

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD

(ISSN: 2455-0620) (Scientific Journal Impact Factor: 6.719)

Monthly Peer-Reviewed, Refereed, Indexed Research Journal

Index Copernicus International - IC Value: 86.87

Eurasian Conference on Business, Management, Social and Economical Advancements

(27 & 28 November, 2021)



Conference Special Issue - 32

November - 2021

Jointly organized by:

Management Institute, Warsaw University of Life Science - SGGW, Warszawa, Poland

Institut für Dienstleistung, Germany., Bule Hora University, Ethiopia

&

'Research Culture Society'



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EURASIAN CONFERENCE
ON
‘BUSINESS, MANAGEMENT,
SOCIAL AND ECONOMICAL
ADVANCEMENTS’

(ECBMSEA – 2021)

27 & 28 November, 2021

Conference Special Issue - 32

The Managing Editor:

Dr. Chirag M. Patel

(Research Culture Society & Publication)

Jointly Organized By :

Management Institute, Warsaw University of Life Science -

SGGW, Warszawa, Poland,

Institut für Dienstleistung, Germany

Bule Hora University, Ethiopia

and

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27 & 28 November, 2021

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Published By:

**INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY
FIELD (E-ISSN: 2455-0620)**

Research Culture Society and Publication.

(Reg. International ISBN Books and ISSN Journals Publisher)

Email: editor@ijirmf.com / rcsjournals@gmail.com

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About the organizing Institutions:

The Warsaw University of Life Sciences (Management Institute) Poland, is one of the largest and the most prestigious universities in Poland. It educates nearly 18,000 students in 38 study programs (including 8 taught in English) - from veterinary medicine and landscape architecture, through economics and computer science, to tourism and dietetics. It employs 1,200 academic teachers and offers a modern campus and excellent learning conditions. The campus is located in the southernmost district of Warsaw, Ursynów. The campus has a historical part, with an 18th-century palace and a new part where most of the faculty buildings and dormitories are situated. The Management Institute was established in 2019. The research developed in this Institute is related to management, trust, knowledge management and information technology.

‘Research Culture Society’ is a Government Registered Scientific Research organization. Society is working for research community at National and International level to impart quality and non-profitable services. Society has successfully organized 100+ conferences, seminars, symposiums and other educational programmes at national and international level in association with different educational institutions.

BuleHora University, Ethiopia

Bule Hora University (BHU), established to play its part in the national efforts of bringing quality and excellence in teaching- learning, research, community services, administrative functions/good governance, connecting the development of cultural and natural resources with technology and its applications. The university has laid down structure for relevance and quality of education, research, community service and good governance.

‘Scientific Research Association’ (Scientific Research Organization) is an esteemed research organization working on to promote scientific research studies, activities at international level, also coordinate with other research organizations for the educational research events.

Objectives of the International Conference :

Our main objective is to observe the current scenario towards the advancement of common citizen’s life by improving the theory and practice of various disciplines of Business, Management and Economy.

The aim of the conference is to provide an interaction stage for researchers, practitioners from academia and industries to deal with state-of-the-art advancement in their respective fields.

MESSAGE



Dear Ladies and Gentlemen,

Thank you for your attendance at Eurasian Conference on 'Business, Management, Social and Economical Advancements'.

This year the Conference is organized by the Research Culture Society and the Management Institute from Warsaw University of Life Sciences in Poland.

The theme of the conference is very actual and worth discussing. It has a broad scope and great relevance in the context of the current scenario of the situation in the world during the COVID 19 pandemic. The Conference will shed light on the consequences of the Coronavirus and will point out the new challenges in the business and economy growth.

I would like to take the opportunity to thank you all for contributing to this Conference.

I look forward to meaningful presentations, discussions, and collegial networking.



Prof. dr hab. Joanna Paliszkiewicz

Director of Management Institute
Warsaw University of Life Sciences



Message

Dear Professional Colleagues.

I am happy that Management Institute, Warsaw University of Life Sciences, Poland and 'Research Culture Society' have jointly organized the Eurasian Conference on 'Business, Management, Social and Economical Advancements' during 27 & 28 November, 2021.

The aim of the conference was to provide an interaction stage for researchers, practitioners from academia and industries to deal with state-of-the-art advancement in their respective fields. The main objective was to observe the current scenario towards the advancement of common citizen's life by improving the theory and practice of various disciplines of Business, Management and Economy.

I believe, this International Conference research presentations can help in redefining the strong connection between economy, commerce, management and social science researchers and academicians. An additional goal of this international conference was to combine interests and scientific research ideas related to business and economy development and to interact with members within and outside their own disciplines and to bring people closer for the benefit of the scientific community worldwide.

My best regards to the committee members, speakers and all the participants of this scientific conference.

A handwritten signature in blue ink, appearing to read 'Dr. C. M. Patel', is positioned above the printed name.

Dr.C. M. Patel

Director, Research Culture Society.

Conference Committee

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Prof. Dr hab. Joanna Paliszkiewicz, Director of Management Institute, Warsaw University of Life Science - SGGW, Warszawa, Poland.

Dr.C. M. Patel, Director, Research Culture Society.

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Dr. Kiran Sood, Associate Professor, Chitkara University, Faculty of Commerce, Punjab, India.

Dr. Obianuju, Emmanuela Agbasi, Lecturer, Nnamdi Azikiwe University, Awka, Nigeria

Dr. Marirajan Thiruppathi, Associate Professor, College of Social Science and Humanities, Bule Hora University, Ethiopia

Keynote Speakers:

Prof. Dr hab. Joanna Paliszkiewicz, Director of Management Institute, Warsaw University of Life Science - SGGW, Warszawa, Poland.

Dr. Markus Launer, Professor, Business Administration and Service Management, Ostfalia University Campus, Suderburg, Germany.

Prof. Francesca Di Virgilio, Associate Professor, Department of Economics, University of Molise, Campobasso, Italy.

