

A Study of RFID in the retail stores with reference to clothing and fashion stores in Coimbatore.

Master of Business Administration

by

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DEPARTMENT OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY (DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119.

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of MOHAMED SAHAD M K (40410100) who carried out the project entitled **"A Study of RFID in the retail stores with reference to clothing and fashion stores in Coimbatore"** under my supervision from December 2022 to April 2022.

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Submitted for viva voce held on _____

INTERNAL EXAMINER

EXTERNAL EXAMINER

DECLARATION

I **MOHAMED SAHAD (40410100)** hereby declare that the Project Report entitled “A Study of RFID in the retail stores with reference to clothing and fashion stores in Coimbatore” done by me under the guidance of **Dr. JOHN BRITTO.M** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE

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PLACE

SIGNATURE OF THE CANDIDATE

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ABSTRACT

The goal of this study was to see how effective item-level Radio Frequency Identification (RFID) Technology tagging may be in a Clothing/Fashion Stores environment using current RFID technology as a replacement for barcodes. The use of radio frequency identification (RFID) in supply chains in the Textile industry within a specific business and market environment This paper examines RFID research in the context of the Retail clothing and Fashion Stores, outlining the market drivers that influence how the industry approaches RFID, as well as specific areas of RFID research that should be pursued to better provide the Retail clothing and Fashion Stores with managerial insights into the technology's application. And technological adaptability that lead to RFID implementation in the business and provides a theoretical framework for future applied RFID research. RFID deployment, and the influence of RFID on day-to-day operational concerns. This should stimulate study in this field since, when researchers gain insight into these challenges, the retail business can put them to use right away. RFID has sparked a lot of interest in the research community. That research, on the other hand, has mostly focused on RFID's impact on generic supply chain concerns, failing to situate the discussion within a specific business domain. Because the strategic environment of any Fashion Stores has an impact on the applicability of any technology,

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CHAPTER - 01

1.1 INTRODUCTION

1.1.1 Overview of technological innovation in retail industry.

In this globalization era the age of knowledge and information plays a vital role. Its defining feature is the rapid advancement of technology in tandem with globalization and the participation of practically all countries in the global economy. It's also worth noting that today's consumers are part of a generation that is constantly exposed to new technology as part of their daily lives. In today's society, technology plays a critical part in the efficient operation of all industries. There are numerous software solutions utilized in the supply chain, retail, and Textile industries to improve and refine operations to suit this new trend in retail Fashion Stores, and it produces Customers' Fashion Stores experiences have seen significant modifications.

The development, integration, and application of specialized technology in retail fashion stores, in particular. By building a well-oiled closed system, the above-mentioned technology virtually eliminates the needless costs involved with meeting demand. Retailers and grocers will be able to improve the customer experience by having an Omni channel presence as supply chain and logistics technology evolves. Another benefit is that using specialized software, such as RFID and bar-code, can assist companies in obtaining crucial event data at all stages in the supply chain. Cashless checkout, for example, is a type of technology that speeds up consumer purchases by minimizing wait times. Fast billing and developments that can completely eliminate checkout, such as touch technology that interfaces with businesses' mobile apps and mobile vendor payment services like G-pay and Paytm.

Since the outbreak of the covid epidemic, the use of technology in retail has grown dramatically. As to how they can keep their customers happy by delivering groceries on schedule and keeping their stock in good shape.

This study focuses on the RFID (Radio Frequency Identification) in this technology, how a chat bot can handle customer relationships efficiently, and how the tracking order specialty in the app may boost customer happiness.

1.1.2 RFID Technology

RFID stands for Automated Identification and Data Capture (AIDC) and refers to a number of processes that this technology performs, such as automated product identification and inventory entry.

Radio Frequency Identification (RFID) is a technology that allows them to identify the radio frequency that tracks and recognizes tags on products or packaging. It aids in the identification of barcodes on products or boxes in the retail food business, and as a result, it has a big impact on the retail Fashion Stores.

Generally, RFID which may con of the three main components are

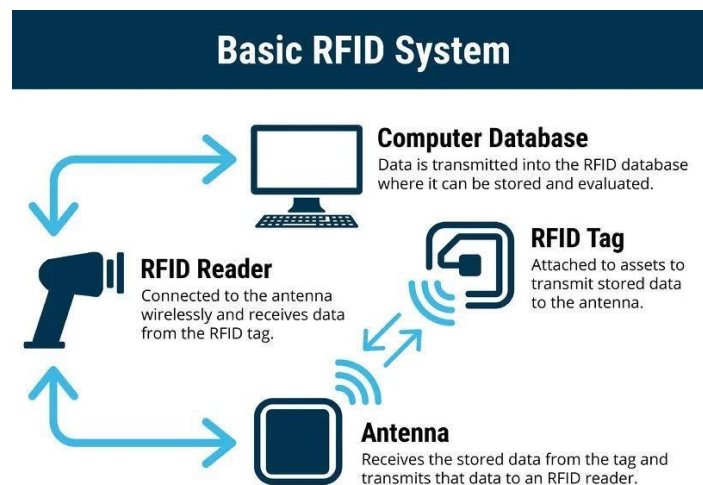
- RFID tag or Smart label.
- RFID Reader.
- Receiver or antennae.

RFID tag or Smart label

RFID tags, which are also known as RFID transponders, are commonly seen on mobile devices. They are small and often inexpensive, allowing them to be attached to low-cost (or high-cost) devices that require information. They're also commonly thought of as disposable. The RFID tag carries data that is communicated to the reader, and in some systems, the data within the tag can be updated to signal that the tag, and thus the object, has passed through a given stage in a process, etc.

RFID Reader:

The reader actually writes for the most part is used to for the most part connect with tags passing across the range. The RFID reader writer will usually essentially be fixed in place and will specifically be used to interrogate an RFID tag, demonstrating how the reader for the most part write generally is used to definitely connect with tags passing across the range, which generally is quite significant. Data may also particularly be written to the RFID tag, depending on the application and format of the system and the RFID reader/write, or so they really thought.



(Source: <https://blog.ttelectronics.com/rfid-technology>)

Fig. 1

RFID Antenna or Receiver:

RFID systems, like all systems these days, for the most part require application software to function in a subtle way. There will basically be a variety of readers and writers in numerous systems, and the data to and from them must for all intents and purposes be coordinated and analyzed, demonstrating how there will generally be a variety of readers and writers in numerous systems, and the data to and from them must essentially be coordinated and analyzed, or so they literally thought. These will for all intents and purposes necessitate the use of application software, demonstrating how RFID systems, like all systems these days, specifically require application software to function in a generally big way.

Application:

Some of the applications of the RFID Technology in the Retail Fashion Stores.

- **Store product identification** - Within shops and retailers, RFID technology can be utilized as a type of alert for things that have been paid for or have not been paid for.
- **Asset tracking** - RFID systems can track assets by monitoring when RFID tags pass certain points.
- **Parts identification** - Data can be written to RFID tags to define a part's identity. This can then be used to identify and find pieces in a manufacturing, stockholding, or other operation.
- **Production control** - When goods are made, they go through a number of steps. RFID tags can be affixed to a variety of objects. These can be modified as the item progresses through the manufacturing process. This will allow the production system to track all goods and determine where they are in the manufacturing process, as well as any other information such as test failures.
- **Employee access control** - In today's world, many businesses demand clever access control solutions. RFID technology may enable both control and tracking, recording when cards pass through specific access points, and so forth.
- **Supply chain control** - with manufacturing working to much tighter timescales with items such as Just-In-Time techniques being involved tracking of the items in a supply chain becomes more critical. RFID tags can be added to items to enable this to be undertaken accurately and more quickly.
- **Vehicle tracking** - With manufacturers working to considerably shorter timeframes and techniques like Just-In-Time being used, tracking of goods in a supply chain becomes even more important. RFID tags can be put to products to make this process more accurate and efficient.

1.1.3 RFID process in Retail Fashion Stores:



(Source: <https://www.zetes.com/en/technologies-consumables/rfid-in-supply-chain>)

Fig. 2

Production:

In this initial stage raw materials are converted into finished products and these products are sealed in boxes which have barcodes. They are then transported to the warehouse. In this process, they have a gate and tunnel which is used to enter the products into the warehouse for stock update.

Warehouse:

Warehouses are known as the goods are stored in the warehouse until they are needed. As that if any product is required it will be transported through the Omni channel and it can exit the warehouse which has gates to track the transportation of the products, check-out time, and how long it takes to reach the retail Fashion Stores.

Distribution:

In this distribution the products are distributed to the store in the regular basis are they will distribute and the RFID is use to track the movement of the product from the warehouse to in store. Mostly in the distribution they are carried out in the road transport to travel the product from the warehouse to in store

In store:

In store or Fashion Stores where you can find the all products which may include the perishable products and non-perishable products are available for the customer. Added advantage of this RFID which can increases the shopping experiences of the customer are they have reduced the waiting time of billing. The technology implemented are barcode scanning which automatically calculate the price, discount price, etc.

