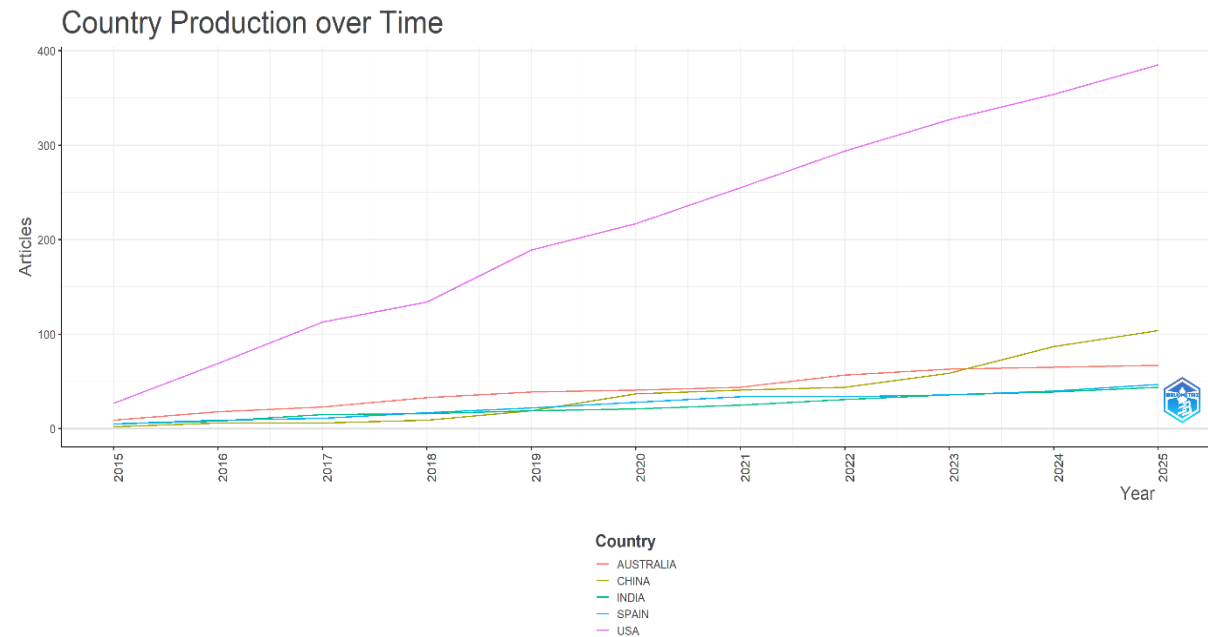


Figure 6. Most productive countries

Table 5. Top 5 productive countries

COUNTRIES	ARTICLES
Usa	2364
Australia	459
China	414
Spain	283
India	259

Figure 7 illustrates the outcomes of bibliographic coupling of countries in advertising effectiveness research. Each circle represents a country, with its size reflecting publication productivity. The United States dominates as the most prolific and collaborative nation, followed by China, Australia, and the United Kingdom. Strong linkages among these nations indicate robust international research partnerships and knowledge exchange across regions. European countries such as Germany, France, and Spain also show notable collaboration, while emerging contributors like India and South Korea are increasingly engaging in cross-country research, enhancing the field's global diversity and scope.