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Dr. Rashmi Gujrati, Professor & Dean Tecnia Institutes of Advanced Studies, New Delhi, India

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Dereje Biru, Assistant Professor & Vice Dean of college of Social Sciences and Humanities

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Mr. Mukuria Guye, Assistant Professor, Dept of Geography & Environmental Studies

Mandho, Vice Dean of College of Business and Economics

Haro Dulloma, Logistics and Supply Chain Management

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DEMONETIZATION AND ITS IMPACT IN INDIA

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Abstract: *Currency demonetization is a radical monetary step in which the legal tender status of a currency unit is revoked. Ghana, Nigeria, Australia, the Soviet Union, and Pakistan have all experienced demonetization at some point in their history. In India, demonetization occurs at several periods. On November 8, 2016, the most recent demonetization took place. The main purpose of demonetization is to combat corruption, as well as black money and counterfeit money. The purpose of this research paper is to examine the history of demonetization and to consider the economic consequences of India's note ban decision. The influence on the value of the Indian rupee, the Indian stock market, India's gross domestic product, and various areas of society is shown in this study. According to the major result, demonetization has a positive impact on some sectors of the Indian economy while having a negative impact on others.*

Keywords: *Demonetization, Black Money, Cashless Economy, Corruption, GDP.*

1. INTRODUCTION :

Demonetization is the process of turning one kind of currency into another. The old currency must be phased out in favor of the new currency. Demonetization, in other terms, is the introduction of new notes or coins of the same currency, or the total replacement of old money with new cash. Remonetization, or the reinstatement of methods of payment as legal money, is a fundamental concept in economics. There are a number of reasons why countries have demonetized their currencies. Combating inflation, fighting corruption, and decreasing the usage of cash in the country are just a few of the reasons. In November 2016, the Indian government took the bold step of demonetizing the 500 and 1000 rupee notes. The two most frequent denominations of money accounted for 80 percent of the currency supply. The major goals of the note ban are to address counterfeit money, tax dodging, black money, and arms trafficking, as well as to urge the country to transition to a cashless economy.

1.1 History of Demonetization in India :

The first demonetization happened in January 1946, when the Rs.1000, Rs.5000, and Rs.10000 notes were stripped from circulation, a year and a half before the country earned independence from the British. When the Rs.10000 notes were introduced in 1938, they were the highest denomination of

money issued by the Central Bank of India. In 1954, all three notes were released. The Wanchoo Body, a government-appointed direct tax inquiry group, proposed demonetization as a strategy for tracking down and combating the rise of illicit funds in the early 1970s. The verdict has been described as a "death blow" for black marketers. The repercussions were identical to today's demonetization, with individuals dying from shock, extraordinarily lengthy lineups at banks, and the middle classes suffering. In 1977, the Janta Party coalition government was elected. Morarji Desai, the party's leader, felt more confident about combating counterfeits and dirty money after a year in administration. On January 16, 1978, the governing party approved the High Denomination Bank Notes (Demonetization) Act, which declared the Rs.1000, Rs.5000, and Rs.10000 notes unlawful for the second time. This is known as the "law controlling the monetization of certain high-value banknotes and related public-good concerns."

1.2 Similarities between the 1978 and 2016 bans:

- Morar Ji Desai's note ban was also designed to eliminate the circulation of black money in the economy. As a repercussion, the High Denomination Bank Notes (Demonetization) Act was passed.
- Prime Minister Narendra Modi announced the cash ban in an address broadcast by all news networks. Desai also announced the restriction over the radio, forcing banks to close the following day.
- Both of these affairs were kept secret.

1.3 Distinctions in the bans:

- Unlike Narendra Modi, Desai did not have the backing of the RBI Governor. The limitation, according to Governor Indraprasad Gordhanbhai Patel, was implemented only to prevent the opposition party from gathering funds. Patel also believed that black money should never be maintained in the form of currency for long periods of time.
- It had a minor impact on the general public, affecting just a select few. While the recent ban had shook the country as a whole,
- In comparison to the 1970s, electronic and social media played a significant role in spreading information to the general public in the 2016 exercise. Finally, in 1978, people had just six days to swap their demonetized notes, but in 2016, they had 51 days.

A Glimpse of Prohibited Currencies :



Source: <https://www.freepressjournal.in/cmcm/indias-history-with-demonetisation-from-1946-to-2016>

LIST OF NATIONS WHERE DEMONETIZATION HAS TAKEN PLACE

Country	Year	Objective	Results
Germany	1923	To control high domestic prices	Inflation fell
USA	1969	To curb black money	Success
Britain	1971	To bring uniformity in currency	Success
Ghana	1982	To control black money	Failed: people turned to foreign currency
Nigeria	1984	To fix debt-burdened and inflation-ridden economy	Economy collapsed
Myanmar	1987	To curb black money	Failed: led political dispute and died thousands of people
Zaire	1990	A plan to withdraw obsolescent currency from the system	Failed
Soviet Union	1991	Fight against unearned income, smuggling, and corruption	Failed: the economic system of the USSR was ultimately crushed
Australia	1996	To tackle black money crisis and improve security features on the notes	Success
North Korea	2010	To lower down the market of black money	Miserably failed
Zimbabwe	2010	Sliding out from hyperinflation	Failed
Pakistan	2015	To get rid from black money, counterfeit currency	Messed up
Philippines	2016	To preserve the integrity of currency	Success
Venezuela	2016	To curb inflation and cross-border mafia	Failed: forced to take it back after violent protests, looting, chaos, and death

Source: <http://devguis.com/chapter-6-demonetization-in-other-countries-understanding-demonetization-in-india.html>

2. LITERATURE REVIEW :

- **Mohd. (November 2016)** examined the relevance and issues of demonetization of currency notes in his work "Demonetization of Currency Notes: Significance and Challenges". Through the investigation, the researcher came to the conclusion that this action will have far-reaching consequences for the Indian economy as a whole.
- **Abhani Dhara K. (2017)** examined the impact of demonetization on Veraval City's banking sector. Primary data was used in this investigation, which included 13 banks. He had picked the standardized questionnaire that bank workers filled out. According to the report, demonetization was a huge success when compared to previous attempts. He also looked at how demonetization has reduced corruption and black money.
- **Lokesh Uke (2017)** investigated the consequences of demonetization in India. The study relied on secondary data. The study's major goals were to learn about the current state of the note ban decision and its influence on the Indian economy. According to the report, the Government of India has been somewhat successful. The negative impact of demonetization on the Indian financial industry was temporary and its true impact would be revealed in the future.
- **Manpreet Kaur (2017)** conducted research to see how demonetization would affect the cashless payment system He discovers that the cashless economy has numerous advantages,

including reduced time, lower costs, and paperless transactions, among others, and forecasts that cashless transaction systems will be the future transaction system in all sectors.

- **Muthulakshmi, E. Kamatchi (2017)** in their paper entitled "Impacts of Demonetization on Indian Economy Issues & Challenges," asserted that the country would not profit in the near term when money is eliminated from the system. If the money finds its way into the economy, on the other hand, it will have a positive and significant influence. They further claim that demonetization was a sincere attempt to combat black money, corruption, hawala transactions, counterfeit currency, and terror financing on the one hand. However, it had a detrimental influence on a variety of industries, including commodities and real estate.
- **Neeraj (2017)** investigated the "Impact of Demonetization on Black Money in India" and discovered that it had only a retrograde impact on illegal money, affecting just the black cash on hand and not future generations. He claimed, however, that it increased public awareness while intimidating black traffickers.
- **Mona Girnara (2020)** examined the impact of demonetization on the Indian economy. The exploratory research design was adopted in this study. The study's major goal is to learn about the impact of demonetization in various nations over the years as well as the good and bad consequences of demonetization. According to the findings of this study, demonetization has had a good impact on some aspects of the Indian economy while simultaneously having a negative impact on others.

