DIGITAL TECHNOLOGY: A COMPETITIVE TOOL FOR CUSTOMER SERVICE IN ORGANIZED RETAIL SECTOR

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ABSTRACT
India’s retail market is expected to nearly double to US $ 1 trillion by 2020 from US$ 600 billion in 2015, driven by income growth, urbanisation and attitudinal shifts are some major reasons for the organized retail boom in India. Technology has been one factor that changes the most of the growths is following the global trend and has started adopting technologies. In retailing, Digital technology is being considered as an important tool in building and maintaining relationships through enhancing the shopping experiences by providing convenience, better service, speed, and value to the customer. In today’s competitive market, modern trade participants are relying more on Digital Technology solutions or IT innovations to manage the rapidly changing business scenarios and rising customer demand. In retailing Digital technology is being considered as an important tool in building and maintaining relationships through enhancing the shopping experiences by providing convenience, better service, speed, and value to the customer. The growth of the Indian economy is bringing about several changes in consumer demand and purchase patterns. The Indian retail market is difficult to predict, consumers are evolving, and Retailers are expanding operations, further driving the need for IT adoption. This paper focuses on the role of emerging technologies like Bar code, RFID, Mobile Point of Sale (POS), Self-Service Technologies, Security related Technology, QR Codes, Interactive kiosks, Cloud Computing, Big Data, Social Network, Wi-Fi (In-store), Internet of Things (IoT), Multi-channel customer management etc. in Indian organized retail sector that will ease daily operations and provide retailers the much needed competitive advantage.

Keywords: Mobile Point of Sale, Cloud Computing, RFID, Multi-channel customer management, Customer Service, Competitive Advantage, Digital Technology, Supply Chain Management

INTRODUCTION
The retail sector in India is emerging as one of the largest sectors in the economy. By 2015, the total market size is estimated to be around US$ 600 billion, thereby registering a CAGR of 7.45 per cent since 2000. Retail industry is expected to grow to US$ 1.3 trillion by 2020, registering a CAGR of 9.7 per cent between 2000-2020. India is the fifth largest preferred retail destination globally. The country is among the highest in the world in terms of per capita retail store availability. India’s population is taking to online retail in a big way. The online retail market is expected to grow from US$ 6 billion to US$ 70 billion during FY15-FY20. The Government of India has introduced reforms to attract Foreign Direct Investment (FDI) in retail industry. The government has approved 51 per cent FDI in multi-brand retail and increased FDI limit to 100 per cent (from 51 per cent) in single brand retail.

The retail sector in India comprises unorganized and organized segments. The unorganized sector consists of small family-owned stores, located in residential areas, with a shop area less than 500 sq.ft. They have a low cost structure, with smaller premises, low labour costs and low or no taxes. The Indian retail market is in its nascent stage; unorganized players accounted for 92 per cent of the...
market during 2015. The organized sector (everything other than these small family owned businesses) accounts of only 8% of the total market, which is expected to raise by 20-25% by 2020. The organized retailing covers registered retail stores operating with necessary licenses and generating a cash memo for every transaction of sales.

OBJECTIVES OF THE STUDY

The main objective of the study is to present:

1. Identify key technologies and trends that have the potential to change the way Consumer shop in organized Indian retail stores in the future.
2. Identify details of the extracted digital technological factors affecting on Consumer Behavior in Organized Retail Sector.

RESEARCH METHODOLOGY

The present research study available published secondary data. To attain the above stated objectives the secondary data was used. The secondary data was also collected from various references books related to Digital Technology, Organized Retail, Consumer Behavior, and Information Technology. For the said research study, the secondary data is also used from the various National and International Research Journals which are related to Management and various survey reports of leading business organizations. For the said Research study, the data relating to the above objectives was collected and reviewed the literature on the topic concerned. The secondary data is also collected from various websites.

LITERATURE REVIEW

According to Jitendra Singh (2014), Information Technology (IT) contribution to modern retail sector in no.’s of ways which includes labor saving, inventory management., monitoring of checkout operations, consumer awareness and what not. IT innovations helps in creating customer loyalty and increase the level of customer satisfaction because all the time information is available to the customer and even for the retailer also. This aspect help in creating consumer awareness and helped in reducing time, money and efforts which the customer always want to get their satisfaction. So, information technology innovations give boost up to the retail sale and the future of IT is secure for retail growth.