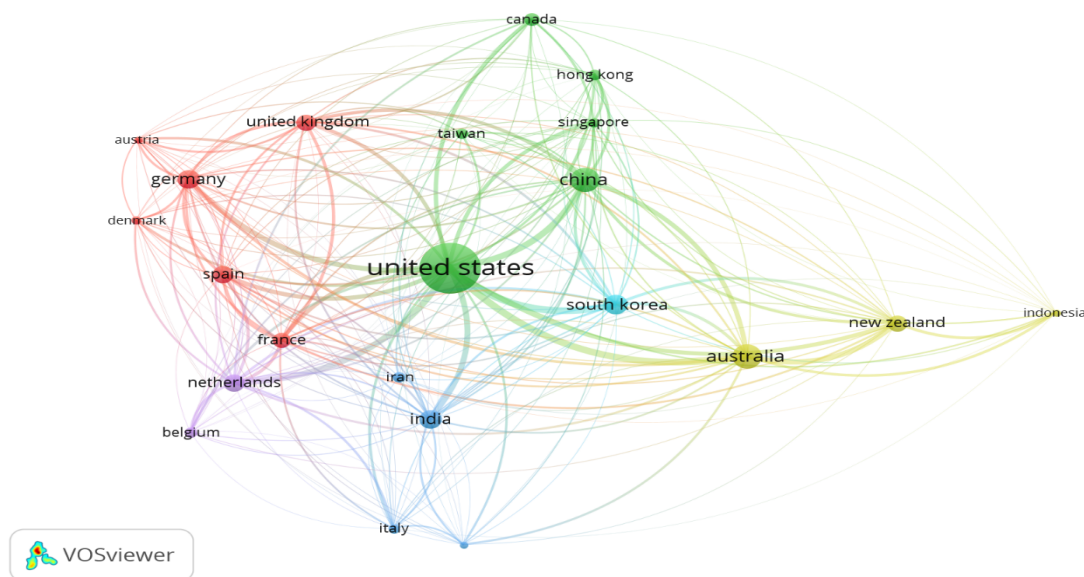


Figure 7. Bibliographic Coupling of Countries

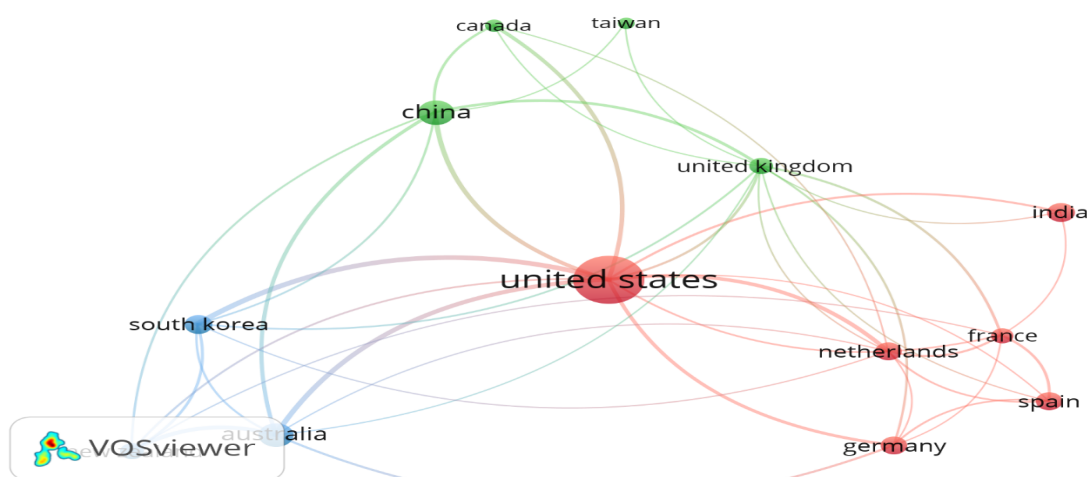


Figure 8. Co-authorship among countries

In the case of nations, Figure 8 illustrates the co-authorship network in advertising effectiveness research. Each color represents a distinct collaboration cluster. The United States emerges as the central hub with extensive partnerships, notably with China, the United Kingdom, Germany, and Australia, reflecting its global research influence. China demonstrates strong collaboration with Canada and Taiwan, similarly European countries such as France, Germany, Spain, and the Netherlands also display close interconnections. India and South Korea maintain emerging but growing international linkages, indicating a gradual expansion of global scholarly cooperation in this domain.

