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Legal and ethical challenges of digital advertising

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ABSTRACT

The challenges of social responsibility of marketing, particularly its legal and ethical components, encompass the entire marketing process, with a specific emphasis on marketing communication and advertising. Public and consumer criticism regarding unlawful and unethical advertising practices is most frequently directed towards digital advertising due to the accessibility, prevalent use, influence, and substantial investment in this type of marketing communication. This paper analyzes the most common violations, both legal and ethical in nature, which relate to native advertising, influencer marketing and advertising employing various artificial intelligence tools and systems. Despite the evolving legal framework, it struggles to keep pace with the dynamic evolution of media. Consequently, the legal regulation of these advertising forms remains incomplete, and ethical standards are still being established. Although certain forms, such as native advertising, are defined by legal acts and ethical norms, numerous unresolved issues persist despite various initiatives aimed at regulating these advertising practices.

Key words: digital advertising, native advertising, influencer marketing, artificial intelligence systems, legal and ethical issues

1. INTRODUCTION

Digital advertising has become a dominant form of marketing communication and an important part of modern marketing strategies, yet its rapid development has created an array of legal and ethical challenges (Kumar, 2024; Solberg Söilen, 2024). While the social responsibility of marketing involves a wide range of concerns, the legal and ethical dimensions of advertising, particularly in the digital domain, demand special attention.

Due to the dynamic nature of online platforms and the emergence of new advertising techniques, especially those that rely on data-driven personalization, a lag has been created in legal and ethical frameworks, leaving consumers vulnerable to potentially harmful practices (Strycharz & Duivenvoorde, 2021).

Three key areas of digital advertising that represent significant legal and ethical challenges are the main emphasis of this paper: native advertising, influencer marketing, and advertising employing artificial intelligence (AI). These forms of advertising, due to their deceptive potential, reliance on trust, and automated nature, respectively, present unique challenges to regulators and ethical practitioners.

This paper aims to address three key questions:

- What are the primary legal challenges associated with native advertising?
- How do ethical standards in influencer marketing address transparency and authenticity?
- What key ethical considerations arise from the use of AI in digital advertising?

The analysis in this paper is grounded in the theoretical principles of normative marketing ethics (Laczniak & Murphy, 2019), with a particular focus on the ethical and legal challenges arising from the digital transformation of marketing communications. Normative marketing ethics goes beyond merely analyzing existing practices and focuses on what ought to be, setting standards and guidelines for ethical conduct in marketing activities. This approach is especially relevant for digital advertising, where regulatory frameworks often lag behind rapid technological and market changes.

The theoretical framework of this paper is based on two key concepts that complement each other. The first is the concept of social responsibility in marketing, which, according to Lučić (2020), implies that marketing activities should be guided not only by the economic interests of the organization but also by ethical standards and concern for the welfare of consumers and society as a whole. The second key concept is stakeholder theory, which recognizes that organizations, in their marketing efforts, should consider the interests of all relevant stakeholders, not just shareholders or customers (Miles & Ringham, 2018). This approach highlights that value is created through meaningful relationships with stakeholders based on trust, commitment, loyalty, and transparency, which is especially important in the digital environment, where traditional boundaries between producers and consumers are often blurred and stakeholder networks become increasingly complex.

In the context of digital advertising, these concepts are applied through an integrated approach that recognizes that ethical issues do not exist in isolation but are part of a broader social and technological ecosystem. As noted by Antolović and Haramija (2015), responsible advertising must consider all social, ethical, and legal aspects of communication, especially in the digital environment, where the power and reach of marketing messages are significantly amplified.

The paper also draws on the ethical norms defined by both International Chamber of Commerce (ICC) and the American Marketing Association (AMA), which emphasize the principles of integrity, honesty, transparency, truthfulness, decency, fairness, no harm, and responsibility as the core values of the marketing profession (AMA, 2023; ICC, 2025). These values serve as a normative framework for evaluating the ethical aspects of digital advertising analyzed in this paper. This work addresses some of these key concepts in marketing ethics, such as transparency, which requires open and honest communication with consumers about advertising practices; privacy, which refers to the protection of consumers' personal data in the digital environment; fairness, which implies avoiding deceptive or false claims in advertising; and responsibility, which emphasizes the obligation of advertisers to be accountable for the impact of their marketing activities on consumers and society.