3. OBJECTIVES :

- To look into the history of demonetization in India.
- To reflect the economic impact of the note ban decision in India.

4. RESEARCH METHODOLOGY :

Keeping in view the objectives, the research study is based on Secondary data. Secondary data was gathered from a variety of published sources such as periodicals, journals, reports, newspapers, and so on.

4.1 Research Design

The research for this study is descriptive and exploratory in nature. It is descriptive in the sense that a thorough explanation of the meaning of demonetization in India and the many causes for it has been provided. It is exploratory in the sense that several effects of demonetization on the Indian economy have been found.

4.2 Vision of Indian Government on Demonetization Move

Indian Prime Minister Narendra Modi addressed the country and announced the demonetization of 500 and 1000 rupee notes on November 8, 2016, at midnight. He encouraged all Indians to work with the government to ensure the effective implementation of the demonetization process. The Indian government implemented demonetization for the following reasons.

- **To bring untaxed money to the mainstream-** There were many fair actors in the Indian economy prior to demonetization that were beyond the banking system's confines. There was a need to reintegrate these small farmers and businesspeople into the mainstream.
- **To combat corruption** - Money that is unaccounted for and unreported is the subject of corruption. For corrupt agreements in the corporate and public sectors, a large quantity of money was circulated in India in the shape of Rs 500 and 1000 currency notes. The presence of large sums of unaccounted money not only fueled corruption, but also weakened the value

of the Indian rupee. Demonetization was a pressing need at the moment, both to combat corruption and to strengthen the Indian rupee in the global market.

- **To cut monetary support for terrorist activities** - Terrorist actions in the country are aided by anti-nationals who provide financial assistance to terrorist organizations. This money is used to buy weapons and plot terrorist attacks in various sections of the country. To a considerable extent, demonetization aids in reducing the monetary support offered to terrorist organizations. As a result, it fosters peace and contributes to the country's overall prosperity.
- **To reduce counterfeit money:** Counterfeit currency was a major issue that our foreign rivals pushed in order to harm the Indian economy. The counterfeit becomes unusable after the old cash has been withdrawn. It is also not possible to deposit it in a bank. As a result, demonetization aids in the removal of high-value counterfeit currency notes.
- **To the Digitization and Formalization of the Economy:** A significant portion of the Indian economy is still reliant on cash, which the tax department does not collect since it leaves no trace. As a response, the government contemplated increasing the economy's digitalization and formalization through online transactions, e-wallets, and other payment instruments like as Paytm, Rupay cards, and the BHIM app. The beauty of these technologies is that they catch all economic activity. It reduces tax evasion while increasing tax collection. The objective was also to reduce the quantity of money in circulation from about 12% to 9%, which is a more sustainable level.

4.3 Impact of Demonetization in India

- **Impact on Liquidity:** Liquidity shock occurs when consumers cannot get adequate quantities of popular denominations, particularly Rs 500. In terms of value, it accounted for roughly 49% of the preceding currency supply. The longer it takes to restock Rs 500 notes, the longer the liquidity crisis would last. According to current sources, all security printing presses will be able to manufacture just 2000 million RS 500 notes by the end of the year. As of the end of March 2016, around 16000 million Rs 500 notes were in circulation. The new Rs 2000 notes helped to cover some of this gap.
- **Impact on Bank Deposits and Interest Rates:** The deposit may grow in the short term, but its influence will diminish with time. Savings accounts are where people put their liquid cash. They put this money in the bank just to exchange old notes for new ones. New bank funds are only available as a short- term deposit at this time. It is possible to cash in your money when the time comes. Demonetization does not have to save the financial system a lot of money in the long run. Large public sector banks, such as the State Bank of India, hold the majority of savings. They may cut interest rates in the short/medium term. They will, however, be unable to sustain it in the long haul.
- **Impact on Consumption:** When a liquidity shortfall occurs, consumption will be the first to suffer.

Decrease in Consumption ➡ Decrease in Production ➡ Decrease in Employment
 Decrease in Growth ➡ Decrease in Tax revenue

- **Impact on Illegal Money:** Cash accounts for just a minor portion of black money. Physical assets such as gold, property, and buildings are commonly used to hold black money. As a result, the amount of black money combated by demonetization is dictated by the amount of

black money kept in cash, which is predicted to be smaller than planned. More than anything else, demonetization has a tremendous propaganda impact. People are becoming increasingly convinced of the need of combating black income. Because of the broad awareness and demand, the government will be forced to adopt even more harsh measures.

- **Impact on Indian Currency:** The rupee has declined against the currencies of 96 nations or economies after the demonetization of Indian currency on November 8, 2016. Out of 161 countries, the rupee has strengthened against 60 currencies and is trading at parity with five others. From May 8 to November 8, 2016, the rupee outperformed 125 currencies in the six months leading up to demonetization. After a 26-day ban on Rs 500 and Rs 1000 notes, the rupee has gained strength against only 47 currencies. The Indian rupee has lost 2.66 percent against the US dollar, going from 66.40 to 68.17 INR per US dollar unit.
- **Impact on Gross Domestic Production:** Demonetization will have a "severe detrimental impact" on the country's GDP. It has been outspoken in its criticism of demonetization, projecting a 2% drop in the country's GDP as a consequence. Finance Minister Arun Jaitley ruled out any short-term adverse influence of demonetization on growth at a media briefing on Wednesday, asserting that it will aid long - term economic growth because "all of this will impact the size of the GDP itself because more transactions that were happening outside the (formal) economy will get into the economy itself."
- **Impact on Business Sector:** According to the investigation, the business segment grew by 0.7 percent in October 2016, but after the 8th of November, 2016, Demonetization, the choice work turnover has also increased as a result of the absence of production on account of the law's request that individuals buy only what they truly require; for this, I have examined the following business segment.
 - **Real Estate:** The land market was hammered by demonetization, which resulted in a half-price decrease that will last for another 5 to 6 years. While the effect is only temporary, experts believe that rate decreases in the following months will aid home sales.
 - **Textile Industry:** A large number of brands and retailers report a 40 to 60 percent drop in sales following Demonetization in the first few weeks; however, this drop has begun to diminish from December onwards, and we can say that the impact of this decision has influenced the business in 2017 for at least 3 to 4 months.
 - **FMCG Product:** Customers' purchases have also been influenced by this decision; now, only those items are purchased that are necessary for day-to-day use, and the majority of the small dealers, such as kirana store, small bodies, thela wala, and so on, have done their day-to-day exchanges only in real money, and as a result of the customer having less trade out of his stashes, the daily offers of these brokers have dropped by around 20 to 30 percent. It's also a temporary impact, since everything will return to normal in the future.
- **Impact on Farmers:** Demonetization was implemented during the Rabi planting season, obstructing farmers' ability to purchase seeds and plants, and so affecting food output. The statistics for the Rabi sowing season shows that the area has expanded by roughly 9% this

season. There could not have been any rise in the sowing season if there had been any hardship in rural commercial dealings.

