Role of Technology in Retail Business

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ABSTRACT

Retail industry is one of the fastest growing industries in the world economy. This tremendous growth in retailing is prevalent throughout the world due to rapid globalization. This is not only taking place in India but across the world. Retailers are beginning to realize the importance of technology in retail and must embrace the use of the same with time. Retail technology plays a critical role in improving efficiency and understands customer behavior to enhance their shopping experience. Many popular retailers like Wal-Mart are constantly thriving to effectively use new and emerging technologies to stay continually relevant to ever-changing consumer demands. Due to the current advances in technology and innovation, consumers' increasing interest in entertaining and interactive retail environments, this research has been carried out to understand the role of retail technology in the Indian retailing environment. The research was carried out using the TAM model through convenience sampling method to understand whether technology impacts the consumer buying behavior. The results indicated that there is positive relation between retail technology and consumer buying behavior considering gender and income as the demographic factors.

Keywords- Retail, Indian Retail, Retail Technology, Consumer Buying Behavior, TAM model
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I.   INTRODUCTION

Indian retail industry is considered to be the fastest growing in the world. India is also considered to be the 5th most favored retail destination in the world. Research conducted by Boston Consulting Group (BCG) states that Indian retail is expected to grow from $795 billion in 2017 to $1200 billion by end of 2021. This exponential growth is not only due to the major cities and metros of the country but also because of the Tier II and Tier III cities. The organized retail in India has primarily grown due to increased disposable income, changing demographic profile, urbanization, increased digital connectivity and changing customer tastes. Boston Consulting Group also stated that the total consumption expenditure in India is expected to grow from $ 1,824 billion in 2017 to nearly $ 3,600 billion by 2020. This will account for more than 10 per cent of the India's Gross Domestic Product (GDP) and close to 8 % of the employment. It is also expected that the organized retail penetration is expected to grow to 18 % in 2021 from an approximate 9% in 2017.

The retailing industry's dynamics are changing drastically since the interaction with technology which has presented many opportunities and challenges that were nonexistent a couple of decades ago. The initial

response of retailers to digitalization for shopping experience for the customers might have not been accepted with great enthusiasm (Chaffey, 2009). The retail industry is currently being driven by a global transformation that adds to the competitive nature of the global retail industry. The transformations have initiated a greater adoption of technology by retailers and base their strategies on it (Geyskens, Gielens, & Dekimpe, 2002). The consumer behaviour and customer experience is drastically changing with the rising incorporation of technology in retailing industry (Kumar & Anne, 2016). In a report by Accenture in 2013 stated that technology with become a part of every business for it to function and will become a primary source of profitability, market expansion/growth and differentiator.

Retailers now days have included technologies to assist in creating and providing targeted ads, new on-the-go services, and engage the customer which plays a decisive role for businesses. This has made the relationships with customers move beyond the boundaries of traditional retailing. There has been tremendous growth in technology innovation in retail in some parts of the world with the use of self-checkout systems, smart kiosks, Quick Response (QR) codes, digital advertising displays along with social media platforms is helping retailers to customize as per customer needs (Krafft & Mantrala, 2010).

Some of the Front-End Technologies changing the Consumer Experience throughout the world are:

Technology	Definition/ Usage	Example	Source
Autonomous Shopping Carts	It is a shopping cart that follows the customers around with them being pushed by them. This ensures that the customers can easily focus on tasks at hand and their children while shopping without using their hands.	7Fresh, China	(Gilliland, 2009)
Automated Checkout	This concept has recently been introduced in certain stores in different parts of the world where the customers enter the store, pick up the items they need and leaving without queuing up or checking out and the payment is automatically deducted from the app of the store.	Watasale, India	http://www.watasale.com/
Digital Price Tags	The digital price tags displays information about the product like pricing and nutritional information which enables the store to instantly and remotely update information of the product.	Kroger, US	(Deloitte, Disruptions in Retail through Digital Transformation: Reimagining the Store of the Future, 2017)
Self-Checkout	It is an automated process which allows its customers to scan, bag, and	Coles, Australia	(Deloitte, Disruptions in Retail through Digital