The scope of this paper is limited to an overview of the most common legal and ethical challenges in digital advertising and the basic principles that should guide all actors in their future efforts to regulate these practices and it is organized as follows: Section 2 provides the overview of the methodology; Section 3 examines the legal challenges in native advertising; Section 4 explores the ethical dilemmas of influencer marketing; Section 5 analyzes the legal and ethical implications of AI-driven advertising; and the last section summarizes and concludes the paper.

2. METHODOLOGY

This paper adopts a qualitative research methodology based on an integrative literature review that uses existing literature to generate new insights through the synthesis of previous findings and their critical evaluation (Torraco, 2005). This methodological approach is particularly suitable for exploring rapidly evolving fields such as digital advertising, where regulatory frameworks often lag behind technological innovations and market practices. Also, qualitative analysis, particularly document analysis, is well-suited for investigating evolving phenomena that require contextual interpretation rather than quantification (Yin, 2018).

The analysis of legal and ethical violations in native advertising, influencer marketing, and AI-driven advertising is based on a review of various types of secondary sources, including academic literature, legal documents, self-regulatory frameworks, and industry reports. Academic literature, including peer-reviewed articles, books, and conference papers, provides theoretical foundations and empirical evidence on marketing ethics, digital advertising, and related legal issues. Legal documents, such as laws, regulations, and case law, define the legal boundaries and obligations in the field of advertising, consumer protection, and data privacy. Self-regulatory frameworks, established by industry associations, offer guidelines and standards of conduct for ethical advertising. Industry reports provide current data, trends, and analyses of digital advertising practices, identifying emerging ethical and legal problems. By using these diverse sources, the research aims to create a complete picture of the legal and ethical challenges in digital advertising. The use of multiple sources also strengthens the reliability and validity of the findings (Yin, 2018).

While this approach provides a broad understanding of the current landscape and identifies key areas of concern, it is acknowledged that primary research, such as in-depth interviews with industry actors or empirical studies of consumer behavior, could offer further insights into the practical implications of these issues.

3. NATIVE ADVERTISING

Due to technological solutions, interactive digital communications provide a whole range of new possibilities in communication with target audiences and the market as a whole (Antolović & Haramija, 2015). In recent years, there have been frequent issues, both of a legal and ethical nature, in terms of native advertising as one of the many forms of advertising (Renko, 2009), especially in digital channels, which has exceptional popularity and a high trend of investment growth (Wojdyski, 2016; Kutlu, 2022; Wan, 2024). It is estimated that in North America alone, native advertising in 2025 will reach an amount of almost \$ 150 billion, and in Western Europe more than \$ 92 billion (Statista, 2025).

In various formats, native advertising existed before (e.g. advertorial), and was created as a result of the search for more efficient investment in advertising and as part of the evolution of the media and communication itself (Antolović, 2024). The peculiarity of native advertising, emphasized in digital channels, is such that paid content is adapted to the style and tone of the media, and especially to editorial content, so that the user often perceives it as editorial and not paid (sponsored) content. Therefore, the content experienced in this way is readily consumed and shared by the user. Due to its interestingness and unobtrusiveness, this type of advertising content is consumed by the user much more than "classic" advertising content, so the persuasiveness (efficiency) and overall effect of such communication is greater.

Native advertising, in its essence, with its form and content, in many ways "hides" the very essence of advertising (e.g. aggressiveness, intrusiveness, visibility...) and seeks to be perceived as interesting (news) for the consumer, i.e. as the editorial (media program) content (Blečić, 2024), and therefore calls into question the legality of such a form of advertising (Zlatović, 2023).

No matter how native advertising is shaped, it is paid dissemination of messages, i.e. advertising in the classic definition of this phenomenon as a form of market and social communication (Vranešević et al., 2021). Considering the fact that natural advertising, in its definition and key attributes, is completely equal to any other form of advertising as "paid, systematic and designed dissemination of messages with the aim of influencing the recipient" (Kesić, 2003), it undoubtedly does not stand out from all other forms of advertising in the legal and professional context.

