THE IMPACT OF EMERGING TRENDS IN RETAIL TECHNOLOGY ON CUSTOMER SHOPPING EXPERIENCE: CASE STUDY OF CUSTOMERS IN WESTLANDS, NAIROBI COUNTY

BY

CAROLINE JEMELI MOSE

UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA

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CAROLINE JEMELI MOSE

A Research Report Submitted to the Chandaria School of Business in Partial Fulfillment of the Requirement for the Degree of Masters in Business Administration (MBA)

UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA

SUMMER 2019
STUDENT DECLARATION

I, the undersigned declare that this is my original work and that it has not been submitted to any other College, Institution or University other than the United States International University for academic purposes.

Signed: _________________________  Date: _____________________________

Caroline Jemeli Mose (ID. No: 657042)

This project has been presented for examination with my approval as the appointed supervisor.

Signed: _________________________  Date: _____________________________

Peter Kiriri, PhD.

Signed: _________________________  Date: _____________________________

Dean, Chandaria School of Business
ABSTRACT

The general objective of the study was to examine the impact of the emerging trends in retail technology on customer shopping experience with the aim of leveraging the competitive advantages and improve strategies for enhancing shopper experience in retail business in Kenya. This study sought to realize three specific objectives; which were, to assess the impact of digital marketing on customer experience, to examine the influence of omni-channel retail on customer experience, and to analyze the impact of artificial intelligence (AI) on customer experience.

This study adopted a descriptive research design. A descriptive research design was preferred as it helped to identify and describe the nature of association between the emerging trends in retail technology and customer experience. The target population for this study comprised of customers of retail products at the Sarit Centre in Westlands in Nairobi County. From the target population of 25,000 shoppers, 194 individuals were sampled. The stratified random sampling technique was used in which every 2nd person was picked to participate in this study. Structured questionnaires were utilized to gather the needed data from the research respondents. The researcher used quantitative methods involving descriptive and inferential statistical methods (Pearson Product-Moment correlation, regression analysis and analysis of variance, ANOVA). Tables and figures were used to present the findings.

The first specific research objective was to assess the impact of digital marketing on customer experience; this study found that digital marketing and customer preference were related. It established that customization of customer preferences, direct response to customer queries through emails, the provision of links to appropriate websites, the provision of specific content pages including FAQ pages, the sending of product alerts to customers on email, the use of personalized email and provision of purchase decision support were aspects of digital marketing that enhanced customer shopping experience.

The second specific research objective was to examine the influence of Omni-channel retail on customer experience, this study also found a relationship between the two. It determined that the availability of pre-purchase product information across online and offline channels, access to product information through mobile texts messages, ability
to make and cancel orders through phone, consistency of product information across all platforms and devices, ability to tag items online and buy them in-store and *vice versa*, the ability to use apps to locate products in-store and the availability of seamless shopping across online and offline channels were aspects of Omni-channel retail that enhanced customer experience.

The third specific research objective was to analyze the impact of artificial intelligence (AI) on customer experience the following findings were made. This study established that due to AI advertising, retailers are able to give their customers access to relevant product information on phone and other electronic devices, customers are able to make, change and cancel orders using apps, customer are able to receive constant alerts and are reminded of promotions, customers get a more personalized communication and are referred to appropriate sites reducing their search efforts. It found that AI has enabled customers to receive a highly targeted experience.

This study concludes that digital marketing has the potential to enhance customer shopping experience as its key aspects including interactive advertising, SEM and emails marketing significantly enhance the way customers obtain information about products, interact with retailers and make purchasing decisions. It concludes that Omni-channel retail has a greater impact on customer shopping experience as it permits customers to view product information including customer reviews, scan products and track product or service history which helps them to seamlessly find products and make purchase decisions. It further concludes that AI applications including Chatbots, Virtual assistants and search algorithms have contributed to the enhancement of customer experience through the hyper-personalization of business interactions with customers.

This study recommendations the following; first, that retailers should enhance the use of digital retail technologies to leverage on customer shopping experience. Second, retailers should diversify the platforms they use to ensure that they deliver greater customer convenience and customer experience. Third, retailers need to appreciate the potential of AI advertising to enhance customer shopping experience.
ACKNOWLEDGEMENTS

I would like to acknowledge my project supervisor Dr. Peter Kiriri, PhD. for his intellectual guidance and moral support that were indispensable towards my completion of this study. He consistently allowed this paper to be my own work but steered me in the right direction whenever he thought I needed it.

I would like to acknowledge my classmates and colleagues at work for their moral support and encouragement to complete this research.
DEDICATION

I dedicate this project to my daughter Caren Jeruto for her stoicism, patience, great love and encouragement during my study which demanded a lot of my time, attention and our family’s resources. I also dedicate this project to my parents Mary Chemengen and Charles Mose and my Kap’Chemengen family, especially Sophie, Norah, Peggy and Sandra for providing me with unfailing support and continuous encouragement throughout my study and through the process of researching and writing this report. This accomplishment would not have been possible without you, thank you. To my grandparents Sylvanus and Hellen Chemengen who kept me in their prayers and consistently pushed and encouraged me to pursue further education by reminding me that I can accomplish anything I put my mind to, I pray that God will always bless you and keep you.
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<td>Artificial Intelligence</td>
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<td>AGI</td>
<td>Artificial General Intelligence</td>
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<td>API</td>
<td>Application Programming Interface</td>
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<td>App</td>
<td>Mobile Application</td>
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<td>Assertive Retailer Technologies</td>
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<td>Gross Domestic Product</td>
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<td>Generation X</td>
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<td>Key Mediating Variable</td>
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<td>Personal Digital Assistants</td>
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<td>PPC</td>
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Problem

The pressure for industry consolidation, difficulties in cost management, emerging retail formats, the erosion of profitability and margins, intense competition and the need for efficiency have compelled retailers to turn to technology (Rao, 2000). These demands have brought fundamental transformations in the format of the conventional retail (whose format had remained largely consistent over decades), especially in the past few years. Sorescu, Frambach, Singh, Rangaswamy and Brides (2011) argue that there is a global seismic shift in retailing which are both unprecedented in nature and are revolutionary in scope. This unprecedented shift in the conventional model of retailing is primarily driven by advances in digital technology and there is every indication that it will continue to do so (Sorescu et al., 2011).

It can be argued that the emergence of industry disruptors and increasing shopper sophistication has necessitated a transformational shift to new technologies and innovations to remain competitive. Euromonitor (2018) indicates that key technologies such as the 'Internet of Things' (IoT), artificial intelligence (AI), augmented reality (AR) and virtual reality (VR) will have significant impacts on how consumers will conduct their daily lives. In relation to retailing, Euromonitor (2018) report suggests that consumer values will have shifted to place more prominence on experiences rather than purchases.

Trends such as full price transparency to mobile alerts and social sharing, retail has become much more dependent on technology and social media influences (Yasav, 2015). The evidence of this can be seen in consumer surveys, which display the extent to which digital tools have become integrated into the shopping experience. E-commerce, which is simply a digital system for selling goods, already accounts for 9% of retail spending worldwide (Douglas, Smith & Strande, 2017). Sorescu et al. (2011) observed that large retailers have morphed into multichannel firms offering customers the ability to engage them through multiple channels and for diverse purposes.
Douglas et al. (2017) further found that to compensate for not being able to see and handle an actual product, e-commerce retailers provide elaborate digital avatars for the products they sell, as well as reviews based on first-hand experience written by ordinary consumers. According to Bar-El (2018), shoppers have the choice of the more immediate, personalized and convenient experience of shopping online, which technology companies like Amazon and Alibaba are recreating in the physical environment, with prototype frictionless stores that prioritize convenience and shopper interaction.

Amazon’s Amazon Go, Walmart’s ‘Scan and Go’ and other experimental retail formats are redefining what it means to be a brick-and-mortar store. According to Vandevelde and Whipp (2016) Amazon Go threatens the end to in-store cashier. With the Amazon Go, a customer is able to walk into Amazon stores, pick whatever product their want from the shelves and walk out as the technology automatically detects when products are picked from the store and keeps track of a customer’s virtual cart (Likhithia, Anusha, Annapurna & Partil, 2018). The application is able to identify the customer, detect when they remove or return item to the shelves and identify all the items they have in their virtual carts and charge the customer for the goods that they have walked out with from the store (Vandevelde & Whipp, 2016).

Similar technologies have been adapted by other firms around the world including the self-driving cars in the US and some European countries (Douglas et al., 2017). Morrison, a British grocer is using technological applications to automate replenishment of ambient and fresh products in its traditional stores (BlueYonder, 2017). Internal data (such as sales) and external demand-predicting data (such as weather and public holidays) are consumed by machine-learning algorithms, which make over 13 million ordering decisions per day. The system has reduced stock outages by up to 30% (Winsor, 2017; Douglas et al., 2017).

According to Yasav (2015), there has also been a transformation in the shopping habits of consumers. In this regard, consumers are using digital technologies more frequently to research, reference, browse and purchase products (RetailNext, 2014). Consumers are also increasingly using product reviews from other shopper when making purchasing decisions. Yasav (2015) reports that previous research has
indicated that up to 52% of Millennials and 42% on Gen-Xers have purchased products due to Social Media influence. This certainly points to the undeniable and non-reversible shift in the retail landscape.

Due to the increasing customer dependence on technology for information, retail brands are using new strategies to answer consumer needs and respond to their expectations (Sorescu et al., 2011). In this respect, strategies like home delivery of (online) purchase, targeted advertisement sent directly to consumers through short messages (SMS) and emails, use of influencers, interactive advertising on website, which allow customers to make comparison between and among products has become more mainstream (Chaffey & Ellis-Chadwick, 2016; Kritzinger & Weideman 2017).

Yasav (2015) confirms that over the course of three years to from 2013 to 2015, the use of mobile devices for shopping activities had grown significantly. Almost half of the consumers surveyed (45%) had performed shopping-related tasks on their mobile phone in that year, compared to two years before, when only about a third of the respondents stated that was the case. As a result, the dynamics of the retail experience is evolving, and investing in digital technology is becoming an important strategic imperative for many retail brands today (Yasav, 2015).

A retailer that is responsive and forward-looking can delight customers with tools such as responsive website design that allows for remote shopping and delivery of goods, custom alerts of adverts and deals specifically targeted to a particular shopper and a compelling content strategy that enables the shopper to easily access what is relevant to them (Rao, 2000). The seamless integration of these tools into the shopping experience can attract new shoppers to a brand, and result in greater loyalty from existing customers as well as drive consumption through increased purchases (Verhoef et al., 2015). It is imperative that brands and retailers in Kenya track these trends closely and implement new tools and strategies to respond to the needs of the evolving shoppers. Kenya, is at the forefront of digital inventions in Africa with an increasingly expanding technologically savvy middle class, quickly adopt the trends from more advanced markets (Zab, 2015).

