



International Journal of Advance Studies and Growth Evaluation

A Comparative Analysis of Digital and Traditional Marketing within the Framework of Artificial Intelligence: A Case Study of Prayagraj

^{*1}Deepak Kumar Singh and ²Dr. Indal Kumar

^{*1} Ph. D Scholar, Department of Management, Nehru Gram Bharati (Deemed to be University), Prayagraj, Uttar Pradesh, India.

² Assistant Professor, Department of Management, Nehru Gram Bharati (Deemed to be University), Prayagraj, Uttar Pradesh, India.

Article Info.

E-ISSN: **2583-6528**

Impact Factor (SJIF): **6.876**

Peer Reviewed Journal

Available online:

www.alladvancejournal.com

Received: 04/Nov/2025

Accepted: 03/Dec/2025

Abstract

The study examines the convergence of Artificial Intelligence (AI), digital, and conventional marketing strategies in Prayagraj, a tier-2 Indian city noted for its cultural heritage and developing digital literacy. The research employs a mixed-method approach, incorporating 200 consumer surveys and 12 business interviews, to examine consumer trust, awareness of AI tools, and the comparative effectiveness of diverse marketing channels. The results show that even though digital platforms like WhatsApp, YouTube, and Instagram offer speed, personalization, and interactivity, traditional media-especially newspapers, TV, and outdoor ads-are still more trustworthy and credible. AI improves targeting accuracy but has trouble with perceived transparency. The study finds that the best results in semi-urban areas come from using both AI-based analytics and traditional communication channels in marketing.

*Corresponding Author

Deepak Kumar Singh

Ph. D Scholar, Department of Management, Nehru Gram Bharati (Deemed to be University), Prayagraj, Uttar Pradesh, India.

Keywords: Artificial Intelligence, Digital Marketing, Traditional Media, Consumer Trust, Hybrid Strategies, Prayagraj.

1. Introduction

In the twenty-first century, marketing is a conversation between the old and the new. It's a conversation between persuasion based on tradition and innovation based on technology [1-5]. As communication tools change, traditional and digital marketing are no longer two separate things. Instead, they work together to meet different needs of consumers when it comes to trust, access, and behavior. Sinha (2018) says that traditional marketing includes well-known ways to advertise, like print, radio, TV, billboards, and direct mail. It focuses on the four Ps: product, price, place, and promotion. These are the things that affect how people respond to ads [6]. Some of its benefits are that it is very trustworthy, it resonates with people's emotions, and it reaches a wide range of people, especially those who don't spend a lot of time online [7-9]. But there are still some problems, such as high production and placement costs, limited feedback loops, inflexibility, and trouble tracking audience metrics.



Fig 1: Objectives of Traditional marketing

Digital marketing, also known as e-marketing, on the other hand, uses online channels like search engines, social media, and email to reach customers where they spend most of their time: online. It uses a mix of strategies, such as Search Engine Optimization (SEO), Pay-Per-Click (PPC), working with

influencers, and personalized email campaigns ^[10-14]. Sinha (2018) says that digital marketing works best when people can interact with it in real time, it can be accessed from anywhere in the world, and decisions are based on data ^[4] ^[15]. The main benefits are that it saves money, lets you see how well you're doing, lets you target your ads, and lets you interact with customers ^[17]. But there are still problems, such as worries about data privacy, reliance on algorithms, and short attention spans that make it harder to remember messages.



Fig 2: Objectives of Digital Marketing

In developing economies such as India, this duality manifests in both cultural and structural aspects. Marketing is not just a job; it's a social conversation that is shaped by language, trust in the area, and cultural knowledge. Prayagraj is an example of this coexistence in a tier-2 city. Younger people use WhatsApp, YouTube, and Instagram, while older people still rely on Dainik Jagran, Amar Ujala, and Doordarshan for reliable news ^[18-20]. This mix creates a hybrid media ecosystem where technology-driven accuracy meets emotion-driven familiarity. Artificial Intelligence (AI) makes digital marketing's ability to analyze even bigger. AI tools let you do predictive analytics, divide customers into groups, customize content, and get help automatically through chatbots and recommender systems. These new ideas change marketing from a one-way broadcast into a conversation that is two-way and uses data ^[15]. But as personalization grows, so do concerns about trust, openness, and ethical data use. This creates a paradox where people like the ease of use but are afraid of being watched. These tensions are most obvious for small and medium-sized businesses (SMEs) in Prayagraj. Even though these companies use automation indirectly through Meta Ads, Google Analytics, and WhatsApp Business, they can't fully use AI-based tools because they don't have enough money or technical know-how. Because of this, many companies use a mix of digital and traditional media. They use digital platforms to reach more people and get data, and they use traditional media to build trust and emotional connections ^[21] ^[22].

In the end, how well marketing works in Prayagraj depends on how trust and technology work together. Traditional channels get their credibility from years of regulated communication, while digital platforms get their credibility from being fast and personalized. This study investigates the coexistence of AI-enhanced digital marketing with conventional techniques, ensuring the preservation of authenticity and accessibility. By placing technological innovation within the socio-cultural context of Prayagraj, it enhances comprehension of how algorithms and interpersonal

relationships collectively influence the modern consumer experience.