- **Impact on the Indian Stock Market:** Sectoral indices, such as the Bombay Stock Exchange Realty index, which is dropped as much as 15% at the time of writing, accurately reflect the true scenario. For example, DLF Ltd has lost approximately 20% of its value. Similarly, stocks of jewellery firms like Titan Industries Ltd have dropped by roughly 11%, possibly due to the fact that most gold transactions are made in cash. Furthermore, stocks of mid- and small-sized financing firms that receive cash payments have declined by 8-10%. For the time being, information technology equities are down approximately 3%, which is somewhat in line with the wider market.
- **Impact on Digital Payments:** An extra 1.2 crore Indians have started using digital wallets in only one week. In the week after the announcement, the usage of mobile payments climbed by 6% over the preceding week, reaching a new high of 70% for the first time. The number of times people used it grew by 15%.

5. Analysis of Demonetization in India

Demonetization has both upsides and downsides. When the government implements a new policy, it must overcome a number of problems and roadblocks. Demonetization isn't a one-of-a-kind situation.

5.1 Pros of Demonetization

- **Fence sitters complying tax regulations** - There has been a significant growth in the number of persons who are subject to taxation. Direct tax receipts are estimated to have increased by double digits. Also, as a result of the central government's strict execution of demonetization and its follow-up on bank leads, there is a phobia of dealing with cash.
- **Warm up before GST application** - Following demonetization, all registered dealers are obliged to report their sales and buy transactions on the integrated GST Network. This would enhance visibility and allow for more compliance in the long haul. In opportunity to involve in GST, traders that were not used to formal adherence had to get their house in order. Demonetization would have compelled them to reassess their business strategy in the run-up to the GST implementation.
- **Boost for E-banking and E-commerce** - The digitalization of the economy was aided greatly by demonetization. In recent months, the digitalization of financial transactions has increased. For many, e-commerce has become a critical pillar of development. There will be a lot more tax compliance as the number of digital transactions grows.

5.2 Cons of Demonetization

- **ATM Remodification:** The government must remodify ATMs to allow individuals to use the newly adopted currencies. Banks will incur more expenditure as a result, and bank clients may be inconvenienced.
- **Short-term economic disaster for the poor:** If the newly implemented currency system fails to meet its objectives, the country's poor would face financial hardship. Minor changes in the condition of ordinary things, as well as uncertainty about the currency's legality, may cause a great deal of misery and terror among the country's poor population.
- **Stagnation of Economic Growth:** Following the implementation of the demonetization process, a country's economic growth may experience a period of utter congestion due to business disruptions or other issues, at least in the immediate time.

6. Challenges :

- Banking coverage only 27% of localities have a bank within five kilometers. Despite the fact that Jan Dhan Yojana was implemented at a record-breaking rate, banking penetration remains low in all states, averaging 46% as per Economic Survey 2015-16.
- The presence of the informal sector would be another difficulty in adopting and eliminating black money. Because the informal economy accounts for 45 percent of GDP and 80 percent of jobs, this move may have a significant impact.
- The logistics and expense of replacing all Rs 500 and Rs 1000 notes - according to RBI records, this move would cost at least Rs 12000 crore because over 2300 crore pieces of these currencies will be replaced.
- The decision to issue Rs 2000 denomination currency and withdraw Rs 500 and Rs 1000 denomination currency will pose a significant challenge because most day-to-day transactions in India are centered on the Rs 500 note (which accounts for more than 47 percent of the total value of notes in circulation).
- The procedure has resulted in a massive rush and long lines of people in front of ATMs, with said finance minister estimating that the process will take two to three weeks.

7. The Future :

There is no question that the demonetization phase was difficult for the ordinary man, small enterprises, housewives, and others since there would be a lack of legal tender/currency, which will affect them. Another developing concern will be the need for Point of Sale devices and Debit Cards, which must be addressed before the measures become an impediment rather than a solution. If these practices are implemented effectively, we can expect higher tax collections, increased market investments, price corrections, an improvement in India's international rankings, and the prevention of corruption practices, among other things. These are some of the reasons why people, despite their difficulties, applaud this government measure.

8. CONCLUSION :

The government's demonetization has thrown the economy into disarray. How much currency is replaced at the end of the replacement procedure and how much cash is still in circulation define the shock's medium-term impact. The universal acceptance of the transition to e-wallets demonstrates that Indians are exceedingly adaptive. Certain sectors of the economy expanded in the first week after demonetization, while others, such as the impulse buy industry, shrank. People have given up their tendency of collecting fortune in immoral means, which has resulted in a huge reduction in corruption. Terrorist funding and, as a result, terrorist acts will be severely curtailed. Despite certain disadvantages, the general public tends to support this strategy since they are aware of the long-term benefits.

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**A STUDY ON CONSUMER PREFERENCE WITH REGARDS TO
TRADITIONAL MARKETING AND PROGRAMMATIC
MARKETING AS A COMMUNICATION CHANNEL**

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***Abstract:** Marketing has become one of the most significant pillars of any organization in today's day and age, the customer being established as the king of the market, who comes across a variety of alternatives to choose from, marketing the products and services to the right customer at the right time is a matter of prime concern for any organization. Marketing communication channels is one such aspect which influences the reach of the company, and consumer buying behavior making selecting the correct communication channel extremely important. The purpose of the study is understanding the consumer preference between two marketing communication channels, traditional marketing and programmatic marketing, a survey has been done, data collected from a sample size of 60, statistical tools applied for analysis to derive at conclusions. The findings of the research are that consumer preference is towards programmatic marketing, there is a gender difference in relation to preference towards the marketing channel, the differences amongst the preference of channel are statistically significant for a few factors discussed in the paper.*

***Keywords:** - marketing communication channel, traditional marketing, programmatic marketing, programmatic advertising.*

1. INTRODUCTION:

A marketing communication channel also called a media channel could be seen as a vehicle of delivery carrying information message ideology or even an offer from the company or brand towards customers.

A part of other important elements that make up a successful marketing campaign, utilizing the right message to convey along with a creative used in that channel can help grasp the customers and consumer's attention in turn increasing the likelihood of them buying the product or service from the company. These channels help the organizations in creating and awareness about their brands for customers and potential consumers, not only awareness but further channels help in convincing and persuading the consumers towards purchasing behaviour, these also have a huge impact on how the attitude of the consumers is towards the brand and can also help in changing a negative attitude that a consumer might have associated with the brand to a positive one. Such channels help brands and companies to overcome gaps in their consumer bases as well as increase the demand for their

products/services. Marketing communication channels are a part of the marketing mix under the promotion aspect

Traditional marketing communication channels include those mediums that reach the customer or consumer offline this approach to marketing has been around for a very long time, they have helped companies reach and create awareness about their brand, product or service on a very large scale, it grabs the attention of a more diversified audience as unlike digital marketing communication channels or programmatic marketing in traditional marketing method a specific target consumer base cannot be set.