The Media Act (NN 59/04, 84/11, 81/13, 114/22), in Article 20, states that "An advertisement must be clearly marked as such and visibly separated from other program content... must not give the impression that it is media program content." Undoubtedly, this provision of the law determines how advertising is labeled and separated, and this separation of advertising from program content is in many ways contrary to the essence of native advertising (similar presentation of advertising and program content). Therefore, the average media consumer must be able to unambiguously and clearly distinguish media content from paid (advertising) content. The difference must be such that the average media consumer can clearly understand it.

The International Chamber of Commerce (ICC) Advertising and Marketing Communications Code states that "marketing communications, regardless of format or medium, should be easily identifiable, allowing consumers to clearly distinguish between commercial and non-commercial content" (ICC, 2025). Undoubtedly, the self-regulatory norms of the Code also define an ethical standard, the fulfillment of which will not mislead the average media consumer.

By means of special labelling, visible and clear separation and indication of the advertiser, the perception must be achieved that it is advertising (native or some other form), and not media content as such. This labelling (e.g. ad, advertisement, promo, promotion...), visibility (in style and tone, typography, etc.), and in particular the advertiser's designation in the key part of the message (e.g.

at the beginning of the text) are a guarantee that native advertising is perceived as a paid form of marketing communication, and not editorial (program) content of the media.

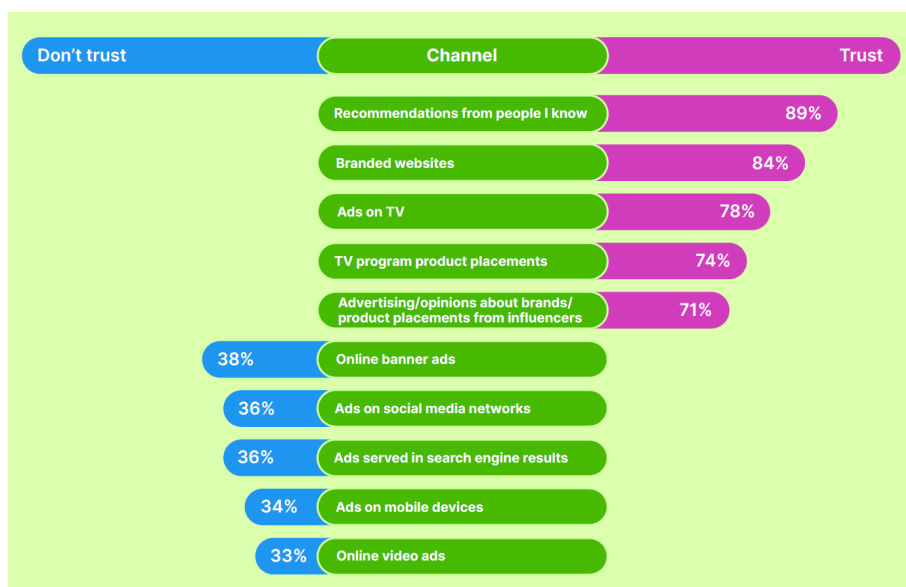
As much as native advertising is a new and adapted means of creating demand, a model of greater efficiency and a new opportunity for the media, it also creates new legal and ethical dilemmas. On the one hand, it creates challenges to free, objective and independent journalism as such (Kovačić, 2021), and on the other hand, it can create new unethical activities for the consumer by hiding the true nature of such communication, primarily due to a kind of concealment that can easily be understood as (unauthorized) covert advertising.

In conclusion, the primary legal challenge in native advertising involves ensuring clear and conspicuous disclosure to prevent deception, as these ads often mimic editorial content, blurring the line between advertising and unbiased information.

4. INFLUENCER MARKETING

We are witnessing the rapid development of communication technologies, which has led to the evolution of various communication forms in the digital world (Jančić & Žabkar, 2013; Peter & Dalla Vecchia, 2020). New models, interactivity and creative possibilities have led to the development of diverse forms of product and service promotion, including influencer marketing, which has become an important tool of interactive digital communications. Advertisers have realized that consumers trust the recommendations of friends, acquaintances and generally well-known people much more than the ads they see in various media (Nielsen, 2025), so they started using famous and influential people (influencers), i.e. people who can influence the attitudes and opinions and consumer decisions of those who follow them, usually through various social networks. Graph 1 shows the level of consumer trust in different marketing channels.