According to the Kenya Vision 2030 (Government of the Republic of Kenya, 2008) medium term plan for 2013 – 2017, the retail sector is among the six priority sectors
projected to make up the largest part of Kenya’s Gross Domestic Product (GDP) and to create approximately 50% of total formal employment. A recent report by Oxford Business Group (2017), placed Kenya’s retail market as the continent’s second most developed, trailing behind South Africa, and the fastest growing sector within the continent. A closer look at the recent trends characterizing Kenya’s retail sector reveals mixed fortunes; whereas the sector has reported growth there are some unfortunate events which signal that the sector is not mature yet (Kimotho, 2017).

The country has experienced the gradual shut down of the leading retail brands including Nakumatt and Uchumi due to a tough operating environment and governance issues (Ogutu, 2017). The country has also seen new entrants including French retailer Carrefour, Massmart Holding’s Game and Bostwana’s Choppies, which have provided shoppers with additional choices in variety of goods, ambience and service (The Star, 2017). There have however been limited advancements in shopper experience with shopping formats remaining largely the same over the years in Kenya. Shoppers still have to physically browse category isles in-store in search of products, and have no way of comparing the available deals and offers (Kimotho, 2017). They also have no way of conveniently calculating or tracking their purchases. Changes in prices, offers, deals etc. are still manually updated at the shopping isles and consumers have often complained of picking products expecting a certain price or offer and being charged a different price or denied the offer at the till (Ndemo & Weiss, 2017).

Brands employ significant portions of their marketing resources to deploy in-store promoters, whose efficiency in reach and conversion is challenging to track and quantify (Chaffey & Ellis-Chadwick, 2016). Shopping during peak hours also presents a challenge for consumers. One has to queue for long durations of time to get a service or check out their purchases. Cases of out of stock of items cause inconveniences to shoppers, who, if technology had been employed, would have been able to check and make their purchases online or confirm availability then proceed to the store to make their purchases or otherwise look for alternatives or plan to shop at a later time when the product becomes available (Cannella, 2018). Online retailers have thrived where the physical retailers have failed to advance. Shoppers are able to
access deals instantly, compare prices and different product attributes and access other consumers’ reviews of the products they intend to purchase.

Some of the advances observed in Kenyan retail include the provision of credit services with retailers in the furniture, electronic and automotive industries partnering with banks and credit agents to enable consumers to purchase goods on installments. Some retailers also offer after sales services such as delivery of the purchases. Advances in mobile technology have allowed convenience in payment of goods with services such as M-PESA Tap facilitating faster transaction times (Ndemo & Weiss, 2017). Kenyan retail is yet to take advantage of available technology such as scan and bar code readers built into most of the current phones that allow a customer to scan a product and check it online for reviews and further information. Mobile phone apps such as Bixby, Discover, Shazam and Sound-Hound among others would allow a shopper to quickly review a product and make a purchase decision (RetailNext, 2014).

The experiential aspect of physical retail cannot however be understated. Physical retail provides an opportunity for the consumer to experience the product in real time before making a purchase decision. One-to-one engagements with store assistants also provides an opportunity for theatricality in marketing a product hence providing a competitive edge for brands to differentiate themselves from other brands and offer a different experience that is not available to digital retailers. Physical retail also provides for collection of better-quality real-time feedback for brands. Leveraging on these competitive advantages, combined with technology transformation, will put brick-and-mortar stores on equal footing with e-commerce thus providing shoppers with better shopping experiences, reduce wastage of resources in promotions as well as open up opportunities for targeting and segmentation for retailers and the brands they retail.

1.2 Statement of the Problem

The retail landscape in Kenya is continuously undergoing rapid and significant changes driven by various factors ranging from global trends, digital advancement, changing operating environment and entry of global competition (both physical and digital retailers) into the Kenyan market. Studies need to continuously be carried out on the changing trends in retail technology and their impact on customer shopping
experience in order to provide continuously updated insights that guide retailer strategy in enhancing shopper experience and resource optimization.

Ndemo & Weiss (2017) postulate that digital technologies employed to solve an identified problem will create a host of new problems that, in turn, will need renewed solutions. However, El Azhari and Bennet (2015) observe that research is lacking on the digital technologies impact on shopping in the conventional physical stores. Lemon and Verhoef (2016) while focusing on digital marketing argue that little academic attention has been accorded to the analysis of the impact of digital retail marketing on customer experience.

Pantano (2010) has argued that literature relating to the application of new technologies in retailing encounter only one per time technology and do not consider consumer behavior from the perspective of advanced technologies. These problems can in part be mitigated and overcome by constantly reviewing trends and advancements in other markets that are more technologically advanced. It is against this background that this study therefore sought to establish updated insights that will advise Kenyan retailers on changing strategy in line with global trends.

1.3 General Objective

The general objective of the study was to examine the impact of the emerging trends in retail technology on customer shopping experience.

1.4 Specific Objectives

1.4.1 To assess the impact of digital marketing on customer experience;

1.4.2 To examine the influence of omni-channel retail on customer experience;

1.4.3 To analyze the impact of artificial intelligence (AI) on customer experience;

1.5 Significance of the Study

This study may benefit the academic field and the several stakeholders in the following different ways.
1.5.1 Retail Industry

The outcomes of the study may aid Physical Retail businesses to leverage on the positive trends and efficiencies achieved by digital/e-commerce businesses in targeting and creating relevant and personalized content and product offerings for shoppers. It may also contribute to enhancing the advantages of what a physical environment provides such as the experiential opportunities, theatricality, engagement, and the professional assistance of well trained and inspired human associates to create better shopper experience.

1.5.2 Commercial Brands

This study may add to the current knowledge held by management of commercial brands regarding the business potential or value, for growth, of the emerging trends in retail technology. It may also inform the marketing strategies and process by commercial brands and help manufacturers of consumer brands to reduce wastage in promotional resources. It may facilitate this by proposing strategies that will aid in targeting and personalizing content for the relevant consumers.

1.5.3 Consumers or Shoppers

This study may have both direct and indirect benefits to the consumers or shoppers. It may inform consumers of the availability of the various retail technologies and on how they can use these technologies to enhance their shopping experience. Hence, it may directly benefit shoppers by highlighting the advantages that the emerging trends in retail technology present to users.

1.5.4 Researchers and Academicians

This study is of great potential significance to the researchers and academicians in the field of marketing. It contributes to the limited extant scholarship on the impact of the emerging digital trends in retail in Kenya and as such adds to the sources of information for researchers and academicians interested in studies this topic. The outcomes of this study may thus contribute to the body of literature on retail trends and its impact on shopper experience which may accord future researchers an
additional source of information for understanding the issues and for reviewing literature.

1.6 Scope of the Study

This study was conducted among customers at the Sarit Centre in Westlands in Nairobi County in Kenya. The target population comprised of retail customers at the shopping mall, from which a representative sample of 194 individuals were picked to participate in this study. The data was collected over a period of one week in March 2019 through the use of a structured questionnaire.

There were two main limitations of the study which included scarce academic sources that have focused on the impact of the emerging trends in retail technology on customer shopping experience. Hence, the researcher had a challenge in obtaining relevant literature during the literature review. To overcome this huddle, the researcher read widely to obtain as much information as possible to provide a comprehensive literature review. Secondly, the target population was very large (estimated at 25,000 individuals) and thus the researcher lacked the resources and time to access the entire population. To overcome this limitation, the researcher adopted the formula proposed by Mugenda and Mugenda (1999) to calculate and determine an acceptable representative sample size.

1.7 Definition of Terms

1.7.1 Customer Expectations

Customer expectations are conceived as a consumer’s pretrial beliefs about product, which serves as reference point or standard against which the performance of a product is evaluated or assessed (Thai, 2015).

1.7.2 Customer Engagement

Customer engagement refers to the repeated interactions or exchanges that reinforcement the emotional, psychological or physical investments a customer has in a given brand (Chaffey & Ellis-Chadwick, 2016).
1.7.3 Customer Experience

Customer experience or more specifically online customer experience is conceptualized as the combination of emotional and rational factors in using a firm’s online services that shape customers’ brand perception (Chaffey & Ellis-Chadwick, 2016).

1.7.4 Customer Satisfaction

Customer satisfaction is a person’s feelings of pleasure or disappointment resulting from comparing a product’s perceived performance (or outcome) in relation to his or her expectations (Kotler & Keller, 2016).

1.7.5 Digital Marketing

Digital marketing as the application of internet or online related digital technologies in addition to conventional communication to realize marketing objectives (Chaffey & Ellis-Chadwick, 2016).

1.7.6 E-Commerce

E-Commerce refers to the nature of doing business through the use of Internet and electronic devices (Okiro & Ndung’u, 2013).

1.7.7 Internet of Things (IoT)

The Internet of Things is a network of physical objects – vehicles, machines, home appliances, and more – that use sensors and APIs to connect and exchange data over the Internet (Evans, 2011).

1.7.8 Omni-Channel

Omni-channel is an approach that necessitates that a firm coordinates its interactions with it customers so that it collectively establishes an incessant dialogue, which is not segmented by communication type or channel (Shankar et al., 2011).

1.8 Chapter Summary

Chapter one has provided the background of this study and located the study within the global and the academic context. Chapter one has also highlighted the statement of
the problem and the general objective of this study as well as the specific objectives that the research sought to realize. The academic significance and the significance of this study to various stakeholders have also been discussed in Chapter one along with the scope and the definition of the key terms that were used in the course of this study.

Chapter two provides a review of the relevant literature pertaining to the specific objectives of this study. Chapter three discusses the research methodology and the procedure to be adopted to conduct this study. Chapter four presents the results and findings of this study and chapter five provided the summary of the key findings, the discussions of the key finding the conclusion and the recommendations of this study.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

Chapter two provides a review of the extant literature on the research topic. Specifically, it examines what scholars and previous studies have found relating to the three specific research objectives of this study. It also highlights some of the theories underpinning the research problem, and the research objectives specifically. The aims of the literature are three-fold. First, the review seeks to establish a conceptualization of the key concepts within extant literature and the applicable theories. Secondly, the review seeks to identify and examine how the emerging trends in retail technology; that is, digital marketing, omni-channel retail and artificial intelligence (AI) are shaping customer experience. Thirdly, the review seeks to identify inconsistencies and gaps among scholars and previous findings in existing literature – gaps which this study seeks to address.

2.2 Impact of Digital Marketing on Customer Experience

2.2.1 Digital Marketing

Kannan and Li (2017) assert that “digital marketing” is a generic term which has evolved over time from a specific term that denotes the marketing of services and products using digital channels into an overarching term that describes the process of utilizing digital technologies to gain customers and create customer experience. Chaffey and Ellis-Chadwick (2016) conceptualize digital marketing as the application of internet or online related digital technologies in addition to conventional communication to realize marketing objectives. As such, it is also simply defined as realizing marketing objectives through the application of media and digital technologies (Chaffey & Ellis-Chadwick, 2016).

