IMPACT OF DEMONETISATION ON LUXURY MARKET IN INDIA

ASHIMA KHURANA

Pearl Academy
E-mail: ashimakhurana4@gmail.com

Abstract- This paper studies the impact of demonetisation on Luxury Market in India by doing an extensive study on a particular brand with High End consumer base. The brand is denoted as 'XYZ' in the paper since the author is not allowed to take the original name due to sensitivity of the topic. Extensive Grounded Research Technique is used in the paper for which 50 Interviews were conducted with the industry & 100 set of interviews were conducted with consumers. This exploration method gives author an opportunity to develop Business model based on the investigation and discoveries grounded in the information which can be additionally utilized by the current luxury sectors and international brands who mean to enter Indian market, in order to develop strategies to reach to targeted shopper in best manner. Since the demonstration ordinance has passed there has been dip in overall GDP growth and the utilization of physical currency which has prompted expanded utilization of accountable form of money which is digital currency. Undoubtedly the pace of growth has been impacted but businesses aren't in losses.The funnel model developed encourages luxury brands to introduce EMI policy on certain categories which will encourage aspirational luxury buyers to shop from the respective brand. This particular segment is unexplored and potential future client, which is more in numbers and have a huge possibility to grow with increasing amount at their disposable thus more CRM policies should be introduced specifically for this fragment. There is lot of debate on impact of demonetisation on overall economy in India. Luxury goods research is increasing in prominence. The research focuses on both sides of Business dynamics i.e., Consumer & the Seller thus it can also contribute to further researches in the same area.

Keywords - Black Money, Demonetisation, Indian Market, Luxury Brands