	pay for their items being purchased without human assistance.		Transformation: Reimagining the Store of the Future, 2017)
VR Showroom	Customer's experience of buying a car has been transformed with the introduction of VR showrooms. This allows potential customers to explore the car's exterior and interior in a way that they feel as if they are sitting in the car.	Audi, US	(Gilliland, 2009)
Beacons	Major brands strategically place small beacon sensors around their stores, which connect to customer's phones if bluetooth is enabled and the retail app is installed. This connectivity allows retailers to track for how long customers are in their stores, and the things they pick up through which it offers personalized discounts based on the information gathered.	Coke	(Bayern, 2018)
Facial recognition	Facial recognition is a highly sophisticated technology which has recently been used by some retailers to track how customers gravitate within their stores. It also assists in determine customer demographics and prevent theft. Store layouts can be designed to be more productively by tracking where most customers first go in shop. While in restaurants the customer order history can be displayed on monitors through facial recognition.	KFC, China	(Deloitte, Disruptions in Retail through Digital Transformation: Reimagining the Store of the Future, 2017)
Magic Mirrors	Trial rooms will soon become obsolete saving retail space in stores. This screen enables customers to try garments in different colour and sizes. The mirror scans your body and also assists in suggesting the right size to the customer.	Tommy Hilfiger, Gap, London	(Deloitte, Disruptions in Retail through Digital Transformation: Reimagining the Store of the Future, 2017)
Bar code	Barcode contain product ID (such as item code, product code etc.) that is needed to be entered into the computer system to update information at the time of dispatch receiving or billing.	Big Bazaar, India	(Babu, Babu, & Dr.M.S.Narayana, 2012), (Shet, 2016)

	The Bar Code scanners at point of sales assist in the reducing long queues with fast checkout processes by automating the data entry directly into system.		
Radio Frequency Identification	The tag attached on the product sends out radio frequencies that helps monitor and capture information about it. These tags can be read from a distance and do not need to be directly in front of the reader tracker.	Neiman Marcus, US	(Babu, Babu, & Dr.M.S.Narayana, 2012), (Shet, 2016)
Interactive Kiosks	These are touch screen panels with are placed in different areas of the retail stores which assist the shoppers by providing them relevant information they are looking for. These kiosks in retail stores help in show casing the full product line with detailed information about the same.	Arrow, India	(Babu, Babu, & Dr.M.S.Narayana, 2012)
Point of Sale Technologies	These are billing systems that are used by retailers for fast and accurate billing which brings efficiency at the retail checkout. EPOS is a standard PC with all its accessories (barcode scanner, weighing scales), handles payment quickly, updates inventory, and provide instant reports on sales and stocks.	H&M, India	(Babu, Babu, & Dr.M.S.Narayana, 2012)

Table 1: Retail Technologies being used Around the World

The development of technology is transforming the retail industry especially with due to e-commerce, but physical stores still play a vital role. There are a lot of customers who still prefer to personally and physically inspect the products they want to purchase. The stores are also a source of relaxation, entertainment and present an opportunity to socialize for many customers in terms of convenience (Kaufman-Scarborough & Lindquis, 2002). With the introduction of technology, the customer experience still remains the primary focus point. This will hold the most important competitive advantage that a business can hold while utilizing the technology being made available.

Technology is a critical disrupter that will be impacting the customers/ shoppers as well as the retailers. With the introduction of new technological advancements in retailing, the businesses need to change their business model to changes in the environment which offer them opportunities to enhance customer engagement and improve the overall shopping experience in India: (Deloitte, Disruptions in Retail through Digital Transformation: Reimagining the Store of the Future, 2017)..

II.   LITERATURE REVIEW

In a research by (Narwal & Sachdeva, 2013) the authors mention the impact of information technology on the consumer behavior and how technology is impacting the lives of people on a daily basis. Technology is being used in all industries and the transformation is impacting the lives of consumers making their buying behavior change regularly. Technology is being used in protecting, storing, transmitting, receiving, processing, retrieving and securing information in various industries.

