

IMPACT OF DIGITAL TRANSFORMATION IN RETAIL BRAND OUTLET IN SOUTH TAMILNADU

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ABSTRACT

Buyers have customarily settled on buy choices at the store rack, giving institutional physical retailers extraordinary ability to find out about and impact practices and inclinations. With the ascent of internet business, versatile shopping, and most as of late brilliant advancements, new contenders undermine this long-standing incomparability. Taking on a worthy creation point of view, we dissect how digitization began the disintegration of institutional retailing as the essential interface to the client. We foster a system that recognizes five new wellsprings of significant worth creation and proposes how this progresses and changes rivalry for this interface. Contingent upon the significance of the new wellsprings of significant worth creation (in various buy circumstances), fixed retailing might win as a significant collaboration point in a multichannel choice excursion. Notwithstanding, the expanding dissemination of marked item stages including associated gadgets and online retail stages is moving this position to new players. For the gatherings associated with this complex contest, recognizing the progressions and effectively dealing with their situation in the advancing biological systems is vital.

Keywords: Digitization, Retailing, platforms, Implementation, Brands

INTRODUCTION

Retailers of today are making the most out of computerized advancements and are carrying developments to their image so they can satisfy the requests of clients, a requirement for the customized, continuous scene of items and administrations. They are transforming information and bits of knowledge into clever activity, for making an advanced change in retail achievement. All things considered, advanced change is tied in with bringing information, individuals, processes together and offering value to clients so the organizations can acquire an upper hand over others.

Today's retail change situation looks fairly like this: Mobile applications and Omni channel encounters have supplanted physical stores just as ordinary purchasing encounters empower the shopping conditions to advance. As clients favour purchasing on the web, retailers are recreating their conveyance models and upgrading shopping encounters across all channels.

OBJECTIVES OF THE STUDY

- To Identify the impact and value from these trends on retail functions
- To Identify the Factors Affecting the Brand retail outlet

- To Study the Problem Faced by the Strategy Implementation

HYPOTHESIS OF THE STUDY

H0: There is no relationship between gender and problems faced by retailers at the time of implementing the strategy

H0: There is no relationship between Monthly Income and Tactics to overcome the competitors.

H0: There is no relationship between Location and Roles of Marketing Promotion Strategies Play

METHODOLOGY

The researcher has collected data from both primary and secondary sources. Primary data were collected directly from the respondents through questionnaires. The secondary data were collected from books, journals, and websites.

SAMPLING DESIGN

The study was carried out in the impact of digital transformation in retail Branded outlets. The whole 120 customers were selected. They were selected at random by adopting a convenient sampling method.

Challenges in the Digital Transformation of the Retail Sector

1. **Culture change.** Despite industry, advanced change includes a brought together methodology across associations and offices. IT offices and inside partners should be ready, settle on a strategy, and work together on the drive.
2. **Lack of expertise.** For the retail business change to be fruitful, pioneers should be straightforward with their specialized capacities and skill. Build up what should be possible in-house and where outside help is expected to get where you need to be.
3. **Investment challenges.** Numerous retailers are cash-touchy and work on low hedges. This can prompt pushback from administration, supported to and fro with partners, accomplices, and clients.

Challenges and Opportunities of Digital Transformation

Retail Consumer Journey	Digitally Challenged	Digitally Transformed
Engagement	<ul style="list-style-type: none"> ✓ One-way communication ✓ Shoppers know as much as sales people ✓ Customers are driven by loyalty and brand awareness ✓ TV advertisement, banners used as the medium to promote products 	<ul style="list-style-type: none"> ✓ Mobile de vices with intelligent mo bile apps which infuse personalized shopping experience ✓ Transparent dynamic pricing ✓ Continuous availability Cloud ✓ Big Data and Analytics
Product Delivery	<ul style="list-style-type: none"> ✓ Ambiguity with regard to customer preference 	<ul style="list-style-type: none"> ✓ Product journey traceability
Purchase	<ul style="list-style-type: none"> ✓ Limited payment options ✓ Return and exchange policy dependent on trust and loyalty 	<ul style="list-style-type: none"> ✓ Alternate payment mechanisms ✓ Better exchange and return policy
Post Purchase	<ul style="list-style-type: none"> ✓ Servicing sporadic and undependable ✓ Low user influence 	<ul style="list-style-type: none"> ✓ Self-Service ✓ 360 degree customer engagement

IMPACT OF COVID-19

COVID-19 had a significant impact on the offline retail sector, including the organized and unorganized ones. In order to curb the spread of COVID-19 Government in India and across the world have suggested social distancing and imposed lockdowns. As a result, many offline retail stores are transforming into online mode. Future Group has extended service of its 250 Big Bazaar retail chain through an online medium by launching the BigBazaar.com website. Big Bazaar has stated that online ordering through mobile phones has accounted for about 30 percent of the total sales.