And another significant advantage is paying their bills in the online payment or QR codes which can scan them and it directly reaches the payment page andcustomer can easily pay their payment through the bank account

1.2 INDUSTRY PROFILE:

The Indian food retail industry is disorganized and fragmented. Food retailers have a far higher level of fragmentation than non-food retailers. Seventy-two percent of global food sales are made in organized food retail forms. In Asian countries, this percentage is less than one percent. The organized food retail business is worth twenty billion dollars (Approximately 0.2 percent of food expenditure in India). This has shown rapid growth, albeit from a small basis, with yearly growth exceeding 40%.

Food corporations in India are far larger than organized food merchants in India. In industrialized countries, retailers, on the other hand, are larger than food firms. In India, there are over twelve million stores, with a total retail space of around 2 billion sq. ft. Approximately five million of these outlets are engaged in the retailing of food and food products. The majority of food and food goods are sold in local kirana stores. A typical kirana store has a 200-square-foot retail space and sells 500 to 800 stock-keeping units (SKUs). In the absence of cold storage equipment, the kirana stores focus on dry food products. Vendors with push carts sell the majority of the recent turnout. Wet markets are primarily where meat, poultry, and marine items are sold.

The proximity of a kirana store to customers is its single greatest benefit versus structured models. However, the limited space of such businesses, combined with the operators' capital constraints, has resulted in limited choice, terrible value for money, poor quality, and a lack of consumer search competence. Poor cleanliness and storage conditions at retail outlets have resulted in substantial deterioration of food products with limited shelf lives.

The fragmented retail structure leads to inefficient food storage and transportation, waste and value loss, and excessive distribution costs. Infrastructure, technology, and finance are the main hurdles to the establishment of organized food marketing in Asian countries. With the exception of money and carry forms, FDI is not

permitted in retail. Because non-branded items make up about 60% of the average Indian supermarket basket, the branded food industry is focusing on converting Indian consumers to branded foods. In India, the most well-organized merchants include regional Use single-format establishments that are similar to convenience stores, supermarkets, hypermarkets, or cash-and-carry. Most international shops, on the other hand, use several format models. This not only reflects the stage of marketing evolution in Asia, but it also underlines the capital limits that exist among established businesses in India, limiting their capacity to make large expenditures. The retail Retail clothing and Fashion Stores in India was one of the pillars for the country's economic growth, generating 10% of GDP. The acceptance of important stakeholders, such as shoppers, distributors, employees, and suppliers, is critical to the success of technologies in the retail grocery store. Some determinants are common to both customer and retailer adoption of technologies, although some factors influence only shopper adoption of technologies, while others influence just retailer adoption of technologies. We investigate the factors that influence shoppers', employees', suppliers', and retailers' adoption of technology. With 1.2 billion inhabitants, India is one of the world's fastest expanding retail grocery markets.

As of 2003, the retailing industry in India was largely controlled by small businesses. Larger format convenience stores and supermarkets accounted for about 4% of the business in 2010, and they were exclusively found in major cities. Around 40 million Indians work in the retail and logistics industry in India (3.3 percent of Indian population).

The Indian market is complex due to its large geographic spread and distinct buyer inclinations that vary by district, necessitating a need for containment even within geographic zones. India has the most outlets per person than any other country(7 for each thousand) Indian retail space per capita is the smallest on the planet, at only 2 square feet (0.19 m²) per person. The retail thickness in India is the highest in the world, at 6%. In India, 1.8 million families earn more than 4.5 million dollars per year.

According to 2012, the coordinated retail market has an 8% share. While India presents a huge market opportunity due to the large number of buyers and growing purchasing power, there are also significant challenges due to the fact that more than 90% of transactions are conducted through independent local retailers. Geographically dispersed population, small ticket sizes, difficult distribution structure, limited use of IT frameworks, limits on broad communications, and the availability of counterfeit items are all challenges.

1.2.1 Current Scenario:

Existing merchants in Chennai, such as Spencer's, Food World Supermarkets Ltd, and Nilgiri's, are reforming and embracing global competition. They expect a flurry of joint ventures with multinational corporations in need of growth capital and supply chain management expertise. Because they now buy agricultural items directly from growers without the involvement of intermediaries or brokers, Spencer's Retail, which has 200 locations in India and sells fresh vegetables and fruits for 55 percent of its business, sees retail reform as a win-win situation.

1.2.2 Recent Trends in Retail clothing and Fashion Stores

- **Omni channel Acceleration:** As a result, brick-and-mortar supermarkets are rushing to develop their own delivery routes while also attempting to reduce the high costs of door-to-door delivery, which are already putting a strain on the restaurant industry. Retailers who have both a physical and an online presence are focusing their efforts on establishing a multichannel platform that takes advantage of both.
- **Efficient Supply chain practices:** To consolidate operations, retailers are turning to micro-fulfillment centers, which combine the speed of in-store pick-up with the power of a vast, machine-controlled warehouse. Because of the small footprint of these high-automated warehouses, they can be located closer to clients in metropolitan areas, allowing for faster delivery.

- **Safety Measure During this pandemic:** During 2021, safety will be a top concern, with retailers continuing to impose fitness guidelines, such as admitting just a certain number of consumers at a time. According to the COVID-19 Shopper Priorities and Experience Survey conducted by CB4, eight out of ten customers said they were "extremely afraid," "a little afraid," or "afraid" to stay in stores during the epidemic. Creating a sense of security in the store is likely to be a grocery store trend in the coming year.
- **Agile Supply Chains.** To compete effectively, supply chains must be flexible and agile, as well as able to adjust quickly to changes. This is a significant departure from standard supply chain thinking, which emphasizes consistency, reliability, and cheap cost. A shift from off-shore manufacturing to local or near-shore suppliers is one of the most noteworthy supply chain management developments. Shorter delivery times and lower transportation costs are two benefits. Organizations can adapt to changes in demand more rapidly when they have less money in stock.
- **Artificial Intelligence (AI) and Machine Learning.** More firms are turning to AI and machine learning to simplify operations and automate procedures as they gain access to more Big Data. According to Gartner, the number of enterprises using artificial intelligence increased by 270 percent in the four years leading up to 2019. To improve planning and decision support systems, discover purchase patterns, automate repetitive warehouse procedures, and manage inventory, predictive analytics and machine learning algorithms are being deployed. Many businesses are turning to artificial intelligence (AI) to replace humans in repetitive supply operations and complex supply chain calculations.

1.2.3 RFID practices in the Fashion Stores:

I took Spencer Plaza as an example for this concept as because they are the innovator for this new technology and it will help to maintain the customer relationship by providing the various technique (i.e.) RFID helps to improve the fast-billing process, Automated opening and closing doors and inventory control etc. this improve the customer relationship and tracking of the product. So, it enhanced the customer relationship among the company.

Spencer's Retail is an Indian retail shop network headquartered in Kolkata, West Bengal, with locations in over 35 cities across the country. Consumers can choose from a large choice of high-quality products in areas such as food, personal care, fashion, home needs, electrical and electronics. Spencer's Gourmet, Patisserie, Wine and Liquor, Epicurizing, and an in-house produced fashion brand, 2Bme, with clothes for men, women, and children, are among the specialty departments.

Spencers brought the concept of organized retailing to Indian consumers. In 1920, it opened India's first supermarket chain, and in 2001, it opened India's first hypermarket in Hyderabad. Spencers now has over 125 locations across India, in over 35 cities.

Spencers has built a reputation as a retailer dedicated to offering the greatest shopping experience possible. Spencers caters to the most discriminating tastes and lifestyles across geographies with its outstanding choice of luxury assortment at moderate pricing. Spencer's brand strategy - Makes Fine Living Affordable – encapsulates the company's attitude of delighting customers with the greatest products and services while also allowing them to make informed decisions.

A microprocessor and a small antenna make up RFID tags, which transfer data from the chip to a reader. When the antenna gets within range, the reader activates, and the data can be utilized in retail to initiate actions such as ringing up a sale or ordering more inventory.

Many people believe RFID tags will eventually replace bar codes; however privacy concerns about leaving tags in things after they've been purchased have been raised. In theory, if the purchaser's identity is known, the data transmitted by the tag may be used to track that person.

1.2.4 Some of the Fashion Stores and the market reached are given below:

Retail Grocery Group	Market Reached
Pantaloon Retail	65 stores and 21 factory outlets in 35 cities, 2 million square feet space
Shoppers Stop	51 stores in 23 cities, 3.2 million square feet space
Spencer's Retail	200 stores in 45 cities, 1 million square feet space
Reliance Retail	708 mart and supermarkets, 20 wholesale stores in 15 cities, 508 fashion and lifestyle ₹1,206 crore per month sales in 2013
Bharti Retail	74 Easy day stores, plans to add 10 million square feet by 2017
Birla More	575 stores nationwide
Tata Trent	129 Westside mall stores, 13 hypermarkets
Lifestyle Retail	15 lifestyle stores, 8 home centers
Future Group	193 stores in 3 cities, one of three largest supermarkets retailer in India by sales ₹916 crore per month sales in 2013

Fig. 3

(Source: https://en.wikipedia.org/wiki/Retailing_in_India)

CHAPTER – 02

LITERATURE REVIEW

2.1 REVIEW OF LITERATURE

Pedro M. Reyes et al. (2021). This paper examines the RFID as a technology for automatic identification and data capture (AIDC) as well as a data analysis tool. The primary goal of this study is to show how RFID may be used in supply chain analytics to capture timely and relevant data. They simulate an inventory replenishment technique utilizing a simulation study of a two-echelon system of a retail store and a distribution center to investigate the utility of using RFID for decision making. For each of the simulated scenarios, They report on five of the seven performance measures that were collected. One major outcome of this study is that grocery retailers can take advantage of enhanced inventory record accuracy provided by RFID technologies.