3.1.6 Universities

Analyzing the most productive universities highlights the leading academic institutions contributing to advertising effectiveness research. As shown in the table 6, The University of Texas at Austin leads with 15 publications, establishing itself as a global hub for influential work in

advertising effectiveness research domain. Then comes The Southern Methodist University and The University of South Carolina follow with nine publications each, reflecting their active engagement in advancing advertising effectiveness and marketing scholarship. Universiteit van Amsterdam contributes eight studies, demonstrating Europe's growing participation in this research field. Universities such as Auckland University of Technology, Pennsylvania State University, Universidad Rey Juan Carlos, Universiteit Gent, and University of Illinois Urbana-Champaign each produced seven publications, indicating a strong and diverse academic presence across continents. Dongguk University also contributes six works, showcasing Asia's emerging role in this area. Collectively, this distribution suggests that research on advertising effectiveness is internationally dispersed, with both Western and Asian institutions playing significant roles in shaping academic discourse and practical insights.

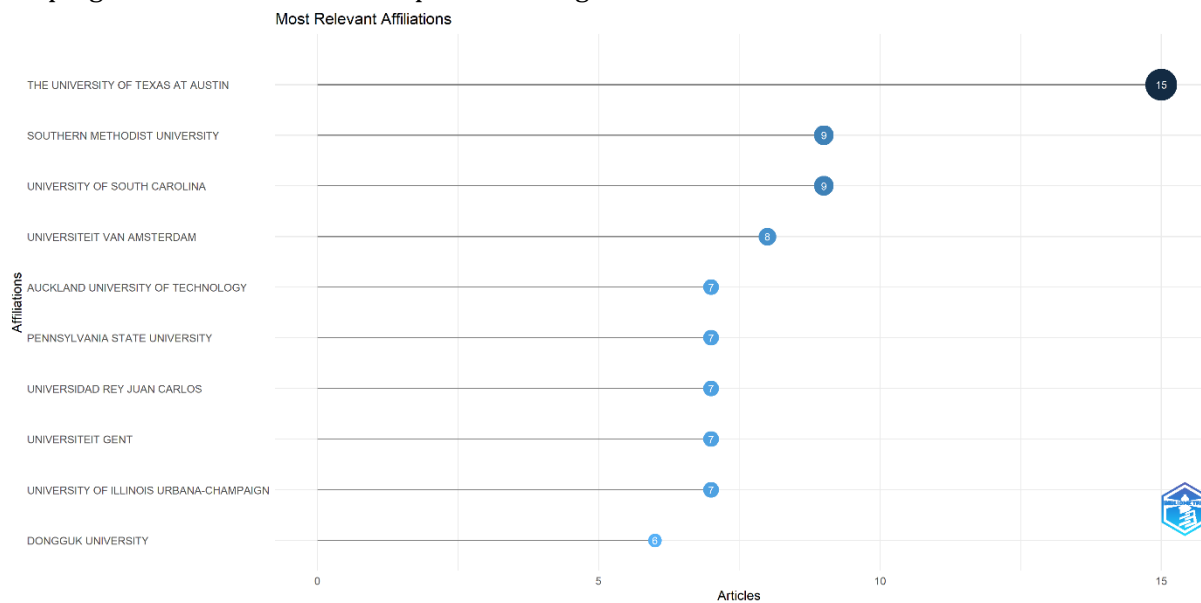


Figure 9. Most productive universities

Table 6. Top 10 productive universities

UNIVERSITIES	ARTICLES
The University of Texas at Austin	15
Southern Methodist University	9
University of South Carolina	9
Universiteit van Amsterdam	8
Auckland University of Technology	7
Pennsylvania State University	7
Universidad Rey Juan Carlos	7
Universiteit Gent	7
University of Illinois Urbana-Champaign	7
Dongguk University	6

3.2 How do we know about advertising effectiveness research?

TCCM framework analysis

By using the famous TCCM framework that was developed by, Paul and Rosado-Serrano (2019) strengthens the rigor, transparency, and practical value of this advertising effectiveness systematic literature review, especially in relation to consumer behavior and brand as well company promotion. The results are structured into four key dimensions. First, the study offers a comprehensive analysis of both well-established and emerging theoretical perspectives that clarify how advertising effectiveness impacts marketers' strategies and brand-building initiatives. Second, it explores the contexts in which leading research has been undertaken, emphasizing notable regional and industry-specific trends. Third, the review highlights and details the primary variables used to examine the link between advertising effectiveness, consumer behavior, and brand performance. Lastly, it outlines the methodological approaches applied in previous studies, encompassing data collection methods, analytical techniques, and research designs utilized to explore advertising effectiveness.

