

A conceptual framework and theoretical models on retailing and consumer services in present context

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Abstract - Due to the fact that different markets experience change at varying rates, globalization has forced retailing organizations to deal with new issues on a global scale (Buckley and Ghauri, 2004). Retailing as we currently know it is changing and will continue to change in unthinkable ways as a result of this irreversible phenomenon known as globalization. As a result, technology advancements offer us glimpses of the future, and, like a fortune teller, academics in retailing can only look at the present to forecast the future. Perhaps, at the risk of coming off as hucksters, we might just say that technology is changing consumer services and commerce in a variety of ways, regardless of a person's location. For instance, new retailing technologies have allowed customers to negotiate cheaper pricing for a variety of products and services and to base their judgments on online reviews. Online shopping is becoming more and more common, practical, and affordable all over the world, and as a result, several communities have reported a "retail apocalypse" for traditional brick-and-mortar retailing. Technology has improved to the point where customer excursions within retail organizations can create suggestions or promotions at the exact moment that a customer journey begins, and consumer movements into marketplaces are relayed to merchants in real-time (Arya et al., 2019). Many of the discipline's founding models, which were developed in the 1950s and 1960s, may need to be drastically altered or abandoned as a result of modern technology. We assert that when modern technologies are introduced into a consumer's consuming setting, the majority of consumer behavior models, theories, and conceptual frameworks are no longer relevant.

Keywords: Retailing and consumer services, Technology, consumer behavior models, conceptual framework

I. INTRODUCTION

Due to the fact that different markets experience change at varying rates, globalization has forced retailing organizations to deal with new issues on a global scale (Buckley and Ghauri, 2004). This irreversible phenomena known as globalization is changing and will continue to affect retailing as we currently know it in inconceivable ways. Because of this, technological developments provide us glimpses of the future, and scholars in retailing are only able to look at the present to predict the future. Perhaps, at the risk of coming off as hucksters, we might just say that technology is changing consumer services and commerce in a variety of ways, regardless of a person's location. For instance, new retailing technologies have allowed customers to negotiate cheaper pricing for a variety of products and services and to base their judgments on online reviews. Online shopping is becoming more and more common, practical, and affordable all over the world, and as a result, several communities have reported a "retail apocalypse" for conventional brick-and-mortar retailing.

Technology has improved to the point where customer excursions within retail organizations can create suggestions or promotions at the exact moment that a customer journey begins, and consumer movements into marketplaces are relayed to merchants in real-time (Arya et al., 2019). Many of the discipline's founding models, which were developed in the 1950s and 1960s, may need to be drastically altered or abandoned as a result of modern technology. We contend that the bulk of consumer behavior models, theories, and conceptual frameworks are no longer applicable when contemporary technology are included into a customer's environment for consumption. Despite the benefits of technology for retailers, there are drawbacks as well. Technology, in particular, has facilitated the rise of fresh, competitive retail competitors. For instance, online marketplaces like Facebook Marketplace, consumer-to-consumer websites, and secondhand shopping websites compete with businesses today (Padmavathy et al., 2019). Academics interested in consumer services must investigate new theoretical stances, various conceptual understandings, paths, processes, and issues connected to modern retailing