Reyes, P.M. et al (2020). In this paper describes, Global supply chain management environments have always been data-intensive, with the goal of spreading information that ultimately defines the organization's capabilities, productivity, delivery performance, and overall competitiveness.

de Oliveira et al. (2019). RFID technology has been widely applied across numerous supply chain management applications, including agri-food systems, food logistics, hospitals, cold chain monitoring, and retail sectors, according to their analysis. They list the several benefits of RFID for increasing operational efficiency (such as cost savings and better inventory visibility) and boosting service quality. While cost, security, and privacy remain obstacles, new obstacles and barriers have been found. Water and metals generate a multipath or interference effect, which causes the hidden tag problem. Other problems include a lack of technical knowledge and the intricacy of the situation and Technology uncertainties, as well as data management issues. The overall conclusion is that because RFID involves managing customer-

supplier connections, it fosters integration across activities and in a supply chain with other inter-organizational systems. They go on to talk about how RFID can work with EDI, CPFR (collaborative planning, forecasting, and replenishment) systems, ECR (efficient consumer response), VMI (vendor-managed inventory), and other systems.

Chokdee Siawsolit et al (2018). In this article focuses on the managing perishable inventories can be a difficult task. One study looked at the implications of recapturing unmet demand, while another looked at the effects of postponing order placements on operational metrics. Our findings show that these scenarios can lead to considerable profit increases, with a median profit margin increase of more than 30%.

Bhattacharya and Kumar (2015). The purpose was to compare the predicted earnings under item-level RFID to the expected profits that might be achieved without RFID. A centralized system (base model) was contrasted against a decentralized wholesale price contract in the model scenarios. Both with and without item-level RFID tagging were tested. Within the decentralized systems, two sub-cases were investigated: either the manufacturer or the retailer as the Stackelberg leader with major market power for the allocation of item-level RFID tag costs between producers. The primary advantages of RFID adoption as well as the major obstacles to RFID adoption were explored. The main (seen) advantages of RFID adoption were on inventory management, such as inventory reduction, out-of-stock, and shrinkage. Improved data accuracy, order visibility, and worker productivity monitoring are among the additional benefits of enhancing other operational efficiencies. A common issue in the literature is cost reduction (for example, lowering labor expenses and increasing worker productivity). The cost of deployment, privacy, and security has all been identified as important barriers for RFID adoption.

Gu (2016). In this article shows the extent to which RFID information may be integrated into supply chain procedures, as well as the benefits that can be expected from this transformation, has not been extensively addressed in the literature.

Furthermore, while performance frontiers have been explored in the context of manufacturing, they have not been discussed in the context of research and development.

Ketzenberg et al. (2017). It focuses on establishing the best order amounts and expiration dates for perishable products with unobservable perishing [8]. We assume that perishing is observable and allow for the recuperation of lost revenue, even though their challenge is framed with a cost reduction aim. As a result, we investigate the possible benefits of recapturing unmet demand, as well as the impact of overnight replenishment on a retailer's predicted net earnings. As a result, our models are built with profit maximization as a goal, with proceeds from units sold factored in.

Baird and Kilcourse (2014). In this article RFID have the potential to transform present retail paradigms. According to RSR Research, 53 percent of merchants want to adopt omni-channel fulfillment to allow customers to purchase, receive, and return a product through the channel of their choice to meet "anytime-anywhere" customer expectations.

Sahin (2012). This paper focuses on the economic impact of inventory record mistakes was investigated. The inventory management system is managed by a shrinkage-prone infinite horizon, single-stage, single-product periodic review policy. The gap between the actual physical and information system inventory levels causes these shrinkage mistakes. They create two instances to compare. The first scenario is the existing practice of not using RFID technology to track shrinkage and instead controlling inventories by predicting the predicted shrinkage rate. Based on the facts, the second scenario allows control of the joint ordering and inspection policy.

Atzori et al (2010). This article mainly focuses on the term "Internet of Things" was coined by MIT in the late 1990s to describe a "devices or sensors connected

environment" in which items are connected, monitored, and optimized via wired, wireless, or hybrid networks. As a result, information technology connects and integrates real-world objects virtually and fluidly, making the real world more accessible when it is required.

Amitava Dutta et al (2009). This paper examined the value proposition of RFID in three dimensions and attempted to identify issues that needed to be investigated further. asserted that while identifying RFID values, there was a big credibility gap, and they also claimed how to realize these values.

Aysegul et al (2009). RFID technology have the potential to improve supply chain management's potential advantages by reducing inventory losses, increasing process efficiency and speed, and improving data accuracy. By combining various tags, readers, frequencies, and levels of tagging, for example, many RFID systems can be created. Each system's price and earning potential vary greatly. The current state of RFID technology deployments in supply chains is presented in this study to assess the impact on supply chain performance. The bullwhip effect, replenishment plans, and potential benefits are briefly discussed.

Zhou et al. (2009). It describes about the develop an RFID-based manufacturing data tracking system that allows for real-time data collecting in a manufacturing facility. Xiamen and colleagues

Ngai et al. (2008). This article describes the RFID is a commonly utilized core technology that is considered a precondition or important part of the Internet of Things. It primarily consists of three components: a tag, which is made up of a chip coupled to an antenna; a reader, which sends out radio signals and receives responses from tags; and middleware, which connects RFID hardware to enterprise applications.

Floerkemeier et al. (2008). This paper examines the difficulties and complications associated with integrating RFID technologies with existing systems. The growth of RFID applications and the abundance of reader technologies, according to the authors, has exacerbated the difficulty of integration.

Mourtzis et al. (2008). For an automobile factory that provides highly configurable products, use an Internet-based communication system augmented with real-time information from RFID sensors to assess the availability of parts at any of its suppliers.

Jensen et al. (2008) RFID has the potential to change the way people shop today. According to RSR Research, 53% of merchants seek to implement omni-channel fulfillment to meet "anytime-anywhere" customer expectations by allowing customers to purchase, receive, and return products through the channel of their choice.

Wang et al. (2008). This paper focuses on the how the utilizing an RFID-based system for automatic replenishment of inventory in its supply chain, an LCD manufacturing company can cut inventory holding costs and boost inventory turnover. RFID systems have also found use in the agri-food industry, particularly with fresh fruit.

Sawyer (2008). In this paper describes for a design-build team working on the construction of a football stadium, develops a web-based information system that delivers real-time data on construction progress and the exact position of its components. RFID tags are utilized to assign a unique ID to each project component, and the data from these tags is linked into the web-based system.

Lee and Ozer (2007). This article focuses on the several techniques to "unlocking the value of RFID" were highlighted in a special issue on RFID in the journal of Production and Operations Management, and RFID was branded not just a disruptive technology but also a new information collecting technology for supply chain

management. They started with current views on the value of RFID (labor cost savings, inventory reduction, and shrinkage and out-of-stock inventory reduction), and then expanded the value of RFID to include (1) visibility within a company, (2) visibility across companies with downstream information shared upstream, and (3) visibility across companies with downstream information shared downstream.

Gaukler et al. (2007) In this article describes within a retail supply chain environment, created an analytical model to investigate the benefits of item-level RFID to manufacturers and retailers.

Karkkainen, M (2003). For the specific scenario of grocery retailing, They outlined the major benefits of RFID and the EPC global network adoption for supply-chain activities. Increased inventory visibility, stock-out reduction, real-time access and update of current store inventory levels, and automated proof of delivery are all examples of further consequences.

Edmonson, R.G. (2005). This paper reports on the current challenges and attitudes of the two competing standardization groups, the EPC Global incorporation, which is made up of both technology vendors and RFID-deploying firms, and the International Standards Organization (ISO). He concludes that both standardization organizations are attempting to achieve a same aim, but users of the technology are concerned that competition between the groups will intensify, resulting in two incompatible standards.

RFID Journal (2005). For RFID tags, two charges have been proposed, one for low quantities and the other for high quantities. When thousands of tags are purchased, the "low quantity" cost value can be employed, as it was when considering the pallet-level tagging scenario. A "large quantity" one, on the other hand, is appropriate for use when the number of RFID tags purchased approaches millions of units, as required in the case-level tagging scenario. The most recent press announcements from major manufacturers were used to calculate punctuality values.

Chande et al. (2005). In this paper RFID Monitoring for Perishable Inventory Management, there is an integrated framework for integrating RFID monitoring to perishable inventory management.

Flint (2005). This paper discusses contemporary legal difficulties that a British working group intended to address RFID privacy principles is debating. He concludes that informed consent is a viable option for RFID applications for the time being, but that privacy standards in the European Union are significantly more established than in other areas of the world, where customers may be exploited by businesses.

