

Analysis on the impact of Artificial Intelligence [AI] on Retail sector

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Abstract: *The retail industry will profit greatly from the application of artificial intelligence (AI) technology, both for the retailers and the prestigious customers. According to how retail activity is carried out, online and offline clusters are used to classify the various platforms for AI utilisation in the retail sector. The current study aimed to assess the value of quality, customer relationship management, and big data in building a futuristic retail model and analyse how retailers and consumers intended to experience the rise of AI. Disproportionate multistage judgement sampling approach was applied. The intention of consumers toward the introduction of AI into the Indian retail industry was described using a descriptive research design. The applications of AI technologies in online and offline retail are categorised independently, and their influence on big data, quality-building, and customer relationship management has evolved.*

Keywords: Artificial Intelligence, Machine learning, Big data , Consumer satisfaction , Online Retail, Retailers intention.

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