

## A STUDY ON DIGITALIZATION AS A SOLUTION OF DEMONETIZATION AND RETAIL SECTORS

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### **ABSTRACT**

*Demonetization move has definitely impacted the retail sector in the short term due to lack of liquidity in the economy because the retail sector generates a lot of cash transactions there might be reduction in the sales. Local kirana stores, paan beedi stores, general stores, comfort stores, vegetables stores, rickshaw and footpath vendors are mostly affected because it is a low and moderate cost of small and unorganized retailing section. We know that the Indian tendency to deal mostly in cash when shopping in luxury malls and high streets retail which is related to organized and higher retailing will see short time influence on sales because most of the customers are used in plastic money. Undoubtedly demonetization is a great move for cashless transactions and government also push for the use of digital transactions for better future of Indian economy. After demonetization many more persons to start using plastic money in the long run. This paper investigated the impact of demonetization on retail sector and also analyzed in evaluating the consciousness and usage of cash less payment by customers after demonetization.*

**KEYWORDS:** *Demonetization, Digitalization, Retail Sectors*