

# Review of Retail In-Store Shopping Experience

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**Abstract** - The primary objective of this research study is to integrate the health apps which measures the number of steps walked during a time period with shopping app within store. With this feature the best in store shopping experience can be created for the customer by marketing products in the right place or providing discounts to the customer who walked by reaching certain milestone set by the store app within the store premise.

**Key Words:** Retail, Brick and Mortar, Shopping, Customer

## 1. INTRODUCTION

Brick and mortar retail business is gradually losing its charm due to the online retailing. The way to attract customers for in store shopping can be increased with integrating health apps with the shopping app to provide best in store experience by marketing or providing discounts along with health benefits.

Numerous online sites provide various discounts to the customer but the customer experience with feel and touch of the product is lost in the process of online shopping. By introducing various customer attracting programs like having health app linked to the shopping apps and generating discount on the go with the data collected within the brick and mortar stores provides value added to the business along with customer health.

## 2. HOW TO ACHIEVE?

In order to achieve the goal for achieving customer benefits by shopping in store can be done in various ways. Few of the processes defined in this research paper can be used to generate the revenue to the store along with the health benefits for the customer shopping in the physical retail outlet.

Integrate the health app with shopping app and enable the number of steps walked inside the store premise precisely to avail certain discounts or avail points to redeem by setting guardrails as defined by the store.

## 3. BENEFITS WITH THIS APPROACH

Customer will benefit by walking in order to avail the discounts and this attracts more costumers to in store shopping experience and in turn provides health benefits to the customers. So, it is a win-win situation for both customers and stores.

Examples of store discounts such as:

Walk 1000 steps to avail 10% discount or

Walk 1000 steps to redeem 10\$ off within specified date range.

“Figure 1” provides the details of various process flow which can be set up in order to achieve the customer health benefits along with the revenue generating to the Physical brick and mortar stores.

Marketing of the products where more customer traffic is present based on most frequently walked path. Using machine learning language determine the path traversed by the customer in store and provide the details of the walked path in number of steps and miles.

Using machine learning and AI technologies the retailer can benefit by determining which products are most viewed in store and can determine the most viewed brand of the products even if the purchase is not made. This will help in store assortment to be well planned and forecasted.

The store app can be customized to provide the details of the aisle and product assortment in the walking app which gives clear indication of where the clearance items or markdown items displayed in the store in order to benefit customer to choose the path.

Data analysis of customer behaviour will help in choosing the right product assortment at the store. This can be achieved by determining the most frequently walked path by the customers with this app enabled.