Programmatic marketing is a fairly new marketing communication channel it has used automation at its core to make marketing extremely personalise customize and efficient. The entire process is automated and highly data inclusive and data dependent which allows marketers or advertising agencies to forecast how the campaign will perform in the future to optimize, enabling them to understand and gain insight into various marketing strategies which can further be put into used under specific campaigns. It takes the help of artificial intelligence and algorithms and various other specific platforms like DV360, beeswax or even Xandr which are all demand side platforms. Programmatic uses an open auction and relates to the process in which inventory prices are decided bidding or auction is done in real time and this inventory of add slots can be bought and sold.

2. REVIEW OF LITERATURE:

(Rus-Arias, Pedro R Sanchez, Ana Menendez 2021) Conducted research to investigate the impact of sociological variables on consumers towards advertisements and its relationship to ad blocking behaviour, The discoveries of the paper were that in some scenarios online advertisements are seen as intrusive and annoying on which sociological variables have a huge impact, also an inverse correlation has been observed between opinion of seeing advertisements as annoying and age, there can also be seen a strong and significant difference towards consumer perception or seeing advertisements as annoying and gender, children are least likely to use ad blockers whereas housewives and people who have retired use them with the highest percentage.

(Samuela, Gareth, White, Thomas, Jones 2021) did a study to deconstruct the inherent challenges that programmatic advertising has, the finding of the study have been that as organizations have increased the use of programmatic advertising they a number of times are faced with the challenge of acquiring detailed information so that they can provide customize advertisements of their products and services this in turn has increased the concern of privacy amongst consumers, the automation of customized advertisements are effective and attractive yet they are under consideration due to the ethical challenge that experts in the field face quite often..

(Jabbara, Akhtarb, Dania 2020) Conducted research to understand the challenges posed by the various approaches in utilising information drawn from big data to the decision-making process in programmatic marketing. The discoveries of this study indicate that using real time decision making in B2B marketing gives those corporations a competitive advantage, it also shows that historical data should be used for such decision making especially in terms of online display advertising.

(Shehua, Nabouthb, Clementc 2020) Conducted study on brand safety issues, as a result of increase in programmatic advertising, this study looked at the limited control that programmatic advertising gives on where an advertisement of a brand would be seen on the Internet. The discoveries of this study were that when an advertisement appears on a non-premium site across the Internet, it has an effect the perception and attitude of the customer towards that brand in a negative way but this can be observed only in the case for high and premium brands, also been observed in terms of click through rate that when an advertisement appears any website that is non-premium it generates fewer

CTR's and this is scene more in the case of premium brands, a relationship between the quality of the website, the campaign goal and the brand type has also been observed.

(Lee McGuigan 2019) conducted a study to understand programmatic advertising keeping a longer trajectory and how electronic data processing is combined with television businesses. The recommendations imply that there has been a significant increase in demand for big data, information data processing techniques, an increase in communication and all these factors have been right in between in advertising as well as media buying behaviour, the other finding included that ad tech automation has evolved throughout the years to improve and coordinate transactions, the findings also include that computers can increase performance in programmatic advertising as it uses coding and mathematics as a base for decision making.

(Nan Chao, Yanni Ping, Wang 2019) conducted a research to compare the effectiveness digital advertising and its effectiveness on traditional retail shoppers, the findings of the paper suggest that respondents favour traditional advertising methods whereas they prefer to explore and research about products and services on their smartphones the findings also suggested that there are no statistically significant differences in the degree and level of effectiveness on various marketing activities between a smartphone and the traditional media advertising method, also illustrate that traditional media advertising is seen as a more efficient way to transfer messages to consumers when compared to advertising messages on smartphones as high credibility is given to traditional media advertising method.

(Dan Andrew 2019) conducted a research to understand how audience marketplace and audience economy has a been evolving in terms of programmatic advertising, the findings were that this automatic trading of audience commodities is distinct from other previous theories on audience marketplace, this new technology of programmatic marketing is not solely used to find the right audience across the internet better but rather for also creating new categories of such individuals from the audience and classifying them to make such advertisements customized, as a central role is played by the audience in programmatic trading this in turn has led to the evolution of a new audience marketplace as well as audience commodity.

3. RESEARCH METHODS :

A. AIM AND OBJECTIVES

To study consumer preference with regards to traditional marketing or programmatic marketing as a marketing communication channel

To understand the consumer preference towards traditional marketing or programmatic marketing as a marketing communication channel

To study if there exists a significant difference in gender towards consumer preference of traditional marketing or programmatic marketing as a marketing communication channel

To study if there is a significant difference in the perception of the consumer in terms of informative factor towards programmatic marketing and traditional marketing as a marketing communication channel

To study if there is a significant difference in the perception of the consumer in terms of credible factor towards programmatic marketing and traditional marketing as a marketing communication channel

To study if there is a significant difference in the perception of the consumer in terms of safe to purchase factor towards programmatic marketing and traditional marketing as a marketing communication channel

To study if there is a significant difference in the perception of the consumer in terms of relevance factor towards programmatic marketing and traditional marketing as a marketing communication channel

To study if there is a significant difference in the perception of the consumer in terms of convenience factor towards programmatic marketing and traditional marketing as a marketing communication channel

To study if there is a significant difference in the perception of the consumer in terms of influence buying behaviour factor towards programmatic marketing and traditional marketing as a marketing communication channel

B. DATA COLLECTION AND PROCEDURE

Primary data collected from 60 respondents as sample size consisting of 30 females and 30 males from Delhi NCR. Google forms used to collect data from respondents Ms-excel used for statistical analysis, The questionnaire is divided into 2 parts, each part includes 8 questions Part A for traditional marketing and Part B for programmatic marketing based on 5 point Likert scale

C. HYPOTHESIS

Overall Difference

T Test Assuming Unequal Variances Two Tail

H0: There is no significant difference between the means of programmatic marketing and traditional marketing

HA: There is significant difference between the means of programmatic marketing and traditional marketing

T Test Assuming Unequal Variance One-Tail

H0: The mean of programmatic marketing is less than or equal to the mean of traditional marketing

HA: The mean of programmatic marketing is greater than the mean of traditional marketing

Gender Factor

T Test Assuming Unequal Variance Two-Tail

H0: There is no significant difference in gender between the means of programmatic marketing and traditional marketing