(Grewala, Roggeveena, & Nordfält, 2017)emphasized that retailers in most parts of the world have accepted various technologies to engage with their customers and their impact on the customers. The author's further state that newer technologies and business models along with big data/predictive analysis suggest that the shopping experience is at an unknown shopping realm and is on the verge of a quantum leap. The research paper primarily explores 5 areas which are mentioned below that highlight their impact on the retail sector:

1. Analytics & profitability;
2. Visual displays and merchandise offers decisions,
3. Big data collection;
4. Technology & tools to facilitate decision making
5. Consumption and engagement and usage

A report from Deloitte states that technology has been the reason for retail industries accelerated growth which has led to evolving consumer buying behaviour. To gain competitive edge, big data and integrating channels have become pre-requisites. Emerging technologies like Internet of Things (IOT), drones/ robots, artificial intelligence (AI), virtual and augmented reality will all soon become a part of the retail industry (Deloitte, Retail Trents in 2016, 2016). Augmented and Virtual realities will tap into the sensory perceptions of the consumers that will influence the buying behaviour (Poncin & Mimoun, 2014).

Innovations in technology in retail is going to assist its customers to make better decisions, feel less time pressure while increasing their satisfaction levels with the decisions they make. Retailers in turn need to embrace these new and emerging technologies to engage with their customers even more while focusing on making their lives simpler. (Deloitte, Retail Trents in 2016, 2016)

Deloitte in its report published in 2017 has mentioned the impact of digitalization/ usage of technology will have on retailers. The image below shows the various areas of its impact (Deloitte, Disruptions in Retail through Digital Transformation: Reimagining the Store of the Future, 2017)

A. Technology in Indian Retail

(Singh, 2014) in his paper emphasized that the Indian retaining in no exception to the changing dynamics of the retaining industry globally. The industry is becoming more customer driven and is using various forms

of technology as its driver. The paper assesses positive impact of Bar Coding, Electronic Data Interchange (EDI), Electronic Fund Transfer and Electronic Loyalty Schemes have has on the Indian retailing sector which are presently being used in the organized retailing stores in India. J. Singh in his research paper through secondary data collection gathered information which concluded that technology innovations in retail is able to create customer loyalty and attachments in comparison to the traditional retailing format that were unsuccessful in that regards. Information gathered by retailers through the technology is being utilized to understand customer needs and therefore are able to achieve higher satisfaction levels. Technological impact on the retail sector has helped in labour saving; making easy price changes; better inventory management; providing competitive edge; recognizing loyal customers and enabling data on customer buying behaviour.

A. Gandhi in the research paper identified various technologies and clubbed them into 11 broad categories which were available to retailers in India: 1) Customer Tracking and Customer Relationship Management Technology (Haigang, 2005), 2) Technology as Shopping Assistance and Visual Merchandising (Kourouthanassis & G.Roussos, 2003), 3) Direct Broadcast Satellite Technology, 4) Communication and Data Sharing, 5) Energy Management, 6) Security and Safety, 7) On - Line Shopping Services, 8) Supply chain and Logistics Management, 9) Payment Related Technologies, 10) Enterprise Resource Planning and other add on tools. These were used to conduct a quantitative analysis through telephonic conversations and questionnaires amongst retailers to understand the existing technology usage as well as the required technologies. The study was able to gain insights from a retailer's perspective that areas like supply chain management, customer relationship management and customer tracking had not seen widespread adoption and required the same to remain competitive in today's environment. (Aradhana, 2016) Mobility, Queue Busting Technology and Omni channel would be the key to success in the coming years for Indian retailers. (Kashani & Kasmani, 2015)

In a report by Deloitte, the transformation in retailing industry through incorporating different technologies in different areas of retailing are being showcased in the below image. (Deloitte, Disruptions in Retail through Digital Transformation: Reimagining the Store of the Future, 2017).