and consumer service industries. However, given the speed of technological, social, cultural, and political developments, including alterations in family structures, immigration trends, and global trade wars (Bang et al., 2016; Das and Varshneya, 2017; Paul et al., 2016; Paul and Sahadev, 2018). However, every prediction of x and y in a retailing environment is affected by a co-variate, namely, technology. As a result, we require a field that is relevant to generating generalizations resembling laws regarding the practices of current retailing. The way that buyers and sellers interact in market exchanges has undergone and will continue to endure revolutionary transformation in retail and consumer services. Additionally, similar changes are occurring in luxury, hedonic, and prestige trades in addition to utilitarian and functional exchanges (Baek et al., 2010; Paul, 2015). Technology is having an impact on marketing strategies, forcing managers of retail firms of all kinds to adapt to a shifting market or face certain doom. The retail apocalypse that characterizes the American retail industry is widespread, and technology calls into question the function of conventional brick-and-mortar commerce (Helm et al., 2019). To compete with retailing behemoths like Amazon and Alibaba, managers of small and medium-sized businesses in the retail industry must think carefully about how they will integrate technology into their daily operations. No country is immune from technology, although small and medium-sized merchants play important roles in the retail market in emerging and least developed countries. As a result, retailers across all industries will have to deal with issues brought on by digital retailing, such as used goods, subscription services, and mobile purchasing. We anticipate that retailing technology will have a significant impact even though it is currently unknown how it will alter the market in emerging and least-developed nations. Small and medium-sized retail and service organizations are a significant source of current employment and have promising future growth prospects in many countries around the world, particularly in developing and least developed countries, even though self-service and robotic front-line technologies appear to be adopted by retail organizations in industrialized countries. Thus, store managers will be forced to make decisions that contribute to local unemployment on a more frequent basis. Internet technology advancements have made it possible for e-commerce platforms to revolutionize retail and shipping operations, generating greater economic benefits as a result of cost and delay savings. This has led to the emergence of UGT as a tool for elucidating usage incentives (Luo et al., 2011). For instance, consumers engage with retailers through e-commerce platforms and buy things from them, and shops can offer them a variety of online shopping options (Wagner et al., 2020). UGT essentially aids in examining the part that consumer behavior and motivation play in customers' online interactions with businesses in this regard (Huang et al., 2014). Consumers will be more willing to continue interacting with businesses if businesses

can successfully address consumer wants with items via online platforms (Li et al., 2018).

As academics studying retailing, we are surprisingly ignorant of how technology is affecting the retail industry and consumer services in emerging and least developed countries (Elg et al., 2015; Rosenbaum et al., 2016). How do managers and business owners position themselves in the face of diverse customer characteristics, such as consumer use of technology and buying preferences (Karande and Merchant, 2012; Mei, 2013)? How exactly can academics assist practitioners in becoming ready for the future of retailing?

As an illustration, a lot of retailing academics think that traditional brick-and-mortar commerce is reaching a "tipping point" (Corkery, 2017). While some researchers discover that some shopping centers, such open-air lifestyle centers, may improve both individual and societal well-being, other retail commentators contend that malls are dead (Rosenbaum et al., 2016). Many e-commerce firms, like Amazon, Warby Parker, Bonobos, Blue Apron, and Birchbox, are successfully establishing brick-and-mortar operations while many brick-and-mortar retailers are closing their doors. How should academics studying retailing assess this evolving situation? Why does that matter? Is retailing in physical stores dead or just evolving? If we turn our attention to the USA, we may hypothesize about how the predicted loss of 1 billion square feet of retail space will affect both domestic shoppers and foreigners who travel there to purchase. In addition, as the middle class in the nation continues to decline, dollar stores are expanding and luxury is disappearing from the American retail industry. As higher-end retailers like Saks Fifth Avenue and Bloomingdale's develop in India and the Persian Gulf countries, retailers throughout the world are looking to China, India, and Middle Eastern nations to fuel luxury sales. In fact, Sears, once the biggest retailer in the world, is on the verge of bankruptcy as we write this editorial, while Dallas-based Neiman Marcus, a luxury shop, is trying to stay afloat. Along with the retail sector, service businesses like Uber, Lyft, and Airbnb have changed how travel and hospitality are provided and given rise to the so-called sharing economy. A fresh knowledge of customer behavior within these industries is required given the rapid developments in the global retailing and consumer service sectors. This study explores new retail and consumer services activities in an effort to better understand how they are influencing consumer behavior. It attempts to solve some of these difficulties by providing new conceptual frameworks, hypotheses, or metrics.

New retailing perspectives, Frameworks and Models:

The retail industry has evolved from traditional independent small stores to huge stores and malls, and now to new-generation focused channels (El-Adly and Eid, 2016; Paswan et al., 2010; Paul, 2017). In developed nations like