HA: There is significant difference in gender between the means of programmatic marketing and traditional marketing

Informative Factor

T Test Assuming Unequal Variance Two-Tail

H0: There is no significant difference between the means of programmatic marketing and traditional marketing in informative factor

HA: There is significant difference between the means of programmatic marketing and traditional marketing in informative factor

Credible Factor

T Test Assuming Unequal Variance Two-Tail

H0: There is no significant difference between the means of programmatic marketing and traditional marketing in credible factor

HA: There is significant difference between the means of programmatic marketing and traditional marketing in credible factor

Safe For Purchase Factor

T Test Assuming Unequal Variance Two-Tail

H0: There is no significant difference between the means of programmatic marketing and traditional marketing in safe for purchase factor

HA: There is significant difference between the means of programmatic marketing and traditional marketing in safe for purchase factor

Relevant Factor

T Test Assuming Unequal Variance Two-Tail

H0: There is no significant difference between the means of programmatic marketing and traditional marketing in relevance factor

HA: There is significant difference between the means of programmatic marketing and traditional marketing in relevance factor

Influences Buying Behaviour Factor

T Test Assuming Unequal Variance Two-Tail

H0: There is no significant difference between the means of programmatic marketing and traditional marketing in influences buying behaviour factor

HA: There is significant difference between the means of programmatic marketing and traditional marketing in influences buying behaviour factor

Convenient Factor

T Test Assuming Unequal Variance Two-Tail

H0: There is no significant difference between the means of programmatic marketing and traditional marketing in convenient factor

HA: There is significant difference between the means of programmatic marketing and traditional marketing in convenient factor.

4. DATA ANALYSIS:

Table 1

TRADITIONAL MARKETING		PROGRAMMATIC MARKETING	
Mean	42.55	Mean	49.1
Standard Error	1.001531313	Standard Error	0.86380449

Median	43	Median	49
Mode	35	Mode	43
Standard Deviation	7.757828195	Standard Deviation	6.69100079
Sample Variance	60.18389831	Sample Variance	44.7694915
Kurtosis	0.563820152	Kurtosis	-0.4933726
Skewness	0.751976214	Skewness	0.2071774
Range	31	Range	26
Minimum	31	Minimum	36
Maximum	62	Maximum	62
Sum	2553	Sum	2946
Count	60	Count	60
Confidence Level(95.0%)	2.004059529	Confidence Level(95.0%)	1.72846879

Table 1 Descriptive statistics for programmatic and traditional marketing channel scores

Note: Descriptive statistics show a higher value of mean, median, mode, maximum and minimum values and sum for programmatic marketing in comparison to traditional marketing, indicating that the consumer response to the questionnaire is such that it indicated a preference towards programmatic marketing.

D. Table 2

t-Test: Two-Sample Assuming Unequal Variances		
	Programmatic marketing	Traditional marketing
Mean	49.1	42.55
Variance	44.76949153	60.18389831
Observations	60	60
Hypothesized Mean Difference	0	
df	116	
t Stat	4.952433927	
P(T<=t) one-tail	1.25724E-06	
t Critical one-tail	1.658095744	
P(T<=t) two-tail	2.51447E-06	
t Critical two-tail	1.980626002	

Table 2 shows T test assuming unequal variance for programmatic and traditional marketing communication channel scores

Note: In the T test assuming unequal variance keeping variable 1 as programmatic marketing and variable 2 as traditional marketing

T test assuming unequal variance two-tail

The t statistic **-4.95243392693309** is greater than then t critical two tail value **1.98062600245909**, therefore null hypothesis is rejected and alternative hypothesis is accepted. The p value in two tail **2.51447183653931E-06** is lower than the alpha value of 0.05, therefore null hypothesis is rejected and alternative hypothesis is accepted

T test assuming unequal variance one-tail

The t statistic **4.95243392693309** is greater than then t critical one tail value **1.65809574426877**, therefore null hypothesis is rejected and alternative hypothesis is accepted. The p value in one tail **1.25723591826966E-06** is lower than the alpha value of 0.05, therefore null hypothesis is rejected and alternative hypothesis is accepted

E. Table 3

t-Test: Two-Sample Assuming Unequal Variances		
	FEMALE SCORES	MALE SCORES
Mean	47.38333333	44.26666667
Variance	81.15564972	40.67344633
Observations	60	60
Hypothesized Mean Difference	0	
df	106	
t Stat	2.187209938	
P(T<=t) one-tail	0.015462325	
t Critical one-tail	1.659356034	
P(T<=t) two-tail	0.030924649	
t Critical two-tail	1.982597262	

Table 3 shows T test assuming unequal variance for gender and its relation to programmatic and traditional marketing communication channel

Note: T test assuming unequal variance two-tail

The t statistic **2.187209938** is greater than then t critical two tail value **1.982597262**, therefore null hypothesis is rejected and alternative hypothesis is accepted. The p value in two tail **0.0309246494062104** is lower than the alpha value of 0.05, therefore null hypothesis is rejected and alternative hypothesis is accepted

Programmatic marketing communication channel comparison to traditional marketing communication channel on 6 factors which are as follows:

1. Informative
2. Credible
3. Safe for purchase
4. Relevant
5. Influences purchasing behaviour
6. Convenient

Table 4

Factors	Traditional marketing total scores	Programmatic marketing total scores
Informative	236	252
Credible	216	218
Safe for purchase	213	230
Relevant	176	236

Influences purchasing behaviour	182	250
Convenient	172	250

Table 4 shows the total of scores on each factor for programmatic and traditional marketing communication channel

INFORMATIVE

Table 5

TRADITIONAL MARKETING		PROGRAMMATIC MARKETING	
Mean	3.933333333	Mean	4.2
Standard Error	0.100469707	Standard Error	0.09742446
Median	4	Median	4
Mode	4	Mode	4
Standard Deviation	0.778235001	Standard Deviation	0.754646623
Sample Variance	0.605649718	Sample Variance	0.569491525
Sum	236	Sum	252
Count	60	Count	60
Confidence Level(95.0%)	0.201039419	Confidence Level(95.0%)	0.194945894

Table 5 shows descriptive statistics for informative factor

Note: For The first factor that is informative, it can be observed only a slight difference in the mean is apparent, the median and the mode are the same and a little difference in the sum value between both the modes of marketing communication channels

Table 6

t-Test: Two-Sample Assuming Unequal Variances		
	<i>Programmatic (informative)</i> marketing	<i>Traditional (informative)</i> marketing
Mean	4.2	3.933333333
Variance	0.569491525	0.605649718
Observations	60	60
Hypothesized Mean Difference	0	
df	118	
t Stat	1.905457748	
P(T<=t) one-tail	0.029576954	
t Critical one-tail	1.657869522	
P(T<=t) two-tail	0.059153909	
t Critical two-tail	1.980272249	