B. Consumer Behaviour in Indian Retail Sector

Retail is highly competitive due the presence of international and domestic competition; constant mergers and acquisitions taking place and ever changing demands of consumers having high expectation levels. (Baker, Berry, & Parasuraman, 1988) The study of when, where, why and how people buy or do not by products and services is called Consumer Behaviour. While Indian retail is the faster growing retail sector globally behind Russia in the emerging markets (Associated Chambers of Commerce and Industry of India),

it is essential for understanding the factors that impact the consumers perception towards different retailers. This involves a combination of elements like psychology, sociology, social anthropology and economics of the consumers. Retail consumers tend to be lured where they feel their image is congruent with that of their own. There might be stores that might suit their image while some can intimate them and others might seem beneath them. Therefore retailers are constantly trying to ensure work towards consumer needs basis the consumers they are targeting. (Martineau, 1958)

(Gupta & Jain, 2016) In their research attempted to identify the consumer behaviour by conducting a questionnaire survey of 150 individuals towards the Indian retail sector. The research primarily focused on the factors: discounts being offered and recognition of customer value system as well as services offered to understand the consumer perception. Through the research the researchers were able to conclude that consumers give originality of products the highest importance and base their perception of retailer on it. This is followed by services being offered like ease of billing and discounting plays an integral role on developing a perception.

III. THEORETICAL BACKGROUND

Technology Acceptance Model

There have been many models that have been proposed by different scholars during the course of history. One of the first few and the most important were proposed by Davis in 1986 by the name of Technology Acceptance Model (TAM). The TAM model is primarily based on the socio-psychological theory with good number of studies in literature and hence the psychometric measurement scale has been validated. (LULES, Omwansa, & Waema, 2012)

To predict the consumer's acceptance towards technology was the reason for designing the model. The model lays emphasis on the attitude explanations of intention while suing a particular technology or service. The TAM model is the widely accepted model for assessing user acceptance and usage towards new technology. Many researchers have conducted meta-analysis on the model that has depicted that it is a robust, powerful and valid model in predicting customer acceptance. (Manjunath & Nagabhushanam, 2017)

Davis in his model has stated that perceived ease of use and perceived usefulness are the driving factors that influence the customers to use any type of technology (Davis, 1989). The TAM model is has 4 main constructs which are perceived ease of use, perceived usefulness, behavioural intention to use and actual

usage behaviour of customers towards any technology. The model states that when there is customers think the technology is easy to use, then the customer intention to use the technology becomes stronger to use the technology. Due to this, it implies that when there is a strong usage intention then there will be greater actual usage behaviour.
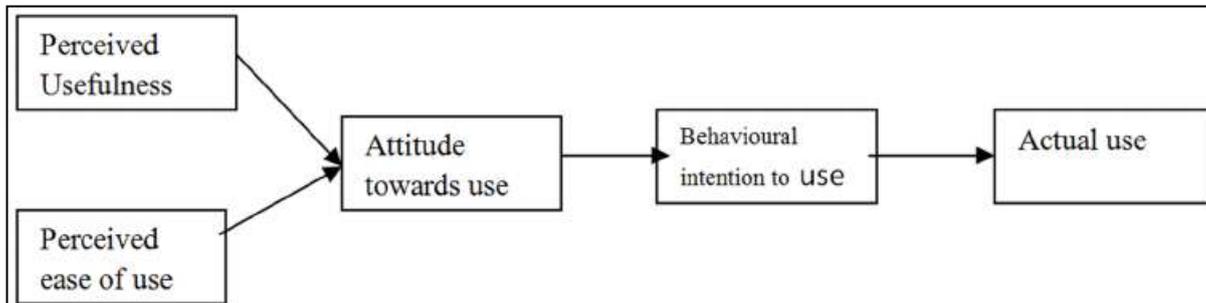
Figure 1:TAM model
Source: (Davis, 1989)

Davis's TAM model's constructs can be defined in the following way:

- **Perceived Usefulness** - "the degree to which a person believes that using a particular system would enhance his or her job performance"
- **Perceived Ease Of Use** - "the degree to which a person believes that using a particular system would be free of effort"
- **Attitude towards Use** – "User's evaluation of the desirability of using particular information technology"
- **Behavioural Intention of Use** – "Measure of the likelihood that a person will use an application"

There are 4 categories in which different variables that are associated with the movement from behavioural intention to use to actually use which are group (Park, 2009). These are:

1. Individual Context – the various thoughts and emotions one goes through before making a decision of using a technology
2. Organization Context – the influence an organization as a brand has on the consumers while using a particular technology
3. System Context – the availability of information to assist in the decision making process before the actual use of technology (Lin & Lu, 2000)
4. Social Context - signifies the relevance of social influence in the decision making of using the technology.