Davenport, T.H., and Brooks, J.D. (2004). According to Davenport and Brooks (2004), two factors currently limit the use of RFID technology throughout supply chains: the cost of RFID systems in comparison to bar codes, and the incompatibility of RFID systems, which means that companies across a supply chain cannot select a technology vendor separately. They also claim that "software suppliers must first design interfaces to access the distributed data network and will need to develop applications that can fully utilize individual item data."

Sahin et al. (2004). In a supply chain model, in which a Stackelberg manufacturer decided the wholesale price and a retailer estimated how much to stock for sale to customers, inventory record discrepancies were considered. The author discovered that inventory record inconsistencies impacted efficiency in the decentralized supply network due to twofold marginalization in the decentralized supply chain when comparing optimal decisions between a decentralized supply chain and an integrated supply chain.

Ruther (2003). This research articles suggested that they trace the development of planning systems from its beginnings in the 1960s with the notion of Material Requirements Planning (MRP I) to Enterprise Resource Planning (ERP) systems, which are primarily based on the concept of Manufacturing Resource Planning (MRP II) They also go through the present features and functions of Advanced Planning and

Scheduling (APS) systems, as well as how these systems might be extended to collaborative SCM systems.

Agarwal V (2001). The goal of this paper is to explain a study conducted by the University of Parma's Department of Industrial Engineering, whose goal was to quantify the economic impact of RFID and EPC adoption in the fast-moving consumer goods (FMCG) supply chain. To quantify the economic profitability of the implementation and offer justification for technology investments, a quantitative feasibility analysis encompassing the costs and benefits of such technologies was conducted. The entire study was funded by GS1 Italy, the Italian agent of EPC global Inc., which manages the spread and proper implementation of EPC standards in the market. more than a hundred countries. The rest of the paper is laid out as follows. The literature on RFID and EPC is studied in the next section. Following that, the research objectives, methodology, and steps are outlined. In Section 4, the research's main findings are presented and discussed. Finally, final remarks are made, as well as future study directions.

Adenso-Diaz, B and Gascon (1999). This article focuses on promises include both operational and information technological advancements, such as replenishment systems, procurement, inbound logistics, storage, and outbound logistics, where cost reductions and increased customer service are based on a more advanced automated process. Improved operational economies, accuracy, and information security are among the additional advantages.

Chapter – 03

METHODOLOGY

3.1 Research Methodology

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the how the customer is attracted the technologies in the Fashion Stores. This time research methodology is framed for the purpose of customer perception towards technologies like Radio Frequency Identification (RFID).and their process.

3.2 Need, Scope, Objective of study

3.2.1 Need of the study

This study enables the knowledge about the various technology which can implemented in the Fashion Stores how it can be help in improvement of overall customer satisfaction through the excellent technology which may include which RFID (radio frequency identification) RFID, tracking order, Customer relationship support etc.

3.2.2 Scope of the study.

The study can show how the technologies are integrated in the Fashion Stores from the point of entry into the warehouse of the products reaches the customer till that it can helps to improve the overall customer satisfaction and it also shows the how the customer can revisit the shops and reorder the products through online and in store shopping experiences.

3.2.3 Objective of the study

The objective of the study which mainly targets on the how the technologies which can shape the retail Fashion Stores in the Coimbatore.

- To understand the impact of RFID technology in the retail Fashion Stores.
- To study on RFID technology process in retail Fashion Stores.
- To study on the technological innovation created value on the customer.

3.3 Population, Sampling and Questionnaire survey

Sampling is a vital strategy in the statistical analysis which comprises of the selection of few portions of a potential population so as to assess or learn something from the population at a cheaper cost. Simple random sampling (SRS), popularly known as “random sampling”, includes the selection of sample at arbitrary from the sampling frame utilizing either random number tables or an internet arbitrary number generator. The questionnaire comprises closed-ended question with multiple options the survey questionnaire is designed online, hosted in Google drive and shared in a Google form. Link of the Google form are shared in the professional platform such as LinkedIn, Managers of the Fashion Stores and Customers of the Fashion Stores through direct email sent to the key players in the technology innovation. A total of 100 respondents were received.

A Google Form is an excellent tool for collecting replies from individuals. A Google Form eliminates the need to decipher and count responses on sheets of paper, whether it's a one-question form or a big multi-section quiz. A form can also be used as an elegant alternative to sending an email to a group of people with queries.

3.4 Percentage Analysis

A percentage frequency distribution is a visual representation of data that shows the number of observations for each data point or cluster of data points. It's a great way to convey the relative frequency of survey replies and other data.

Percentage frequency distributions are frequently displayed as tables, bar graphs, or pie charts.

To make a percentage frequency distribution, first determine the total number of observations to be represented; then count the total number of observations within each data point or grouping of data points; and finally divide the total number of observations within each data point or grouping of data points. Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 - percent) for better understanding of collected data. A percent change analysis shows how two items changed as a percentage from one period to another period. The term "percent" is derived from the Latin per centum, meaning "hundred" or "by the hundred". The Percentage increase and decrease, Due to inconsistent usage, it is not always clear from the context what a percentage.

Majorly the percentage error formula is used to determine how accurate the calculated value is by keeping in mind the actual value. I mentioned in a very rough language, it is the variation of the gap between the calculated value and the genuine value expressed in the form of a percentage. Relying on the sign of the percentage error measure, it could be analyzed whether the calculated value is being paced below or higher to the actual value. The tool of percentage error formula is one of the most reliable and accurate tools in calculating the relative error by keeping the original measure as the basis.

3.5 Statistical Analysis

Statistical analysis is the science of collecting, exploring and presenting large amounts of data to discover underlying patterns and trends. Statistics are applied every day in research, industry and government to become more scientific about decisions that need to be made.

Importance's of statistical analysis

- Statistical analysis plays a vital role in the research. For example, statistical can be used in the data collection, analysis, interpretation, explanation and presentation uses of this statistical analysis will guide the researcher in the

research paper for characterization summarization and interpretation of the result.

- Statistical analysis provides the platform for the research how do the research, either to consider the sample or whole population the technique to collect data and also how to data collection and observation (measure of central tendency).
- It is often used to explain about the communicate research finding and to support hypothesis and give the credibility and useful information and make appropriate decision.
- They are generally important when it comes into the research conclusion.
- The major purpose is about the statistical understanding and describes the phenomena and helps to understand reliable conclusion about the phenomena.

3.5.1 Descriptive analysis

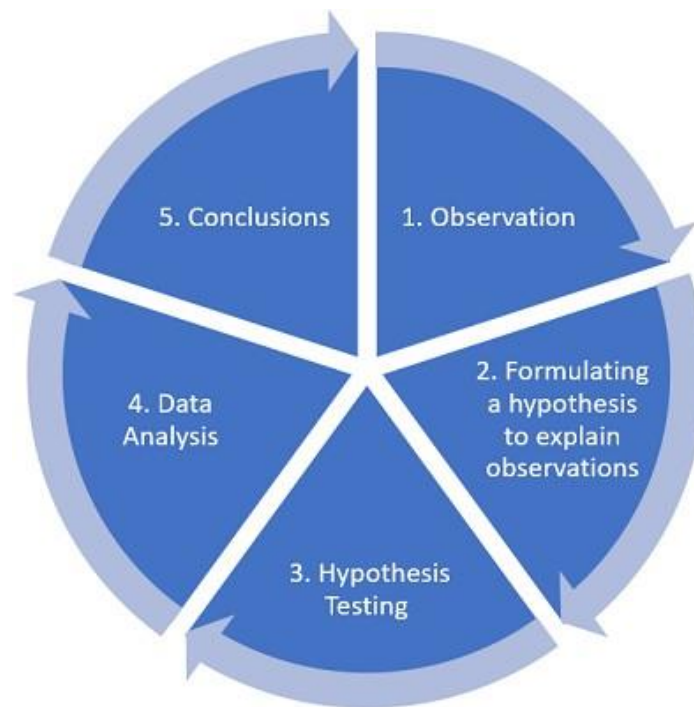


Fig. 4

Source: <https://www.datasciencecentral.com/profiles/blogs/difference-between-data-analysis-and-statistical-analysis>

The descriptive statistic is used to describe the basic features of information and shows or summarizes data in a rational way. Descriptive statistics is a study of quantitatively describing. This type of statistics draws in all of the data from a certain population or a sample of it. Descriptive statistics can include numbers, charts, tables, graphs, or other data visualization types to present raw data. However, descriptive statistics do not allow making conclusions. I cannot get conclusions and make generalizations that extend beyond the data at hand. With descriptive statistics, you can simply describe what is and what the data present

3.5.2 Inferential type

This type of statistical analysis is used to study the relationships between variables within a sample, and I can make conclusions, generalizations or predictions about a bigger population. In other words, the sample accurately represents the population. Moreover, inference statistics allows businesses and other organizations to test a hypothesis and come up with conclusions about the data. One of the key reasons for the existing of inferential statistics is because it is usually too hard to study an entire population of people or objects.

