



## **A COMPARATIVE ANALYSIS OF ADVERTISING STRATEGIES IN EMERGING MARKETS: CONSUMER ENGAGEMENT, TRUST, AND EFFECTIVENESS**

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### **Abstract:**

**AIM:** By analyzing customer trust, engagement, and purchase patterns, this study aims to evaluate the efficacy of traditional and digital advertising strategies in emerging economies. This study intends to close the research gap by examining customer preferences in light of contemporary digital marketing trends and technology breakthroughs, even if previous research has examined advertising methods. **Material And Methods:** This study analyzed Web of Science and Google Scholar literature and gathered primary data from 100 participants split into conventional (TV, radio, print, billboards) and digital (social media, search engines, apps) advertising groups using a self-made Google Forms questionnaire. Tables, charts, and graphs were used to visualize the data, which was analyzed using MS Excel and SPSS IBM Version 27 using the Independent T-Test, One-Way ANOVA, and Chi-Square test. **Results and Discussion:** With an Independent T-Test p-value of 0.051 ( $<0.05$ ), the research showed a substantial correlation between advertising forms and consumer purchase decisions, suggesting that ads have a major influence on consumer behavior. The One-Way ANOVA findings showed that, with an F-value of 0.704 and a p-value of 0.051 ( $<0.05$ ), storytelling-based ads generate more engagement than simple promotional content. While conventional advertising is still essential for establishing trust, particularly with groups



who have less digital adoption, the results indicate that digital advertising, with its interactive features and personalized targeting, improves consumer engagement. In order to optimize efficacy in emerging countries, the study also emphasizes the significance of a hybrid advertising strategy that combines traditional and digital tactics. **Conclusion:** According to the report, younger consumers like digital advertising since it is more interactive, but conventional advertising is still essential for building a brand reputation. To increase trust and engagement, businesses should take a balanced approach. Future studies should look at cross-platform tactics, data protection, and AI-driven marketing to improve campaign efficacy.

### Introduction

A comparative assessment of advertising tactics in emerging economies necessitates a systematic examination of the factors influencing consumer involvement, trust, and efficacy in both conventional and modern advertising strategies (Management Association and Information Resources 2018).. Because the results promote consumer-centric marketing strategies and innovation, they add to the continuing conversations about the role of technology in advertising. (Ta?k?ran and Öncel 2015) A competitive and customer-focused market environment is facilitated by the practical consequences of this research, which include the creation of creative promotional campaigns, targeted marketing tactics, and improved brand communication. Digital advancements provide problems for the advertising sector, and companies need to properly manage these shifts. The methods used to assess the impact of digital advertising have an impact on its efficacy, which emphasizes the necessity of modern analytics and flexible marketing strategies. (Tellis 2003) More than 19,800 relevant research publications were located on Google Scholar between 2020 and 2024, while more than 150 studies were discovered on the Web of Science. Research shows that interactive content, tailored ads, and AI-powered tactics greatly increase customer loyalty and engagement. (Anderson 2024). Traditional techniques are still essential for addressing particular populations, even if digital advertising is now the most common. (Ryan and Jones 2012) For businesses to maximize the efficiency of their advertising, they must be aware of the advantages and disadvantages of both techniques gaps are identified by research, such as the long-term effects of digital transformation, demographic and cultural impacts, and how consumers see online advertising. (OECD 2019) Businesses may adjust their strategy to suit evolving customer expectations by regularly evaluating the success of their advertising. AI,



social media, and influencer marketing have revolutionized engagement strategies, opening up new avenues but simultaneously posing privacy and ethical questions. Consumer preferences for ad formats differ according to emotional appeal, believability, and accessibility, which affects the success of marketing as a whole. Traditional approaches preserve authenticity and dependability, even as digital advertising leads in reach and customization. The goal of this research is to give marketers, companies, and legislators useful information that will help them better advertising tactics, build customer confidence, and increase involvement in the changing marketplace.

### **Keywords:**

Consumer engagement, advertising strategies, digital and traditional advertising, emerging markets, consumer trust, marketing efficacy, and ad storytelling.

### **Material And Methods**

I gathered customer feedback via Google Forms and used SPSS and Excel to analyze it in order to assess this study on advertising tactics in emerging regions. Tables, charts, and graphs were used to organize the data for improved visualization. With an emphasis on customer views, trust, and engagement with conventional and digital advertising, a total of 100 responses were collected. Two groups of replies were created from the collected data: those who were exposed to conventional advertising and those who were exposed to digital ads. Key patterns and insights were found by using SPSS tools once the data had been labeled and converted into Excel. This approach, which highlights customer preferences and trust levels, aids in evaluating the efficacy of various advertising methods. Businesses may enhance their advertising strategies and boost engagement in emerging areas by using the study's insightful recommendations.