3.2.1 Theories

Theories act as foundational frameworks that guide researchers in developing and addressing research questions, thereby playing a crucial role in advancing academic understanding (Lim et al., 2021). Within this review, the theoretical approaches employed by researchers are identified as a key component shaping the conceptual comprehension of how advertising impacts consumer behavior and responses. The theory based synthesis indicates that scholars have utilized a wide array of psychological, communication, and behavioral models, although a few frameworks have remained consistently influential across various research contexts. The Elaboration Likelihood Model (ELM) emerged as the most widely applied as well as used theoretical framework in advertising effectiveness research study, underpinning approximately 35–40% of the studies. Researchers have used ELM to explain, how consumers actually process advertising messages through central and peripheral routes, depending on their motivation and involvement. The Construal Level Theory (CLT) was the second most frequently used, appearing in about 25–30% of the studies, primarily to investigate how psychological distance and abstract versus concrete framing influence advertising effectiveness. The Limited Capacity Model of Message Processing and Cognitive Load Theory together accounted for nearly 20–25% of the research, particularly in studies examining attention, multitasking, and media clutter. The Schema Congruity Theory and the Match-Up Hypothesis were also frequently adopted, representing about 20% of the studies, especially those exploring endorser–brand fit, celebrity advertising, and product congruence. In addition, the Regulatory Focus Theory appeared in approximately 15–20% of the studies, often to explain motivational differences in consumers' responses to gain- or loss-framed messages. Emerging frameworks such as Social Influence Theory, Engagement Theory, and Neuroscience-Based Models have gained traction in recent years, highlighting the growing integration of emotional, cognitive, and physiological perspectives in advertising research. Overall, the findings indicate that advertising effectiveness research remains theoretically grounded in information processing and persuasion-based models, with an increasing shift toward multidimensional and interdisciplinary frameworks that account for both psychological mechanisms and technological contexts in modern advertising environments.

3.2.2 Context

Context basically explains particular conditions or environments in which research takes place (Lim et al., 2021; Paul et al., 2017). Consistent with previous systematic literature reviews (Lim et al., 2021), this study treats countries as the contextual dimension for examining research on advertising effectiveness. Within this review, the geographical distribution of studies was regarded as a vital element in understanding the academic landscape of the field. The country-level synthesis revealed that research on advertising effectiveness has been largely concentrated in a few specific regions, indicating areas of academic maturity as well as market development and activity. The findings indicate that the United States has been the most frequently studied context, accounting for nearly 70% of the total research. This dominance is attributed to the country's strong tradition of experimental and behavioral advertising research, wide access to online consumer panels, and advanced advertising markets. Following the USA, China emerged as the second most researched context, representing about 40% of the studies. Chinese research has primarily focused on digital advertising, regulatory focus, personalization, and social media platforms such as WeChat and Douyin. India ranked third, contributing approximately 25–30% of the studies, often emphasizing advertising effectiveness in emerging market settings, retail and loyalty contexts, and cross-cultural analyses. The United Kingdom and Australia also featured prominently, together comprising around 20–25% of the studies, particularly in areas such as neuromarketing, media multitasking, and experimental ad design. A collective group of European countries, including Germany, France, the Netherlands, Belgium, and Norway, accounted for another 20–25% of the literature, focusing on cross-cultural, humor, and creative advertising studies. Meanwhile, emerging markets such as Brazil, Vietnam, Qatar, Taiwan, and South Korea appeared in a smaller number of studies, often exploring region-specific advertising contexts such as tourism, social commerce, and AR-based engagement. Overall, the analysis demonstrates that advertising effectiveness research has been geographically concentrated in Western and Asia-Pacific countries, with the USA, China, and India leading the domain, reflecting both the maturity of their academic institutions and the dynamism of their advertising industries.