3.6 Research Tests

I. Anova

ANOVA in SPSS is used as the test of means for two or more populations. ANOVA in SPSS must have a dependent variable which should be metric (measured using an interval or ratio scale). ANOVA in SPSS must also have one or more independent variables, which should be categorical in nature.

II. Chi-Square

The Chi-Square Test of Independence determines whether there is an association between categorical variables, whether the variables are independent or related. It is a nonparametric test. This test is also known as Chi-Square Test of Association.

III. Correlation

Correlation analysis in research is a statistical method used to measure the strength of the linear relationship between two variables and compute their association. Simply put correlation analysis calculates the level of change in one variable due to the change in the other.

3.7 Research Design

From the objective, technologies shaping store in the retail clothing and Fashion Stores. To analyze the different data collected from the various Fashion Stores such as in what way the technologies play the vital role in the retail clothing and Fashion Stores and what are way to improve the customer satisfaction are discussed.

3.8 Hypothesis Testing

H₀: There is no relationship between the Performance and reliability.

H₁: There is relationship between the Performance and reliability.

H₀: There is no relationship between the technological adaptability and Performance.

H₁: There is relationship between the technological adaptability and performance

H₀: There is no relationship between the Customer shopping experience and performances.

H₁: There is relationship between the Customer shopping experience and performances.

Chapter – 04

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1 Gender

S. No	Particulars	No. of Respondents	Percentage
01.	Male	166	83
02.	Female	34	17
Total		200	100.0

Table 4.1.1 Representing the Gender of the respondents

Source: Primary Data

Interpretation:

From the above table it was interpreted that the number respondents and their gender. Male respondents are 83% and female respondents are 17%.

Inference:

Majority of the (83%) are Male respondents.

Table 4.1.2 Age

S. No	Particulars	No. of Respondents	Percentage
01.	18-25	21	10
02.	26-33	164	79
03.	34-41	12	9
04.	42-49	5	2
Total		200	100.0

Table 4.1.2 Representing Age of the respondents

Source: Primary Data

Interpretation:

From the above table it was interpreted that the respondents and their age, between 18-25 years are 10.00%, Between 26-33 years are 79.00%, Between 34-41 years are 9.00%, Between 42-49 years are 2.00%..

Inference:

Majority of the respondents (79%) are falls under the category between 26-33 years are 79%.

Table 4.1.3 Educational Qualification

S. No	Particulars	No. of Respondents	Percentage
01.	Diploma	24	11
02.	Under-Graduate	171	86
03.	Post-Graduate	6	3
Total		200	100.0

Table 4.1.3 Representing Educational Qualification of the respondents

Source: Primary Data

Interpretation:

From the above table it was interpreted that the respondents and their educational qualification, Diplomo are 11.00%, Post Graduate are 3% and Under-Graduates are 86%.

Inference:

Majority of the respondents (86%) are belonging to Under Graduate

Table 4.1.4 Occupation

S. No	Particulars	No. of Respondents	Percentage
01.	Employee	163	81
02.	Business	33	17
03.	Unemployed	4	2
Total		200	100.0

Table 4.1.4 Representing Occupation of the respondents

Source: Primary Data

Interpretation:

From the above table it was interpreted that the respondents and Occupation, are Employee are 81%, Business are 17% and Unemployed are 2%.

Inference:

Majority of the respondents (81%) are employees

Table 4.1.5 Monthly Income

S. No	Particulars	No. of Respondents	Percentage
01.	20000-30000	155	77
02.	30000-40,000	26	14
03.	40000-50,000	4	2
04.	Below 20000	14	7
Total		200	100.0

Table 4.1.5 Representing Monthly Income of the respondents

Source: Primary Data

Interpretation:

From the above table it was interpreted that the respondents and their Monthly income, 20,000-30,000 were 9%, 30,000-40,000 were 26.0%, 40,000-50,000 were 64.0% and Above 50,000 were 1%.

Inference:

Majority of the respondents (64.0%) were belonging to the 40,000-50,000 of the monthly income.

4.2 STATISTICAL ANALYSIS

4.2.1 Correlation

Performance and Reliability Hypothesis

Testing:

Ho: There is no correlation between the Performance and reliability.

H1: There is a correlation between the Performance and reliability.

Correlation				
			Technological Adaptability	Reliability
Spearman's rho	Performance	Correlation Coefficient	1.000	.402**
		Sig. (2-tailed)	.	.002
		N	100	100
	Reliability	Correlation Coefficient	.402**	1.000
		Sig. (2-tailed)	.002	.
		N	500	500
**. Correlation is significant at the 0.02 level (2-tailed).				

Table 4.2.1.1 Representing the correlation between Technological adaptability and Reliability.

Interpretation:

From the above table, it was interpreted that, significant value is 0.002 less than 0.05 and r value 0.402 is less than critical value 1. So, the null hypothesis is rejected and alternative hypothesis is accepted.

Inference:

There is strong relationship between the Performance and reliability.

Performance and technical adaptability Hypothesis Testing:

H₀: There is no correlation between the Performance and Customer Shopping Experiences.

H₁: There is a correlation between the Performance and Customer Shopping Experiences.

Correlation				
			Technological Adaptability	Customer Shopping Experiences
Spearman's rho	Performance	Correlation Coefficient	1.000	.502**
		Sig. (2-tailed)	.	.001
		N	100	100
	Technical adaptability	Correlation Coefficient	.502**	1.000
		Sig. (2-tailed)	.001	.
		N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).				

Table 4.2.1.2 Representing the correlation between Performance and Technical adaptability

Interpretation:

From the above table, it was interpreted that, significant value is 0.01 less than 0.05 and r value 0.502 is less than critical value 1. So, the null hypothesis is rejected and alternative hypothesis is accepted. Thus,

Inference:

There is strong relationship between the Technological adaptability and Customer Shopping Experiences.

Performance and Customer shopping**experience Hypothesis Testing:**

H₀: There is no correlation between the Performance and Technological adaptability.

H₁: There is a correlation between the Performance and Technological adaptability.

Correlation				
			Performance	Technological Adaptability
Spearman's rho	Performance	Correlation Coefficient	1.000	.802**
		Sig. (2-tailed)	.	.000
		N	100	100
	Customer Shopping Experience	Correlation Coefficient	.802**	1.000
		Sig. (2-tailed)	.000	.
		N	100	100
**. Correlation is significant at the 0.00 level (2-tailed).				

Table 4.2.1.3 Representing the correlation between Performance and Technological adaptability

Interpretation:

From the above table, it was interpreted that, significant value is 0.00 less than 0.05 and r value 0.802 is less than critical value 1. So, the null hypothesis is rejected and alternative hypothesis is accepted.

Inference:

There is strong relationship between the Performance and Customer Shopping Experience.

4.2.2 CHI-SQUARE**Reliability and performance.Hypothesis Testing:**

H₀: There is no association between the Reliability and Performance.

H₁: There is an association between the Reliability and Performance

		Chi-square and df	Fishers Exact Test	Total
	Performance	Pearson	Sig 2 sided	
Reliability	Strongly agree	7.5 and 6.5	.001	120
	Agree	7.5 and 6.5	.001	80
Total				200

Table 4.2.2.1 Representing the association between the performance and technological adaptability

Interpretation:

From the above table, it was interpreted that, significant value 0.001 is less the 0.5 and Pearson chi-square value is 7.5. So, the null hypothesis is rejected and alternative hypothesis is accepted. Thus,

Inference:

There are association between the Reliability and performance.

Customer shopping experience and performance.Hypothesis Testing:

Ho: There is no association between the Customer shopping experience and performance.

H1: There is an association between the. Customer shopping experience and

		Chi-square and df	Fishers Exact Test	Total
	Performance	Pearson	Sig 2 sided	
Customer shopping experience	Strongly agree	6.0 and 4.8	.001	110
	Agree	6.0 and 4.8	.001	90
Total				200

Table 4.2.2.2 Representing the association between Performance and Technological adaptability.

Interpretation:

From the above table, it was interpreted that, significant value 0.001 is less the 0.5 and Pearson chi-square value is 6.0. So, the null hypothesis is rejected and alternative hypothesis is accepted. Thus,

Inference:

There is an association between the Customer shopping experience and performance.

Technological Adaptability and Performance**Hypothesis Testing:**

H₀: There is no association between the Technological adaptability and Performance.

H₁: There is an association between the Technological adaptability and Performance.

		Chi-square and df	Fishers Exact Test	Total
	Technological Adaptability	Pearson	Sig 2 sided	
Reliability	Strongly agree	7.5 and 6.5	.001	80
	Agree	7.5 and 6.5	.001	120
Total				100

Table 4.2.1.1 Representing the association between Technological adaptability and reliability.

Interpretation:

From the above table, it was interpreted that, significant value 0.001 is less the 0.5 and Pearson chi-square value is 7.5. So, the null hypothesis is rejected and alternative hypothesis is accepted. Thus

Inference:

There is an association between the Technological adaptability and reliability.

4.2.3 ANOVA

Hypothesis Testing:

H₀: There is no relationship between the dependent variable (Technological adaptability) and independent variable (Reliability, Customer Shopping Experiences and Performance)

H₁: There is relationship between the dependent variable (Technological adaptability) and independent variable (Reliability, Customer Shopping Experiences and Performance).