Graph 1. Marketing channel and consumer trust



Source: Nielsen 2021 Trust in Advertising study

In addition to increasing brand exposure and enabling audience engagement, influencer marketing ranks high as a form of communication that global consumers trust more than traditional advertising and especially more than online advertising (Nielsen, 2025).

Regardless of whether they appear in communication on social networks as private individuals or as mega, macro, micro, nano, blog or vlogging influencers, (Durmuş Şenyapar, 2024) or influencers created using AI systems and tools (Kholkina et al., 2024), it is necessary to clearly distinguish personal communication from that of a commercial (marketing) nature characterized by a certain business relationship. Any communication with a commercial nature in its background represents a certain form of marketing, i.e. paid communication, most often advertising. The received benefit can be in a form of a monetary payment, commissions, proceeds from sales, discounts, company shares, offers of future business contracts, products/services gifted or lent to influencers for use, trips, event invitations or experiences (Competition and Consumer Protection Commission, 2025).

It is precisely because of this difficult distinction (especially by the average consumer) whether it is a private or commercial purpose of communication that there are numerous examples of how influencers violate the legal and ethical norms of the community (Antolović & Fraculj, 2025). Given the legal provision that all paid content must be labeled and separated, and the ethical standards according to which consumers must distinguish between contents and must not be misled, influencers very often covertly advertise a product or company. If the paid content is not separated and labeled, it is covert and misleading advertising, which is prohibited by law.

Additional empirical evidence was found in a comprehensive study that compared the practices of 12 influencers who collaborated with the same brands in Spain and the USA (Gucci, Dior, Guess, Prada, Tommy Hilfiger, Louis Vuitton, Massimo Dutti, Levis, Estée Lauder, Tezenis, Clinique, Pantene, Mango, Bershka, Revolve, Sephora etc.). In their posts on Instagram, the influencers did not adhere to current laws, even though there were rules against covert and misleading advertising (Monerris Valenti, 2017).

There are two reasons for this – influencers don't want to present themselves to their followers as the "face from the ad", and on the other hand, they don't want to miss the opportunity to collaborate with a company and thus make money. Followers don't like it when influencers aggressively present a product to them and the moment they notice it, they lose interest, and the influencer loses credibility.

In developed markets, the problem of covert advertising by influencers has been solved by introducing new regulations (e.g. France and Spain), limiting the amount of investment and ethical norms governing this form of digital communication (Gil-Muñana & Sáez-Linero, 2023; González-Díaz & Quintas-Froufe, 2024; Le Péchon-Joubert & Imatte, 2025). The most common requirement is that any paid content published by an influencer must be labeled as such. Instagram has been testing a "paid partnership" label for a long time, which should serve as a standard label for all paid content.

The practice of influencer marketing in Croatia is not directly regulated, neither by laws nor codes. Influencers very often do not indicate that they have been paid for something or that they have received a gift from a company for something (which can also be considered advertising). The question is not whether vloggers on YouTube or those with hundreds of thousands of followers on Instagram or Tik Tok are more successful, but rather the question of the legal and ethical treatment of such communication on the Internet. Namely, influencer marketing, as well as a number of other forms of marketing communication, must be labeled and separated as content that is paid, in money, goods or other form of compensation. In Croatia, as well as in many other markets, this is a poorly developed practice, because influencers most often "covertly" advertise a certain brand, so it is very difficult to determine when it is paid content and when it is not.

Influencer followers do not like to see posts that contain “advertisements”, exaggerated praise of a product, or hashtags that have a brand name. Although there is extensive legislation and numerous ethical codes in Croatia that can be referred to, there is no direct regulation that unambiguously covers influencers themselves on various social networks.

The 11th revision of the ICC Advertising and Marketing Communications Code in 2024 focused on the applicability of the Code to technology enhanced marketing communications and techniques, setting the gold standard for modern rule-making in the digital world. The changes included addressing influencer marketing and the responsibility of influencers and creators. The Code states that “the connection between the marketer and the influencer should be transparent” and “affiliate links to products on external third-party websites should be disclosed as such” (ICC, 2025). At the national level, the Interactive Advertising Bureau (IAB) Croatia is preparing guidelines for influencer marketing intended for all industry players, which are expected to be issued during 2025. All in all, the biggest disputes and issues of influencer marketing are not in the tax or legislative aspect, but in the ethical aspect - are consumers misled by this form of communication and is their behavior unethically influenced?