According David Prepletaný (2013), Retailers will have to become more skillful at developing new competitive strategies and, potentially, rethinking their business models. New forms of retail formats are likely to emerge as a result. Technology is a driving force of change and the cases discussed in preceding sections offer a number of lessons in terms of business model innovation as a springboard to a sustained competitive advantage. Cases of Walmart, Tesco, and Safeway support the assumption that innovating in retail business models leads to a sustained competitive advantage. The introduction of new in-store technology can have an immense impact on the overall retail store shopping experience. Self-service checkouts and RFID technology are likely to benefit both the customers and retailers. On one hand, customers, who are not keen on personal service, are expected to embrace the self-service checkouts which will save them time and contribute to their satisfaction with the shopping process. On the other hand, retailers, by installing these checkouts in their stores, will reap the benefits of decreased labor costs and increased efficiency. Nevertheless, as technology adoption by retailers will surely rise across different retail formats and across multiple sales channels in the foreseeable future, it is unlikely to secure a lasting competitive advantage in the long run.

According to Deloitte (Global Powers of Retailing 2013), a robust retail strategy must include: A strong vision of the experience the customer desires across all channels, a nimble operating model that can adapt as the retail environment changes, a deep understanding of how to support the vision through inventive digital solutions and retail technologies, such as playbooks to operationalise the Omni-channel strategy.
According to PWC report (2012), the driving forces for Indian retail industry are, higher incomes driving the purchase of essential and non-essential products, evolving consumption patterns of Indian customers, new technology and lifestyle trends creating replacement demand increase in rural income as well as urbanization, increase in easy access to credit and consumer awareness, growth of modern trade format across urban, tier i, tier ii and tier iii cities and towns and rapid urbanization and growing trend towards nuclear families.

TECHNOLOGICAL FACTORS AFFECTING ON CONSUMER BEHAVIOR IN ORGANIZED RETAIL SECTOR

Retailing is the final stage in the distribution process (from manufactures to consumer), in which the retailer as an intermediary, collects an assortment of goods and services from various sources and offers them to the customers. It includes all the activities involved in selling goods or services directly to final consumers for personal, non-business use. Any organization selling to final consumers — whether it is a manufacturer, wholesaler or retailer — is doing retailing.

Retailing is the responsible for matching the individual demands of the consumers with supplies of all the manufacturers and the last link in a channel of distribution, which comprises of all of the businesses and people involved in the physical movement and transfer of ownership of goods and services from producer to consumer. The main functions of the retailer are assortment of goods and services, breaking the bulk, maintaining the inventory, providing services.

Retailing in India is undergoing a revolution. This is because of change in demographic profiles, increase in income levels, urbanization, technology and globalization bringing about a dramatic shift in consumer tastes and preferences. Added to this some of the changes that have affected India’s social structure are – the increasing number of nuclear families, the growing media penetration is leading to a convergence of aspirations of various classes of consumers, increasing population of working women and double income households, new job opportunities in emerging service sectors such as IT Enabled Services, and increase in work pressure putting the consumers under constant time stress. This means that such people have very little time at their disposal for relaxation purpose. In this scenario, customers are constantly looking out for convenience of one-stop shopping experience to make better utility of their time. Further they are also seeking speed and efficiency in processing and hence on the lookout for additional information, better quality and value items, shorter queues and healthy and clear shopping environment. To meet these demands, there has been an evolution in the retailing industry; further the performance of retail sector has been driven by better delivery models on selection of proper locations catering to every class of customers and computerization of retail store operations etc.

Today the customer is in charge. Providing value to the customer has become a challenge for retailers. Customers want “value” in terms of not only price, ambience and appearance, quality, service, information but also selection, convenience, service and entertainment. Digital technology helps retailers to manage costs and deliver better value to customers. The use of technology enhances the shopping experiences by providing convenience, better service speed, and value to the customer. The consumer research studies indicated that consumers are also willing to accept technology solutions in retail, especially those that address their most pressing issues of long lines at the checkout counters, lack of product information in the store, difficulties identifying where products are located in the store and out of the stock situations. Technology is being considered as an important tool in building and maintaining relationships. Digital Technology means Information technology, can impact a firm’s competitiveness for this can help fine tune the supply chain to customers’ needs. In order to gain competitive advantage from IT, it involves a long term investment on the part of the retailer, on a continuous basis and also to make improvements in most of the functional areas where IT can add value. Invariably, all innovations in organized retailing are based on customer service initiatives. These include delivery models, returns policy, loyalty programs and deployment of technology to service customers in a seamless manner. For example, the use of bar coding technology on product
packaging and scanners at the payment counters has helped reduce customer time at the checkout counters. Retaining a customer today is more than a matter of simply providing stocks.

