 www.thaavan.com thaavan2011@gmail.com	CLEAR IJRMST	Print ISSN: 2249 3492, Online ISSN: 2249 3506
	CLEAR IJRMST Indexed Impact Factor Journal	International Journal of Research in Management, Sciences and Technology A Blind Peer Reviewed and Open Access Journal Publication as Per UGC CARE of India and SCOPUS
	CLEAR IJRMST	Vol-09, Issue-17 Jan-Jun-2019 pp. 47-53

CLEAR International Journal of Research in Management, Sciences and Technology

EMERGING RETAIL FORMAT: INTRODUCTION TO AI IN RETAIL SHOP

***Dr. A.Rajesh, **Dr. M.Mahadevan**

**Associate Professor, KV Institute of Management and Information Studies, Coimbatore, Tamil Nadu, India. Email: rajesh2active@gmail.com*

***Assistant Professor, Department of Management, Arul Anandar College, Karumathur, Madurai., Tamil Nadu, India. E-mail id: dr.mahadevmdu@gmail.com*

ABSTRACT

In India, it is often common to stand in a queue for anything and everything, either it is child birth or purchasing a product in retail store for billing, it is really cumbersome activity, customer expectation and experience will lead to successful journey in business, this is wonderful retail format to solve the problem of standing in a queue for billing, paper aim is to study the emerging trends in Retail format base on Artificial Intelligence in the real world. Artificial intelligence is buzz word in the current digital era, it is omnipresent and inevitable to in the current technology world, every technology success lies in the hand of people and its utilization in the market similarly the artificial intelligence functions based on the computer technology like algorithm, computer vision technology and sensor technology which are used frequently by various people which will increase business in significant manner.

47

Article History

Received: 11th March 2019

Received in revised form: 27.04.2019

Accepted: 18.05.2019

Published : 30th June.2019


Keywords: Artificial intelligence, Retail, technology, omnipresent, emerging trends

Corresponding Author : **Dr. A.Rajesh** Email: rajesh2active@gmail.com

Introduction

Retailing is breaking the bulk, it is a set of process of activities to deliver a product or service to the consumer for their personal or family use. It is a thousand year old format, it keep on updating its design, format, nature, and what not? So this is one of the

powerful version with increased the marketing activity by using the concept of artificial intelligence in retail format. Imagine you can get into the shop and pick up any product from the shelf and walk out the store the billing will be reached to your email id and your need not to wait in the

 www.thaavan.com thaavan2011@gmail.com	CLEAR IJRMST	Print ISSN: 2249 3492, Online ISSN: 2249 3506
	CLEAR IJRMST Indexed Impact Factor Journal	International Journal of Research in Management, Sciences and Technology
	CLEAR IJRMST	A Blind Peer Reviewed and Open Access Journal Publication as Per UGC CARE of India and SCOPUS

CLEAR International Journal of Research in Management, Sciences and Technology

billing section there is no queue for billing, yes it is really wonderful to have a such retail format, it is all true now because of the artificial Intelligence it is emerging store format example is “Amazon go “ where you can get in to the store and pick up the product and kept in your bag and just walk out the shop your receipt will reach to your email in no time. To do this you all need just an app namely amazon go app should be installed in your mobile phone.

Functions

All you need is an Amazon account, the free Amazon Go app, and a recent-generation iPhone or Android phone. You can find the Amazon Go app in the Apple App Store, Google Play, and Amazon Appstore. When you arrive, scan the QR code from the app at the gate to enter the store, then feel free to put your phone away—you don’t need it to shop. Then just browse and shop like you would at any other store. See something you want? Grab it off the shelf and pack your bag or cart as you shop. Change your mind? Put it back, no problem. Once you’re done shopping, you’re on your way.

Its checkout-free shopping experience is made possible by the same types of technologies used in self-driving cars: computer vision, sensor fusion, and deep learning. Just Walk Out Technology automatically detects when products are taken from or returned to the shelves and keeps track of them in a virtual cart. When you’re done shopping, you can just leave the


store. Later, it’ll send you a receipt and charge your Amazon account.