Davis's TAM model has been consistently being used by various researchers to explore and understand the drivers for individual customers and organizations towards acceptance of new technology. The researchers in their paper have also mentioned that the model has also been used to understand an individual's

motivational drivers towards adopting new technology. TAM model has been useful to organizations by assisting in developing long term customer relations by incorporating various new technologies. Researchers over the years have used Davis's TAM model and added various constructs to the model to incorporate various technologies deemed necessary for the testing of the technology (Legrisa, Inghamb, & Collerette, 2003)

Many researchers have used TAM model on various technologies being implemented in the retailing industry. Some of the known technologies on which research has been done are – Augmented Reality, mobile banking, NFC, Internet banking, e-financial services, mobile commerce, adoption of e-health, RFID, electronic labels amongst a few others. (Gao and Bai, 2014; Garaus et al., 2016).

TAM model best suits the study considering it can be modified as per the research scenario by adding specific constructs which are going to be used in this research. Thus, TAM model is being used in this research as it serves a useful foundation that will help in analyzing the role of technology in consumer buying behaviour in Indian retail Scenario.
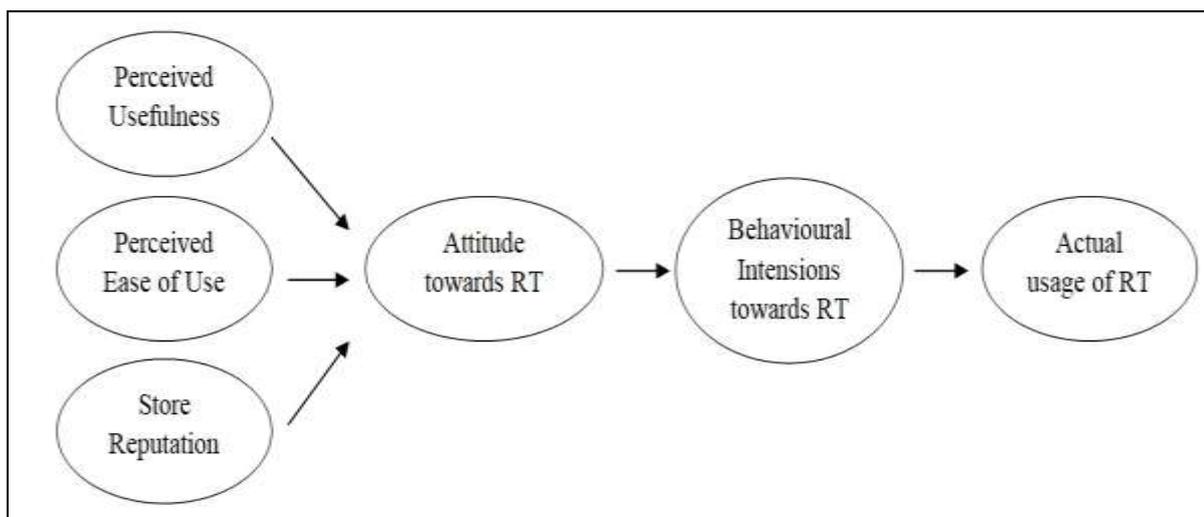
Conceptual Model

Figure 2:Conceptual Model

III.   DATA ANALYSIS

The aim of this research is to ascertain the impact of technology on customers buying behaviour that would help retailers to understand its importance. The retailers in India have generally used new and innovative technology in their stores to create a buzz word and have not utilized it a mainstream way. The focus is to see the impact of technology on the customers for retailers to use advantage of the technology and make it a strategic advance in the highly competitive environment.

A. *Demographic Data*

The data received from the 259 respondents has the below mentioned demographics. A detailed demographic breakup is mentioned in the below table.