The importance of information technology in retail stems from the importance of data. A whole lot of accurate information about customer purchases, the sales of individual merchandise lines or other specific information such how payment has been made by individual customer for the products purchased, a customer loyalty reference number, the time and date when the transaction took place, etc. can all be obtained through data collection. Data collected about consumers, their purchases the frequency of their buying and the typical basket size, helps avoid situations of stock out, spot merchandise or products timely markdowns and higher inventory turns, also helps the retailer can distinguish the customers who shops at his store frequently and reward them. The use of technology aids the collection and transmission of information. Retail data can help in implementing a number of marketing decisions:

1. Retail data can help to analyze the likely performance of new product lines and also measure its impact on the sales of other products
2. Retailers can also use EPOS (Electronic point of sale) to provide accurate and timely information about the buyers response to their promotional activities carried out at their stores
3. Extensive, timely and accurate sales data generated by EPOS systems can be frequently obtained and has become a crucial source of marketing information for retailers and supplier marketing departments
4. Retail data can help customers to enjoy the benefits of being well informed, which will also be beneficial for retailer, for, a well-informed customer, is potential business for them.

Details of the extracted digital technological factors affecting on Consumer Behavior in Organized Retail Sector:

**Multi utility of IT:** Multi utility of IT plays a vital role in consumer purchase behavior. Results of this factor states that consumers perceive that IT have multiple uses as reflected by the nature of variables loaded on this factor. Consumers think that sufficient information about the product is available on internet. To make the online purchase attractive various discounts are given by the organizations from time to time. Moreover, the orders made by consumers to purchase can be booked easily. Online shopping has made the consumer techno savvy. Thus, consumers are of the view that to purchase by using IT has multi utility.

**Customer Satisfaction:** All the variables loaded on this factor have positive loadings and indicates that most firms are using information technology to satisfy the customers, as customer satisfaction is the ultimate motto. Basic structure of this factor suggests that customers are getting satisfaction over the purchase made by them using IT. By doing, so they are in direct touch with the companies thereby having direct relationship. It also enables the customers to contact such companies any time, get information about pre purchase, products, and post purchase so that they can purchase the product of their choice without cognitive dissonance. Thus, it can also be postulated that firms use IT as medium to maintain the relationship with customers, to satisfy their customers and get periodically feedback about its products/services.

**Save Cost:** Nowadays consumers are of the opinion that information technology help in reducing cost and create awareness about latest products. They perceive that in comparison to traditional shopping online shopping is more beneficial in terms of cost associated with purchasing. Further, they get more information and awareness regarding new products easily without any cost of searching elsewhere. Keeping in mind the nature of variables loaded on this factor it is named as save cost.
Effective Buying Decisions: The another important factor in the favour of using IT is effective buying decisions in terms of enhancing the confidence among customers, facilitating customers in their decision making, encouraging customer to purchase new products, etc. Thus, consumers purchase through online mode because of such encouragements, which is good for the companies as well.

Reasonable Price: Consumer attitudes towards purchasing through online mode are further fueled by reasonable price as they can save cost of transportation to go to market. Consumers can make a comparison of prices of various products offered by companies and can decide to purchase the products having reasonable price. Even it is found that prices are comparatively less than traditional shopping. Thus, it can be inferred that reasonable price is one of the impact of IT due to which customer purchase products/services frequently.

Ease of Use: Ease of Use highlights that use of IT to purchase through online mode make the consumers efficient as they can save too much time. It is also easy for them to get the product of their choice by making comparison among various products. Therefore, it can be said that IT has increased the efficiency of the consumers by saving time and cost that can be used elsewhere.

Timely Delivery: Another booster in the support of using IT in purchasing products/services online is delivery of products well in time to customers. Online companies have strong supply chain enables them to make the product available to consumers well in time. Thus, it can be concluded that customers are highly influenced by IT as they get timely delivery of products/services.

Maintaining Records: The variable loaded on this factor have very high positive loading and indicates that for consumers who go for shopping online, it is easy for them to maintain the records of bills and purchases, etc. Consumers give order of purchase online, get bills and all other related information online, thus maintaining records become routine. Moreover, there is no risk of losing the bills as it is not in physical form and data can be handled and stored easily for further use.