Fig 1 shows pictorial representation of retail store function in “Amazon go”

Products in the store

At Amazon Go Grocery, shoppers will find everyday ingredients and essentials on their shopping list, along with ready-made meals to help make dinner tonight easier. We taste-tested a wide range of products to find the tastiest, highest-quality, best-value products around. It carry an array of fresh fruits and vegetables that change with the seasons, and a selection of quality beef, pork, poultry, and

 <p>www.thaavan.com thaavan2011@gmail.com</p>	<p>CLEAR IJRMST</p> <p>CLEAR IJRMST</p> <p>Indexed Impact Factor Journal</p> <p>CLEAR IJRMST</p>	<p>Print ISSN: 2249 3492, Online ISSN: 2249 3506</p> <hr/> <p><i>International Journal of Research in Management, Sciences and Technology</i></p> <hr/> <p><i>A Blind Peer Reviewed and Open Access Journal</i></p> <p><i>Publication as Per UGC CARE of India and SCOPUS</i></p> <p>Vol-09, Issue-17 Jan-Jun-2019 pp. 47-53</p>
---	---	---

CLEAR International Journal of Research in Management, Sciences and Technology

seafood. The selection of local artisan breads, cheese, and baked goods come from some of the best local kitchens and bakeries daily from around the city and region. Shoppers will also find delicious, ready-to-heat and ready-to-cook meals for dinner tonight and a great selection of beer, wine, spirits, and more. Whether you need something right away or you want to stock up on items for the week—you can do it in one convenient stop with no lines, no checkout at Amazon Go Grocery.

Shopping with friends and family members

It is possible to shopping with friends and family members simply use the QR code in your Amazon Go app to scan in each person first at the gate, then scan again for you to enter. Everyone can then shop the store like normal. Any items taken off the shelf by family or friends who entered the store using your app will be added to your virtual cart. If they return any items back to the shelf while in the store, those items will be removed from your virtual cart.

Sale associate functions in the retail store.


Yes. Our great team of associates are an important part of the experience at Amazon Go Grocery. You'll see our associates greeting shoppers at the door, restocking shelves and the fresh produce area, answering questions, and making product recommendations. We've simply shifted how our associates spend their time so they can help deliver a great experience for shoppers.

Amazon Go has expanded to 25 locations across cities including San Francisco, Chicago and New York. That smaller concept, sized between 450 and 2,700 square feet, ushered in an era of grab-and-go shopping.

What Amazon Go did for central business districts — like locating it very close to where people work so you can get breakfast, lunch, snacks — Amazon Go Grocery does the same thing, but closer to home,” said Dilip Kumar, vice president of Physical Retail & Technology for Amazon. “It’s a new format, it’s not just a bigger Amazon Go. It’s a much more expanded selection that caters to what people are looking for shopping for groceries.”

What Amazon is looking for is yet another answer to traditional retail, where it’s leveraging convenience and technology in a \$800 billion U.S. grocery industry. The tech giant scooped up Whole Foods in 2017 in a bid to take on the sizeable brick-and-mortar footprints of Walmart, Target, Kroger and others. Those companies have consistently responded to Amazon’s digital pushes around online grocery ordering and delivery.

Amazon posted \$4.4 billion in revenue last quarter in its physical stores category, which includes Whole Foods and Amazon Go stores.

 www.thaavan.com thaavan2011@gmail.com	CLEAR IJRMST	Print ISSN: 2249 3492, Online ISSN: 2249 3506 <hr/> International Journal of Research in Management, Sciences and Technology <hr/> A Blind Peer Reviewed and Open Access Journal Publication as Per UGC CARE of India and SCOPUS Vol-09, Issue-17 Jan-Jun-2019 pp. 47-53
	CLEAR IJRMST Indexed Impact Factor Journal	
	CLEAR IJRMST	