2. Methodology

The study utilizes a pragmatic mixed-method framework that combines quantitative and qualitative data collection to investigate statistical trends and contextual depth. A structured questionnaire was distributed to 200 respondents from various demographics, including students, professionals, homemakers, and business owners. Stratified random sampling made sure that each gender, age group, and income level were represented fairly.

Table 1: Business Use of AI Tools in Prayagraj

Sector	AI Tools Used	Perceived Benefits	Key Challenges
Coaching Institutes	Facebook Ads targeting	Student leads, cost-effective	Parents distrust digital
Retailers	WhatsApp auto-replies, catalogs	Customer retention, efficiency	Low awareness of AI
Tourism Operators	Google Ads targeting	Wider reach, new tourists	Dependence on outside agencies

We also talked to 12 business owners from important fields like retail, education, tourism, and hospitality. These semi-structured interviews examined the adoption patterns of AI-driven marketing, challenges in resource allocation, and perceived trustworthiness across platforms. We used SPSS 27 to look at quantitative data and figure out descriptive statistics, correlation coefficients, and cross-tabulations. In qualitative transcripts were coded thematically, resulting in categories such as "AI awareness," "hybrid adoption," and "trust perception." The mixed-method design guarantees empirical rigor while encapsulating the socio-cultural intricacies distinctive to Prayagraj.

Table 2: Media Consumption Frequency in Prayagraj

Medium	Daily (%)	Weekly (%)	Rarely (%)
Newspapers	65	20	15
Television	72	18	10
Outdoor Ads	85	10	5
WhatsApp	80	15	5
YouTube	70	20	10
Instagram/Facebook	55	25	20

3. Results and Discussion

Results show that traditional and digital channels don't compete with each other; instead, they work together in a complex media ecosystem. Age has a big effect on what media people choose. People between the ages of 18 and 35 prefer digital engagement, while people over 45 still like print and broadcast formats. WhatsApp and YouTube are the most popular digital media sites, but newspapers and TV are still more trusted. This duality shows that successful marketing in semi-urban areas needs layered strategies that deal with both emotional and technological aspects.

AI-enabled marketing is growing, but not in a straight line. About 45% of businesses said they used AI indirectly through platforms like Google Ads or Meta Business Suite. Only 20% of businesses showed that they understood AI analytics on their own. Some of the biggest problems were low digital literacy, high costs, and doubts about data privacy. However, qualitative interviews showed that success stories, like coaching institutes using targeted Facebook ads to get student inquiries, helped people build their confidence over time.

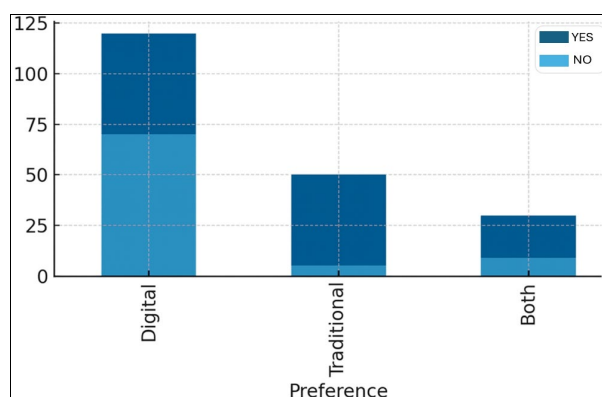


Fig 3: AI-influenced Purchases by Channel Preferences

From the chart, the digital channel dominates, with the highest count of respondents, where approximately 70 purchases were AI-influenced and around 50 were not.

Table 3 shows how trust levels differ between different types of media. Newspapers (62%) and television (58%) are still the most trustworthy sources of information. Digital platforms, on the other hand, are less trustworthy because of worries about false information. Respondents said that AI-driven suggestions are useful, but they also make people wonder about their authenticity and whether they can be manipulated. This means that for long-term engagement to happen, technology must be combined with openness.

Table 3: Trust Levels across Media Channels

Media	Trustworthy (%)	Neutral (%)	Distrust (%)
Newspapers	62	28	10
Television	58	30	12
Outdoor Ads	50	35	15
Digital Ads	35	40	25

Businesses that used both digital targeting and traditional credibility were able to reach more people. Coaching centers that used AI-powered WhatsApp messages along with newspaper ads saw a 20% rise in conversion rates, for example. Likewise, tourism companies that used AI-enhanced Google Ads along with outdoor billboards got more online exposure and more trust from people in their area. These results confirm the hybrid strategy model: AI makes things more efficient, while traditional media makes communication more personal.