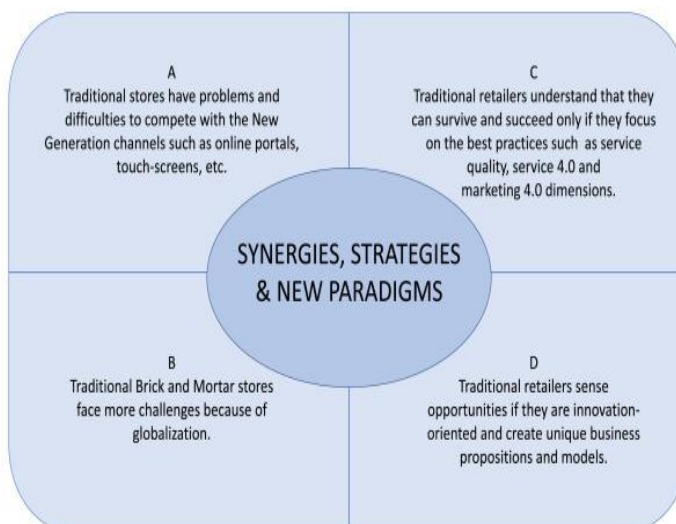
the United States, there are clear signs that the retail sector will be reorganized and that some old physical businesses may close. In light of this, Helm, Kim, and Riper (2018) create a framework that clarifies how customers assess the current state of the retail industry. The authors present a conceptual framework that offers consumer-derived justifications for the decline of brick-and-mortar stores and the rise of online shopping, as well as its effects on both people and society as a whole. Customers engage and interact with retailers and brands through a variety of online channels and touch points throughout the so-called "customer journey." Lemon and Verhoef (2016) developed a three-stage model to better understand the retail customer journey (pre-buy, purchase, and post-purchase) and associated consumer behaviors at three types of touch points (brand-owned, partner-owned, customer-owned, and social/external). Customers look for and weigh several brands in an effort to satisfy wants during the pre-purchase phase. Customers are more self-assured, making decisions, placing orders, and making payments at the purchasing stage. As a result, customers in the post-purchase stage use products, decide whether to buy them again, return goods, and essentially make a loop back to the shop. The customer journey concept is used by Rudowsky et al. (2019) to describe the phenomenon of pop-up retailing in Canada. For a number of businesses, brands, and communities, pop-up retailing is a significant and strategic avenue for customer involvement. A wide range of niche, emerging, and mainstream businesses from tech giants (e.g., Google), retailers (e.g., Staples and Nordstrom), cosmetics e-retailers (e.g., Glossier), luxury automobiles (e.g., BMW), and fashion brands (e.g., Dolce & Gabbana) have launched pop-up stores in recent years, despite the fact that this channel was previously only reserved for brands that focused on. The authors have successfully mapped and analyzed the pop-up retail consumer experience, defining pop-ups as either marketplace-based pop-ups or brand-based pop-ups in light of the significant significance that both channels play.

Above image showing Four-Dimensional Matrix for Analysis grounded in Problems, Challenges, Threats and Opportunities (PCTO)

The framework envisioned a person's capacity for detecting, seizing, and transformation. Sensing is the process of recognizing and evaluating opportunities that are connected to client needs (such as technological potential or technological advancement). In order to address the possibilities discovered and deliver value to customers, seizing refers to the mobilization of means and the commitment of resources. In order to continue providing value to clients and capturing value for the company, businesses must engage in the sensing and seizing dynamic by aligning and investing in new or existing capabilities. Using data from 414 companies, Torres de Oliveira et al. (2019) use this approach to explain how social media encourages innovation in retail enterprises. They demonstrate how to expand this framework for retail innovation through social media and create a dynamic capabilities framework to establish a research agenda for upcoming research and innovation in retail businesses. Lim (2019) investigates Online Group Buying (OGB), a relatively recent form of electronic commerce, and its causes and effects. Groupon is an example of an OGB retailer that has made a strong entry into the retail industry. Given that consumers frequently use OGB businesses to save money, this retailing sector is significantly changing how consumers behave because they now anticipate deals that are available immediately. These days, consumers buy presents for themselves for a variety of reasons, like in the case of subscription boxes. Researchers haven't focused much on how surprise is related to these processes. In their most recent publication, Can I Surprise Myself?, Gupta et al. (2019) create a stage-based conceptual framework to show how negative and positive surprise affect the self-gifting process. a theoretical foundation for consumers' unexpected self-gifts. New distribution channels like online storefronts and pop-up retail locations are boosting competition for traditional brick-and-mortar merchants. This calls for the development of grassroots business plans and industry analysis.