Technological Adaptability		Sum of Squares	df	Mean Square	F	Sig.
Reliability	Between Groups	1.739	110	.580	5.108	.002
	Within Groups	56.283	90	.113		
	Total	58.022	200			
Customer Shopping Experiences	Between Groups	1.783	130	.594	5.312	.001
	Within Groups	55.505	70	.112		
	Total	57.288	200			
Performance	Between Groups	1.783	60	.594	5.312	.001
	Within Groups	55.505	140	.112		
	Total	57.288	200			

Comparison of the technological adaptability with reliability, customer shopping experience and performance.

Interpretation:

From the above table, it was interpreted that, f-value is greater than significant value (i.e.) Reliability $F=5.108$, $p > 0.002$, Customer Shopping Experiences $F=5.312$, $p > 0.001$ and Performance $F=5.312$, $p > 0.001$. So, the null hypothesis is rejected and alternate hypothesis is accepted.

Inference:

There is a relationship between the technological adaptability and reliability, customer shopping experiences and performances.

Chapter – 05

RESULT AND DISCUSSION

5.1 FINDINGS

- (83%) are Male respondents.
- (79%) are falls under the category between 26-3years are 79%.
- (86%) are belonging to Under Graduate.
- (81%) are employees.
- (77%) were belonging to the 20000-30000 of monthly income.
- The significant value is 0.000 less than 0.05 and r value 0.402 is less than critical value 1. So, the null hypothesis is rejected and alternative hypothesis is accepted. Thus, there are strong relationship between the Performance and reliability.
- The significant value is 0.01 less than 0.05 and r value 0.502 is less than critical value 1. So, the null hypothesis is rejected and alternative hypothesis is accepted. Thus, there are strong relationship between the Technological adaptability and performance.
- The significant value is 0.01 less than 0.05 and r value 0.802 is less than critical value 1. So, the null hypothesis is rejected and alternative hypothesis is accepted. Thus, there are strong relationship between the Performance and Customer Shopping experience.
- The significant value 0.001 is less the 0.5 and Pearson chi-square value is 7.5. So, the null hypothesis is rejected and alternative hypothesis is accepted. Thus, there are association between the Reliability and performance.
- The significant value 0.001 is less the 0.5 and Pearson chi-square value is 6.0. So, the null hypothesis is rejected and alternative hypothesis is accepted.

Thus, there is an association between the Customer shopping experience and performance

- The significant value 0.001 is less than 0.5 and Pearson chi-square value is 7.5. So, the null hypothesis is rejected and alternative hypothesis is accepted. Thus, there is an association between the Technological adaptability and reliability.
- The f-value is greater than significant value (i.e.) Reliability $5.108 > 0.002$, Customer Shopping Experiences $5.312 > 0.002$ and Performance $5.312 > 0.001$. So, the null hypothesis is rejected and alternate hypothesis is accepted. There is a relationship between the technological adaptability and reliability customer shopping experiences and performances

5.2 SUGGESTION

- To sum up, future research possibilities in this field should focus on evaluating the impact of RFID's new management alternatives.
- As a result, a sensitivity study of the various parameters, together with extra possibilities for each parameter, would improve the strength of our RFID model, which is based on a philosophy of continual review.
- These study fields include investigations into the use of RFID implementation, modelling approaches, and the influence RFID's impact on day-to-day operations.
- We believe that the adoption of RFID technology and its applications will have a positive impact.
- The use of accompanying supply chain management strategies holds the key.

- Researchers must look into how to best apply RFID technology in the Textile industry, in addition to modeling-based study on operational decisions.
- The numerous impediments to technology adoption are depicted in a compelling rationale for Fashion stores to manage their operations more efficiently using this architecture.

5.3 CONCLUSION

RFID is a fascinating technology that has attracted a lot of academic attention. However, the focus of that research has been on RFID's impact on supply chain challenges in general. Neglecting to situate the conversation inside a given industry domain. Because of the strategic context, this is required. The applicability of any technology is influenced by the nature of any business. In In this work, we looked at RFID research in the context of the Textile industry's context we've sketched out the market. Factors influencing the Retail clothing and Fashion Store's attitude RFID. We've also included a list of specialized study topics. Industry executives with knowledge of the technology's potential application. These study fields include investigations into the use of RFID implementation, modelling approaches, and the influence. RFID's impact on day-to-day operations. We believe that the adoption of RFID technology and its applications will have a positive impact. The use of accompanying supply chain management strategies holds the key. It has a better chance of succeeding than the AR implementations of the 1990s. This should stimulate study in this area, because the business can instantly put the findings into practice as researchers provide insights into these challenges.

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<https://www.forbes.com/sites/jonmarkman/2020/04/28/rfid-tiny-wonders-behind-friction-free-grocery-shopping/?sh=482e4e4f4ac1>

<https://cb4.com/blog/rfid-in-retail/>

A Study of RFID in the retail supply chain with reference to clothing and fashion stores in Coimbatore

* Required

1. gender

Mark only one oval.

☐ Male

☐ Female

2. Age

Mark only one oval.

☐ 18-25

☐ 26-33

☐ 34-41

☐ 42-49

☐ above 50

3. Educational qualification

Mark only one oval.

☐ Diplomo

☐ Under graduate

☐ Post graduate

☐ M.phil

☐ Ph.D

4. Occupation

Mark only one oval.

- ☐ Employee
- ☐ Unemployed
- ☐ retired
- ☐ business
- ☐ home maker

5. Monthly Income

Mark only one oval.

- ☐ below 20000
- ☐ 20000-30000
- ☐ 30000-40000
- ☐ 40000-50000
- ☐ above 50000

6. To what extent RFID reliable (reliability)

Mark only one oval per row.

	Strongly Agree	Agree	Never	Disagree	Strongly Disagree
RFID is reliable in the effective communication in buying process	☐	☐	☐	☐	☐
RFID shorter the order to cash cycle time	☐	☐	☐	☐	☐
Possibility to use same RFID tag throughout the entire process in supply chain	☐	☐	☐	☐	☐
Improve the supply chain management by better tracking transportation and warehousing channel.	☐	☐	☐	☐	☐
Tracking order are more accurately used by RFID tracking process in purchasing	☐	☐	☐	☐	☐

7. RFID technology are adapting to the environment? (Technological Adaptability)

Mark only one oval per row.

	Strongly Agree	Agree	Never	Disagree	Strongly Disagree
RFID technology compatible with the current system.	☐	☐	☐	☐	☐
RFID education and training expensive.	☐	☐	☐	☐	☐
Reduction the inventory cost including stock out and holding	☐	☐	☐	☐	☐
Cost of maintaining the RFID technology is high	☐	☐	☐	☐	☐
Shortening of loading/unloading time, which results in lower service costs, as well as shortening of process duration	☐	☐	☐	☐	☐

8. Importance's of RFID technology in the (Customer's shopping experiences

Mark only one oval per row.

	Strongly Agree	Agree	Never	Disagree	Strongly Disagree
Automated doors system is easy to accessible	☐	☐	☐	☐	☐
Reduce the out of stock	☐	☐	☐	☐	☐
Improve the product quality and reliability including traceability	☐	☐	☐	☐	☐
It allows you to reduce the checkout time in the billing	☐	☐	☐	☐	☐
Improve theft prediction and faster recalls	☐	☐	☐	☐	☐

9. Evaluation of RFID process in Fashion Stores (Performance) *

Mark only one oval per row.

	Strongly Agree	Agree	Never	Disagree	Strongly Disagree
RFID can be used to determine the position of vehicles, tools. or equipment	☐	☐	☐	☐	☐
Retail chains can use RFID to determine product position, quantity. and to improve store supply.	☐	☐	☐	☐	☐
RFID allows you to track inventory on site in transport and at distribution centres	☐	☐	☐	☐	☐
Improved technology in Return on investment.	☐	☐	☐	☐	☐
Reduce the opportunity of human error	☐	☐	☐	☐	☐

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Google Forms

A Study on RFID in retail stores with reference to Clothing and fashion stores, Coimbatore

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ABSTRACT

The goal of this study was to see how effective item-level Radio Frequency Identification (RFID) Technology tagging may be in a Clothing/Fashion Stores environment using current RFID technology as a replacement for barcodes. The use of radio frequency identification (RFID) in supply chains in the Textile industry within a specific business and market environment. This paper examines RFID research in the context of the Retail clothing and Fashion Stores, outlining the market drivers that influence how the industry approaches RFID, as well as specific areas of RFID research that should be pursued to better provide the Retail clothing and Fashion Stores with managerial insights into the technology's application. And technological adaptability that lead to RFID implementation in the business and provides a theoretical framework for future applied RFID research. RFID deployment, and the influence of RFID on day-to-day operational concerns. This should stimulate study in this field since, when researchers gain insight into these challenges, the retail business can put them to use right away. RFID has sparked a lot of interest in the research community. That research, on the other hand, has mostly focused on RFID's impact on generic supply chain concerns, failing to situate the discussion within a specific business domain. Because the strategic environment of any Fashion Stores has an impact on the applicability of any technology.