3.2.3 Characteristics

In this systematic review of advertising effectiveness literature, the characteristics examined across studies were considered a central aspect of understanding how advertising influences consumer responses. The synthesis of variable-wise analysis revealed that researchers have primarily focused on four categories of characteristics, namely antecedents, mediators, moderators, and outcomes. The findings indicate that antecedents such as advertising appeal type, message framing, celebrity or endorser congruence, personalization, and consumer mood or involvement were the most frequently examined, featuring in nearly 60–65% of the studies. These variables were often used to capture the factors that initiate or influence advertising effectiveness. The mediators, which explain the psychological mechanisms driving advertising responses, appeared in around 50% of the studies, with attention, engagement, emotional arousal, processing fluency, and perceived value or attitude toward the advertisement emerging as the most common. The moderators representing boundary conditions that shape the strength or direction of effects were used in approximately 35–40% of the research. Typical moderating variables included product type, regulatory focus, personalization, cultural or country context, and advertisement clutter. Finally, the outcomes of advertising effectiveness, which serve as

indicators of success, were consistently measured across almost all studies. These commonly included attitude toward the advertisement or brand, purchase intention, recall and recognition, engagement, and word-of-mouth behavior. Overall, the review highlights that most advertising effectiveness research has emphasized cognitive, affective, and behavioral variables, demonstrating that scholars continue to view advertising effectiveness as a multidimensional construct driven by both psychological processes and contextual influences.

Antecedents	Mediators	Moderators	Outcome Variable
Ad appeal type	Attention	Product type	Ad Effectiveness
Ad creativity and novelty	Engagement/Involvement	Regulatory focus	Attitude toward Ad / Brand
Message Framing	Processing Fluency / Cognitive Processing	Personalization / Relevance	Purchase Intention / Behavioral Intention
Ad placement	Emotional Arousal / Affect	AR familiarity / Tech experience	Recall / Recognition
Celebrity Congruence/ Endorser congruence	Perceived Value / Attitude toward Ad	Country reputation / culture	Engagement / Click-through Rate (CTR)
Source Credibility/ Attractiveness	Curiosity / Enjoyment	Ad clutter / Exposure frequency	Word-of-Mouth (WOM) / Sharing Intention
Authenticity/ Influencer fit	Authenticity / Trust	Demographics (gender, age)	Brand Loyalty / Trust
Mood/Emotional State	Cognitive Flexibility / Flow	Message Framing	
Regulatory Focus(Promotion vs Prevention)			
Personality Traits/Self Concept			
Consumer Involvement/Motivation			
Media Type(TV, Online, Social Media)			
Ad clutter/Exposure Density			

Personalization level			
Product type(hedonic vs utilitarian)			
Brand Familiarity			
Cultural cues			
Social context			
Technological Engagement			

3.2.4 Methods

This comprehensive review of the literature on advertising effectiveness identified the research approach as the primary methodological feature directing empirical investigation. The synthesis of methodological patterns across all reviewed studies reveals that five dominant research approaches have been employed to examine advertising effectiveness namely, experimental methods, survey-based quantitative approaches, neuroscientific and psychophysiological methods, literature reviews and meta-analyses, and mixed-method designs. Among these, the experimental approach emerged as the most prevalent, accounting for approximately 70% of the studies. Researchers primarily used laboratory and online experiments employing statistical tools such as ANOVA, regression, and mediation analyses to establish causal relationships between advertising variables and effectiveness outcomes. The survey-based quantitative method ranked second, representing nearly 45–50% of the studies, with most employing structural equation modeling (PLS-SEM or CB-SEM) to test theoretical frameworks and behavioral responses. The use of neuroscientific techniques, including EEG, eye-tracking, and GSR, has gained prominence in recent years, comprising around 20% of the studies and focusing on consumers' subconscious emotional and attentional responses to advertisements. Literature reviews and meta-analytical approaches accounted for approximately 10–15% of the research, reflecting efforts to consolidate theoretical perspectives and identify cross-study moderators. Finally, mixed-method approaches—combining quantitative and qualitative insights were the least utilized, appearing in roughly 10% of the studies. Overall, the methodological landscape demonstrates that advertising effectiveness research remains predominantly quantitative and experimental, with increasing diversification into neuroscientific and integrative approaches in recent years.