Table 6 Shows T-Test: Two-Sample Assuming Unequal Variances For Informative Factor

Note: The t statistic 1.905457748 is less than then t critical two tail value **1.980272249**, therefore null hypothesis is accepted and alternative hypothesis is rejected. The p value in two tail **0.059153909** is greater than the alpha value of 0.05, therefore null hypothesis is accepted and alternative hypothesis is rejected

CREDIBLE

Table 7

TRADITIONAL MARKETING		PROGRAMMATIC MARKETING	
Mean	3.65	Mean	3.633333333
Standard Error	0.111042823	Standard Error	0.10075048
Median	4	Median	4
Mode	4	Mode	4
Standard Deviation	0.860134006	Standard Deviation	0.780409859
Sample Variance	0.739830508	Sample Variance	0.609039548
Sum	219	Sum	218
Count	60	Count	60
Confidence Level(95.0%)	0.222196175	Confidence Level(95.0%)	0.201601244

Table 7 shows descriptive statistics for credible factor

Note: For The second factor that is credible, only a slight difference is observed in the average of the both the methods, and a slight difference is observed in the mode and median and in the sum value between the 2 modes

Table 8

t-Test: Two-Sample Assuming Unequal Variances		
	Programmatic Marketing (Credible)	Traditional Marketing
Mean	3.633333333	3.65
Variance	0.609039548	0.739830508
Observations	60	60
Hypothesized Mean Difference	0	
df	117	
t Stat	-0.11115764	
P(T<=t) one-tail	0.455840902	
t Critical one-tail	1.657981659	
P(T<=t) two-tail	0.911681805	
t Critical two-tail	1.980447599	

Table 8 T-Test: Two-Sample Assuming Unequal Variances For Credible Factor

Note: The t statistic **-0.11115764** is less than then t critical two tail value **1.980447599**, therefore null hypothesis is accepted and alternative hypothesis is rejected. The p value in two tail **0.911681805** is greater than the alpha value of 0.05, therefore null hypothesis is accepted and alternative hypothesis is rejected

SAFE FOR PURCHASE

Table 9

TRADITIONAL MARKETING		PROGRAMMATIC MARKETING	
-----------------------	--	------------------------	--

Mean	3.55	Mean	3.833333333
Standard Error	0.099220123	Standard Error	0.104060681
Median	4	Median	4
Mode	4	Mode	3
Standard Deviation	0.768555766	Standard Deviation	0.806050565
Sample Variance	0.590677966	Sample Variance	0.649717514
Sum	213	Sum	230
Count	60	Count	60
Confidence Level(95.0%)	0.198539007	Confidence Level(95.0%)	0.208224941

Table 9 shows descriptive statistics for safe for purchase factor

Note: For The third factor that is safe for purchase it can be observed that there is a greater difference in the average of the methods and the mode is different, a greater difference can also be seen in the sum of both the methods

Table 10

t-Test: Two-Sample Assuming Unequal Variances		
	Programmatic Marketing (Safe For Purchase)	Traditional Marketing (Safe For Purchase)
Mean	3.833333333	3.55
Variance	0.649717514	0.590677966
Observations	60	60
Hypothesized Mean Difference	0	
df	118	
t Stat	1.970576089	
P(T<=t) one-tail	0.025557014	
t Critical one-tail	1.657869522	
P(T<=t) two-tail	0.051114027	
t Critical two-tail	1.980272249	

Table 10 Shows T-Test: Two-Sample Assuming Unequal Variances For Safe For Purchase Factor

Note: The t statistic **1.970576089** is less than then t critical two tail value **1.980272249**, therefore null hypothesis is accepted and alternative hypothesis is rejected. The p value in two tail **0.051114027** is greater than the alpha value of 0.05, therefore null hypothesis is accepted and alternative hypothesis is rejected

RELEVANT

Table 11

TRADITIONAL MARKETING		PROGRAMMATIC MARKETING	
Mean	2.933333333	Mean	3.933333333
Standard Error	0.162721673	Standard Error	0.12320271
Median	3	Median	4
Mode	3	Mode	5
Standard Deviation	1.260436656	Standard Deviation	0.954324087
Sample Variance	1.588700565	Sample Variance	0.910734463
Sum	176	Sum	236

Count	60	Count	60
Confidence Level(95.0%)	0.325605315	Confidence Level(95.0%)	0.246528053

Table 11 shows descriptive statistics for relevant factor

Note: For The fourth factor that is relevant it can be observed that there is a greater difference in the average of the methods and the mode and median is different, a greater difference can also be seen in the sum of both the methods.

Table 12

t-Test: Two-Sample Assuming Unequal Variances		
	Programmatic (Relevant)	Marketing (Relevant)
Mean	2.933333333	3.933333333
Variance	1.588700565	0.910734463
Observations	60	60
Hypothesized Mean Difference	0	
df	110	
t Stat	4.899533136	
P(T<=t) one-tail	1.66432E-06	
t Critical one-tail	1.658824187	
P(T<=t) two-tail	3.32864E-06	
t Critical two-tail	1.981765282	

Table 12 Shows T-Test: Two-Sample Assuming Unequal Variances For Relevant Factor

Note: The t statistic **4.899533136** is greater than then t critical two tail value **1.658824187**, therefore null hypothesis is rejected and alternative hypothesis is accepted. The p value in two tail **3.32864055422646E-06** is lower than the alpha value of 0.05, therefore null hypothesis is rejected and alternative hypothesis is accepted

INFLUENCES PURCHASING BEHAVIOR

Table 13

TRADITIONAL MARKETING		PROGRAMMATIC MARKETING	
Mean	3.033333333	Mean	4.166666667
Standard Error	0.153980457	Standard Error	0.119241166
Median	3	Median	4
Mode	3	Mode	5
Standard Deviation	1.192727492	Standard Deviation	0.923638103
Sample Variance	1.42259887	Sample Variance	0.853107345
Sum	182	Sum	250
Count	60	Count	60
Confidence Level(95.0%)	0.308114183	Confidence Level(95.0%)	0.238601023

Table 13 shows descriptive statistics for influence purchase behaviour

Note: For The fifth factor that is influences purchase behaviour it can be observed that there is a greater difference in the average value between the 2 methods and the mode and median is also different, a greater difference can also observed in the sum value of both the methods

Table 14

t-Test: Two-Sample Assuming Unequal Variances		
	Programmatic Marketing (Influences Purchasing Behaviour)	Traditional Marketing (Influences Purchasing Behaviour)
Mean	3.033333333	4.166666667
Variance	1.42259887	0.853107345
Observations	60	60
Hypothesized Mean Difference	0	
df	111	
t Stat	5.819359534	
P(T<=t) one-tail	2.90424E-08	
t Critical one-tail	1.658697265	
P(T<=t) two-tail	5.80848E-08	
t Critical two-tail	1.981566757	

