An exploration on the Impact of technology in Retail Industry

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Abstract

Innovation is often associated with changes in technology. Retail is a sizable industry in industrialized nations, and it is growing in emerging ones as well. Few research have been conducted on the topic of innovation in the retail sector from both a conceptual and an empirical standpoint. This study's goal is to examine how marketing and technical advancements have affected the retail sector. The study's sample was selected from the population of Aligarh, an Indian city. The study uses a single cross sectional research strategy, is descriptive, and has a clear conclusion. Using the research instrument as the foundation, quantitative data was produced (a questionnaire). The research came to the conclusion that in terms of World of Mouth (WOM) referral and satisfaction, technical innovation is more significant than marketing innovation. The research also showed that technological innovation affects brand equity, customer value, contentment, word-of-mouth referral, and WOM activity. The research suggested that a shop may benefit from using new technology in several ways. This indicates that, over time, investing in technology would help the retail industry gain market share and become more competitive.

Keywords: Technologies, Innovation, Marketing, Satisfaction

Introduction

The greater use of technology in the 21st century has changed how people do business since it has expanded the channels via which these organisations may connect with their customers. The expansion of social media and the development of apps that support these rules have had an impact on ground-breaking technology. The development of these trends has been geared at improving outreach since the retail market's success is greatly determined by its capacity to connect with customers and inform them of new offerings. It's important to note that a variety of technologies have been developed, including the usage of phone apps that depend on the location of the client. The best potential in the retail sector is to take advantage of technological innovation to raise company returns and improve consumer satisfaction. Since the purchase of technical gadgets and internet usage have been rising at an alarming pace, the contemporary environment produces a platform that is conducive to the advancement of these technologies. These elements work together to produce a fantastic framework for guaranteeing that the opportunity is maximised. A retail company strategy that uses the internet as a platform to provide its products and services might profit from the potential. Notably, this business model would need for the development of improved technological frameworks that improve access to vital information and timely delivery of commodities. Therefore, it would be crucial to use business tools and software, such as NCR Counterpoint, in order to maximise the possibility. Although the retail industry has a broad variety of opportunities, the development of technology represents the most important chance to improve the efficiency of corporate operations.

Literature review

Studies on innovation tend to concentrate on two key areas: marketing and technical innovation (Musso, 2010). Innovation in services, especially retail services, is a persistent issue that is exceedingly difficult to describe and quantify (Tether, 2005). A marketing innovation is one that benefits a store (MI). By enabling access to new tools that enhance the customer experience, the benefit of information and communication technology has altered and transformed market conditions (Thiesse, 2009). Utilizing such technology has several advantages for retailers, including lower costs, higher customer satisfaction levels, the introduction of flexible work arrangements, and ultimately, increased market share and improved competitive advantages for businesses (Gil et al., 2014). Technological innovation (TI) has lately emerged with significant advantages, but it also poses some obstacles that must be verified (Renko & Druzijanic, 2014)

More interactive and supportive technologies that boost shoppers' understanding are anticipated by consumers (Pantano, 2014). The store's satisfaction score revealed a self-evaluation that it surpasses or fulfils expectations (Helgesen et al., 2010). The expectation hypothesis was well accepted in the literature.

Store image is highly crucial in the retail sector (Jayawardhena et al., 2016). It is a reflection of the identity of the business as well as of customer perceptions and expectations of the business and, therefore, of the shops (King et al., 2014). The rise in value obtained from the presence of the brand (Yoo et al., 2000), which occurs often when customers express a favourable connection with a recognised brand, is traditionally the emphasis of the idea of brand equity.

Business Model Used Beacon Technology

One area that might profit from beacon technology is retail, which uses digital platforms to conduct business operations. Increased process digitalization in the current retail industry suggests that internet access has a significant impact on its performance [7]. The retail businesses functioning via the use of technology would improve their operations since the beacon technology is based on comparable technological criteria. The basic technical needs for beacon technology, such as internet access, are elements that are well-liked by online shops. Therefore, the introduction of beacon technology would provide retail businesses a transformational chance to optimise their company operations. A number of facilitative procedures, programmes, and apps would need to be included by the business in order to make a scaled play in the market. Even though a broad variety of elements impact beacon technology, the successful inclusion and usage of GPS tracker features affects the system's efficiency [8]. The GPS is necessary to make sure that the 50-meter proximity rule is successfully implemented. Therefore, merchants must ensure that their shops have these features in order to vouch for the professional coordination of their operations and optimise the effectiveness of customer outreach programmes. The basic goal of beacon technology is to provide communication based on accurate locations, and efficient GPS operation would guarantee this. Additionally, as they affect the management and storage of diverse business data, different apps and software should be included by merchants. The availability of these tools allows management to monitor the development of various projects that fall within the purview of the company. One of the key systems that shops should utilise in their effort to enhance the efficiency of the beacon technology is customer relationship management (CRM) software. The CRM is made up of numerous company structural elements that are geared on documenting the various customer data trends [9]. The main goal of this programme is to classify customer information according to various characteristics that clients or

even corporate entities might use to describe them. Therefore, the CRM would affect the management of such crucial information since beacon technology offers a suitable platform for collecting a wide variety of customer data. Due to internet connection, the combination of these two strategies would also speed up the digitalization process. As a result, it would provide merchants better access to pertinent data on the characteristics and trends that characterise the customer base. As a result, it makes sure that all activities, including marketing campaigns, are properly in line with these new regulations. As a result, the store will be able to improve the organization's productivity patterns.

Conclusion

This research intends to delve extensively into the retail industry's technology and marketing innovation, as well as their direct and indirect effects on customer happiness. Additionally, technology raises client happiness with the shop. The research came to the conclusion that in terms of WOM referral and satisfaction, technical innovation is more significant than marketing innovation. Technology innovation affects brand equity, customer value, satisfaction, word-of-mouth referrals, and WOM activity. This explains why customer behaviour in India and consumer behaviour in Spain are comparable. Therefore, it is advised that a store take advantage of new technologies and invest in those that will eventually aid in growing market share and competitiveness. These results from the reality that consumers' incentives often extend beyond just buying the goods. While marketing innovation has an influence on store image, customer value, WOM referral, and brand store equity, it has no effect on WOM activity and satisfaction. Retailers must comprehend the degree of expenditure since they are still evaluating the effects of information technology (IT) on the retail environment (how much to spend). According to the research, technological innovation affects brand equity, consumer value, satisfaction, word-of-mouth referrals, and WOM activity. As a result, it is advised that a store use technology, introduce technology, and invest in technologies that will eventually aid in growing market share and competitiveness. This comes as a result of the fact that consumers' motives extend beyond just buying the goods. By examining the effects of innovation, this research adds to the body of knowledge on customer happiness and loyalty in the retail industry. The research discovered that technical innovation (TI) and marketing innovation (MI) both directly and indirectly raise consumer value, brand equity, and store image satisfaction levels, and that contentment encourages recommendations for other customers. These findings provide a wider perspective from an academic standpoint by introducing fresh precedents into complacency and loyalty processes.

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