Table 4: Comparative Effectiveness of Traditional vs. Digital Marketing

Context/Decision Type	Traditional Marketing	Digital Marketing (AI-enhanced)
High involvement (education, healthcare, real estate)	More effective (trust)	Supportive but secondary
Low involvement (fashion, food, entertainment)	Less effective	More effective (personalization)
Festival campaigns	Very effective (hoardings, print)	Supplementary (WhatsApp promos)
Everyday retail sales	Limited	Highly effective

In Prayagraj, the coexistence of these systems reflects the socio-technological evolution of emerging markets. To get more people to use AI, local leaders should push for digital literacy and ethical AI training programs for small businesses. Businesses need to plan their budgets wisely, with about 60% going to digital innovation and 40% going to traditional ways to build trust. Future studies ought to investigate enduring

transformations in various tier-2 cities to delineate AI's socio-economic ramifications within marketing ecosystems. Ultimately, Prayagraj is a changing example of how marketing can work together, with intelligence adding to intuition and technology making human connections stronger.

Conclusion

This study shows that the best way to market in semi-urban India is through synergy, not substitution. AI and digital tools improve speed, targeting, and measurability, but traditional media still holds the most trust and legitimacy.

References

- Bharti PK, Kumar A. "Traditional vs. digital marketing: A comparative study," *ZENITH Int. J. Multidisciplinary Res.* 2020; 10(12):16-26.
- Caliskan A, Özkan Özen YD, Ozturkoglu Y. "Digital transformation of traditional marketing business model in new industry era," *J. Enterprise Inf. Manage.* 2021; 34(4):1252-1273.
- Goldman SP, Van Herk H, Verhagen T, Weltevreden JW. "Strategic orientations and digital marketing tactics in cross-border e-commerce: Comparing developed and emerging markets," *Int. Small Bus. J.* 2021; 39(4):350-371.
- Sinha R. "A comparative analysis of traditional marketing vs digital marketing," *J. Manage. Res. Anal.* 5(4):234-243.
- Bala M, Verma D. "A critical review of digital marketing," *Int. J. Manage., IT & Eng.* 2018; 8(10):321-339.
- Sakib N. "Roles of digital marketing vs traditional marketing communication: A perspective on Navana LPG Ltd.," Internship Report, 2019.
- Geetha S. "A comparative study on traditional marketing and e-marketing," *Int. J. Emerging Technol. Eng. Res. (IJETER)*. 2018; 6(1):10-13.
- Khokhar P, "Evolution of artificial intelligence in marketing: Comparison with traditional marketing," *Our Heritage*. 2019; 67(5):375-389.
- Waheed A, Yang J, Khan IU, Khan SU, Farrukh M. "The comparison between traditional vs advanced means of marketing communications," in *Diverse Methods in Customer Relationship Marketing and Management*, IGI Global, 2018, 181-201.
- Vieira VA, de Almeida MIS, Agnihotri R, da Silva NSDAC, Arunachalam S. "In pursuit of an effective B2B digital marketing strategy in an emerging market," *J. Acad. Marketing Sci.* 2019; 47(6):1085-1108.
- Bhosale J, Phadtare RG. "Is social network marketing a disruption to traditional marketing?" *Asian J. Multidimensional Res. (AJMR)*. 2019; 8(3):476-485.
- Lawrence S, Deshmukh S, Navajivan E. "A comparative study of digital marketing vs traditional marketing," *IIBM's J. Manage. Res.* 2018, 112-121.
- Tarik Z, Adnan S. "Online vs traditional: Marketing challenge in the telecom market in Bosnia and Herzegovina," *Econ. Rev.: J. Econ. Bus.* 2018; 16(1):45-57.
- Mkwizu KH. "Digital marketing and tourism: Opportunities for Africa," *Int. Hospitality Rev.* 2020; 34(1):5-12.
- Phiri M. "Impact of digital marketing capabilities on market performance of small to medium enterprise agro-processors in Harare, Zimbabwe," *Bus.: Theory Pract.* 2020; 21(2):746-757.

16. Cooley J. "Introduction: Business-to-business marketing in China: Digital or traditional?," in *The Digitization of Business in China: Exploring the Transformation from Manufacturing to a Digital Service Hub*, 2018, 1-40.
17. Madondo E. "A comparative analysis of the performance of traditional advertising media and online media for the promotion of tourism in KwaZulu-Natal," Doctoral Dissertation, 2018.
18. Salminen J, Yoganathan V, Corporan J, Jansen BJ, Jung SG. "Machine learning approach to auto-tagging online content for content marketing efficiency: A comparative analysis between methods and content type," *J. Bus. Res.* 2019; 101:203-217.
19. Gaitniece E. "Digital marketing performance evaluation methods," in *CBU Int. Conf. Proc.*, vol. 2018; 6(1)35-140, ISE Res. Inst.
20. Karaağaoğlu N, Çiçek M. "An evaluation of digital marketing applications in the airline sector," *J. Human Sci.* 2018; 16(2), 2019, 606-619.
21. Katsikeas C, Leonidou L, Zeriti A. "Revisiting international marketing strategy in a digital era: Opportunities, challenges, and research directions," *Int. Marketing Rev.* 2020; 37(3):405-424.