4 What Are the Future Avenues for Advertising Effectiveness Research?

The third aim of this review is to highlight possible future research avenues in the field of advertising effectiveness. In line with the methodological guidance of Paul and Criado (2020), a structured systematic literature review was conducted to integrate previous studies in this domain. From this synthesis, future research opportunities were pinpointed using the TCCM framework developed by Paul and Rosado-Serrano (2019). This framework facilitated the identification of significant research gaps across four main dimensions: theoretical development, context, characteristics, and methodology (Paul & Rosado-Serrano, 2019; Srivastava et al., 2020). A detailed discussion of these future research directions, informed by the TCCM framework, is provided below.

Theoretical

1. Future research should move beyond traditional information processing and persuasion theories such as the Elaboration Likelihood Model (ELM) and Construal Level Theory (CLT) to integrate interdisciplinary frameworks that reflect the complexity of modern advertising environments.
1. Scholars are encouraged to incorporate behavioral economics, social cognition, and affective neuroscience perspectives to better explain the interplay between emotion, cognition, and decision-making in advertising.
2. Theoretical development should focus on AI-augmented advertising models, exploring how machine learning-driven personalization and algorithmic recommendations influence perceived autonomy, trust, and consumer-brand relationships.
3. Future studies should also test sustainability-oriented and ethical advertising frameworks, linking moral psychology and authenticity theories to assess how responsible communication enhances long-term effectiveness.
4. Researchers should advance integrated models that simultaneously account for cognitive, affective, and behavioral responses, bridging gaps between traditional persuasion theories and emerging technological contexts such as AR, VR, and the metaverse.

Contextual

1. The current body of research remains dominated by Western and select Asia-Pacific contexts (e.g., USA, China, and India). Future studies should extend to underrepresented regions such as Africa, the Middle East, Latin America, and smaller developing economies to ensure greater cross-cultural generalizability.
2. There is an urgent need to explore cross-cultural variations in consumer interpretation of advertising cues, message framing, and digital engagement behaviors, particularly in multicultural and multilingual markets.
3. Future research should examine advertising effectiveness within emerging technological ecosystems, including social commerce, metaverse platforms, and mixed-reality environments, to capture evolving patterns of consumer interaction.
4. Contextual studies should also focus on sector-specific applications (e.g., healthcare, education, sustainability, tourism) to understand how advertising operates across distinct industries with varying emotional and ethical implications.
5. Longitudinal and cross-national comparative studies can offer insights into how cultural values, socioeconomic factors, and technological adoption jointly influence advertising effectiveness over time.

Characteristic

1. Future research should broaden the investigation of antecedents beyond traditional ad appeals and message framing to include AI personalization, algorithmic transparency, emotional design, and interactivity cues.
2. Scholars should further explore mediators such as trust, authenticity, emotional resonance, and perceived intrusiveness, which are increasingly relevant in data-driven and immersive advertising.

3. There is scope to examine moderating variables like technological readiness, privacy concern, digital fatigue, and generational identity, as they shape how consumers respond to continuous ad exposure.
4. Future studies should adopt holistic outcome measures that move beyond short-term metrics (e.g., recall and purchase intention) toward long-term indicators such as brand advocacy, loyalty, and perceived brand ethics.
5. Researchers should also analyze multi-dimensional interactions among antecedents, mediators, and moderators, using advanced modeling to uncover the complex pathways driving advertising effectiveness.