The association between digital marketing and customer experiences can best be conceived through the game theory. Game theory (GT) is defined as the study of the mathematical models and collaboration between rational and intelligent decision-makers (Mota, 2015). The game theory makes three fundamental assumptions; the...
first pertains to rationality in which it assumes that every player in the game behaves
or acts according to his or her own preferences; that is, that a player will choose
actions that lead to the best outcome (Watson, 2013). The second assumption pertains
to the so-called common knowledge about rules, but this does not mean the actors are
either equally informed or even well informed (Mota, 2015).

The third assumption pertains to the issue of realism, in which sense this theory
suggests that players are complex and are capable of handling whatever difficult
situations in which they find themselves in order to maximize their relative gains
(Watson, 2013). Dutta (1999) has asserted that the game theory is a prescribed means
for analyzing interaction among group of rational actors who behave strategically.
Woods (2016) provides even a better understanding of the link between the digital
marketing, game theory and customer experience. According to Woods, within the
game theory framework, distinct choices are presented to customers, choices that
allow the visitor (customer) to invest in a path of navigation that results to enhanced
and unique user experiences. She argues further that while the choices are not
necessarily optimal choices from a benefit or price perspective, their value to the
customer is optimal resulting in cost saving for the individual customer.

Digital marketing utilizes information technology and the internet to improve and
extend the conventional marketing functions (Merisavo, 2008). Mandal, Joshi and
Sheela (2016) identify some of the techniques used in digital marketing as comprising
of search engine marketing (SEM), search engine optimization (SEO), influencer
marketing, content atomization and content marketing, data-driven marketing, email
direct marketing and e-commerce marketing. Social media marketing and
optimization are also considered as integral techniques of digital marketing (Mandal
et al., 2016). Thus, digital marketing is seen as the innovative approach to advertising
aimed at presenting the customers with the information they need through diverse
digital tools so that they can make effective choices (Merisavo, 2008). As such,
because it is a means through which customers can obtain product and service related
information, digital marketing is an indispensable element of customer experience
(Sumit & Kashem, 2018). Wind, Yoram and Vijay (2002) observe that digital
channels are capable of being used to establish unique and optimistic experiences to
customers by integrating all aspect of product, brand, service and communication.
2.2.2 Interactive Advertising
The technological revolution in information and communication technologies (ICT) has enabled easy two-way and rapid interactions between the advertiser and the customer (Pavlou & Stewart, 2000). This has permitted the development of the so-called interactive advertising within retail marketing. Interactive advertising is considered as one of the most significant concepts in modern business milieu that greatly influences business survival (Dushyenthan, 2012). In interactive advertising, a visitor who clicks on an interactive ad (banner) at a given ad site is referred through to the site of the firm which paid for the banner ad, which in turn links the visitor to a destination site (Chaffey & Smith, 2012). According to the interactive marketing theory, successful or meaningful interactive marketing is a product of certain elements of cooperative associations that portray efficacious relational exchanges (Dushyenthan, 2012).

Malthouse and Hofacker (2010) explain that interactive marketing extended the scope of the conventional direct marketing to encompass the strategic utilization of information technology as corporate assets, customer and managerial behavior in relational milieus and network-based communication. With the emergence of the internet, especially the Web 2.0 technology and other technologies, the exchange between and among customers and marketers have become more pronounced (Pavlou & Stewart, 2000). Presently, consumers are able to collect and submit information by searching and navigating commercial websites, they are able to post and customize their preferences, and are able to interact with other consumers about products and services (Pavlou & Stewart, 2000).

Furthermore, through interactive advertising, firms link banner ads to particular campaign microsites or Facebook to their business page and thereby provide relevant content designed to the campaigns that immediately appear on click-through with the visitor having to deal with the interactions of the standard site (Chaffey & Smith, 2016). All these, has provided greater experience to customers throughout their customer journey. Other than the conventional perception that interactive advertising is only aimed at traffic-building, this approach has value to customer experience as it facilitates the delivery of content, shapes attitudes, provides customer decision support (CDS) and thereby enhances customer experience (Dushyenthan, 2012).
According to Baron and Harris (2003), the seven key indicators of interactive marketing including high trust levels between parties, personalization of services, having customers’ best interest at heart, high level of commitment between both parties, long term horizon, service quality and open communication channels between the parties to facilitate information exchange. Pavlou and Stewart (2000) assert that interactive advertising has greater potential in customer’s decision making efficiency while at the same time enhancing customer’s experience and satisfaction. It is further argued that in interactive advertising, consumers provide information to marketers who in turn utilize the gathered information to provide much more pleasant experiences to the customer (Pavlou & Stewart, 2000).

2.2.3 Search Engine Marketing

A search engine has been defined by Chaffey and Smith (2012) as a specialized website, which utilizes robots and spiders to index the web pages of sites that have been registered. Visitors can then search the index by keying in keywords to distinguish their interests. Chaffey and Ellis-Chadwick (2016) have defined search engine marketing (SEM) as the process of promoting a firm through search engines to realize its goals by delivering the relevant content in the search listings for visitors and encouraging click-through to a destination site.

SEM implies placing targeted messages on a search engine and encouraging visitor click-through to a given website upon typing specific key phrases (Chaffey & Smith, 2012). Two main techniques of SEM are search engine optimization (SEO) and paid-search. SEO is a structured approach deployed to enhance the firm’s position or its products in the organic or natural results listings of a search engine for specific key phrases (Chaffey & Ellis-Chadwick, 2016). Paid-search or pay-per-click (PPC) refers to an appropriate text ad with a link to the web page of a company that is displayed on the search engine page results (SERPs) when the visitor to a search engine types in certain keywords. Unlike in the SEO, there is an applicable fee charged per click, with the amount placed on the click mostly determining its position (Kritzinger & Weideman, 2017).

Xing and Lin (2006) have argued that search engines enhance user satisfaction with the search experience by providing quality search results. SEM has the potential to
enhance customer experience by providing faster access to product or service information, including product reviews, prices and explicit qualities (Chaffey & Ellis-Chadwick, 2016). Visitors are able to obtain the necessary information from various search engines including Yahoo, You-Tube, Google, MSN, Bing, AOL, and ASK among others (Khraim, 2015).

Chaffey and Ellis-Chadwick (2016) postulate that SEM allows customers a faster way of finding specific product or manufacturer website, permit customers to gather sufficient information about a service or a product before they can make purchases, to gather additional information about specific products or services advertised to them, to compare prices of products and services, and to find out about product or service availability and place to find them. In so doing, search engine marketing delivers convenience and timeliness to customers and thereby enhances their overall online customer experience.

However, they not that extant literature is not sufficient in accounting for the effect of SEO and PPC since the quality of search engine is mostly associated with the visitor satisfaction, without specific attention to either SEO or PPC. This assertion is supported by Lemon and Verhoef (2016) who observe that while search engine advertising has been studied extensively, the bulk of the previous research have mainly focused on sales effects but in general there exists little understanding of the understanding of the effect of SEM on customer experience is rather limited.

2.2.4 E-mail Marketing

According to Kritzinger and Weideman (2017), email marketing is conceived as “push marketing” because the promotional message is pushed to the inbox of the receiver. The ‘pushing’ of the message to the recipient’s inbox makes it harder for the receiver to ignore and makes it a potentially effective way of achieving the firms marketing goals. According to Chaffey and Smith (2008), email marketing refers to the firm’s approach to achieving marketing objectives by utilizing electronic communications technology. They explain that email is the most commonly deployed approach to prospect conversion and customer retention. Daniels & Einstein (2017) conducted a study on the value of personalization, among their findings was that 55% of customers prefer email marketing because it offers relevant products.
Brands utilize emails to provide more personalized customer service and to provide CDS (Mapp, 2016). The association between email marketing and customer experience has also been alluded to by other studies. For instance, Mapp (2016) found that 60% of consumers considered email marketing influential in their purchasing decision with more than half of these finding email marketing to be an effective tool in reminding them of products availability, prices and would make a purchase at an offline store as a result of receiving a personalized promotional message.

Carlyle (2018) argues that email marketing has a positive influence on customer experience as each personalized email message sent to the customer creates a relationship with the customers that enhance their satisfaction. He asserts further that personalization of emails can hugely contribute customer experience by boosting the effectiveness of the message up to 65%. Such personalization includes use of first name, dynamic content and even real-time customer location (Carlyle, 2018).

2.3 Impact of Omni-channel Retail on Customer Experience

2.3.1 Omni-channel Retail

Channels are the customer touch-points or contact points, or a medium through which the customer and the company interact (Verhoef, Kannan & Inman, 2015). It is necessary, as a preliminary, to distinguish between omni-channel and its closely related concept, multichannel. According to Chaffey and Ellis-Chadwick (2016), multichannel marketing refers to consumer communications and to product distribution that are supported by a mix of digital and traditional channels at different points in the customer journey or buying cycle.

Neslin, Scott and Shankar (2009) have conceptualized multichannel customer management as the design, coordination and assessment of channels to improve customer value through effective customer acquisition, development and retention. The distinction between omni-channel and multichannel pertains to the fact that while multichannel does not permit switching between channels, omni-channel permits seamless switching between and among channels and touch-points (Verhoef et al., 2015). Also in the later, data are shared across all channels while multichannel does not allow data sharing across channels (Mirsch, Lehrer & Jung, 2016).
As such, omni-channel implies an approach that necessitates that a firm coordinates its interactions with its customers so that it collectively establishes an incessant dialogue, which is not segmented by communication type or channel (Shankar, Inman, Mantrala & Rizley, 2011). A multichannel approach is simply about offering customers services across multiple platforms such as stores, mobile apps and websites and thereby enhancing customer engagement and experience with the brand. Omni-channel approach is a crucial trend that is emerging in retail marketing as it is deemed to be a seamless means of ensuring customer experience (Neslin et al., 2009).

Shankar et al. (2011) argue that as technology continues to permit customers to engage and utilize multiple channels that a retailer has, it is crucial that the customers obtain dependable information and a continuous experience across all the channels. El-Azhari and Bennet (2015) observe that retailers are experimenting with the omni-channel approach to bridge the gap between offline and online shopping. This is only possible through an omni-channel approach. And indeed as retailers embrace the omni-channel retailing, trust imperative for success (Shankar et al., 2011). This association between, omni-channel acceptance, trust and customer experience is best explained by the commitment-trust theory.

