

Progress Seminar

Seminar Title	: Examining the Impact of In-store Digital Innovation Dimensions on Customer Patronage Behaviour in Fashion Retail Stores
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Venue	: Confrence Room SM
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Abstract	: The retail sector is experiencing a transformation because of the advancements in In-Store digital innovations like ‘Smart Mirror,’ ‘Automatic Checkout,’ ‘AR-VR devices,’ etc. Retailers are implementing these technologies to improve the shopper’s purchasing experience, broaden the options to select more products, and attract many customers. This development can be observed in supermarkets, shopping centers, exclusive retail stores, and other establishments. The objective of this study is to ascertain the influence of ‘In-Store Digital Innovations (ISDI),’ i.e., also called in-store technology, on customer patronage behavior. This research also aims to identify the factors associated with in-store technologies influencing customer perceptions in brick-and-mortar settings. Moreover, this research will identify the factors that influence or restrict a shopper from using in-store technologies. The existing literature on understanding shoppers' behavioral intention is broad and complex, encompassing various motivations, criteria, and strategies retailers employ to integrate in-store technologies. But this study explores beyond the conventional theories and presents a distinct combination of the ‘Theory of Planned Behavior (TPB)’ and the ‘Innovation Resistance Theory (IRT)’ within the framework of ‘Behavioral Reasoning Theory (BRT)’ to elucidate the influence of ‘In-Store Digital Innovations,’ on customer patronage behavior. This will offer valuable insights into the factors influencing a shopper’s decisions. This study will employ convenience sampling techniques to gather data from Gen Z purchasing fashion products in Tier 1 and 2 cities. For this, a mixed-method approach will be implemented to accomplish the objectives. In doing so, the researchers will conduct two studies. The first study will be qualitative, in which the various dimensions of ‘drivers’ and ‘barriers’ will be identified by studying shoppers using in-store technologies. The second study will then evaluate the impact of the identified variables on customer patronage behavior. This study will make a significant theoretical contribution by expanding previous research on customer experience and satisfaction, focusing on the technological aspect. From a practical standpoint, this study aims to provide a thorough understanding of the factors that retail stores must consider when implementing ISDI. This includes examining the trade-offs between various ‘drivers’ and ‘barriers.’ Lastly, by focusing on these aspects, it will be possible to gain a more comprehensive understanding of customer patronage behavior. Keywords: In-store digital innovations, Values, Customers’ patronage behaviour, Drivers and barriers, Behavioral reasoning theory, Retail Industry.