Graph 2 shows the recommended way of labeling commercial content in an influencer’s post on Facebook.



Graph 2. Example of a properly labeled influencer post

Putting abbreviated or vague hashtags such as #sp (sponsored product) and phrases like: “Thank to [brand] for”, “Made possible by”, “In partnership with” and such are not enough, because that does not clearly explain to followers that it is paid content and can confuse them (Committee of Advertising Practice, 2025). Photos, drawings, sketches, etc. that are used by influencers (including other forms of digital communications), and on which there are displays of products or logos, need a clear explanation that it is paid content. Neither influencers, nor advertisers, agencies and media should use advertising techniques or content that mislead or may mislead followers or users.

Source: authors, Photo: Pexels.com

Influencers, as well as other actors participating in this form of marketing communication, should create and implement their activities with a high sense of social responsibility for the entire advertising and marketing industry (Čutura, 2016). The creation and implementation of influencer marketing activities in accordance with the norms of the profession and the community should include all modalities, including influencers created by AI tools.

Ethical standards in influencer marketing emphasize the need for influencers to disclose sponsored content clearly, maintain authenticity in their endorsements, and avoid misleading their audience, thereby preserving trust and credibility.

5. ARTIFICIAL INTELLIGENCE TOOLS AND SYSTEMS

In 2019, the European Commission adopted the Ethics guidelines for trustworthy AI (European Commission, 2025) and in 2024 the Artificial Intelligence Act (Official Journal of the European Union, 2024), the first comprehensive law on artificial intelligence in the world, which should also be implemented in the Republic of Croatia as a regulation.

Among other things, the guidelines establish that trustworthy AI has three components that need to be fulfilled throughout the lifecycle of the system:

- it should be lawful and ensure compliance with all applicable laws and regulations
- it should be ethical and respect ethical principles and values
- it should be robust, both from technical and social perspective, as AI systems, even with good intentions, can cause unintended harm or be misused.

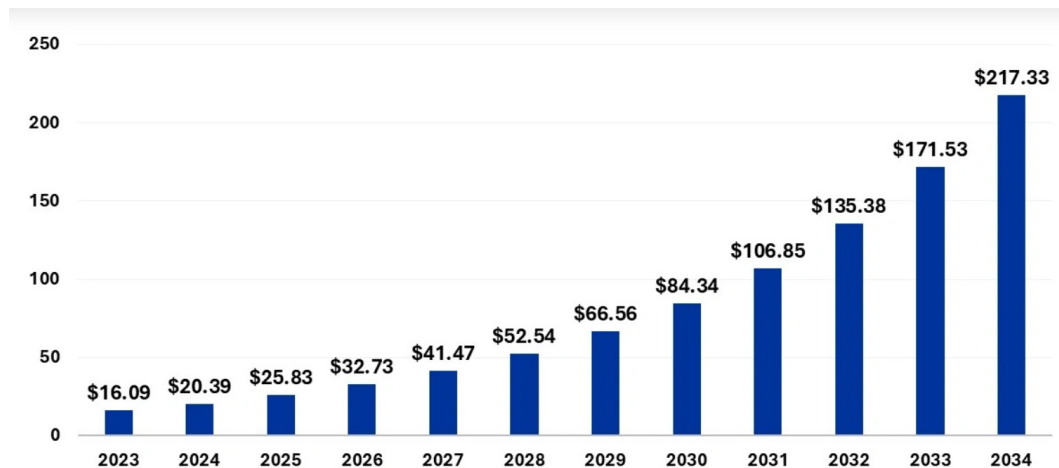
Ethical artificial intelligence is referred to as a process of evaluative assessments of development, introduction and application that ensures compliance with the generally accepted norms of a certain cultural entity, i.e. the ethical norms of a certain community (Lučić, 2020). One of the key starting points is to ensure that humans always need to know whether they are in direct interaction with another human or a machine. AI experts and professionals should therefore ensure that people are aware that they are interacting with an AI system or that they can request and confirm the fact that they are in such an interaction. Potential confusion about whether an interaction is with humans or machines can have multiple consequences such as attachment, influence, attitude formation, and user behavior.