CLEAR International Journal of Research in Management, Sciences and Technology

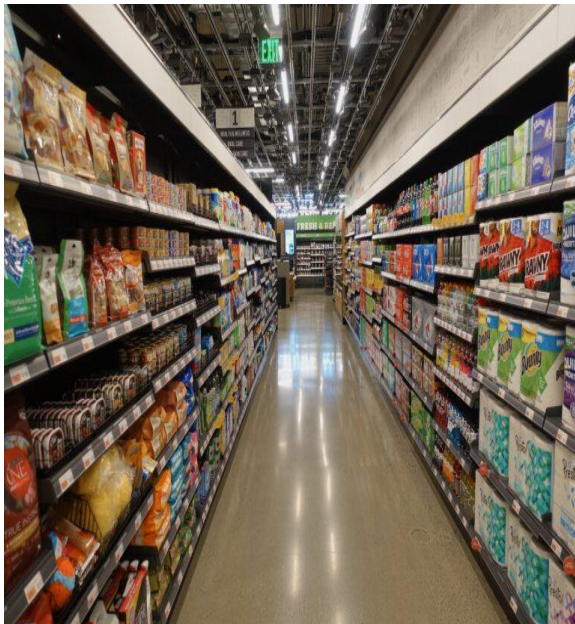


Fig 2 shows An aisle featuring an assortment of grocery essentials includes pet supplies, left.



Fig 3 shows Ready-made meals at Amazon Go Grocery are intended to answer, "What's for dinner?"

"It's an interesting challenge to be able to fit all the selection that people would care about, in a store."


No matter the size, the continued push toward tech and automation is sure to fuel the ongoing debate around human workers being replaced by machines. Amazon Go Grocery will employ several dozen associates.

After entering the new store through the kiosks which scan a smartphone QR code, a familiar sight greets traditional grocery store shoppers: a line of shopping carts at the ready. Free, green shopping bags are also offered.

Hundreds of cameras in the ceiling overhead make up the key technological component of the just-walk-out concept, and they're put to the biggest test in the produce section, where a variety of fruits and vegetables are available. All of these items are priced individually, such as 19-cent bananas or \$1.29 grapefruits or avocados at 49 cents each, and nothing has to be weighed.

"Most of the things at Amazon Go are packaged, or they're single items like a can of Coke,". "But here, people are shopping for potatoes or they're shopping for onions — there's a lot more browsing and rummaging that tends to happen. That's what makes this problem a lot more complicated."

Amazon's goal is to generate accurate receipts, no matter how long you stand over

 <p>www.thaavan.com thaavan2011@gmail.com</p>	<p>CLEAR IJRMST</p> <p>CLEAR IJRMST</p> <p>Indexed Impact Factor Journal</p> <p>CLEAR IJRMST</p>	<p>Print ISSN: 2249 3492, Online ISSN: 2249 3506</p> <hr/> <p><i>International Journal of Research in Management, Sciences and Technology</i></p> <hr/> <p><i>A Blind Peer Reviewed and Open Access Journal</i></p> <p><i>Publication as Per UGC CARE of India and SCOPUS</i></p> <hr/> <p>Vol-09, Issue-17 Jan-Jun-2019 pp. 47-53</p>
---	---	---

CLEAR International Journal of Research in Management, Sciences and Technology

the avocados or apples, shifting them around and picking them up before settling on three and then changing your mind to two.

The cameras are keeping track of those “interactions” with the product and know exactly what is being taken off shelves and put back. Allowing people to do this type of “considered shopping” plays into the Go Grocery concept of making sure that customers don’t have to do anything unnatural when it comes to how they shop.

a robust produce section the hallmark of any good grocery store, and Amazon Go Grocery sources its organic produce from the same farms that supply Whole Foods. Its 365 organic label is on prominent display.

Up and down aisles throughout the store — there are 5,000 unique items — national brands are mixed with local favorites that Amazon believes its neighborhood customers would expect the store to stock.

There is no meat or seafood counter and no food preparation on the premises. Fish, chicken and beef products are brought in several times a week, individually wrapped. Signage near cases advises customers on the differences between cuts of meat or wild caught seafood vs. farmed fish. There is also an artisan cheese area where people can get the same sort of quick education via signage rather than from a human cheesemonger.