The commitment-trust theory (CTT) was proposed by Robert M. Morgan and Shelby D. Hunt in 1994 (Mukherjee & Nath, 2007). The CTT questioned the role of power in conditioning others as the dominant factor in network analysis at the backdrop of the relationship failures in strategic influences. By emphasizing on what makes relationships work, the CTT postulated that trust and relationship commitment were the key factors in establishing and maintaining a relationship (Morgan & Hunt, 1994). Centering on the CTT, Morgan and Hunt (1994) established the key mediating variable (KMV) model of relationship marketing. The KMV model placed trust and commitment as the mediating variables between five antecedents and five outcomes. The antecedents were; relationship benefits, relationship termination cost, shared values, opportunities behavior and communication, and the outcomes were; propensity to leave, acquiescence, cooperation, decision-making uncertainty and functional conflict (Mukherjee & Nath, 2007).
Grounded on an extended adaptation of the CTT, the five antecedents of trust are communication, shared values, privacy, opportunistic behavior and security (Mukherjee & Nath, 2007). It has been argued that the level of customers’ experience is elevated to their tendency to trust. According to Ba (2001), online customers with high tendency to trust consider the risk to be less and hence have trust in online interactions and transactions. Thus, it is based on the issue of trust and the antecedents or trust that are adopted from the CTT that one can examine the association between omni-channel retail and customer experience.

Implicit in the definition of omni-channel provided is the fact that the interactions are limited to the domain of channels that permit two-way communication excluding traditional one-way channels such as radio and television advertising (Verhoef et al., 2015). El Azharia and Bennet (2015) points out that the contemporary consumer is an omni-channel creature who perceives little difference between purchasing online and in-store. Hardgrave (2012) posits that the omni-channel model accords the customer a holistic experience with the brand as compared to channel-based approach.

2.3.2 Social Media and Mobile Apps Integration

The social media (SM) is defined as a “networked database platforms that combine public with personal communication” (Miekle, 2016, p.6). Fuchs (2015) argues that the SM owes its origins to the development of the Web 2.0 technology that gained traction in 2005 and which has four elements; that is, the social networking sites (SNSs) (LinkedIn, Facebook and Pinterest), the blogs (Wikis, like Wikipedia, and Word-Press), the micro-blogs (Weibo, Twitter, PalmChart, WhatsApp), and sites for sharing user-generated content (Patreon and YouTube). Thus, the concept of social media is used to imply all these new Web 2.0 platforms (Schien, Wilson & Keelan, 2017).

The significance of the SM and mobile phones for retailers, especially in Kenya is huge. In 2018, it was reported that 49% of the Kenyan population; that is, 33.4 million people are using the social media and that 12 million Kenyan’s had subscribed to Facebook, 8 million were using WhatsApp, 7.1 million were subscribed to YouTube and 4 million were using Instagram (Soko Directory Team, 2018). At the same time
internet and mobile phone penetration in Kenya stand at 58% and 83% respectively (Zab, 2015). The SM and mobile phones form the most important sources of information for the majority of retail customers and thus the need to integrate the two.

Firms are integrating social media and mobile technology to enhance their customer engagement and experience (Aubrey & Judge, 2012). For instance, El Azhari and Bennet (2015) report that companies such as the French cosmetic brand Sephora, have created tools that permit them to deliver the same content, and in real time on both their social media sites and through mobile apps. The integration of these technologies is permitting customers to view product information including customer reviews, scan products and track product or service history which help them in making purchase decisions (El Azhari & Bennet, 2015).

The integration of SM and mobile apps technologies accords customer more liberty in switching from one channel to another (Mirsch et al., 2016). The ability to switch between channels creates enhance online experience for customers as they may want to progress from seeing and ad on the SM to making a purchase using a mobile app (Mirsch et al., 2015). Thus, the integration of SNS and mobile technologies have provided greater customer experience as they are able not only to acquire consistent information about the brand product and company or manufacturer but are able to switch in real time to make a purchase from wherever they are (Chaffey & Ellis-Chadwick, 2016). Therefore, the omni-channel approach that allows the integration of the SM and the mobile app also creates a seamless and unique experience to customers regardless of the channel the customer uses or the purchase phase they are at (Piotriwicz & Cuthbertson, 2014).

2.3.3 Integration of Online Channels

The conventional brick-and-mortar approach to retailing is being rendered inessential due to technological innovations (El Azhari & Bennet, 2015). Modern consumers are able to use different channels and touch-points and diverse platforms, digital networks and tools, whether at home, at place of work or in transit (Chadwick & Smith, 2012). It is therefore important for a firm to have consistent information in all the channels to
provide greater CDS and to ensure that customers have a satisfying experience when engaging the firm on any platform.

One of the most important emerging trends in retail and which is a form of an omni-channel approach is social sharing. According to Taimo (2017), social sharing implies using digital platforms especially the SNSs such as Twitter, Instagram, LinkedIn and Facebook among other and making contents that go viral. Chaffey and Smith (2012) explain that social sharing denote the optimization of social media and search to deliver consistent contents to customers across various platforms. Zhang and Cabage (2017) argue that social sharing allows customers to see search results much faster than is possible through a backlink strategy. Taimo (2017) observes that firms are using at least three ways to enhance the effectiveness of social sharing. They techniques include the use of click baits, social presence and shareable content.

Click bait implies creating interesting contents that make people want to click or share the link that directs them to the firms’ site when they visit their social media sites. Social presence positing fresh news actively on the company’s social media sites that is consistent with what is posted on other digital platforms including website and micro-sites (Taimo, 2010). According to Zhang and Cabage (2017), by creating shareable content firms facilitate not only interest among customers but allow customers to engage with the brand, and acquire additional information about the product thus bring both convenience and CDS to customers.

2.3.4 Integration of Online and Off-line Channels

At the core of the omni-channel approach is the nurturing of a synergetic connection between online and offline channels so that they function together and supplement each other in delivering the ultimate experience to customers (Aubrey & Judge, 2012). Firms, such as the British retailer Mark & Spencer (M&S), are integrating their online and offline channels to enhance their marketing operations while delivering greater experience to customers (El Azhari & Bennet, 2015).

Several firms are integrating offline and online operations including offering touch screen kiosks and free Wi-Fi throughout their store as a way to harmonize their marketing operations for effective results (El Azhari & Bennet, 2015). Schroder and
Bach (2013) point out that firms such as Nordstrom (an American fashion retailer) are integrating assertive retailer technologies (ART) to permit sales assistants to check out from any location in their stores. The impact of such omni-channel approaches is greater customer experience and satisfaction which arises out of streamlined shopping experience and elimination of queues (O’Donnel, 2012).

Apart from integrating the offline and online technologies, firms are also embedding certain emerging technologies to further enhance operational efficiencies and customer experience. According to El Azhari and Bennet (2015), some of the technologies that retail business are experimenting with include; digital signs, free in-store Wi-Fi, Radio Frequency Identification (RFID) systems, self-service technologies, smart mirrors and life-size interactive walls as well as equipping employees with tablets or iPads.

Burke (2009) explains that digital signs are huge flat panel monitors fitted with a continuous editorial material and advertising loop, which permit real time changing of content and delivery of targeted messages to select audiences. The availability of free Wi-Fi permits customers to utilize the mobile apps developed by retailers to locate products, access coupons, loyalty programs, and in-store deals (Adweek, 2013). The RFID systems are capable of gathering data from product bar codes and tags and match those with the profile of customers in the store their by resulting in more convenience and speedy access of relevant product information by customers (El Azhari & Bennet, 2015).

The SST refers the technological interfaces, which permit customers to produce a service without seeking the assistance of store employee. The life-size interactive walls accord customers the ability to view products on a virtual shelf, access product reviews and information and even make orders (Aubrey & Judge, 2012). El Azhari and Bennet (2015) explain that the smart mirror is a form of augmented reality which permits customers to try clothes through 3-D body scanning systems. Some smart phones are also fitted with the smart mirror technology which allows users to scan each other and post or share pictures on their social networks. The overall effects of these emerging trends in retail technology on customer experience are therefore grossly apparent.
2.4 Impact of Artificial Intelligence (AI) advertising on Customer Experience

2.4.1 Artificial Intelligence (AI) Advertising

Artificial intelligence (AI) is simply conceived as the “science of making machines smart” (Cannella, 2018, p. 12). This definition, even though wide in many ways, is appropriate as AI is a general term denoting multiple technological advancements. Among the advancements included in this broad definition are; deep learning and machine learning that generate real-world applications of AI like image recognition, voice recognition, virtual or smart personal assistants, and search algorithms (Cannella, 2018). More specifically, Kaput (2016) conceptualize AI as computerized systems that have the ability to intake data to perform certain tasks of intelligent beings in a manner that maximizes it chances of accomplishment. Thus, at the bottom line, AI technologies are focused on imitating human intelligence in computer applications to make operations ‘smart’ (Cannella, 2018).

According to Cannella (2018), AI can be categorized into two main groups; Artificial general intelligence (AGI) and narrow AI. AGI is also referred to as Strong AI and denotes AI which can theoretically perform every task that an intelligent human being could perform. It is this form of AI that is commonly depicted in science fiction and can be considered as AI that cannot only perform a variety of tasks but can also act as humans. Some of the most common AGI applications include Apple’s Siri, Amzaon’s Facebook M, Alexa, Google Assistan, and Microsoft’s Cortana (Heung-Yeung & Xiaodong, 2018). On the other hand, Narrow AI, which is also referred to as Weak AI are design to perform specific tasks effectively. They have advance to dominate cognitive abilities domains and include among others, image recognition, predictive analytics, self-driving cars and can segment groups of customers (Cannella, 2018). It most common form in daily lives is website recommendation systems and spam mail bots.

The significance of AI for customer experience has been noted. For instance, Yu, Xu Black and Rudnicky (2016) argue that AI has resulted in the hyper-personalization of business interactions with customers. Cannella (208) notes that AI permits brands to interact and connect with customers and to delight their customers on a more individualized level. The ability for tracking customer activity that is possible with AI allows marketers to have a more comprehensive understanding of customers’ desires
and thereby to offer a hyper-personalized service to them which enhance their experience. Chatbots, Virtual assistants and search algorithms are AI applications that are especially important in this regard.

The expectation confirmation theory (ECT) suggests why AI may contribute to or influence customer experience. The ECT was advanced by R. L. Oliver in the 1980s and involves a model for customer behavior that is commonly applied to define and predict satisfaction and repurchase intention. The four main models in the ECT are expectation, performance, disconfirmation and satisfaction (Jiang & Klein, 2009). Oliver (1980, cited in Chen et al., 2010) argued that repurchase intentions were a product of prior satisfaction, while satisfaction resulted from disconfirmation and expectation of the services and products of which disconfirmation has the greatest impact upon satisfaction (Brill, 2018). The components of disconfirmation include (1) ability of actual performance to meet expectations – confirmation, (2) actual performance failure to meet expectations – negative disconfirmation, and (3) actual performance ability to exceed expectations – positive disconfirmation (Chen et al., 2010).

Adapted to AI use and acceptance, the ECT suggests that customers’ overall experience and satisfaction will be enhanced if the AI meets expectations in service delivery (Brill, 2018). In this sense, use continuance of an AI is similar to repeated purchase behavior. Thus, this theory advances its position that satisfaction is the rational post-adoption/post-consumption behavior resulting from expectations and perceived performance. This rational behavior is mediated through the positive or negative confirmation between expectations and perceived performance (Brill, 2018).