Demographic Variables			Frequency	Percentage
Gender	Male		158	61
	Female		101	39
	Total		259	100
Age	20-25		94	36
	26-30		85	33
	31-35		39	15
	36-40		41	16
	Total		259	100
Annual Income	Below 5 Lakhs		25	10
	5-10 Lakhs		76	29
	11-15 Lakhs		67	26
	16-20 Lacks		48	19
	20 Lakhs and Above		43	17
	Total		259	100
Education	Student		26	10
	Graduation		95	37
	Post Graduation		87	34
	Professional Degree		51	20
	Total		259	100

Table 2: Demographics Analysis

B.Reliability

The validity of questionnaire was checked by using SPSS. This was done to check the consistency and validity of the factors being used in questionnaire. The Cronbach's alpha attained for the 22 variables was 0.971.

B. Hypothesis Testing

Since the data received from the 259 respondents was not normally distributed, Kruskal Wallis test was used to analyze the data after getting a combined mean for the 5 major constructs from the 22 variables. The Kruskal Wallis test was performed taking into account the Gender and Income of the respondents into consideration.

H1: The distribution of SR is the same across categories of Gender

From the results of Kruskal Wallis Test conducted, it can be seen that the significance value of H1 is 0.993 which is higher than 0.05. This results in retaining the null hypothesis for H1 indicating that the distribution of Store Reputation on Gender is the same as the distribution of the gender categories and in all the populations.

H2: The distribution of PU is the same across categories of Gender

From the results of Kruskal Wallis Test conducted, it can be seen that the significance value of H2 is 0.601 which is higher than 0.05. This results in retaining the null hypothesis for H2 indicating that the distribution of Perceived Usefulness in Gender is the same as the distribution of the gender categories and in all the populations.

H3: The distribution of PEOU is the same across categories of Gender

From the results of Kruskal Wallis Test conducted, it can be seen that the significance value of H3 is 0.491 which is higher than 0.05. This results in retaining the null hypothesis for H3 indicating that the distribution of Perceived Ease of Use on Gender is the same as the distribution of the gender categories and in all the populations.

H4: The distribution of AT is the same across categories of Gender

From the results of Kruskal Wallis Test conducted, it can be seen that the significance value of H4 is 0.871 which is higher than 0.05. This results in retaining the null hypothesis for H4 indicating that the distribution of Attitude on Gender is the same as the distribution of the gender categories and in all the populations.

H5: The distribution of BI is the same across categories of Gender

From the results of Kruskal Wallis Test conducted, it can be seen that the significance value of H5 is 0.759 which is higher than 0.05. This results in retaining the null hypothesis for H5 indicating that the distribution of Behavioural Intension on Gender is the same as the distribution of the gender categories and in all the populations.

From the above 5 hypothesis it can be seen that the different constructs being used in the study are a reflection of the total population. All the 5 hypothesis associated with gender are indicating that the distribution is same in both genders. Therefore, irrespective of the gender implementation of technology in a retail store will get positively impacted.

H6: The distribution of SR is the same across categories of Income

From the results of Kruskal Wallis Test conducted, it can be seen that the significance value of H6 is 0.026 which is lower than 0.05. This results in rejecting the Null hypothesis for H6 indicating that the distribution of Store Reputation on Income is not the same as the distribution of the income categories and is not a reflection of all the population.

H7: The distribution of PU is the same across categories of Income

From the results of Kruskal Wallis Test conducted, it can be seen that the significance value of H7 is 0.698 which is higher than 0.05. This results in retaining the null hypothesis for H7 indicating that the distribution of Perceived Usefulness on Income is the same as the distribution of the income categories and in all the populations.

H8: The distribution of PEOU is the same across categories of Income

From the results of Kruskal Wallis Test conducted, it can be seen that the significance value of H8 is 0.934 which is higher than 0.05. This results in retaining the null hypothesis for H8 indicating that the distribution of Perceived Ease of Use on Income is the same as the distribution of the income categories and in all the populations.

H9: The distribution of AT is the same across categories of Income

From the results of Kruskal Wallis Test conducted, it can be seen that the significance value of H9 is 0.368 which is higher than 0.05. This results in retaining the null hypothesis for H9 indicating that the distribution of Attitude on Income is the same as the distribution of the income categories and in all the populations.