Methodological

1. Future advertising research should diversify its methodological approaches by integrating multimodal and interdisciplinary methods combining behavioral data, self-reports, and neuroscientific measures.
2. Scholars are encouraged to move beyond traditional experiments and surveys toward real-time, longitudinal, and field-based designs that capture dynamic consumer responses across media touchpoints.
3. Expanding the use of big data analytics, artificial intelligence, and machine learning is essential for modeling ad effectiveness on a large scale, enabling predictive and tailored insights into how audiences respond.
4. There is growing potential for neuroscientific and biometric methods—including EEG, fMRI, eye-tracking, and facial emotion recognition—to reveal implicit emotional and attentional responses that traditional methods overlook.
5. To gain a deeper insight into consumer attitudes, cultural subtleties, and the processes of interpreting advertisements, future research should employ mixed-methods approaches that combine both quantitative and qualitative data.
6. Moreover, scholars should prioritize open science practices, including data transparency, replication, and cross-disciplinary collaborations, to enhance methodological rigor and global relevance in advertising effectiveness research.

5 Academic and Practical Implications

5.1 Theoretical Implications

This review contributes to the theoretical advancement of advertising effectiveness research by integrating diverse perspectives from psychology, communication, and technology. It highlights the predominance of cognitive-affective frameworks such as the Elaboration Likelihood Model and Construal Level Theory while emphasizing the need for interdisciplinary integration with neuroscience, behavioral economics, and data analytics. The findings underline that advertising effectiveness is a multidimensional construct shaped by cognitive processing, emotional engagement, and contextual influences. Future theoretical work should move toward holistic models that capture the dynamic interplay between human cognition, affect, and technology-mediated advertising environments.

5.2 Practical Implications

The findings provide actionable insights for advertisers, brand managers, and digital strategists seeking to enhance advertising effectiveness in an increasingly personalized and technology-driven marketplace. Practitioners should design ads that balance emotional appeal with informational clarity, ensure congruence between message and medium, and leverage AI-based personalization responsibly. Emphasis should be placed on cross-cultural adaptation, ethical communication, and transparent data practices to build consumer trust. Additionally, integrating neuroscientific insights into campaign design can help optimize attention and engagement, ultimately leading to improved brand recall, purchase intention, and long-term consumer loyalty.

6 Conclusions

Although several earlier studies have attempted to consolidate the literature on advertising effectiveness, many of these reviews are now outdated, lacking inclusion of the latest academic contributions in this area. Consequently, they fail to explain the today's advancements and state-of-the-art developments within the field. To bridge this gap, the present study synthesizes the vast literature on advertising effectiveness through the TCCM framework, with the objective of addressing three research questions: What is currently known about advertising effectiveness? How has this knowledge been obtained? and What are the future directions for research in this domain?

This study analyzed 82 Scopus-indexed journal publications using SLR approach focusing on advertising effectiveness. Findings related to the first question indicate that scholarly interest in this field emerged in the early 2000s and has expanded substantially in subsequent years. Earlier investigations concentrated mainly on text-based advertising, while recent work has increasingly focused on digital and internet-based platforms. Overall, the paper delivers a comprehensive systematic review and bibliometric analysis of research on advertising effectiveness from the past decade, providing a clear, updated picture of its development and emerging trends. The analysis highlights that the International Journal of Advertising, Journal of Marketing Communications, and Journal of Advertising are the most influential publication sources in this field. Key contributors such as Septianto Felix, Wu Linwan, and Seo Yuri, along with institutions including The University of Texas at Austin, Southern Methodist University, and The University of South Carolina, have played major roles in advancing this domain.

In terms of geography, the United States, Australia, China, Spain, and India are identified as the leading contributors to advertising effectiveness research. Thematically, the Elaboration Likelihood Model (ELM) and Construal Level Theory (CLT) serve as the dominant theoretical frameworks, while experimental designs and survey-based quantitative methods are the most widely used approaches. The findings further underscore a predominantly Western-centric perspective, suggesting the need for more cross-cultural, technological, and neuroscientific research to broaden and strengthen the conceptual and practical understanding of advertising effectiveness.

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