“A store wouldn’t be complete if you didn’t really have an ode to pets,”. “In Seattle it’s a must have.”

And it’s another indication that Amazon Go Grocery goes beyond Amazon Go.


Back near the front of the store, the quicker grab-and-go nature of what Amazon likes about its Go concept is more readily on display. It’s here where the fresh baked goods — donuts, bagels, fritters and more — and self-serve coffee and espresso stations are located. There’s a sizable alcohol section — where you’ll run into a human who has to check your ID. And around the corner is a large section called “Meals Made Easy” that caters to the what’s-for-dinner shopper with entrées including pasta, salad, pizza, sushi and more.

What to grab at the end of the day was a big driver in Amazon’s decision to extend Go into grocery, closer to where people live.

And people certainly live in this part of Seattle, where the Capitol Hill neighborhood, like many across the city, has seen a boom in apartment construction as tech workers and others seek housing close to the urban core. The store itself sits below five stories of apartments and the blocks around it feature similar new buildings.

The entire footprint for the location, including space for back stock and more, is 10,400 square feet. But the store will not serve as a hub for grocery delivery, the company said.

And it won’t replace Whole Foods or other methods that shoppers appreciate because Amazon said it has come to realize that

 <p>www.thaavan.com thaavan2011@gmail.com</p>	<p>CLEAR IJRMST</p> <p>CLEAR IJRMST</p> <p>Indexed Impact Factor Journal</p> <p>CLEAR IJRMST</p>	<p>Print ISSN: 2249 3492, Online ISSN: 2249 3506</p> <hr/> <p><i>International Journal of Research in Management, Sciences and Technology</i></p> <hr/> <p><i>A Blind Peer Reviewed and Open Access Journal</i></p> <p><i>Publication as Per UGC CARE of India and SCOPUS</i></p> <hr/> <p>Vol-09, Issue-17 Jan-Jun-2019 pp. 47-53</p>
---	---	--

CLEAR International Journal of Research in Management, Sciences and Technology

customers want to shop in a variety of different ways for a variety of different needs.

“Some people want their food delivered, some people want to go shopping at Whole Foods, some people want to shop at a different kind of store,” “The single biggest thing that people say is that they don’t have enough time to do all the things that they need to do. One of the key things that we always index on is how we can provide the convenience that customers expect in places where they are.”

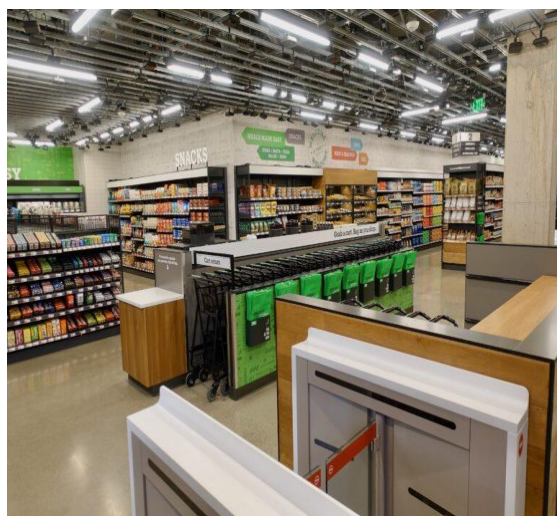


Fig 4 shows Shoppers scan their smartphones to enter the store and carts are at the ready.

Conclusion

To be successful in retail business one has to embrace the technology and sustain for a longer period of time adapting Artificial Intelligence in Retail store is welcoming one and in need of the hour.

Reference

1. <https://economictimes.indiatimes.com/industry/cons-products/smart-store-in-kerala-shows-future-of-indian-retail/inspired-by-amazon-go/slideshow/65752037.cms>
2. <https://www.concured.com/blog/5-brands-that-are-successfully-leveraging-ai-for-marketing>
3. <https://www.ceotodaymagazine.com/2018/04/28-brands-that-use-ai-to-enhance-marketing/>
4. <https://www.geekwire.com/2020/amazon-goes-bigger-first-amazon-go-grocery-new-seattle-store-using-cashierless-technology/>