2.4.2 Chatbots

According to Dhoye (2018), Chatbots or ‘Chatter robots’ are smart machines the companies are currently utilizing to engage with customers and to assist them in their customer care activities. They are perceived as a form of Narrow AI that is capable of interacting with customers on various platforms using natural human speech (Yu et al., 2016). Cannella (2018) explains that they are more of text-based conversational applications, which allow human users to talk with a bot that responds automatically to them.
According to Heung-Yeung and Xiaodong (2018), some of the best known earliest examples of Chatbots include *Eliza* (developed by Joseph Weizenbaum at MIT in 1966), *Parry* (by Kenneth Colby in 1975), and *Alice* (created by Richard Wallace in 2009). Among the most popular modern Chatbots include, PizzaHut, Kik Messenger, Nike StyleBot, ShopBot, Hipmunk, NatGeo Genius, Whole Foods and Chatty People (Steinbach, 2018; Siu, 2019). In reality there are thousands of Chatbots currently in use by companies and brands around the world (Siu, 2019).

Heung-Yeung and Xiaodong (2018) suggest that the principal goal of Chatbots is not to (re)solve all the pressing questions that the user may have but rather to function as a virtual companion to users. The ability of Chatbots to communicate is as a result of progress in cognitive AI technologies including natural language processing (NLP), speech recognition and synthesis, computer vision, information retrieval, multimodal intelligence and empathic conversational systems (Cannella, 2018; Heung-Yeung & Xiaodong, 2018).

Dhoye (2018) observes that Chatbots can effectively enhance the accessibility of the brand or the company and communicate the company’s value proposition to the customer. The compatibility of Chatbots with various digital platforms including the SM and the search engines allow them to provide greater support to customers and thereby enhance customer overall online experience (Rojas, 2017). Heung-Yeung and Xiaodong (2018) note that to effectively communicate with customers, Chatbots have the ability interact through multiple modalities including vision, speech and text. As such, Chatbots are revolutionizing customer service operations for firms. Heung-Yeung and Xiaodong (2018) argue that the appeal of Chatbots lies not just in their ability to respond to various users in real time but also to create an emotional connection with the users that enhances company-customer relationship.

### 2.4.3 Intelligent Personal Assistants (IPAs)

Intelligent Personal Assistants (IPAs) are also known as Smart Personal Assistants (SPA) or Virtual Assistants (VA) or Personal Digital Assistants (PDAs) (Sarikaya, 2017). The IPAs have the ability to integrate or combine information from multiple sensor including time, gesture, touch, location and movement and have access to a huge data sources including personal profiles, movies, music, books and articles,
social media sites and for queries that they cannot directly respond to IPAs often default to searching the web as backup (Heung-Yeung & Xiaodong, 2018).

Some of the well-known virtual assistants include Apple’s Siri, Amazon’s Alexa, Google Assistant/Now, Samsung Bixby, and Microsoft’s Cortana (Heung-Yeung & Xiaodong, 2018; Knote, Janson, Eigbrod & Sollner, 2018). Some of the IPAs are compatible with smart mobile devices and are designed to assist users by responding to a wide range of queries. Even more importantly, as Sarikaya (2017) has noted, the IPAs have the ability to proactively anticipate customer needs and provide in-time appropriate assistance like reminding of a new product in store, recommending a useful product or service that has become available, and reminding customers of other personal events without receiving any explicit requests from the users.

Sarikaya et al. (2016) argue that IPAs are capable of providing proactive and reactive assistant to users or customers. With regards to proactive assistance, the IPAs initiate an action founded the events that it has been following, which can be based on location, time, digital activity or combination of these such as informing users on how soon to catch a flight. In relation to reactive assistance, IPAs are able to appropriate and effectively respond to user’s explicit typed or spoken requests or queries (Sarikaya et al., 2016). In essence, IPAs are capable of enhancing customers experience with the brand by delivering speed and ease in the delivery of appropriate assistance upon request. Knote et al. (2018) argue that IPAs are designed to deliver livability and comfort to users at their place of convenience, whether at work, home or in transit.

2.4.4 Search Algorithms
Michael and Salter (2008) define search algorithm as the way in which a search engine decides where a site is ranked in a particular search. However, Lievonen (2013) simple defines algorithms as computer programs, which collect clues to provide exactly what customers look for when their look for things online. Defined this was, algorithms are able to enhance customer online experience by reducing the amount of effort that they would otherwise dispense browsing possible trillions of webpages while looking for the appropriate or relevant information (Lievonen, 2013).
Search engines use algorithms to ensure that browsers or users receive more relevant results when they search for brands, products or services online (Baye, Santos & Wildenbeest, 2015). Lievonen (2013) has noted that the original idea for the using algorithms in search engines was to make search much easier for users to permit users to find information that they needed without having to browse numerous pages before they could come across the relevant information. In this way, algorithms not only enhanced customers’ satisfaction with the search results but enhanced their overall experience while searching for information (Michael & Salter, 2008).

The use of algorithms further allows companies to analyze user patterns and conduct customer segmentation which means marketers are more able to deliver better online experience for customers through social media posts and personalized product or service recommendations (Baye et al., 2015). Marketers can use algorithms to generate information about customer movements, social profiles and latest trends, and may in response provide customized messages to the customers. According to Gartner (cited in Estopace, 2016), has described algorithmic retailing as the use of big data through advanced analytics across an ever increasingly detailed and intricate retail structure to give customers a flexible and efficient, yet integrated experience.

2.5 Chapter Summary

This chapter has reviewed the existing literature on the research problem. The literature reviewed were those pertaining to the three specific research objectives. The literature review has revealed that while scholars are seem to agree that there exists some sort of association between the emerging trends in retail technology and customer experience, they however disagree as to the nature of that association. Also the review implies that little academic attention has been given to analysis of the association between the emerging trends in retail technology and customer experience in Kenya. It is these gaps that this study sought to address. The next chapter, which is Chapter three, discusses the research methodology that was used in this study.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter highlights the research methodology for this study. It discusses the research design, which the researcher to applied in this study. It also explains the target population and the sampling technique that was deployed. This chapter further provides the data collection methods, the research procedure and the techniques that were applied to analyze the data that was collected.

3.2 Research Design

The general approach or strategy that a researcher adopts to integrate the various elements of the research, and which is both logical and coherent is known as the research design (Cooper & Schindler, 2014). By designing a research, the researcher guarantees that the stated problem which is to be investigated or addressed is effectively executed. In this sense, a research design is often conceived as the blueprint of a research undertaking as it underpins the data collection method that is used, the method that is applied in the data analysis and even the nature of the population to be targeted (Bless, Higson-Smith & Kagee, 2006). In essence, the research design informs the reader of the final research report of every imperative step that was performed to arrive at the findings that have been reported.

The researcher used a descriptive research design for this study. A descriptive approach encompasses the identification of the key aspects of the phenomenon being studied on observational basis and the analysis of the nature of association between the variables or the factors being studied (Creswell, 2014). Thus, according to De Vause (2001, p. 2-3), this approach is preferred because it is concerned with finding out “what is going on” and understanding “why it is happening”. For this study, therefore, a descriptive research design helped to identify and describe the nature of association between the emerging trends in retail technology and customer experience. Specifically, it allowed the researcher to account for the nature of impact of digital marketing, omni-channel retail and artificial intelligence marketing on customer experience.
3.3 Population and Sampling Design

3.3.1 Population

The population, specifically the target population is defined as the entire cohort or persons having similar characteristics or features and from which the researcher draws the sample size and also extrapolates or generalizes the findings of the research (Bless et al., 2006). It is thus a grouping of individuals that possess or portray the information that the researcher has the desire to obtain in order to realize the specific objectives of the study (Cooper & Schindler, 2014).

The target population for this study comprised of customers of retail products at the Sarit Centre in Westlands in Nairobi County. The Sarit Centre is estimated to have a daily footfall of 25,000 shoppers (TNeE, 2014). Hence, the target population for this study was 25,000 shoppers. The Sarit Center is located in the affluent suburb of Westlands and has a general clientele comprising of middle and upper class shoppers (Anne, 2019).

The mall provides multiple consumer products and services including computers, telecommunication services, a supermarket outlet, banking services and eateries. The shopping mall hosts outlets for Airtel Kenya, Safaricom Kenya, Elite Digital Solutions that supplies Apple Mac Products and Carrefour supermarket. As such, the typical customers for the Sarit Centre are high-end shoppers (Kenya News, 2019).

3.3.2 Sampling Design

3.3.2.1 Sampling Frame

For a research report to be effective and capable of being generalized upon a given population, the sample that is obtained must be representative of the target population (Creswell, 2014). A representative sampling frame can be obtained from a list of all the individuals in the target population (Cooper & Schindler, 2014). The daily customer footfall at the Sarit Centre was projected to be about 25,000 shoppers (TNeE, 2014). Nonetheless, these shoppers come and go without recording their names at the gate or the mall’s reception and as such it was not possible to obtain a list of customers (potential respondents) from any office at the mall. Therefore, the researcher did not rely on the use of any sampling frame.
3.3.2.2 Sampling Technique

This study used systematic sampling. Systematic sampling is a form of probability sampling in which every nth case/item/person after a random start is selected (Taherdoost, 2016). This technique involves determining the size of the target population and then the sampling interval. The sampling interval = total target population/sample size. For this study, sampling interval was 1.2. Thus, every 2nd person in the target population was picked to participate in this study. This sampling technique was chosen for this study for two reasons; first systematic sampling was deemed more appropriate than the simple random sampling as it ensured that each person in the sample had a probability of being included in the sample. Secondly, this method allowed the sample to be spread more equally over the population and thus eliminate the risk of certain groups in the population from not being represented in the sample.

3.3.2.3 Sample Size

The portion of the persons, out of the target population that the researcher approaches to take part in a study is referred to as the sample size (Bless et al., 2006). The appropriate sample size for this study was generated by applying the statistical formula for sample size proposed by Mugenda and Mugenda (1999);

\[
n = \frac{z^2 p q N}{e^2 (N - 1) + z^2 p q}
\]

Where:

- \( n \) = Size of sample
- \( N \) = Size of population.
- \( p \) = Sample proportion estimated to have characteristics being measured.
- Assume a 95% Confidence level of target population
- \( q = 1 - p \)
- \( e \) = Tolerable error level (assume 0.05 since the estimate should be within 5% of the true Curve)
- \( z \) = the standard normal deviate at the required confidence level i.e. 1.96.

Thus,

\[
n = \frac{z^2 p q N}{e^2 (N - 1) + z^2 p q}
\]
\[
\begin{align*}
&= \frac{25000 \times 0.95 \times 0.05 \times 1.96^2}{0.05^2 \times (25000 - 1) + 1.96^2 \times 0.95 \times 0.05} \\
&= \frac{9123.8}{0.0025 \times (24999) + 0.364952} \\
&= 194
\end{align*}
\]

The sample size for the study therefore comprised of 194 customers at the Sarit Center.