No Intermediaries: As consumers are in direct touch with online companies therefore, products are directly delivered to consumer. Such direct contact between companies and consumers reduces the length of distribution channel leaving no or least scope for intermediaries. As a result, it may save the time and cost for the consumers as well as companies. It also helps the consumers to make effective planning i.e. what to order and when to order so that they can get delivery of products at required time and place.

TYPES OF TECHNOLOGIES USED IN RETAILING
Retailers take the help of IT in carrying out basic functions such as systems for selling items, obtaining sales data item wise, control of stock, buying, management reports, customer information, and accounting. Today retailers will have to differentiate their service offers from competitors and adopt innovative ways to serve them. Retailers need to continuously track customer demand and ensure that he does not get out of stock at any given point of time. At the same time, the retailer can’t afford to have huge inventories, thereby increasing his costs and reducing profit margins.

The IT tools being used relate to Supply chain management, Inventory management, Electronic Data Interchange, Customer relationship management

Cost and Productivity Benefits to Retailers because of Digital Technologies used in Retailing are Efficiency in time with increase in transportation speed and Reduction in operation costs, Improvement in administration handling invoices etc., Shorter lead time and More efficiency in stock holding. Possible to make price modifications whenever necessary, Reduction in manpower, Marketing Benefits to Retailers because of Digital Technologies used in Retailing, Improved data handling-forecasts of stock, promotion activities, Faster movement of merchandise with improve data handling, so more selling space with reduced, Benefits by improved trading partner relationships, Facilitate quicker responses to changing market conditions, Passing on benefits of efficiency in operation to consumers
Barcode technology

Barcode scanning was the first major technology application adopted by Indian retailers that ushered in a new level of automation to front-end point-of-sale processes. Using scanning technologies made cashiers more productive reduced the number of errors at the register and made the inventory and buying trends more visible and accurate. Bar coding is the most widely used technology for product marking and identification system. Bar coding is a proven technology for automated data collection needs of the business. On retail products, the barcode normally contains the product ID (e.g. Item code, product code etc.) which is required to be entered into the computer system to update the data at the time of billing, receiving or dispatch. With the barcode in place, the data is fed into the system automatically by scanning the barcode using a bar code scanner instead of punching the same through a keyboard. The fast checkout and reduced queues attract more customers and ensures that customer visit the store again and again. Barcodes solutions play an important role in utilizing customized in-store marketing, increasing up-selling and cross-selling opportunities, quickly locating merchandise, easily monitoring inventory and checking prices. The state-of-the-art solutions based on barcode technology enables retailers to improve the customer's experience at the primary point of decision – the selling floor.

The Bar Code scanners at point of sales help in the elimination of queues with fast checkout by automating the data entry into system. Bar codes are widely used to implement automatic identification and data capture (AIDC) systems that improve the speed and accuracy of computer data entry. An advantage over other methods of AIDC is that it is less expensive.

Radio frequency identification (RFID)

The role of RFID for the retailer is critical as the differences between a business armed with RFID and one without it is really large. “If the product in a store is tagged, any alteration in the stock or inventory can be tracked. Moreover, any article moved from the shelf without being paid for at the counter can be traced at the exit area where the antenna or the reader is deployed,” says Mani. Similarly, the exhaustive task of stocktaking and replenishment are also made easier where the data is immediately updated and notified. Also, comparative study of the data available from loyalty cards and shopping trends can be related to give a deeper insight into customer preferences.

The practical working of RFID in matters of: Inventory tracing, automated replenishment, Smart-shelf stock maintenance, and automated check-out. “The benefit of the technology is that approximately 33 per cent of the cost at front-end store execution and 50 per cent at the back-end can be taken care of by RFID. RFID technology

1. It enables organizations to become more efficient in tracking goods and assets, optimizing inventory levels and improving asset visibility.

2. It can be used for customer identification by issuing smart cards embedded with smart chips. These RFID-enabled cards provide information such as buying preferences, shopping behaviour, etc.

3. There are privacy concerns related to the use of RFID, which must be addressed to fully utilise the potential of the technology.