The already mentioned AI act states that the development, introduction and use of artificial intelligence systems should be in a way that respects ethical principles; human autonomy, prevention of damage, fairness and explainability (Official Journal of the European Union, 2024). Among other things, it is necessary to ensure respect for the freedom and independent decision-making of a person interacting with AI. Humans must not be subordinated, coerced, deceived, conditioned or manipulated in the use of artificial intelligence.

The development and application of AI must be fair. Individuals or groups must not be affected by bias, discrimination, and stigmatization. AI should promote equal opportunities for education, access to goods and technologies. It must not mislead users or prevent freedom of choice. It is necessary to ensure the pursuit of effective legal protection against decisions made by AI systems and the people who operate them (Završnik & Simončić, 2023).

It is particularly interesting to observe the development and application of AI in advertising and marketing, given that it is already used in various forms (analytics, image and voice processing, content creation, etc.) (Gao et al., 2023). Graph 3 shows the projection of the market growth of AI in marketing.

Graph 3. Artificial Intelligence in Marketing Market Size and Forecast 2024 to 2034 (USD billion)



Source: <https://www.precedenceresearch.com/artificial-intelligence-in-marketing-market>

The value of the global AI in marketing market in 2024 is estimated at \$20.39 billion and is expected to reach around \$217.33 billion by 2034, with a compound annual growth rate of 26.7% during this period (Precedence Research, 2025).

Numerous forecasts indicate that AI will bring significant changes to many industries and segments of life, including advertising and marketing; from data collection, analysis, processing and data synthesis based on monitoring user behavior (Gao et al., 2023; Kralj et al., 2024). Personal data, biometric analysis and content manipulation are just some of the challenges that also include planning overall communication activities. Creating messages already allows for the design of content in all formats (text, photo, audio, video...) and even the ads and campaigns themselves. Adapting the content, message and offer that is completely individualized and gives the user irresistible triggers for purchase will lead to a new dimension and role of AI in its application to the entire creative industry.

Some research and analyses show that one of the biggest challenges of using AI in advertising is adherence to ethical norms, especially considering the manipulative nature of advertising itself, but also the full possibilities of future superintelligence (Gao et al., 2023; Biswal et al., 2023). This especially applies to the use of general and generative AI (such as ChatGPT) and future systems, regardless of whether ethical norms will come from the system itself or from the user's environment.

In addition to the already common internationally harmonized ethical standards of advertising, the general requirements for the use of AI systems should be met, i.e. the unacceptability of the risk posed by AI systems should be addressed: the user should be aware that they are interacting with an AI system or that the content is generated by AI, users must not be conditioned on freedom of choice and the voluntary nature of the relationship should be ensured, users should have options and models that prevent the creation of illegal content as well as copyright issues for generating content and rights to generated content.

This particularly refers to cognitive-behavioral manipulation of individuals or certain vulnerable groups, assessment and classification of people based on behavior, socioeconomic status, personal characteristics, etc., biometric identification and categorization of individuals, use of such systems and manipulation of personal data that leads to unequal status of users.

In general, the ethical aspect of the application of AI (superintelligence) in advertising and marketing is extremely complex and should certainly be derived from generally accepted ethical norms for the application of AI systems and established ethical standards of the advertising industry. However, considering the ethical principles formulated so far, it can be emphasized that advertising, as an activity with a special impact on the individual and society, should respect the following ethical framework (Antolović & Fraculj, 2025):

- Human autonomy must not be compromised by advertising and overall marketing, and people must always be able to make their own decisions without conditioning, coercion, deception or manipulation, including exaggeration or omission of data.
- The use of AI in advertising must not undermine the biological, social or cultural achievements of the community and must ensure free human choice, judgment and conclusion of the user.
- Any advertising using AI must be such that it does not cause or increase harm or adversely affect people. Vulnerable people, such as children and others, should be given special attention. AI in particular must not cause or increase damage due to differences in power, information, etc. including all living beings.
- The development and application of AI in advertising must be fair. Individuals or groups must not be affected by bias, discrimination or stigmatization on any grounds. AI systems must not mislead users or prevent freedom of choice.
- User behavior data may only be collected and used if the user is aware of it and has given consent with the limitation only for the purpose and consent given by the user.
- The user, without conditioning, must be able to turn off the AI system if (s)he wants to do so, in part or in whole without consequences, etc.

