

A Study on the Relationship Between ICT and Sustainability in Retailing

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Abstract: *It is proposed that innovation and sustainability will be crucial factors for large commercial distribution in the future. What's more, the improvement of Data and Correspondence Advances (ICT) arrangements, and particularly those connected with Man-made reasoning (i.e., Simply Leave, Astute Retail Lab) and digitization, are especially applicable elements in the ongoing pandemic situation in which retail organizations work. To deal with the resulting shifts in commercial relationships, particularly between businesses and consumers, these tools are absolutely necessary. As a result of all of these factors, the purpose of this work is to investigate the impact of ICT as a driver of innovation as well as its direct and indirect impact on retail sustainability. Additionally, this research takes into account the potential variations in these relationships between store formats. A theoretical model is proposed and empirically tested using a sample of 510 shoppers from three grocery retail formats (hypermarkets, supermarkets, and discount stores) in Spain to accomplish the aforementioned goal. The Multigroup Analysis and the partial least squares (PLS) regression method were utilized for the data analysis. The obtained results confirm that ICT has a direct and indirect impact on grocery retailing innovation and sustainability. Moreover, the outcomes show that purchasers inconsistent see the innovative advancement of organizations. Discount stores have more of these differences than hypermarkets and supermarkets do. In terms of innovation, the prevalence of ICT is higher the larger the store format. As a result, it is essential to take into account ICT, where Artificial Intelligence is essential for the development of long-term competitive advantages in retail businesses.*

Keywords: Artificial intelligence, innovation, sustainability, retailing, and ICT.