RFID system comprises of RFID tag, RFID transceiver, servers, and middleware and application software. The RFID tag is a low functionality microchip with an antenna connected to the item to be tracked, or identified, and stores the unique identification number of the item. These chips transform the electromagnetic energy of radio-frequency signals/queries from a RFID reader/ transceiver to respond by sending back information they enclose. The readers communicate with the tags for reading/writing the information stored on them as well as update the servers which may be standalone or networked. Readers may be fixed or mobile. Finally, a computer hosting a specific
RFID application pilots the reader and processes the data it sends. Usage of radio-frequency identification (RFID) is already extensive in inventory and warehouse management. It is likely to be extended with more connected services in the future. Smart shelves and smart inventory can signal when they are going empty or when a perishable product is going to expire. These events can then automatically trigger replacements at the store level and communicate this all the way back into the supply chain. Retailers will be able to fully automate picking operations by using data from smart shelves and deploying robots in the warehouse. This is, of course, made possible by inter-connecting the products (things), shelves, robots, order management and supply chain systems. Amazon's acquisition of Kiva Systems in the past is already signaling intent in this direction. Additionally, smart products are going to make shrinkage reduction much more efficient by avoiding the error prone manual inventory checks on the shop floor and shipments from suppliers.

Electronic/Digital shelf signage

Electronic shelf signage is electronic display panels on the shelf. These panels display product description or any promotional schemes offered by the retailer. Digital signage means static signboards have not proved beneficial in terms of helping a customer track a product. Digital signboards integrated with an automated tracking system are expected to make this tracking easier. The pricing and promotion labels on the shelf still have to be attached manually. This leads to duplicity of data and, therefore, to human errors. It can be seen that the product pricing in software and computers be updated immediately but shelf edge labels still have to be printed and replaced. In the case of a price change within the day, the labels would remain unchanged. The solution lies in implementation of automated LCD electronic shelf signage. The signage can be connected to the back end computers, update prices on the LCD panel thus, reducing time and human errors.

Cloud computing

For retailers seeking to gain greater results using minimal resources, cloud computing is like a miracle. It allows retailers to invest less in maintaining, monitoring and updating shared working documents, email and operational data. It enables them instead to focus resources on store portals, social media, digital marketing, etc. Retailers have been quick to realise the benefits that cloud offers. Cloud computing enables retailers to efficiently manage seasonal and unexpected demand and weather-disastrous events. In a typical IT environment, retailers need to scale fixed data centre resources prior to demand spikes. This leads to wasted capacity and increased costs. Even worse, it can mean an under-supply, with network outages and crashed servers. However, by taking advantage of cloud computing, retailers can adjust to this dynamic demand. With cloud computing, retailers only have to pay for the level of service they need, without the costs of unused or under supply capacity. Lastly, cloud computing transforms how retail employees collaborate and share information. By implementing a hosted intranet with messaging, online meeting and social networking tools that span time zones and geographies, employees can collaborate more effectively, whether in the field, at headquarters or with a supplier. Cloud computing improves information flow and enables retailers to spend more time interacting with consumers.

QR Codes

Mobile commerce is perhaps the biggest game changer of all. With the growing accessibility of smartphones and faster technology, suddenly people have access to the internet – and internet shopping – readily available. Retailers also realize that mobile technology has transformed the in-store experience. IPads are available in several retailers' stores for shoppers to view catwalk shows, browse product specifications and to enter their information for customer relationship management purposes and marketing lists. Apps allow shoppers to scan QR (quick response) codes to redeem coupons at store checkouts and collect or use frequent shopper reward points. Shoppers can view images of products, scan a QR code to add items to their baskets and buy through their phone. The product is delivered to their home, with no need to go to a physical store. By eliminating the need for shoppers to
Interactive kiosks

Interactive kiosks are computers with touch screen displays that provide shoppers with information about products in the store. With the help of these kiosks, customers can identify and select products without moving around the store. Kiosks help retailers in offering an expanded selection of items. Video kiosks may also provide a map of the store and indicate the location of chosen merchandise. This reduces and controls the movement of the shopper, which is a beneficial for both the retailer and the shopper.

Body Scanning

Body scanning is a computerized system for taking body measurements. It helps apparel retailers in finding the exact size of clothing that customers need. It is more useful in the case of custom made products and for altering cloths that have been bought. The system uses video cameras that are attached to a computer. The body measurements are taken from several angles and a 3-D modal of the shopper is generated. They can then select the cloths they wish to purchase. The computer shows an image of the body wearing the clothing. When a consumer chooses and orders the cloths, the information is transferred for manufacturing the cloths as per the unique measurements.

Multi-channel (Omni Channel) customer management

Integrated multichannel retail capabilities, strategies and management solutions are poised to have significant impact on the industry, as more retailers move to make omnichannel a reality. With consumers having increased options for how and when they shop, retailers need to deliver a seamless customer experience across all their channels. Optimizing and integrating their shopping channels as part of a single strategy for driving compelling customer experiences has become necessary.