To guarantee a broad sample, this study focuses on choosing people who are largely exposed to traditional advertising strategies, taking into account variables like age, income, and region. Customers who used radio, TV, newspapers, and billboards provided information to gauge their involvement, advertising preferences, and degree of confidence. Frequency of exposure, efficacy in influencing decisions to buy, and brand trust were important factors. In order to compare these insights with consumers of digital advertising and find variations in consumer

behavior and perception, the information was meticulously formatted. Responses were examined to assess the effects of digital and conventional advertising methods on engagement and trust. Businesses might improve their advertising strategies in emerging areas by using the study's insightful findings.

## Statistics Analysis

Customer involvement, trust, and the efficacy of traditional and digital advertising tactics were examined using SPSS IBM Version 27. In order to determine the correlations between various customer groups, three statistical methods were used: the Independent T-test, One-Way ANOVA, and Chi-Square. To assess the efficacy of conventional and digital advertising, the study contrasted consumer trust and engagement levels. It investigated if digital advertisements are more reliable, interesting, and economical than conventional techniques. The study also examined how consumers saw digital advertisements' personalization, effect on purchase choices, and believability in comparison to conventional advertisements' familiarity and dependability. The results shed light on how to best use advertising tactics in developing economies.

## Results And Discussion:

**Table 1:** The Independent T-Test results indicate a significant influence of advertisements in emerging markets on purchasing decisions, with a p-value of 0.051 ( $<0.05$ ). The t-value of 1.916 suggests a notable difference in consumer responses, emphasizing the impact of advertising on buying behavior.

### Table2:

The results of the One-Way ANOVA indicate that advertisements with compelling storytelling are significantly more engaging than straightforward promotional content. The F-value of 0.704 and a p-value of 0.051 ( $<0.05$ ) confirm that storytelling plays a crucial role in capturing audience attention and enhancing engagement.

**Fig 1:** This simple bar graph illustrates the influence of advertisements in emerging markets on purchasing decisions, categorized by mean Age, 95% confidence interval, and standard deviation  $\pm 2$ .

**Fig 2:** This simple bar graph illustrates consumer engagement levels with advertisements that tell a compelling story compared to straightforward promotional content. The graph represents mean engagement scores across different age groups, with  $\pm 2$  standard deviation and a 95% confidence interval.

### **Limitation of the study**

In evaluating the efficacy, customer involvement, and trust of traditional versus digital advertising methods in emerging nations, this study admits a number of shortcomings. The results might be impacted by participant demographics and sample size, which could not accurately reflect the wide range of consumers. Applicability may be further limited by geographic restrictions, as cultural and economic disparities affect how effective advertising is in different places. The study may not be able to fully capture long-term changes in consumer behavior due to time limits, particularly given how quickly digital marketing is developing. Ad effectiveness may be impacted by external variables such as market movements or economic situations, and self-reporting biases may alter the accuracy of replies. The study could also not have taken into consideration customers who interact with both digital and conventional advertisements, which makes it difficult to determine which strategy is more effective. The study offers insightful information about how to best optimize advertising tactics in developing areas, despite these drawbacks.

### **Future Research :**

Future studies on advertising tactics in developing nations should compare the efficacy, customer engagement, and trust of digital and conventional advertising. Examining how cutting-edge technologies like blockchain-based ad verification, AI-driven marketing, and biometric-based personalization are used might reveal how consumer behavior is changing. Studies should examine the differences in trust between digital and conventional advertising approaches as worries about data privacy and cybersecurity increase. Furthermore, evaluating how user experience design, preferred ad formats, and cultural factors affect engagement may aid in improving advertising tactics. Additionally, studies should evaluate how regulatory

frameworks influence advertising techniques and how they affect customer trust. More research into the elements that affect long-term brand loyalty, the efficacy of cross-platform advertising, and ethical issues in digital marketing will advance our knowledge of this ever-evolving industry. In emerging economies, these insights can assist companies, legislators, and marketers in creating more successful, customer-focused advertising campaigns.

## Tables And Figures

**Table1:** Independent T-Test results indicate a significant influence of advertisements in emerging markets on purchasing decisions, with a p-value of 0.051 ( $<0.05$ ). The t-value of 1.916 suggests a notable difference in consumer responses, emphasizing the impact of advertising on buying behavior.