3.4 Data Collection Methods

Data collection method is the technique, approach or strategy of gathering the relevant information from the research participants or subjects (Bless et al, 2006). Various methods of data collection exist including structured and open-ended interview schedules, structured and open-ended questionnaires, observation, participation, face-to-face interviews, telephone interviews and online questionnaires (Cooper & Schindler, 2014).

This study used primary data where the researcher used structured questionnaires to gather the needed data from the research respondents. The questionnaire comprised of 35 questions distributed in 4 sections. The first part sought to collect the respondents’ background information. The second part comprised of questions aimed at gathering information relating to the impact of digital marketing on customer experience. The third part comprised of questions aimed at collecting responses that facilitated the determination of the impact of omni-channel retail on customer experience. The fourth part comprised of questions that helped the researcher establish the impact of artificial intelligence advertising on customer experience. The researcher used simple English and kept the questionnaire precise to avert respondent fatigue and to ensure that only valid information was gathered.

3.5 Research Procedures

After completing the proposal and developing the research questionnaire, the researcher sought approval for the study from USIU research office located at the ground floor of the USIU Library and Multimedia Center. After obtaining the approval for the study and thereby obtaining an official Letter of Approval from the research office, the researcher then proceeded to the field. The researcher then
conducted a pilot study in which she sought to assess the feasibility of the study and the suitability of the questionnaire.

The questionnaire was administered to 21% of the sample size; that is, 51 respondents. The Cronbach’s alpha reliability coefficient normally ranges between 0 and 1.0. The closer the coefficient is to 1.0 greater the internal consistency of the items (variables) in the scales. According to the rule established by George and Malley (2003), a reliability coefficient of .9 is excellent, .8 is good, .7 is acceptable, .6 is questionable, and .5 is unacceptable.

Table 3.1 is the Reliability Statistics for this study. As shown the value of the Cronbach’s alpha was .893 (which was good) as it reflected high reliability for the measuring instrument. Moreover, it indicated high level of internal consistency with respect to the specific sample.

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>Cronbach's Alpha Based on Standardized Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.893</td>
<td>.898</td>
<td>41</td>
</tr>
</tbody>
</table>

For this study, the “Item Total Statistics” showed that deleting questions 1 and 3 would enhance the reliability of the questionnaire (to .898).

An instrument is valid when it is able to determine or measure what the researcher seeks to measure. The validity test for the instrument was conducted using Pearson Product-Moment Correlation using SPSS. This was done by correlating each item in the instrument core with the total score. Item-Item questionnaire, which significantly correlated with the total score, indicated that the items were valid. If the significance value <0.05, then the instrument is valid.

Based on the significance value obtained by the Sig. (2-tailed) of <0.005 for item 5 through to 41, it was concluded that the items were valid. Also based on the count value obtained, the values for the reliability table (rxy) for each item were greater than those of the Pearson Product-Moment Correlation table suggesting that all items were valid. From the pilot study the research made the necessary improvements and
reviewed the problem questions that were found in the questionnaire and proceeded to conduct the actual study.

During the data collection, the researcher employed four research assistants to help with the administration of the questionnaires to the respondents. The researcher and the assistants used the mall intercept approach in which they intercepted shoppers at the Sarit Center on the basis of the random numbers that were generated and asked them to participate in this study. The mall intercept involved the stopping of shoppers and administering the survey on the spot by asking them to respond to the questions in the questionnaire.

After obtaining the respondents informed consent to participate in this study, the research assistants then read out the questions to the respondents and wrote down their responses in the respective questionnaires. It was estimated that about 10 minutes was spent on every questionnaire and that it took the research assistants 3 days to collect the 151 responses.

To ensure a high response rate, the researcher did three things; the researcher averted respondent apathy by first explaining to the respondents the reason for the study and clarified that the study would have no negative impact on the respondents; Second, the researcher made sure that the questions posed to respondents were short and precise to avert respondent fatigue and to facilitate their completion of the instrument. Third the researcher ensured that the entire instrument was short enough to avoid making the respondents tired of answering the questions but at the same time the researcher ensured that all the relevant questions were asked.

3.6 Data Analysis Methods

After the completion of the data collection, the questionnaires were then cleaned and coded in readiness for encoding into the Statistical Package for Social Sciences (SPSS). The researcher used quantitative methods of data analysis, this involved integrating descriptive and inferential statistical methods to present and analyze the data. The descriptive statistical methods that were used included pie charts, frequency tables, bar graphs and cross-tabulations. Inferential statistical methods were used to establish further associations between the independent and the dependent variables.
These inferential statistics included analysis of variance (ANOVA), Pearson Product-Moment of Correlation ($r$), and regression analysis. The data was processed using SPSS program version 21. Tables and figures were used to present the finding.

3.7 Chapter Summary

This chapter has discussed the research methodology that the researcher sought to deploy in this study. It has clarified the research design and identified the target population. The researcher has also stated the sampling design and calculated the sample size based on the target population. This chapter has further highlighted the data collection method, the research procedures and the methods of data analysis, which the researcher sought to deploy in this study. The next chapter provides the findings as per the specific objectives of this study.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

Chapter four provides then findings and results as per the three specific objectives that this study sought to realize. Essentially, results are provided for every item or question that was asked in relation to each specific objective in the questionnaire. This chapter integrates descriptive statistical methods and inferential statistics to summarize, present, analyze and make inferences from the data that was obtained. Consequently, frequency tables, pie charts, bar graphs and cross-tabulation tables are used to present the results and findings.

4.2 Response Rate and Background Information

4.2.1 Response Rate

The response rate for this study was 77.83% this was given by the formula;

\[
\text{Response Rate} = \frac{\text{No. of Response}}{\text{Number of Invites}} \times 100
\]

\[
= \frac{151}{194} \times 100 = 77.83\%
\]

4.2.2 Gender of Respondents

Figure 4.1 shows the results when the respondents were grouped by gender. As shown, 108 respondents (71.5%) were male and 43 (28.5%) were female. This indicates that more men than women partook in this study.

![Figure 4.1: Sex/Gender](image)

**Figure 4.1: Sex/Gender**
4.2.3 Age of Respondents

The respondents were grouped according to their age. As shown in Table 4.1, 20 respondents (13.2%) were between 18 and 23 years old, 77 (51%) 24-29 years, 39 (25.8%) 30 – 35 years, 10 (6.6%) 36 – 41 years, and 5 (3.3%) were ‘Over 42 years’ old.

Table 4.1: Age of Respondents

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Frequency (n)</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 – 23 yrs.</td>
<td>20</td>
<td>13.2</td>
</tr>
<tr>
<td>24 – 29 yrs.</td>
<td>77</td>
<td>51</td>
</tr>
<tr>
<td>30 – 35 yrs.</td>
<td>39</td>
<td>25.8</td>
</tr>
<tr>
<td>36 – 41 yrs.</td>
<td>10</td>
<td>6.6</td>
</tr>
<tr>
<td>Over 42 yrs.</td>
<td>5</td>
<td>3.3</td>
</tr>
<tr>
<td>Total</td>
<td>151</td>
<td>100</td>
</tr>
</tbody>
</table>

4.2.4 Customer Categories

The respondents were clustered to different customer categories. As shown in Figure 4.2, 24 respondents (15.9%) were “Window shoppers”, 58 (38.4%) “Need-based customers”, 18 (11.9), 50 (33.1%) “Impulse buyer” and 1 respondent (0.7%) answered that he/she belonged to “other” category but did not specify.

Figure 4.2: Customer Categories
4.2.5 Respondent Most Frequent Manner of Shopping

The respondents indicated their most frequent manner of shopping. As shown in Table 4.2, 54 respondents (35.8%) answered they frequently purchased “In-store”, 5 (3.3%) purchase “online” and 92 (69.9%) purchase “both in-store and online”. Thus, a most respondents used both online and in-store methods to do their shopping.

Table 4.2: Respondent Frequency of Shopping

<table>
<thead>
<tr>
<th>Frequency (n)</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-store</td>
<td>54</td>
</tr>
<tr>
<td>Online</td>
<td>5</td>
</tr>
<tr>
<td>Both in-store and Online</td>
<td>92</td>
</tr>
<tr>
<td>Total</td>
<td>151</td>
</tr>
</tbody>
</table>

4.2.6 Frequency of Using Digital Retail Technology to Search Products

Figure 4.3 shows respondents’ frequency of using digital retail technologies to search for products. As shown, 2 respondents (1.3%) have “Never” used digital retail technologies to search for products, 42 (27.8%) answered “Rarely”, 2 (1.3%) answered “Unsure”, 95 (62.9%) used them “Frequently” and 10 (6.6%) used digital retail technologies “Very frequently” to search for products.
4.2.7 Frequency of Using Digital Retail Technology to Shop

The respondents indicated the frequency of their use of digital retail technology to shop. As shown in Table 4.3, 34 (22.5%) have “Never” used these technologies to shop, 65 (43%) “Rarely” used them. 3 (2%) answered “ Unsure”, 46 (30.5%) used them “Frequently” to shop and 3 (2%) revealed that they used digital retail technologies “Very frequently” to shop.

Table 4.3: Frequency of Using Digital Retail Technology to Shop

<table>
<thead>
<tr>
<th>Frequency (n)</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>34</td>
</tr>
<tr>
<td>Rarely</td>
<td>65</td>
</tr>
<tr>
<td>Unsure</td>
<td>3</td>
</tr>
<tr>
<td>Frequently</td>
<td>46</td>
</tr>
<tr>
<td>Very frequently</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>151</strong></td>
</tr>
</tbody>
</table>

4.2.8 Frequency of Using Digital Retail Technology to Contact Retailers

Figure 4.4 shows responses as to whether respondents used digital retail technologies to contact retailers. As indicated, 2 respondents (1.3%) were “Unsure”, 22 (14.6%) had “Never” used digital retail technologies to contact retailers, 50 (33.1%) “Rarely” used them, while 62 (41.1%) and 15 (9.9%) answered respectively that they “Frequently” and “Very frequently” used digital retail technologies to contact retailers.

Figure 4.4: Frequency of Using Digital Retail Technology to Contact Retailers
4.2.9 Customer Perception of Experience with Digital Retail Technology

Table 4.4 shows respondents’ perception of experience with digital retail technology. As shown, 7 respondents (4.6%) revealed they have had “Negative” experiences, 15 (9.9%) were “Unsure”, 110 (72.8%) answered that their experience has been “Positive” and 19 (12.6%) revealed they have had “Very positive” experiences with digital retail technology.