Not only the offline retail industry but food aggregator businesses like Zomato and Swiggy are also capitalizing on serving the grocery due to the COVID-19 impact. Retail firm Spencer’s Retail has also partnered with various online platforms/apps like Swiggy, Uber, Flipkart and Rapido to deliver the product to its customers due to COVID-19 related lockdown. As a result, the offline retail industry is hedging against the COVID-19 pandemic by co-opting and collaborating with the e-commerce and online platforms/apps

Customer Experience Statistics:

- ❖ 86% of buyers are willing to pay more for a great customer experience
- ❖ 73% of buyers point to customer experience as an important factor in their purchasing decisions

- ❖ 65% of buyers find a positive experience with a brand to be more influential than great advertising
- ❖ According to the Global Connected Consumer Index Report, when asked what their shopping preferences will be when life returns to “a new normal”, 39% of respondents said they will conduct a mix of online and in-store shopping. 28% will shop mostly online, 24% say “they can’t wait” to shop in a store and 10% haven’t planned that far ahead.
- ❖ More than two-thirds (70.7%) of respondents agree that digital transformation is an essential part of their future plans.

Retail performance by sector in August, 2019 to 2020:

- ❖ Nonstore retailers: 22.4%
- ❖ Sporting goods, hobby and bookstores: 11.1%
- ❖ Food and beverage stores: 10%
- ❖ Health and personal care stores: 5.6%
- ❖ Furniture and home furniture stores: 3.8%
- ❖ Total retail: 2.6%
- ❖ Electronics and appliance stores: -2.4%
- ❖ Gas stations: -15.4%
- ❖ Clothing and accessory stores: -20.4%

Problem faced by retailers at the time of implementing the strategy

S. No.	Strategy Implementation Problems	No. of Respondents	Percentage
1	Pandemic period (Covid – 19)	30	25
2	Customer preference	20	17
3	Changes in Customer Expectation	15	12
4	Changes in buying behavior	25	21
5	Flexible in Fashion	20	17
6	Huge Competitors	10	8
	Total	120	100

Tactics to overcome the competitors:

Overcome Competitors	No. of Respondents	Percentage
Give them discount codes and free door delivery	35	29
Run contests and giveaways	10	8
Send products for review	15	13
Marketing Strategy	25	21
Social Media tactics	35	29
Total	120	100

Roles of Marketing Promotion Strategies Play

S. No	Role	Score	Rank	Percentage position	Score	
					Scale	PRS
1	Build awareness	57.82	II	37.5	56	62.5
2	Make people interested	62.13	I	29.17	61	70.83
3	Create product/service demand	56.37	III	12.5	73	87.5
4	Make them take action	55.13	IV	87.5	27	12.5

The relationship between gender and problems faced by retailers at the time of implementing the strategy

Variable	Degree of freedom	Calculated Chi-square value	Level of significance	Table Value	Remarks
Gender	2	4.35	5%	5.99	Significant

The calculated value of chi-square (4.35) is greater than the table value (5.99) at 5% level of significance. Hence the null hypothesis is rejected. We conclude that there is a significant difference in gender and problems faced by retailers at the time of implementing the strategy.

The relationship between Monthly Income and Tactics to overcome the competitors

Variable	Degree of freedom	Calculated Chi-square value	Level of significance	Table Value	Remarks
Monthly Income	10	17.1	5%	18.3	Significant

The calculated value of chi-square (17.1) is greater than the table value (18.3) at 5% level of significance. Hence the null hypothesis is rejected. We conclude that there is a significant difference in Monthly Income and Tactics to overcome the competitors.

The relationship between Location and Roles of Marketing Promotion Strategies Play

Variable	Degree of freedom	Calculated Chi-square value	Level of significance	Table Value	Remarks
Location	2	6	5%	5.99	Significant

The calculated value of chi-square (6) is greater than the table value (5.99) at 5% level of significance. Hence the null hypothesis is rejected. We conclude that there is a significant difference in Location and Roles of Marketing Promotion Strategies Play.

Conclusion:

Most retailers view digital transformation as a central part of their future plans. The maturity of technology areas within organizations varies, but indications suggest a clear emphasis on certain areas of focus. The computerized change benefits both little and huge organizations and is unavoidable for organizations that need to endure the following decade. You can just advance inward cycles and convey an extraordinary client experience with the assistance of current computerized instruments that work flawlessly together and close by your representatives. This synchronization is the centre of computerized change. Numerous retailers are cash-dedicated and work on low hedges. This can prompt pushback from an authority, supported to and fro with partners, accomplices, and clients.

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