The key ethical considerations regarding AI in digital advertising include ensuring user awareness of AI involvement, preventing manipulative targeting, protecting user data privacy, and maintaining fairness and transparency in AI-driven advertising practices. Overall, looking at the challenges in advertising, and in particular those based on AI tools and systems, a key requirement arises: advertising must be in accordance with the regulations and ethical standards of the environment in which it operates, and in particular with the ethical standards of advertising and marketing industry.

6. CONCLUSION

Due to the interdisciplinary nature of the topic, the theoretical contribution of this paper lies in linking traditional ethical principles with the new challenges brought by digital technologies in advertising. By using a qualitative methodology and applying relevant ethical theories and concepts, the paper aims to contribute to a better understanding of ethics in marketing and offer insights for more ethical practices in the digital age.

This paper examined the legal and ethical challenges of digital advertising, focusing on native advertising, influencer marketing, and AI. We found that ensuring clear disclosure in native advertising, promoting transparency in influencer marketing, and addressing ethical considerations in AI are crucial for protecting consumers.

Advertising and communication in digital channels, especially considering various forms of advertising as a paid form of message delivery, open numerous questions of overall social responsibility, especially of a legal and ethical nature. As a result of the development of digital technologies and digital communications, total investments and the impact that advertising has on consumers, the issues of ethics and legality in the protection of users are gaining special importance. Of the huge number of possibilities and numerous forms of advertising, native advertising and influencer marketing stand out due to their accelerated development and influence, as well as various AI systems and tools. Therefore, it is particularly important not only that these formats are legally and ethically regulated, but also that the practice is harmonized with the highest requirements of the community.

As a minimum requirement, users and consumers need to be aware that the messages and activities they are exposed to, regardless of whether it is native advertising or influencer marketing, are of a commercial nature and that the activities comply with legal and ethical standards. This should also apply to those activities and works generated by various AI tools and systems.

This paper provides a foundational analysis of legal and ethical issues and contributes to a deeper understanding of the complex landscape of digital advertising. Although applied methodology provides significant insights into the observed issues, it is important to acknowledge its limitations. Qualitative research methods, including the analysis of secondary sources, may be subject to researcher bias in the selection and interpretation of material. To increase the credibility of the findings, future research could benefit from including primary research, and exploring the perspectives of those directly involved in the creation and implementation of digital advertising campaigns. Both qualitative methods, such as interviews with industry participants (marketers, agencies, influencers, media and representatives of regulatory and self-regulatory bodies), and quantitative approaches, like surveys or analyses of campaign data, could provide additional insights into the practical challenges of adhering to ethical guidelines and legal regulations in this rapidly changing field.

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Pravni i etički izazovi digitalnog oglašavanja

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SAŽETAK

Izazovi društvene odgovornosti marketinga, posebno pravne i etičke sastavnice, obuhvaćaju ukupan marketinški proces, s posebnim naglaskom na marketinšku komunikaciju i oglašavanje. Kritike javnosti i potrošača u vezi s nezakonitim i neetičnim praksama oglašavanja najčešće su usmjerene prema digitalnom oglašavanju zbog dostupnosti, raširene upotrebe, utjecaja i značajnih ulaganja u ovu vrstu marketinške komunikacije. U ovom radu analizirane su najčešće povrede, kako pravne tako i etičke naravi, koja se odnose na prirodno (*native*) oglašavanje, influencer marketing i oglašavanje koje koristi različite alate i sustave umjetne inteligencije. Koliko god se pravno okruženje brzo razvijalo, ono teško može pratiti snažnu evoluciju medija pa je zakonodavno uređivanje ovih oblika još uvijek nepotpuno, a i etički standardi se još uvijek razvijaju. Iako su određeni oblici, poput prirodnog oglašavanja, definirani pravnim aktima i etičkim normama, brojna neriješena pitanja i dalje postoje bez obzira na razne inicijative usmjerene na reguliranje ovih oglašivačkih praksi.

Ključne riječi: digitalno oglašavanje, prirodno oglašavanje, influencer marketing, sustavi umjetne inteligencije, pravni i etički izazovi