	Equal variance assumed	Equal variance not assumed
Sig	0.051	
t	1.916	1.911
Sig (2 tailed)	0.057	0.058
Mean difference	0.399	0.399
Std error difference	0.208	0.209

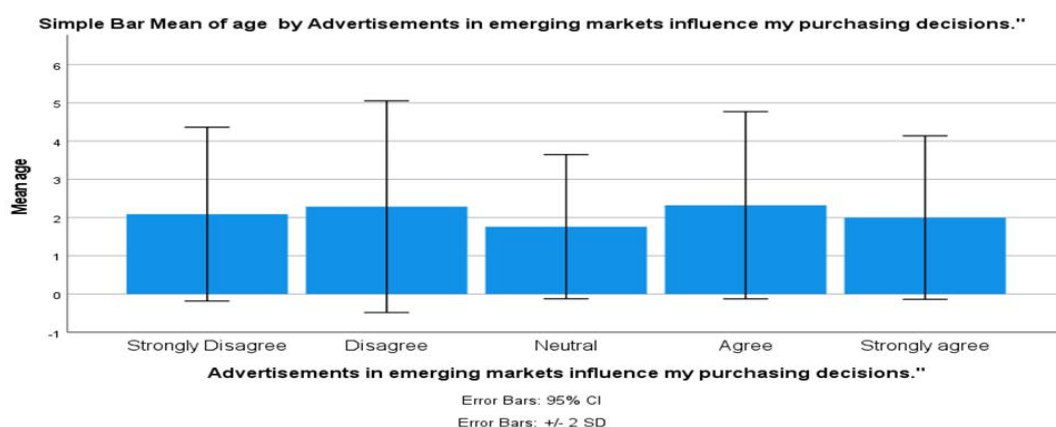
**Table2:** The results of

the One-Way ANOVA indicate that advertisements with compelling storytelling are significantly more engaging than straightforward promotional content. The F-value of 0.704 and a p-value of 0.051 ( $<0.05$ ) confirm that storytelling plays a crucial role in capturing audience attention and enhancing engagement.

	ANOVA	
	Between Groups	Within Groups
Mean Square	1.108	1.573
F	0.704	
Sig.	0.051	

**FIG 1:**

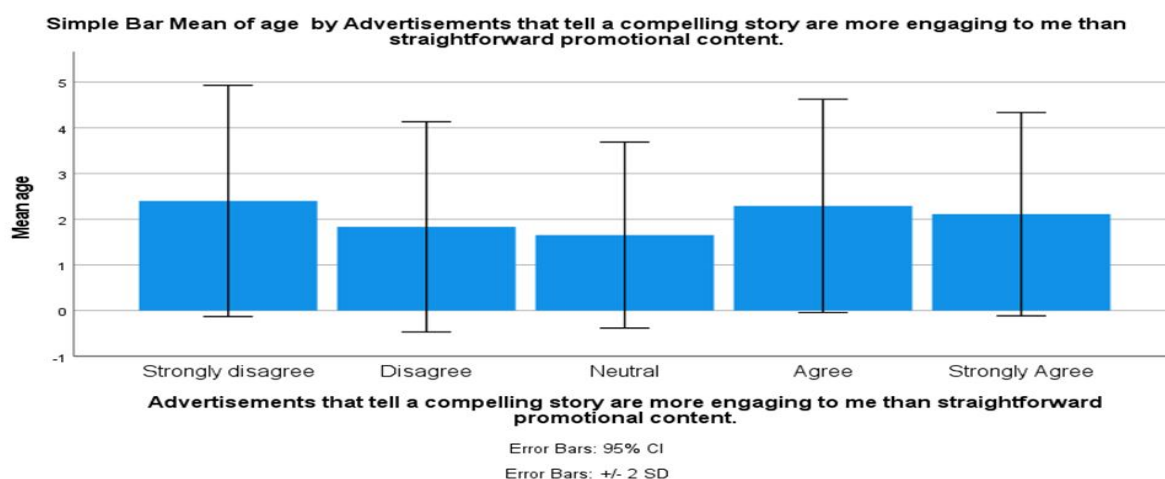
This simple bar graph illustrates the influence of advertisements in emerging markets on purchasing decisions, categorized by mean Age, 95% confidence interval, and standard deviation  $\pm 2$ .



**Fig.2**

This simple bar

graph illustrates consumer engagement levels with advertisements that tell a compelling story compared to straightforward promotional content. The graph represents mean engagement scores across different age groups, with  $\pm 2$  standard deviation and a 95% confidence interval.



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## **Conclusion**

In conclusion, the change from offline to online interaction is highlighted by the use of digital advertising, which emphasizes efficiency, accessibility, and customized customer experiences. The younger age favors digital advertising because it is more effective and appealing owing to its focused approach, ease, and interaction. However, for customers who have faith in recognizable media like TV, newspapers, and billboards, conventional advertising is still relevant. Personalized suggestions and rapid access are provided by digital advertisements, but some customers are wary due to worries about data privacy and ad fraud. The degree of customer engagement, trust, and preference all influence how effective advertising methods are. Digital advertising is becoming more popular because of its versatility and reach. However conventional advertising is still useful, particularly in regions where the adoption of digital technology is slower. Businesses may optimize customer engagement and trust in emerging countries by striking a balance between the two strategies.