1.1 INTRODUCTION

In this globalization era the age of knowledge and information plays a vital role. Its defining feature is the rapid advancement of technology in tandem with globalization and the participation of practically all countries in the global economy. It's also worth noting that today's consumers are part of a generation that is constantly exposed to new technology as part of their daily lives. In today's society, technology plays a critical part in the efficient operation of all industries. There are numerous software solutions utilized in the supply chain, retail, and Textile industries to improve and refine operations to suit this new trend in retail Fashion Stores, and it produces Customers' Fashion Stores experiences have seen significant modifications.

The development, integration, and application of specialized technology in retail fashion stores, in particular. By building a well-oiled closed system, the above-mentioned technology virtually eliminates the needless costs involved with meeting demand. Retailers and grocers will be able to improve the customer experience by having an Omni channel presence as supply chain and logistics technology evolves. Another benefit

is that using specialized software, such as RFID and bar-code, can assist companies in obtaining crucial event data at all stages in the supply chain. Cashless checkout, for example, is a type of technology that speeds up consumer purchases by minimizing wait times. Fast billing and developments that can completely eliminate checkout, such as touch technology that interfaces with businesses' mobile apps and mobile vendor payment services like G-pay and Paytm. Since the outbreak of the covid epidemic, the use of technology in retail has grown dramatically. As to how they can keep their customers happy by delivering groceries on schedule and keeping their stock in good shape.

This study focuses on the RFID (Radio Frequency Identification) in this technology, how a chat bot can handle customer relationships efficiently, and how the tracking order specialty in the app may boost customer happiness.

RFID Technology

RFID stands for Automated Identification and Data Capture (AIDC) and refers to a number of processes that this technology performs, such as automated product identification and inventory entry.

Radio Frequency Identification (RFID) is a technology that allows them to identify the radio frequency that tracks and recognizes tags on products or packaging. It aids in the identification of barcodes on products or boxes in the retail food business, and as a result, it has a big impact on the retail Fashion Stores.

Generally, RFID which may consist of the three main components are

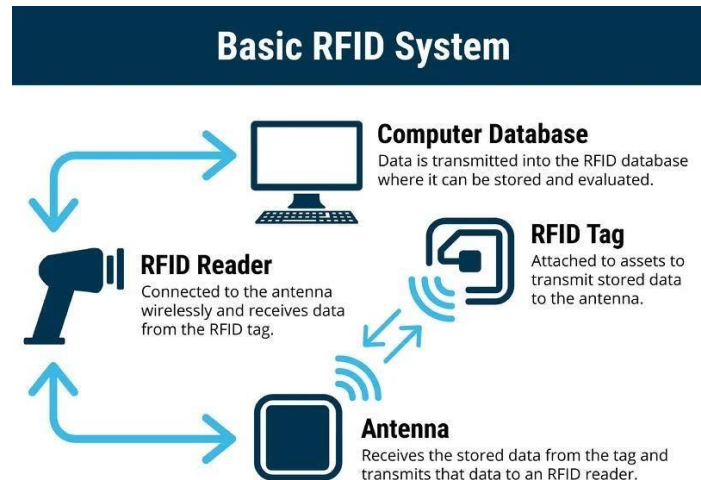
- RFID tag or Smart label.
- RFID Reader.
- Receiver or antennae.

RFID tag or Smart label

RFID tags, which are also known as RFID transponders, are commonly seen on mobile devices. They are small and often inexpensive, allowing them to be attached to low-cost (or high-cost) devices that require information. They're also commonly thought of as disposable. The RFID tag carries data that is communicated to the reader, and in some systems, the data within the tag can be updated to signal that the tag, and thus the object, has passed through a given stage in a process, etc.

RFID Reader:

The reader actually writes for the most part is used to for the most part connect with tags passing across the range. The RFID reader writer will usually essentially be fixed in place and will specifically be used to interrogate an RFID tag, demonstrating how the reader for the most part write generally is used to definitely connect with tags passing across the range, which generally is quite significant. Data may also particularly be written to the RFID tag, depending on the application and format of the system and the RFID reader/write, or so they really thought.



(Source: <https://blog.ttelectronics.com/rfid-technology>)Fig. 1

RFID Antenna or Receiver:

RFID systems, like all systems these days, for the most part require application software to function in a subtle way. There will basically be a variety of readers and writers in numerous systems, and the data to and from them must for all intents and purposes be coordinated and analyzed, demonstrating how there will generally be a variety of readers and writers in numerous systems, and the data to and from them must essentially be coordinated and analyzed, or so they literally thought. These will for all intents and purposes necessitate the use of application software, demonstrating how RFID systems, like all systems these days, specifically require application software to function in a generally big way.

Application:

Some of the applications of the RFID Technology in the Retail Fashion Stores.

- **Store product identification** - Within shops and retailers, RFID technology can be utilized as a type of alert for things that have been paid for or have not been paid for.
- **Asset tracking** - RFID systems can track assets by monitoring when RFID tags pass certain points.
- **Parts identification** - Data can be written to RFID tags to define a part's identity. This can then be used to identify and find pieces in a manufacturing, stockholding, or other operation.
- **Production control** - When goods are made, they go through a number of steps. RFID tags can be affixed to a variety of objects. These can be modified as the item progresses through the manufacturing process. This will allow the production system to track all goods and determine where they are in the manufacturing process, as well as any other information such as test failures.
- **Employee access control** - In today's world, many businesses demand clever access control solutions. RFID technology may enable both control and tracking, recording when cards pass through specific access points, and so forth.

- **Supply chain control** - with manufacturing working to much tighter timescales with items such as Just-In-Time techniques being involved tracking of the items in a supply chain becomes more critical. RFID tags can be added to items to enable this to be undertaken accurately and more quickly.
- **Vehicle tracking** - With manufacturers working to considerably shorter timeframes and techniques like Just-In-Time being used, tracking of goods in a supply chain becomes even more important. RFID tags can be put to products to make this process more accurate and efficient.

1.2 REVIEW OF LITERATURE

Pedro M. Reyes et al. (2021). This paper examines the RFID as a technology for automatic identification and data capture (AIDC) as well as a data analysis tool. The primary goal of this study is to show how RFID may be used in supply chain analytics to capture timely and relevant data. They simulate an inventory replenishment technique utilizing a simulation study of a two-echelon system of a retail store and a distribution center to investigate the utility of using RFID for decision making. For each of the simulated scenarios, They report on five of the seven performance measures that were collected. One major outcome of this study is that grocery retailers can take advantage of enhanced inventory record accuracy provided by RFID technologies.

Reyes, P.M. et al (2020). In this paper describes, Global supply chain management environments have always been data-intensive, with the goal of spreading information that ultimately defines the organization's capabilities, productivity, delivery performance, and overall competitiveness.

de Oliveira et al. (2019). RFID technology has been widely applied across numerous supply chain management applications, including agri-food systems, food logistics, hospitals, cold chain monitoring, and retail sectors, according to their analysis. They list the several benefits of RFID for increasing operational efficiency (such as cost savings and better inventory visibility) and boosting service quality. While cost, security, and privacy remain obstacles, new obstacles and barriers have been found. Water and metals generate a multipath or interference effect, which causes the hidden tag problem. Other problems include a lack of technical knowledge and the intricacy of the situation and Technology uncertainties, as well as data management issues. The overall conclusion is that because RFID involves managing customer-

supplier connections, it fosters integration across activities and in a supply chain with other inter-organizational systems. They go on to talk about how RFID can work with EDI, CPFR (collaborative planning, forecasting, and replenishment) systems, ECR (efficient consumer response), VMI (vendor-managed inventory), and other systems.

Chokdee Siawsoolit et al (2018). In this article focuses on the managing perishable inventories can be a difficult task. One study looked at the implications of recapturing unmet demand, while another looked at the effects of postponing order placements on operational metrics. Our findings show that these scenarios can lead to considerable profit increases, with a median profit margin increase of more than 30%.

Bhattacharya and Kumar (2015). The purpose was to compare the predicted earnings under item-level RFID to the expected profits that might be achieved without RFID. A centralized system (base model) was contrasted against a decentralized wholesale price contract in the model scenarios. Both with and without item-level RFID tagging were tested. Within the decentralized systems, two sub-cases were investigated: either the manufacturer or the retailer as the Stackelberg leader with major market power for the allocation of item-level RFID tag costs between producers. The primary advantages of RFID adoption as well as the major obstacles to RFID adoption were explored. The main (seen) advantages of RFID adoption were on inventory management, such as inventory reduction, out-of-stock, and shrinkage. Improved data accuracy, order visibility, and worker productivity monitoring are among the additional benefits of enhancing other operational efficiencies. A common issue in the literature is cost reduction (for example, lowering labor expenses and increasing worker productivity). The cost of deployment, privacy, and security has all been identified as important barriers for RFID adoption.

1.3 Research Methodology

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the how the customer is attracted the technologies in the Fashion Stores. This time research methodology is framed for the purpose of customer perception towards technologies like Radio Frequency Identification (RFID) and their process.

NEED OF THE STUDY

This study enables the knowledge about the various technology which can be implemented in the Fashion Stores how it can be help in improvement of overall customer satisfaction through the excellent technology which may include which RFID (radio frequency identification) RFID, tracking order, Customer relationship support etc.