The opportunity for retailers is in finding the right tools and technologies to pare down and analyze data, get more granular and then define proactive campaigns to maximize customer interactions across all channels — a true multichannel approach based on real data. This strategy, which combines the power of predictive analytics with the ability to personalize the shopping experience for individuals, is key to getting closer to customers, driving purchases and increasing revenues. Multi-channel retailing will provide a strategic advantage to companies by virtue of the transactional and behavioral shopper data gained, but with that will come a greater need to mine and leverage this data more effectively. Additional stress may be put on existing systems and the people that operate them. Ability to manage and utilize larger data warehouses of critical information will be imperative. Transactions will occur more in the digital space, which means retailers will turn to multi-channel models including online, mobile and social commerce, and virtual stores, in addition to physical stores. As these virtual transactions occur, retailers will need to ensure that their revenue recognition policies and practices are appropriate and supportable.

WiFi & Internet (In store)

For the shoppers who are seeking Internet-based information on prices, ratings and reviews, they expect WiFi in the store.

Shoppers in dressing rooms or in far sections of the store who would prefer to check out right there and then expect connection to the Internet. And of course, Generation Y-age associates who always want to be connected also want fingertip-access to the knowledge that will bring more sales. The next-generation store WiFi also is a tool for personalized experience and behavioral analysis.

Internet of Things (IoT)

IoT has caught the imagination of technology enthusiasts and there are many predictions of how it might revolutionize industries and practices, as we know them today. The retail industry has already
undergone a wave of disruption with the onset of e-commerce and online retail. There is every chance that IoT heralds the next wave of disruption along the areas in retail like Supply Chain Management, Inventory & Warehouse Management, Marketing, In-Store Experience

**Point of sale technologies**

Use of computers for a fast and accurate billing system brings efficiency at the retail checkout. Moreover, computers help create the database of sales and customer data, on which future actions and decisions of the company would be based. Retail point of sales is the first place where automation should be initiated. The creation of huge data bases, efficient information systems, and customer satisfaction begins with automatic point of sales in retail.

The technologies used at a modern point of sale location are:

1. **Electronic & Mobile point of sales (EPOS):** Electronic point of sales is a computer based billing system mainly used by retailers that have a large number of regular sales, stock-keeping units, and customers. One of the important objectives of automating point of sales is to streamline billing operations and increase efficiency. A basic EPOS, usually a standard PC with all its accessories (barcode scanner, weighing scales), handles payment quickly, updates inventory, and provide instant reports on sales and stocks. Mobile POS technology enables consumers to purchase goods while putting them in a shopping cart. The customer is spared the hassle of standing in long queues.

2. **Self-service technologies:** Self-service technologies perform tasks of sales person, store, and sales mechanism. The vending machines have been used for the products that are fast selling and do not require services of a sales person and meet small day-to-day needs of a customer.

Technology usage in retailing is low in India today compared to levels achieved in advanced economies and varied in their use of IT infrastructure, which ranges from simple point of sale (POS) systems to complex retail ERP once. Retailers like Wal-Mart and Metro have started experimenting with Radio Frequency Identification (RFID) technology, which is expected to provide much better inventory visibility and hence facilitate efficient management of inventory. Retailers in India are still to adopt bar coding completely. The level of bar code usage is also largely due to retailers’ initiatives of printing these codes at their warehouses, unlike in developed countries where all the suppliers print bar codes. Most retailers do not have integrated IT systems today. Many retailers have few IT systems in the areas of supply chain management, vendor development, merchandising and inventory management. The annual spends on IT is quite negligible. Organized retailing is fast becoming a reality in India and it is being made possible only with the adoption of the latest retailing technologies borrowed from the west.

**CONCLUSION**

Indian and global IT service providers are working on a range of other retail innovations such as high-tech store solutions, mobility solutions, shopping assistants, etc. that will ease daily operations and provide retailers the much needed competitive advantage. The impact of technology on retailing is beyond doubt. Over the years, many applications of the technology have developed globally. These applications have a deep impact on the way retail business is conducted. While many factors like the scale and scope of operations, financial resources available to the organization, nature of business, availability of trained technological personnel etc. affect the use of technology in retailing, the creative deployment of technologies enable retailers save a great deal of time as well as precious resources which have been channeled to provide the best of services to the customers. (Information technology (IT) refers to the technology of the production, storage and communication of information using computers and microelectronics).
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