H10: The distribution of BI is the same across categories of Income

From the results of Kruskal Wallis Test conducted, it can be seen that the significance value of H10 is 0.934 which is higher than 0.05. This results in retaining the null hypothesis for H10 indicating that the distribution of Behavioral Intension on Income is the same as the distribution of the income categories and in all the populations.

From the above 5 hypothesis the different constructs being used in the study reflect the total population apart from Store Reputation. 4 hypotheses associated with income which are Perceived Usefulness, Perceived Ease of Use, Attitude and Behavioral Intension are indicating that the distribution is same in different income categories. On the other hand, Store reputation hypothesis is getting rejected in the income demographic indicating of not being a total representation of the population. Therefore, irrespective of the income category implementation of technology in a retail store will get positively impacted.

C. Regression Analysis

To further enhance the research findings, a regression analysis was done to study the accuracy of path of the model devised.
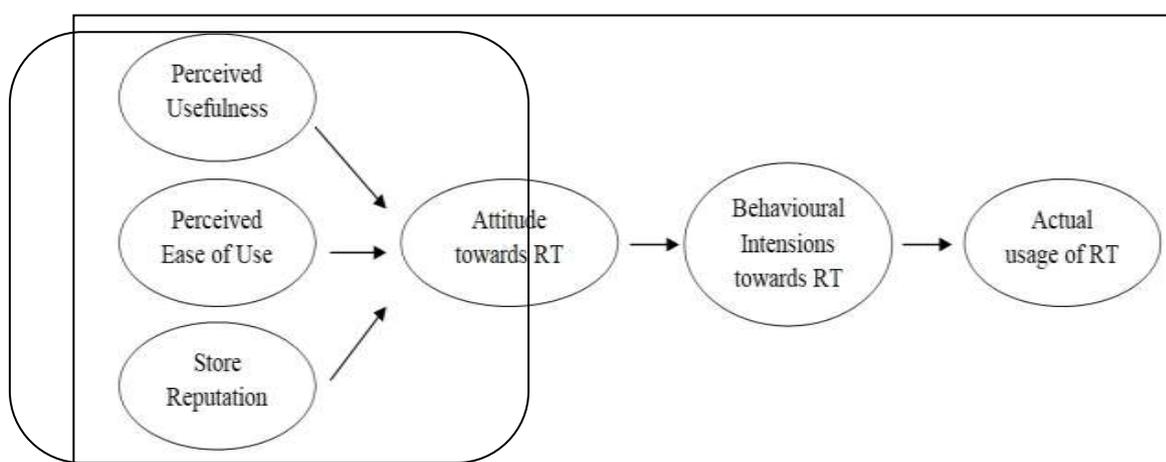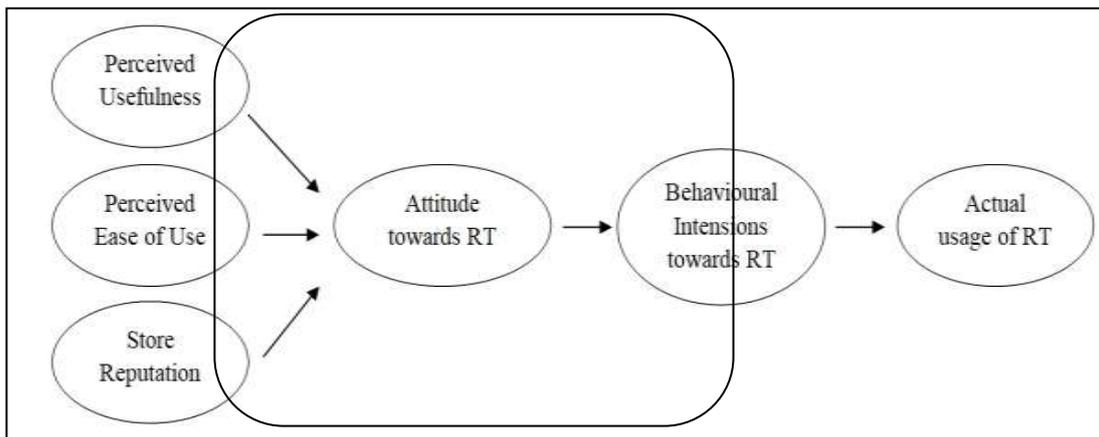