SCOPE OF THE STUDY

The study can show how the technologies are integrated in the Fashion Stores from the point of entry into the warehouse of the products reaches the customer till that it can help to improve the overall customer satisfaction and it also shows the how the customer can revisit the shops and reorder the products through online and in store shopping experiences.

OBJECTIVE OF THE STUDY

The objective of the study which mainly targets on the how the technologies which can shape the retail Fashion Stores in the Coimbatore

- To understand the impact of RFID technology in the retail Fashion Stores.
- To study on RFID technology process in retail Fashion Stores.

- To study on the technological innovation created value on the customer

1.4 RESEARCH TESTS

Anova

ANOVA in SPSS is used as the test of means for two or more populations. ANOVA in SPSS must have a dependent variable which should be metric (measured using an interval or ratio scale). ANOVA in SPSS must also have one or more independent variables, which should be categorical in nature.

Chi-Square

The Chi-Square Test of Independence determines whether there is an association between categorical variables, whether the variables are independent or related. It is a nonparametric test. This test is also known as Chi-Square Test of Association.

Correlation

Correlation analysis in research is a statistical method used to measure the strength of the linear relationship between two variables and compute their association. Simply put correlation analysis calculates the level of change in one variable due to the change in the other.

1.5 RESEARCH DESIGN

From the objective, technologies shaping store in the retail clothing and Fashion Stores. To analyze the different data collected from the various Fashion Stores such as in what way the technologies play the vital role in the retail clothing and Fashion Stores and what are way to improve the customer satisfaction are discussed.

1.6 HYPOTHESIS TESTING

H₀: There is no relationship between the Performance and reliability.

H₁: There is relationship between the Performance and reliability.

H₀: There is no relationship between the technological adaptability and Performance.

H₁: There is relationship between the technological adaptability and performance

H₀: There is no relationship between the Customer shopping experience and performances.

H₁: There is relationship between the Customer shopping experience and performances.

1.7 DATA ANALYSIS

Correlation

Performance and Reliability Hypothesis Testing:

H₀: There is no correlation between the Performance and reliability.

H₁: There is a correlation between the Performance and reliability.

Correlation				
			Technological Adaptability	Reliability
Spearman'srho	Performance	Correlation Coefficient	1.000	.402**
		Sig. (2-tailed)	.	.002
		N	100	100
	Reliability	Correlation Coefficient	.402**	1.000
		Sig. (2-tailed)	.002	.
		N	500	500
**. Correlation is significant at the 0.02 level (2-tailed).				

Performance and technical adaptability Hypothesis Testing:

H₀: There is no correlation between the Performance and Customer Shopping Experiences.

H₁: There is a correlation between the Performance and Customer Shopping Experiences.

Correlation				
			Technological Adaptability	Customer Shopping Experiences
Spearman'srho	Performance	Correlation Coefficient	1.000	.502**
		Sig. (2-tailed)	.	.001
		N	100	100
	Technical adaptability	Correlation Coefficient	.502**	1.000
		Sig. (2-tailed)	.001	.
		N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).				

Performance and Customer shopping experience Hypothesis Testing:

H₀: There is no correlation between the Performance and Technological adaptability.

H₁: There is a correlation between the Performance and Technological adaptability.

Correlation				
			Performance	Technological Adaptability
Spearman'srho	Performance	Correlation Coefficient	1.000	.802**
		Sig. (2-tailed)	.	.000
		N	100	100
	Customer Shopping Experience	Correlation Coefficient	.802**	1.000
		Sig. (2-tailed)	.000	.
		N	100	100
**. Correlation is significant at the 0.00 level (2-tailed).				

CHI-SQUARE

Reliability and performance.Hypothesis Testing:

H₀: There is no association between the Reliability and Performance.

H₁: There is an association between the Reliability and Performance

		Chi-square and df	Fishers Exact Test	Total
	Performance	Pearson	Sig 2 sided	
Reliability	Strongly agree	7.5 and 6.5	.001	120
	Agree	7.5 and 6.5	.001	80
Total				200

Customer shopping experience and performance.Hypothesis Testing:

H₀: There is no association between the Customer shopping experience and performance.

H₁: There is an association between the. Customer shopping experience and

		Chi-square and df	Fishers Exact Test	Total
	Performance	Pearson	Sig 2 sided	
Customer shopping experience	Strongly agree	6.0 and 4.8	.001	110
	Agree	6.0 and 4.8	.001	90
Total				200

Technological Adaptability and Performance Hypothesis Testing:

H₀: There is no association between the Technological adaptability and Performance.

H₁: There is an association between the Technological adaptability and Performance.

		Chi-square and df	Fishers Exact Test	Total
	Technological Adaptability	Pearson	Sig 2 sided	
Reliability	Strongly agree	7.5 and 6.5	.001	80
	Agree	7.5 and 6.5	.001	120
Total				100

ANOVA Hypothesis Testing:

H₀: There is no relationship between the dependent variable (Technological adaptability) and independent variable (Reliability, Customer Shopping Experiences and Performance)

H₁: There is relationship between the dependent variable (Technological adaptability) and independent variable (Reliability, Customer Shopping Experiences and Performance).

Technological Adaptability		Sum of Squares	df	Mean Square	F	Sig.
Reliability	Between Groups	1.739	110	.580	5.108	.002
	Within Groups	56.283	90	.113		
	Total	58.022	200			
Customer Shopping Experiences	Between Groups	1.783	130	.594	5.312	.001
	Within Groups	55.505	70	.112		
	Total	57.288	200			
Performance	Between Groups	1.783	60	.594	5.312	.001
	Within Groups	55.505	140	.112		
	Total	57.288	200			

1.8 FINDINGS

(83%) are Male respondents.

(79%) are falls under the category between 26-3years are 79%.

(86%) are belonging to Under Graduate.

(81%) are employees.

(77%) were belonging to the 20000-30000 of monthly income.

The significant value is 0.000 less than 0.05 and r value 0.402 is less than critical value 1. So, the null hypothesis is rejected and alternative hypothesis is accepted. Thus, there are strong relationship between the Performance and reliability.

The significant value is 0.01 less than 0.05 and r value 0.502 is less than critical value 1. So, the null hypothesis is rejected and alternative hypothesis is accepted. Thus, there are strong relationship between the Technological adaptability and performance.

The significant value is 0.01 less than 0.05 and r value 0.802 is less than critical value 1. So, the null hypothesis is rejected and alternative hypothesis is accepted. Thus, there are strong relationship between the Performance and Customer Shopping experience.

The significant value 0.001 is less the 0.5 and Pearson chi-square value is 7.5. So, the null hypothesis is rejected and alternative hypothesis is accepted. Thus, there are association between the

Reliability and performance.

The significant value 0.001 is less than the 0.5 and Pearson chi-square value is

6.0. So, the null hypothesis is rejected and alternative hypothesis is accepted. Thus, there is an association between the Customer shopping experience and performance

The significant value 0.001 is less than the 0.5 and Pearson chi-square value is

7.5. So, the null hypothesis is rejected and alternative hypothesis is accepted. Thus, there is an association between the Technological adaptability and reliability.

The f-value is greater than significant value (i.e.) Reliability $5.108 > 0.002$, Customer Shopping Experiences $5.312 > 0.002$ and Performance $5.312 > 0.001$. So, the null hypothesis is rejected and alternate hypothesis is accepted. There is a relationship between the technological adaptability and reliability customer shopping experiences and performances

1.9 SUGGESTION

To sum up, future research possibilities in this field should focus on evaluating the impact of RFID's new management alternatives. As a result, a sensitivity study of the various parameters, together with extra possibilities for each parameter, would improve the strength of our RFID model, which is based on a philosophy of continual review.

These study fields include investigations into the use of RFID implementation, modelling approaches, and the influence RFID's impact on day-to-day operations.

We believe that the adoption of RFID technology and its applications will have a positive impact.

The use of accompanying supply chain management strategies holds the key.

Researchers must look into how to best apply RFID technology in the Textile industry, in addition to modeling-based study on operational decisions.

The numerous impediments to technology adoption are depicted in a compelling rationale for Fashion stores to manage their operations more efficiently using this architecture.

1.10 CONCLUSION

RFID is a fascinating technology that has attracted a lot of academic attention. However, the focus of that research has been on RFID's impact on supply chain challenges in general. Neglecting to situate the conversation inside a given industry domain. Because of the strategic context, this is required. The applicability of any technology is influenced by the nature of any business. In this work, we looked at RFID research in the context of the Textile industry's context we've sketched out the market. Factors influencing the Retail clothing and Fashion Store's attitude RFID. We've also included a list of specialized study topics. Industry executives with knowledge of the technology's potential application. These study fields include investigations into the use of RFID implementation, modelling approaches, and the influence. RFID's impact on day-to-day operations. We believe that the adoption of RFID technology and its applications will have a positive impact. The use of accompanying supply chain management strategies holds the key. It has a better chance of succeeding than the AR implementations of the 1990s. This should stimulate study in this area, because the business can instantly put the findings into practice as researchers provide insights into these challenges.