Table 4.4: Customer Perception of Experience with Digital Retail Technology

<table>
<thead>
<tr>
<th>Perception</th>
<th>Frequency (n)</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negative</td>
<td>7</td>
<td>4.6</td>
</tr>
<tr>
<td>Unsure</td>
<td>15</td>
<td>9.9</td>
</tr>
<tr>
<td>Positive</td>
<td>110</td>
<td>72.8</td>
</tr>
<tr>
<td>Very positive</td>
<td>19</td>
<td>12.6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>151</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

4.2.10 Most Important Aspect of Digital Retail Technology Affecting Customer Experience

The respondents chose digital marketing as the most important aspect of digital retail technology affecting customer experience with a percentage rating of 89.4%, followed by AI with a percentage rating of 85.5% while Omni-channel marketing was considered least important in comparison to the other two with a percentage rating of 82.2%. Figure 4.5 shows the results.

Figure 4.5: Most Important Aspect of Digital Marketing Affecting Customer Experience
4.3 Impact of Digital Marketing on Customer Experience

The respondents were asked questions to determine their perception of the impact of digital marketing on customer experience. This part presents the results that were found for each question asked in this regard.

4.3.1 Impact of Digital Marketing on Posting and Customizing Customer Preferences

Table 4.5 represents the respondents’ perception of impact of digital marketing on posting and customization of customer preferences. As indicated, 1 respondent (0.7%) disagreed “strongly” that digital marketing has not enhanced posting and customization of customer preferences, 9 (6%) disagreed, 7 (4.6%) were “Unsure” while 124 (82.1) and 10 (6.6%) agreed and agreed “strongly” respectively that that digital marketing has not enhanced posting and customization of customer preferences.

<table>
<thead>
<tr>
<th>Perception</th>
<th>Frequency (n)</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree strongly</td>
<td>1</td>
<td>0.7</td>
</tr>
<tr>
<td>Disagree</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>Unsure</td>
<td>7</td>
<td>4.6</td>
</tr>
<tr>
<td>Agree</td>
<td>124</td>
<td>82.1</td>
</tr>
<tr>
<td>Agree strongly</td>
<td>10</td>
<td>6.6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>151</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

4.3.2 Impact of Digital Marketing of Inter-Customer Interactions about Products

The customers were asked if digital marketing had enhanced inter-customer interactions about product. Four respondents (2.6%) disagreed “strongly”, 10 (6.6%) disagreed, 6 (4%) answered “Unsure”, 112 (74.2%) agreed and 19 (12.6%) agreed “strongly” that digital marketing had enhanced inter-customer interactions about product. Figure 4.6 shows the results.
4.3.3 Impact of Phone/Website/Social Media on Providing Direct Response to Customer Queries

Table 4.6 represents the results when respondents were asked whether phone/website/social media had made it possible for them to receive direct response from retailers whenever the made inquiries. As shown, 4 (2.6%) disagreed “strongly”, 11 (7.3%) disagreed, 5 (3.3%) were “Unsure” while 108 (71.5%) and 23 (15.2%) agreed and agreed “strongly” respectively that phone/website/social media had allowed retailer to respond promptly to their queries.

Table 4.6: Impact of Phone/Website/Social Media on Providing Direct Response to Customer Queries

<table>
<thead>
<tr>
<th></th>
<th>Frequency (n)</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree strongly</td>
<td>4</td>
<td>2.6</td>
</tr>
<tr>
<td>Disagree</td>
<td>11</td>
<td>7.3</td>
</tr>
<tr>
<td>Unsure</td>
<td>5</td>
<td>3.3</td>
</tr>
<tr>
<td>Agree</td>
<td>108</td>
<td>71.5</td>
</tr>
<tr>
<td>Agree strongly</td>
<td>23</td>
<td>15.2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>151</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

4.3.4 Impact of Retailers’ FAQ Pages on Providing Customer-relevant Information
The respondents were asked if retailers FAQ (frequently asked questions) pages gave them relevant information. As shown in Figure 4.7, 5 respondents (3.3%) disagreed, 12 (7.9%) were “Unsure”, 122 (80.8%) agreed and 12 (7.9%) agree “strongly” that retailers FAQ pages accorded them relevant information before they made a purchase.

Figure 4.7: Impact of Retailers’ FAQ Pages on Providing Customer-relevant Information

4.3.5 Impact of Digital Marketing in Provision of Links to Customers upon Typing Keywords

Table 4.7 shows the responses as to whether customers are prompted by links to relevant products whenever they type keywords. As indicated, 1 respondent (0.7%) disagreed “strongly”, 8 (5.3%) disagreed, 4 (2.6%) were “Unsure”, 119 (78.8%) and 19 (12.6%) agreed and agreed “strongly” that they are prompted by links to relevant products whenever they type keywords.

Table 4.7: Impact of Digital Marketing in Provision of Links to Customers upon Typing Keywords

<table>
<thead>
<tr>
<th></th>
<th>Frequency (n)</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree strongly</td>
<td>1</td>
<td>0.7</td>
</tr>
<tr>
<td>Disagree</td>
<td>8</td>
<td>5.3</td>
</tr>
<tr>
<td>Unsure</td>
<td>4</td>
<td>2.6</td>
</tr>
<tr>
<td>Agree</td>
<td>119</td>
<td>78.8</td>
</tr>
<tr>
<td>Agree strongly</td>
<td>19</td>
<td>12.6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>151</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
4.3.6 Impact of Links to Specific Content on Customer Convenience

The respondents were asked whether they usually get links to specific content whenever they visit retailers’ webpages. As shown in Figure 4.8, 1 respondent (0.7%) and 11 respondents (7.3%) disagreed “strongly” and disagreed respectively, 11 (7.3%) were “Unsure”, 116 (76.8%) and 12 (7.9%) agreed and agreed “strongly” that they usually get links to specific content whenever they visit retailers’ webpages.

![Figure 4.8: Impact of Links to Specific Content on Customer Convenience](image)

4.3.7 Impact of E-Mails on Customers’ Ability to Receive Product Information from Retailers

Table 4.8 shows results of respondents’ opinion on whether emails enhanced their ability receive product information from retailers. As indicated, 4 respondents (2.6%) disagreed “strongly”, 27 (17.9%) disagreed, 11 (7.3%) were “Unsure”, 100 (66.2%) agreed and 9 (6%) agreed “strongly” that emails enhanced their ability receive product information from retailers.

Table 4.8: Impact of E-Mails on Customers’ Ability to Receive Product Information from Retailers

<table>
<thead>
<tr>
<th></th>
<th>Frequency (n)</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree strongly</td>
<td>4</td>
<td>2.6</td>
</tr>
<tr>
<td>Disagree</td>
<td>27</td>
<td>17.9</td>
</tr>
<tr>
<td>Unsure</td>
<td>11</td>
<td>7.3</td>
</tr>
<tr>
<td>Agree</td>
<td>100</td>
<td>66.2</td>
</tr>
<tr>
<td>Agree strongly</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>151</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
4.3.8 Impact of Personalized Emails on Customer Purchase Decision

The respondents were asked whether personalized emails from retailers enhanced their purchase decisions. As shown in Figure 4.9, 6 respondents (4%) disagreed “strongly”, 40 (26.7%) disagreed, 9 (6%) were “Unsure”, 90 (59.6%) agreed and 6 (4%) agreed “strongly” that personalized emails from retailers enhanced their purchase decisions.

![Figure 4.9: Impact of Personalized Email on Customer Purchase Decision](image)

4.3.9 Impact of User Manuals/Guides/Support/Feedback Delivered through Email on Purchase Decision

Shown in Table 4.9 is the result when respondents were asked whether user manuals, guides, support and feedback received through email from retailers enhanced their purchase decision. As shown, 6 respondents (4%) disagreed “strongly”, 21 (13.9%) disagreed, 8 (5.3%) were “Unsure”, 106 (70.2%) agreed and 10 (6.6%) agreed “strongly” that user manuals, guides, support and feedback received through email from retailers enhanced their purchase decision.

**Table 4.9: Impact of User Manuals/Guides/Support/Feedback Pages Delivered through Email on Purchase Decision**

<table>
<thead>
<tr>
<th></th>
<th>Frequency (n)</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree strongly</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Disagree</td>
<td>21</td>
<td>13.9</td>
</tr>
<tr>
<td>Unsure</td>
<td>8</td>
<td>5.3</td>
</tr>
<tr>
<td>Agree</td>
<td>106</td>
<td>70.2</td>
</tr>
<tr>
<td>Agree strongly</td>
<td>10</td>
<td>6.6</td>
</tr>
<tr>
<td>Total</td>
<td>151</td>
<td>100</td>
</tr>
</tbody>
</table>
4.3.10 Overall Perception of Impact of Digital Marketing on Customer Experience

Figure 4.10 shows respondents’ overall perception of the impact of digital marketing on customer experience. As indicated, 7 respondents (5%) disagreed, 8 (5.3%) were “Unsure”, 131 (86.8%) agreed and 5 (3.3%) and agreed “strongly” that digital marketing had an impact on customer experience.

![Figure 4.10: Overall Perception of Impact of Digital Marketing on Customer Experience](image)

4.4 Impact of Omni-channel Retail on Customer Experience

The researcher asked the respondents to answer questions that would facilitate the understanding of the impact of Omni-channel retail on customer shopping experience. This part provides the results that were obtained to this effect.

4.4.1 Impact of Social Media on Access to In-Store Product Information

Table 4.10 shows results on whether customers are able to access product information on social media before purchasing it in-store. As shown, 2 respondents (1.3%) disagreed “strongly”, 5 (3.3%) disagreed, 6 (4%) were “Unsure”, 123 (81.5%) agreed and 5 (9.9%) agreed “strongly” that they are able to access product information on social media before purchasing it in-store.

Table 4.10: Impact of Social Media on Access to In-Store Product Information

<table>
<thead>
<tr>
<th></th>
<th>Frequency (n)</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
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<td>1.3</td>
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<tr>
<td>Disagree</td>
<td>5</td>
<td>3.3</td>
</tr>
<tr>
<td>Unsure</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Agree</td>
<td>123</td>
<td>81.5</td>
</tr>
<tr>
<td>Agree strongly</td>
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<td>9.9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>151</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
4.4.2 Impact of Text Message on Access to Information of Product in Store

The respondents were asked whether they were able to get product information including availability and prices by exchanging text messages with retailers. As shown in Figure 4.11, 2 respondents (1.3%) disagreed “strongly”, 10 (6.6%) disagreed, 6 (4%) were “Unsure”, 120 (79.5%) agreed and 13 (8.6%) agreed “strongly” that they were able to get product information including availability and prices by exchanging text messages with retailers.

![Figure 4.11: Impact of Text Message on Access to Information of Product in Store](image)

4.4.3 Impact of Omni-Channel Marketing on Customers’ Ability to Order Product Viewed on Social Media by Phone

Table 4.11 shows results on whether customers are able to make orders of products that they view on social media through phone. As shown, 2 respondents (1.3%) disagreed “strongly”, 4 (2.6%) disagreed, 120 (79.5%) agreed and 25 (16.6%) agreed “strongly” that they are able to make orders of products that they view on social media through phone.