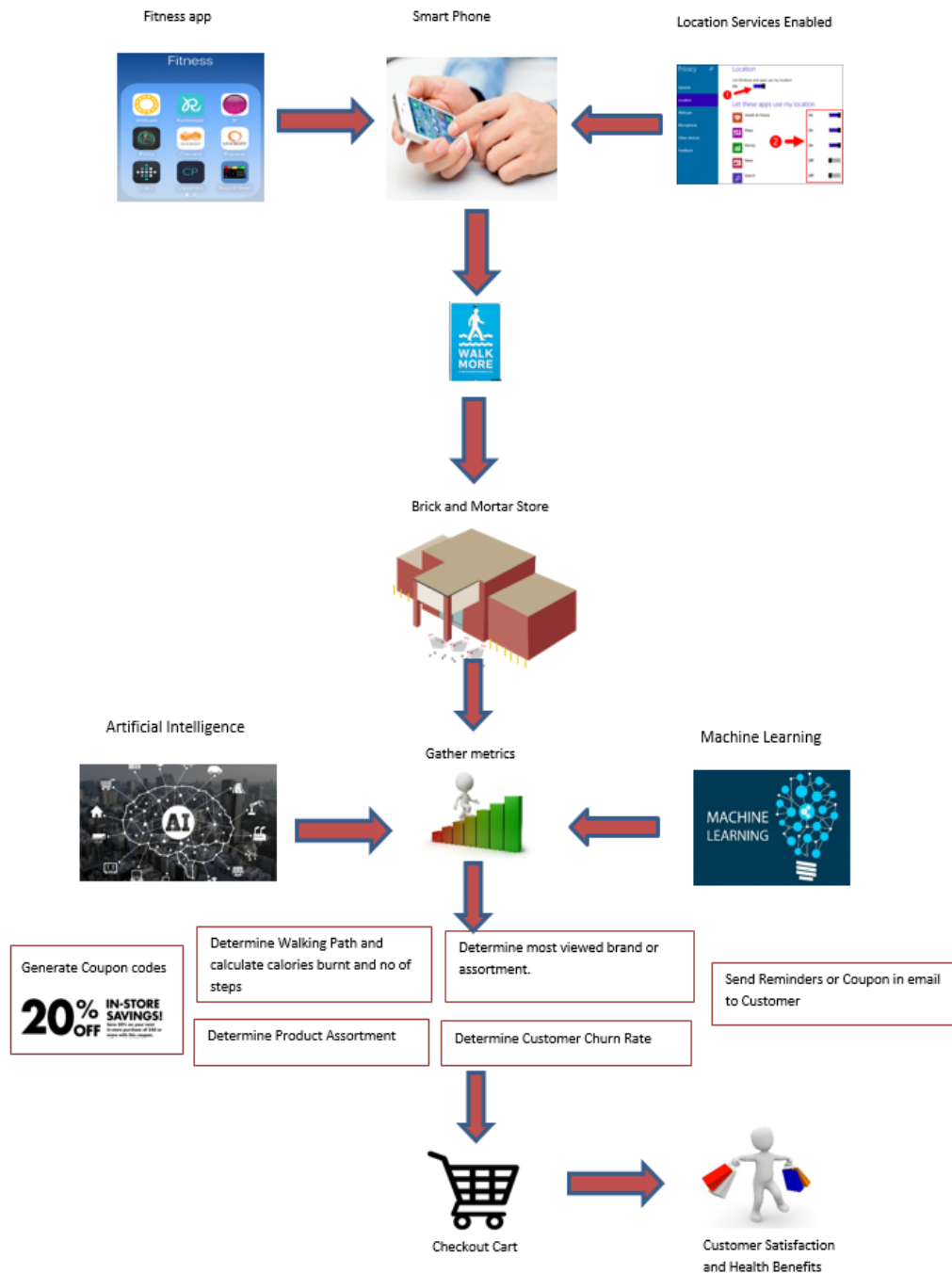


Figure 1: Integrating health app with shopping app

No need of cart with built-in features to capture the physical activity. This is cost effective way as most of the people use smart phones and downloading the store app with this feature enabled is available to everyone.

Cost involved in enabling this option is comparatively lower than installing devices to track the customer activity.

Enable location services on the smart phone and in turn it determines the customer current location and provides the accurate reporting to the store system to generate the coupons or redeemable points at the time of purchase.

Winter prone areas customers can make benefit out of it by experiencing shopping and involve in physical activity.

Build a predictive model based on the data and determine if a purchase will be made or not.

Using Data analytics predictive models determine the customer churn rate. This will provide the details if the customer will come back to the store or not.

Health benefits to customers.

Send reminders to the customer to walk and reach the goal. This in turn works as marketing for the store.

#### **4. DECISION MAKING BY CREATING DASHBOARDS USING DATA VISUALIZATION**

Dashboards can be created within the store apps to represent the number of customers walked in at a specified date or time range to represent how many availed the offer of discount by walking inside the store and this helps in advertising and customization of new offers or promotions which can be enabled for the store shopping customers.

#### **5. RESULT AND DISCUSSION**

The current percentage of people preferring to shop in store is as below [1]:

- 33 percent of millennials prefer to shop in store.
- 44 percent of gen-xers prefer to shop in store.
- 59 percent of baby boomers prefer to shop in store.
- 72 percent of Americans mentioned the ability to touch, feel and try products as a top reason to shop in-store
- 48 percent listed the ability to browse and discover new things as a top reason to shop brick & mortar
- 26 percent chose stores over online shopping for the ability to speak to a sales associate

By providing healthy way of shopping experience more customers can be attracted, and store sales can be increased. More data centric measurements can be measured to get the accurate percentages of store sales with this approach.

#### **6. CONCLUSION**

By introducing health app within shopping app brings benefits for in store sales and customer health. The store sales can be improved by providing multiple way of discounts based on steps walked by the customer inside the store premise.

#### **REFERENCES**

- [1] Percentage of people preferences data is obtained [Online] <https://cb4.com/blog/why-customers-prefer-in-store-experience/>

#### **BIOGRAPHIES**



**Sharan Kumar Paratala Rajagopal** is a Senior Manager with Capgemini America, Inc. having 14+ years of design, development and architecture experience. He is specialized in Java/J2EE, Integration methodologies, Guidewire Product, Data Analytics, AI and Cloud technologies. He has vast domain experience in Public Services, Hospitality and Property & Casualty Insurance. He has also contributed multiple technical articles to major Dev communities.