

# Impact site did a survey recently to understand

[Business](#), [E-Commerce](#)



## IMPACT OF DEMONETISATION ON INDIAN E-COMMERCE INDUSTRY: AN

IN-DEPTH STUDY Jyotirmayee Sahoo<sup>1</sup> Jyotsnarani Sahoo<sup>2</sup> Abstract While the

world reeled from the shock result of the US Presidential Elections, on November 9th, 2016, a nation of a billion of people faced an even bigger surprise as all existing currency notes of 500 and 1000 rupees would be demonetised, with immediate effect. Since November 8, every Indian is in the dilemma of choosing a secure and convenient cashless payment option. The cashless payment options that are currently available include credit/debit cards, e-wallets such as Paytm, Mobikwik, SBI e-wallet, etc., RTGS, NEFT etc. This unpredictable action taken by the Prime Minister Narendra Modi has not only impacted e-commerce but at the same time has an impact on the consumers and their shopping behaviour through online shopping. Thus it becomes necessary to study the impact of demonetization on e-commerce industry and the purchasing habits of the people.

The main focus of the study is to understand and analyze the effect of demonetization on consumer's frequency of buying product and consumer's mode of payment for online shopping post demonetization. The study reveals more positive than negative effects of Demonetisation on E-commerce industry. Keywords: Demonetization, e-commerce, online shopping, E-Payment, E-Wallet 1. Research Scholar, Commerce Ravenshaw University, Cuttack, India Email: [email protected]

com9. Prajapati Naincy, Singh Sanjeev Kumar (2017) "A Study On Impact Of Demonetization On Online Transactions" international journal for innovative research in multidisciplinary field ISSN - 2455-0620 Volume - 3, Issue - 7, July - 2017. 10. Retrieved from <http://www.arseam.com>

<https://assignbuster.com/impact-site-did-a-survey-recently-to-understand/>

com/sites/default/files/published-papers/p3i4v5ijmfm-Full%20P-%2031-36%20%20Ms.%20Prairna%20Gupta%20%20Apr-2017. pdf11. Retrieved from <https://retail.franchiseindia.com/article/whats-hot/investments/Effects-of-Demonetisation-on-Online-Shopping.a5542/>