Table 14 shows t-Test: Two-Sample Assuming Unequal Variances for influence purchase behaviour

Note: The t statistic **5.819359534** is greater than then t critical two tail value **1.658697265**, therefore null hypothesis is rejected and alternative hypothesis is accepted. The p value in two tail **5.80847536476989E-08** is lower than the alpha value of 0.05, therefore null hypothesis is rejected and alternative hypothesis is accepted

CONVENIENT

Table 15

TRADITIONAL MARKETING		PROGRAMMATIC MARKETING	
Mean	2.866666667	Mean	4.166666667
Standard Error	0.160272837	Standard Error	0.119241166
Median	3	Median	4
Mode	3	Mode	5
Standard Deviation	1.241468058	Standard Deviation	0.923638103
Sample Variance	1.541242938	Sample Variance	0.853107345
Sum	172	Sum	250
Count	60	Count	60
Confidence Level(95.0%)	0.320705206	Confidence Level(95.0%)	0.238601023

Table 15 shows descriptive statistics for convenient factor

Note: For The sixth factor that is convenient it can be observed that there is a greater difference in the average of the methods and the mode and median is different, a greater difference can also be seen in the sum of both the methods

Table 16

t-Test: Two-Sample Assuming Unequal Variances		
	<i>Programmatic Marketing (Convenient)</i>	<i>Traditional Marketing (Convenient)</i>
Mean	4.166666667	2.866666667
Variance	0.853107345	1.541242938
Observations	60	60
Hypothesized Mean Difference	0	
df	109	
t Stat	6.507664193	
P(T<=t) one-tail	1.1994E-09	
t Critical one-tail	1.658953458	
P(T<=t) two-tail	2.39879E-09	
t Critical two-tail	1.98196749	

Table 16 Shows T-Test: Two-Sample Assuming Unequal Variances For Convenient Factor

Note: The t statistic **6.507664193** is greater than then t critical two tail value **1.658953458**, therefore null hypothesis is rejected and alternative hypothesis is accepted. The p value in two tail **2.39879365580886E-09** is lower than the alpha value of 0.05, therefore null hypothesis is rejected and alternative hypothesis is accepted.

5. FINDINGS AND CONCLUSION :

Interpreting the results of the data analysis beyond the hypothesis, and relating the results to the review of literature, it can be stated that yes there is significant difference between the consumer preference with regards to the marketing communication channel, programmatic marketing and traditional marketing, using a one tailed t test it can also be concluded that consumers prefer programmatic marketing over traditional marketing, which can also be backed with the help of review of literature which further gives insight into the competitive advantage the programmatic marketing has over traditional marketing.

Gender difference also exists in the consumer preference between the two marketing communication channels, which could be due to difference in consumer behaviour between the two genders. On the basis of 6 factors which as mentioned are as follows informative, credible, safe for purchase, influences buying behaviour, relevant, convenient, there is no statistical difference between the 2 modes of communication channels on the dimensions informative, credible and safe for purchase. Whereas there is statistical significant difference between the two on the dimensions relevant, convenient and influences buying behaviour with a greater mean mode and sum of the scores for programmatic marketing indicating higher preference for the same.

Consumers preference towards seeing traditional and programmatic advertisements is almost the same in regards to their average score value's comparison only having a few points difference. Consumer preference towards thinking about purchasing the product or service or just thinking about it is stronger towards programmatic advertisements on the basis of the higher percentage of positive response and a greater average value of the scores

Programmatic marketing as a marketing communication channel has become the need of the hour for companies to get that competitive advantage they need, it has helped successfully in the addition of a lot of new circumstances and opportunities as well as various new strategies for companies enabling them to target customer who would be a right fit for the product/service at the right time

with the right product. The level of customization provided in this supports the importance given to programmatic marketing, in this research as observed consumers also prefer programmatic marketing advertisements over other traditional marketing advertisements they find these advertisements highly relevant which also increase the susceptibility of such individuals to be influenced towards the buying purchase behaviour, customers also find it more convenient when compared to traditional marketing.

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**Analysing changes in cropping pattern in Karnataka using Markov
chain approach**

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Abstract: *The present study “Analysing changes in cropping pattern in Karnataka using Markov chain approach” was an attempt to analyse changes in cropping pattern in Karnataka of India. Markov chain analysis was used to analyse data from 2009-10 to 2018-19. The main findings of the study are that area under Cereals, Pulses and Oil seeds remained stable. Area under spices & condiments, sugar crops, fruits, vegetables and fibres were observed to be unstable. The projections from 2019-20 to 2023-24 revealed increasing share in area under cereals and sugar crops and decreasing share in area under pulses and oil seeds. The present study gives scope to decide proper cropping pattern and steps should be taken by the government to initiate the farmers follow the same through proper extension programmes.*

Keywords: *Cropping pattern, Markov chain, cereals, pulses, oil seeds.*

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Mapping and the Analysis of Soil Erosion Susceptibility and Causative Factors in Anambra State, Southeastern, Nigeria

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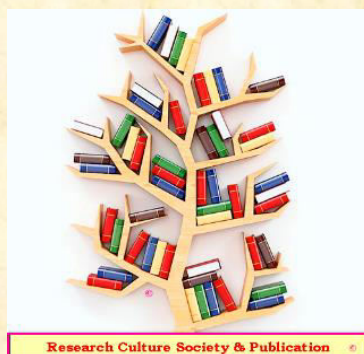
Abstract: Land degradation is a function of soil erosion leading to soil loss and reduction in crop productivity as well as other socio-economic activities. The menace of soil erosion is challenging due to diverse factors including advertent and inadvertent anthropogenic activities. This study looks at soil erosion susceptibility as well as both static and dynamic causative factors in Anambra State, using both primary and secondary data, with the intent of identifying them, investigating the spatial variability of soil loss, relate erodibility to soil properties and causative factors to soil erosion. Eight (8) prominent causative factors (CFs), were identified. These causative factors (CFs) were analyzed using ArcGIS 10.2. Sixty (60) soil samples were extracted randomly, analyzed, and tested.. The study identified CFs such as Drainage Density, Erosion Density, Lineament Density, Slope Length, Land Surface Temperature, and Rainfall Erosivity, which contribute to Soil Erodibility (K - Factor). Land Surface Temperature, Soil Moisture Index, Rainfall Erosivity, and Normalized Difference Vegetation Index contributed to the loss of 8.97 ton/ha/yr, 9.1288 ton/ha/yr, 1,1134.7 ton/ha/yr, and 0.245 ton/ha/yr respectively to erosion in Anambra State. Conclusively, the dynamic causative factors influence soil susceptibility and trigger erosion in the State.

Keywords: Geospatial, Causative Factors, Soil Erosion, Susceptibility, Anambra State.

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