



A Peer Reviewed International Journal of Asian  
Academic Research Associates

**AARJSH**  
**ASIAN ACADEMIC RESEARCH**  
**JOURNAL OF SOCIAL**  
**SCIENCE & HUMANITIES**



## **DIGITAL TECHNOLOGY AND RETAIL CUSTOMER SATISFACTION OPTIMIZATION IN INDIA**

**DR. BALKRISHAN.V. SANGVIKAR<sup>1</sup>; DR. HEMANT KATOLE<sup>2</sup>**

<sup>1</sup>Professor, Department of Management Sciences, Savitribai Phule Pune University.  
Pune 411007, Maharashtra State India.

<sup>2</sup>Assistant professor, Department of Management Sciences, Savitribai Phule Pune University.  
Pune 411007, Maharashtra State India.

---

### **Abstract**

Role of Information technology on businesses have made an immense impact on its operations and increased efficiency and productivity worldwide. These days' newer and newer technologies are coming and helping business to expand and grow by multiple folds. Retail sector is no exception to these changes. The rise of Internet shopping and growth of off-price retailing are mega-trends reshaping the retail industry today. The speed of technology development and rising adoption of mobile digital devices on a global scale, such as smart phones and tablets, have a huge impact on retail businesses. This paper is addressing use of digital technologies in enhancing customer satisfaction and role of information technology and digital technology in its development. This paper talks about the efforts taken by retailers in India to enhance customer satisfaction by applying digital technology in their retail store operations. It is also discussing benefits of digital technology to customers used in retail activities in developed nation as well as what problems Indian retail businesses are facing. What challenges are there and how these issues should be addressed and what issues need to be understood in context of digital technology for growing retail business.

**Key words-** Digital technology, customer satisfaction, retail business development

---

## References

1. Bharat P. Rao, 2000. Improving retail effectiveness through technology: a survey of analytical tools for physical and online retailers, *Technology in Society* 22, 111–122, [www.elsevier.com/locate/techsoc](http://www.elsevier.com/locate/techsoc) Accessed on 08th March 2016
2. Hokanson, S 1995, “The deeper You analyse, The more you satisfy customers”, *Marketing news* January 2nd, pp 16 as cited in Singh,H 2006, “The Importance of Customer Satisfaction in relation to customer loyalty and retention”, UCTI.WP-06-06,May 2006, Kuala Lumpur, Malaysia.
3. Schiffman, L.G. and Kanuk, L.L. (2004), *Consumer Behaviour* . Prentice Hall, Upper Saddle River, NJ.
4. ISO 9001:2008: Quality management systems - Requirements,ISO/TC176 (2008).
5. C. Cianfrani, J. Tsiakals, J. West, *ISO 9001: 2008 Explained*, ASQ Quality Press, 2009
6. Oliver, R.L. (1980), “A cognitive model of the antecedents and consequences of satisfaction decisions”,*Journal of Marketing Research*, Vol. 17, November, pp. 460-9.Oliver, R.L. (1999), “Whence consumer loyalty?”,*Journal of Marketing*, Vol. 63, July, pp. 33-44.
7. Hoyer, WD & MacInnis, DJ 2001, *Consumer behavior*,Houghton Boston: Mifflin Company in Singh,H 2006, “The Importance of Customer Satisfaction in relation to customer loyalty and retention”, UCTI.WP-06-06,May 2006, Kuala Lumpur, Malaysia.
8. LaBabera, PA and Mazursk, D 1983, “A longitudinal assessment of consumer satisfaction, dissatisfaction: The dynamic aspect of cognitive process”, *Journal of marketing Research*, Vol. 20, PP 393-404 as cited in Singh,H 2006. “The Importance of Customer Satisfaction in relation to customer loyalty and retention”,UCTI.WP-06-06, May 2006, Kuala Lumpur, Malaysia.
9. Grewal, D, Berry, LL & Seiders, K 2002, “Understanding service convenience”, *Journal of marketing*, Vol. 66 (3), pp 1–17. Grogoudis, E, Nikolopolous
10. Bain, 2012, “Omni-channel retailing: Digital disruption and retailer opportunities.” Bain [internet].Available at: [http://www.bain.com/Images/BAIN\\_BRIEF\\_Retail\\_holiday\\_newsletter\\_%232\\_2012-2013NEW.pdf](http://www.bain.com/Images/BAIN_BRIEF_Retail_holiday_newsletter_%232_2012-2013NEW.pdf) Accessed on 03rd April 2016
11. Nielsen, 2013. “Mobile Consumer Report February 2013.” Nielsen, [internet]. Available at:<http://www.nielsen.com/us/en/insights/reports-downloads/2012/mobile-consumer-report-february-2013.html> Accessed on 05th April 2016
12. <http://www.ibef.org/industry/retail-india.aspx> Accessed on 27th May 2016

13. <http://info.shine.com/industry/retail/7.html> Accessed on 29th May 2016
14. [http://indiainbusiness.nic.in/newdesign/index.php?param=industryservices\\_landing/383/3](http://indiainbusiness.nic.in/newdesign/index.php?param=industryservices_landing/383/3) Accessed on 27th May 2016
15. <http://economictimes.indiatimes.com/industry/services/retail/indian-ecommerce-market-to-grow-fastest-globally-over-3-years-morgan-stanley/articleshow/51031652.cms> Accessed on 20th April 2016
16. <http://www.businessinsider.in/5-ways-technology-is-revolutionizing-the-way-we-shop/articleshow/49570475.cms> Accessed on 23rd March 2016
17. <http://www.babson.edu/executive-education/thought-leadership/retailing/Pages/digital-technology-bricks-and-mortar.aspx> Accessed on 12th May 2016
18. <http://yourstory.com/2016/01/indias-e-commerce-assochem/> Accessed on 09th March 2016
19. PWC's Annual Global Total Retail Consumer Survey Feb 2015
20. A WBR Digital Whitepaper Presented in Conjunction with Sailthru, Criteo, & SOASTA, Summer 2015
21. Retailing 2020: Winning in a polarized world Page 2 PwC/Kantar Retail
22. Retail Deloitte report, 2015
23. Department of Industrial Policy and Promotion, External affairs ministry website, Union Budget 2015–16