Figure 3: Regression Path for PU, PEOU, SR to AT

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853[a]	.727	.724	.40212
a. Predictors: (Constant), Perceived Ease of Use, Store Reputation, Perceived Usefulness				

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.312	.145		2.155	.032
	Store Reputation	.126	.045	.137	2.802	.005
	Perceived Usefulness	.448	.051	.447	8.821	.000
	Perceived Ease of Use	.351	.046	.364	7.564	.000
a. Dependent Variable: Attitude						

Table 3: Regression Analysis on PU, PEOU, SR and AT

From the table above we can see that the value of R square indicates that the 3 predictors (SR,PU and PEOU) explained 72.7% of the variation in Attitudes to use. This essentially means that this a rational model although there are other unknown factors may impact on the users' attitude to use RT which are not accounted in this model. The standardized coefficients(β) shows that Perceived Usefulness (β = 0.447) and Perceived Ease of Use (β = 0.364) have larger impact than Store Reputation (β = 0.137). The Significance value indicates that the predictors had a significant and positive impact on AT since the score is below 0.05.

Figure 4: Regression Path from AT to BI

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848[a]	.719	.718	.37677
a. Predictors: (Constant), Attitude				

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.885	.126		7.036	.000
Attitude	.786	.031	.848	25.632	.000
a. Dependent Variable: Behavioural Intention					

Table 4: Regression Analysis on AT and BI

From the table above we can see that the value of R square indicates that Attitude predictor is at 71.8% of the variation in Behavioral Intension to use retail technology. This essentially means that this a rational model although there are other unknown factors may impact on the users' Behavioral Intention to use RT which is not accounted in this model. The Significance value indicates that the predictors had a significant and positive impact on BI since the score is below 0.05 score.

In conclusion the regression analysis has helped to determine that the path of the model with the various constructs is significant and positively move forward as proposed thereby determining that RT has a positive impact on consumer buying behavior.

The research paper was proposed to determine if retail technology (RT) has an impact on consumer buying behavior by examining different constructs of the that model like Perceived Usefulness, Perceived Ease of Use, Store Reputation, Attitude and Behavioral Intention.

The results highlighted that there is a significant impact of retail technology on consumer buying behavior. The constructs used in the research were positively impacting the consumer purchasing behavior. It was found that income in the youth had a significant influence on the consumer's attitude towards RT which impacted their buying behavior. This reflects that young consumers overall are willing to use to RT for the benefits it will bring to their life. Through the research we can also conclude that the positive impact of RT on consumers will leads to higher buying behavior. The results of the research conducted confirms that TAM model can be used to explain the consumer buying behavior in retail while using various retail technologies.

IV. CONCLUSION

The effect of innovation in retailing is very evident to everyone. The technologies in retailing are not only aiming to increase the effectiveness in various operational areas of retailing but also improve customer service. This has been done through automation and customization that encourages customers to get superior and unique experiences that results in impacting their buying behavior.

Now day's retailers want to get the best value out of technology they are implementing to ensure they are spending their limited resources in the best way that can improve their overall offer to their customers. As the rise in innovation in retailing takes place customer demands and expectations also have rapidly increased because of which retailers need to ensure they are able to respond quickly to capitalize on revenue opportunities.

The study conducted reveals that majority of the customers buying behavior is positively impacted by retailers providing various retailing technologies. The positive influence of the same helps retailers to understand the importance of technology within their stores and using it to ensure that customers tend to their store, become regulars and increases sales. The analysis also indicates that store reputation gets impacted by the income of the customers and therefore understanding a stores clientele becomes clinical for its survival.

With the growing competition and different technologies being developed everyday in different part of the world it is important for retailers to stay ahead of the game and focus on retaining the consumers by offering unique experiences and giving them what they expect. Store reputation variable added in the model highlights the perception being built amongst the youth when retailers adopt technology in their stores. Hence retailers need to look at the various technologies available and need to update to make the customer happy and impact their buying behaviour. As the most of the buyers are educated and uneducated so providing more information through technology also leads to not getting customer experience.

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