To create a pleasant and personalized shopping experience:

The significance that merchants spend on security and safety shouldn't interfere with the shopping experience for customers. Retailers are advised by The Canadian Retailer's Guide (Retail Council of Canada 2018) to focus on using technology to create a distinctive shopping experience as well as an efficient omni channel selling structure because today's consumers care more about this than they do about finding the best deals and products (Grewal et al. 2020) (both of which could be attained online). The three dimensions of ambient factors (sight, sound, smell, and touch), design elements (functional and aesthetic aspects,



such as the layout, design, and décor), and the people component of the space (interpersonal interactions in the form of customer-to-customer and customer-to-staff interactions) have been used by retailers to their advantage throughout history (Baker 1986). In order to create a distinctive, enjoyable, and engaging customer shopping experience (CSE), retailers must strike a balance between using a variety of ambient design and social elements and making sure that a high level of sales environment surveillance does not negatively impact the shopping experience (Bonfanti 2014). Open merchandising can result in increased retail "shrinkage," which is the stock loss from crime or waste expressed as a percentage of retail sales. This can have an impact on customers in a number of ways, including reduced on-shelf availability, reduced assortments, defensive merchandising (e.g., locking products in cabinets), and economics (Bonfanti 2014, p. 298). The expense of increased security and shoplifting losses is frequently passed on to the consumer; as a result, retail prices typically rise by two to three cents for every dollar spent (Lin, Hastings, and Martin 1994, p. 24). Retailers must monitor shoplifters' intentions (which can only be accomplished by monitoring all shoppers) in order to get the most out of their security investments because shoplifting is the primary cause of shrinkage (Cardone and Hayes 2012, p. 22). Additionally, they must increase the store's allure by implementing a high level of sales environment surveillance that is also enticing to customers (Bonfanti 2014, p. 298). Retailers must use surveillance solutions that are both secure and appealing to customers, such as store design (such as placing registers in the middle of the store; Lin, Hastings, and Martin 1994), locking and security systems, personnel training, and technological systems, in order to create an attractive shopping experience that is capable of meeting customers' latent sensorial, emotional, and psychological expectations without encouraging shoplifting. The conceptual framework developed by Bonfanti (2014) demonstrates that a retail establishment would lose customers if it doesn't give them a sense of security. It also suggests surveillance options that are both safe and enticing to customers. In order to analyze surveillance solutions from the standpoint of CSE (customer's shopping experience), appealing store surveillance systems can aid in growing retailer/consumer interactions.

To enhance profitability:

Understanding consumer behavior, counting customers (whether in a specific location or traveling through a route), and keeping an eye on how customers move through a store and engage with merchandise are all very valuable in retail contexts (Paolanti et al. 2020). Additionally, retailers who wish to improve their customers' in-store experiences can gain crucial insight from the behavior of customers by observing how they behave inside various store and shelf layouts (Ferracuti et al. 2019). Retailers may improve the

customer experience by minimizing stock outs or queue times, situating personnel in important store locations, and more by, for instance, researching how customers navigate within stores and how long lines last. Locations during times when consumers need assistance, or enhancing navigation and style so that customers may quickly and easily locate what they're seeking for (Ipsos Retail Performance 2017). The last several years have seen an increase in interest in shopper behavioral analytics since physical stores need to respond to shopper dynamics and new needs. Retailers lay the groundwork for the individualization and cost-optimization capabilities by using both individual (such as purchase behavior and customer preferences) and aggregated insights (from movement patterns, hot spots, item popularity, interaction with digital touchpoints, and PoS data) from the collected information (Betzing, Hoang, and Becker 2018, p. 1675).

II. CONCLUSION

Science progresses by building on prior knowledge, so review studies are crucial in providing new conceptual frameworks that can offer specific guidance for future research that can "extend past research in ways that help the field advance systematically in its knowledge" (Marabelli and Newell 2014; Paul and Criado 2020) (Hulland and Houston 2020, p. 351). In-store technology has revolutionized the brick-and-mortar retail industry, but its effects go beyond improving the in-store experience and impacting sales. Therefore, the primary objective of this systematic review is to offer an overview of prior research relevant to examining the influence of retailance (i.e., surveillance in a brick-and-mortar retail stores). Our debate has been focused on how retailers interpret retailance, how retailance effects customers, and the impact of such retailance utilizing a framework that highlights six components (i.e., surveiller/retailer, surveillance channels, surveilled/consumer, awareness, impact, and outcome). We also point out opportunities for new research projects that, by introducing fresh and uncharted research areas, might support the health of the retailing and marketing industries.

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