<table>
<thead>
<tr>
<th></th>
<th>Frequency (n)</th>
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<tbody>
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<tr>
<td>Disagree</td>
<td>4</td>
<td>2.6</td>
</tr>
<tr>
<td>Agree</td>
<td>120</td>
<td>79.5</td>
</tr>
<tr>
<td>Agree strongly</td>
<td>25</td>
<td>16.6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>151</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 4.11: Impact of Omni-Channel Marketing on Customers’ Ability to Order Product Viewed on Social Media by Phone
4.4.4 Impact of Omni-Channel Marketing on Consistency of Product Information Across all Customer Touch-points

Respondents were asked to indicate if they were able to receive the same kind of information about products on all platforms. As shown in Figure 4.12, 4 respondents (2.6%) disagreed “strongly”, 12 (7.9%) disagreed, 6 (9%) were “Unsure”, 115 (76.2%) agreed and 11 (7.3%) agreed “strongly” that they were able to receive the same kind of information about products on all platforms.

![Figure 4.12: Impact of Omni-Channel Marketing on Consistency of Product Information Across all Customer Touch-points](image)

4.4.5 Impact of Omni-Channel Marketing on Access to Product Information Across all Platforms

Table 4.12 shows whether respondents agree/disagree that they are able to assess product information from preferred retailers regardless of what device used. As is indicated, 1 respondent (0.7%) disagreed “strongly”, 6 (4%) disagreed, 6 (4%) were “Unsure”, 118 (78.1%) agreed and 20 (13.2%) agreed “strongly” that they are able to assess product information from preferred retailers regardless of what device used.

Table 4.12: Impact of Omni-Channel Marketing on Access to Product Information Across all Platforms

<table>
<thead>
<tr>
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<th>Percent (%)</th>
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<td>0.7</td>
</tr>
<tr>
<td>Disagree</td>
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<td>4</td>
</tr>
<tr>
<td>Unsure</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Agree</td>
<td>118</td>
<td>78.1</td>
</tr>
<tr>
<td>Agree strongly</td>
<td>20</td>
<td>13.2</td>
</tr>
<tr>
<td>Total</td>
<td>151</td>
<td>100</td>
</tr>
</tbody>
</table>
4.4.6 Impact of Omni-Channel Marketing on Ability to Respond to Customer through Email for Queries Made on Social Media

The researcher asked the respondents whether they occasionally receive detailed email response from retailers when they ask about products through social media. As shown in Figure 4.13, 16 respondents (10.6%) disagreed, 10 (6.6%) were “Unsure”, 110 (72.8%) agreed and 15 (9.9%) agreed “strongly” they occasionally received detailed email response from retailers when they ask about products through social media.

![Figure 4.13](chart.png)

**Figure 4.13: Impact of Omni-Channel Marketing on Ability to Respond to Customer through Email for Queries Made on Social Media**

4.4.7 Impact of Omni-Channel Marketing on Customer Ability to Tag an Item In-Store and Purchase it Online

Table 4.13 shows the results when the researcher asked the respondents to indicate whether they were able to tag an item in-store and purchase it online. As shown, 1 respondent (0.7%) disagreed “strongly”, 32 (21.2%) disagreed, 14 (9.3%) were “Unsure”, 84 (55.6%) agreed and 20 (13.2%) agreed “strongly” that they were able to tag an item in-store and purchase it online.
Table 4.13: Impact of Omni-Channel Marketing on Customer Ability to Tag an Item In-Store and Purchase it Online

<table>
<thead>
<tr>
<th></th>
<th>Frequency (n)</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
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<td>0.7</td>
</tr>
<tr>
<td>Disagree</td>
<td>32</td>
<td>21.2</td>
</tr>
<tr>
<td>Unsure</td>
<td>14</td>
<td>9.3</td>
</tr>
<tr>
<td>Agree</td>
<td>84</td>
<td>55.6</td>
</tr>
<tr>
<td>Agree strongly</td>
<td>20</td>
<td>13.2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>151</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

4.4.8 Impact of Mobile Apps on Location of Products in Store

Figure 4.14 shows results on whether customers are able to use the mobile apps developed by retailers to locate products in-store. As shown, 2 respondents (1.3%) disagreed “strongly”, 11 (7.3%) disagreed, 13 (8.6%) were “Unsure”, 117 (77.5%) agreed and 8 (5.3%) agreed “strongly” that they were able to use the mobile apps developed by retailers to locate products in-store.

Figure 4.14: Impact of Mobile Apps on Location of Products in Store

4.4.9 Impact of Omni-Channel Marketing on Customer Ability to Tag an Item Online and Purchase it In-Store

Table 4.14 shows whether customers are able to tag an item online and access it within the store. As shown, 5 respondents (3.3%) disagreed, 14 (9.3%) were
“Unsure”, 121 (80.1%) agreed and 11 (7.3%) agreed “strongly” that they were able to tag an item online and access it within the store.

Table 4.14: Impact of Omni-Channel Marketing on Customer Ability to Tag an Item Online and Purchase it In-Store

<table>
<thead>
<tr>
<th>Frequency (n)</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree</td>
<td>5</td>
</tr>
<tr>
<td>Unsure</td>
<td>14</td>
</tr>
<tr>
<td>Agree</td>
<td>121</td>
</tr>
<tr>
<td>Agree strongly</td>
<td>11</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>151</strong></td>
</tr>
</tbody>
</table>

### 4.4.10 Impact of Omni-Channel Marketing on Seamless Shopping for Customers across Various Channels

The respondents were asked to indicate whether they have a positive customer experience because they can shop on various channels, seamlessly. As shown in Figure 4.15, 1 respondent disagreed “strongly”, 4 (2.6%) disagreed, 13 (8.6%) were “Unsure”, 118 (78.1%) agreed and 15 (9.9%) agreed “strongly” that they can shop on various channels, seamlessly.

![Figure 4.15: Impact of Omni-Channel Marketing on Seamless Shopping for Customers across Various Channels](image-url)
4.5 Impact of Artificial Intelligence (AI) advertising on Customer Experience

This part provides the results pertaining to the impact of AI on customer experience. The results are provided as per every question that was asked to assess this variable.

4.5.1 Impact of AI on On-Demand Access to Information on Phone/Electronic Devices

Table 4.15 shows respondents’ level of agreement on whether they get a 24/7 access to information on phone and other electronic devices on-demand. As shown, 12 respondents (7.9%) disagreed, 5 (3.3%) were “Unsure”, 119 (78.8%) agreed and 15 (9.9%) agreed “strongly” that they get a 24/7 access to information on phone and other electronic devices on-demand.

<table>
<thead>
<tr>
<th>Category</th>
<th>Frequency (n)</th>
<th>Percent (%)</th>
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</tr>
<tr>
<td>Unsure</td>
<td>5</td>
<td>3.3</td>
</tr>
<tr>
<td>Agree</td>
<td>119</td>
<td>78.8</td>
</tr>
<tr>
<td>Agree strongly</td>
<td>15</td>
<td>9.9</td>
</tr>
<tr>
<td>Total</td>
<td>151</td>
<td>100</td>
</tr>
</tbody>
</table>

4.5.2 Impact of Mobile Apps on Customers’ Ability to Make and Change Orders

Figure 4.16 shows results of respondents’ perception on whether mobile apps had enhanced their ability to make and change orders. As shown, 1 respondent (0.7%) disagreed “strongly”, 26 (7.2%) disagreed, 8 (5.3%) were “Unsure”, 95 (62.9%) agreed and 21 (13.9%) agreed “strongly” that mobile apps had enhanced their ability to make and change orders.
4.5.3 Impact of Mobile Apps on Customer Ability to Make Payments

Table 4.16 represents the results on whether mobile apps have enabled customers to make payments to retailers using mobile applications. As shown, 1 respondent (0.7%) disagreed “strongly”, 23 (15.2%) disagreed, 7 (4.6%) were “Unsure”, 100 (66.2%) agreed and 20 (13.2%) agreed “strongly” that mobile apps have enabled them to make payments to retailers using mobile applications.

Table 4.16: Impact of Mobile Apps on Customer Ability to Make Payments

<table>
<thead>
<tr>
<th></th>
<th>Frequency (n)</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
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<td>Disagree strongly</td>
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<td>0.7</td>
</tr>
<tr>
<td>Disagree</td>
<td>23</td>
<td>15.2</td>
</tr>
<tr>
<td>Unsure</td>
<td>7</td>
<td>4.6</td>
</tr>
<tr>
<td>Agree</td>
<td>100</td>
<td>66.2</td>
</tr>
<tr>
<td>Agree strongly</td>
<td>20</td>
<td>13.2</td>
</tr>
<tr>
<td>Total</td>
<td>151</td>
<td>100</td>
</tr>
</tbody>
</table>

4.4.4 Impact of AI on Ads Delivery to Customers

Figure 4.17 shows the results on whether AI has led to on-demand delivery of ads and alerts to customers. As shown, 2 respondents (1.3%) disagreed “strongly”, 13 (8.6%) disagreed, 17 (11.3%) were “Unsure”, 104 (68.9%) agreed and 15 (9.9%) agreed “strongly” that AI has led to on-demand delivery of ads and alerts to them.
4.4.5 Impact of AI on Delivery of Alerts to Customers on Availability of Products Previously Searched

The researcher asked the respondents to indicate whether they do receive alerts about the availability of products they recently searched. As shown in Table 4.17, 2 respondents (1.3%) disagreed “strongly”, 11 (7.3%) disagreed, 10 (6.6%) were “Unsure”, 120 (79.5%) agreed and 8 (5.3%) agreed “strongly” that they do receive alerts about the availability of products they recently searched.

Table 4.17: Impact of AI on Delivery of Alerts to Customers on Availability of Products Previously Searched

<table>
<thead>
<tr>
<th></th>
<th>Frequency (n)</th>
<th>Percent (%)</th>
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<tr>
<td>Disagree strongly</td>
<td>2</td>
<td>1.3</td>
</tr>
<tr>
<td>Disagree</td>
<td>11</td>
<td>7.3</td>
</tr>
<tr>
<td>Unsure</td>
<td>10</td>
<td>6.6</td>
</tr>
<tr>
<td>Agree</td>
<td>120</td>
<td>79.5</td>
</tr>
<tr>
<td>Agree strongly</td>
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<td>5.3</td>
</tr>
<tr>
<td>Total</td>
<td>151</td>
<td>100</td>
</tr>
</tbody>
</table>

4.4.6 Impact of AI on Sending Reminders of Promotional Events to Customers

The researcher asked the respondents whether they often receive reminders of promotional events from retailers without having to send explicit requests. As shown in Figure 4.18, 4 respondents (2.6%) disagreed “strongly”, 23 (15.2%) disagreed, 14
(9.3%) were “Unsure”, 104 (68.9%) agreed and 6 (4%) agreed “strongly” that they often receive reminders of promotional events from retailers.

![Figure 4.18: Impact of AI on Sending Reminders of Promotional Events to Customers](image)

**4.4.7 Impact of AI on Personalization of Customer Needs**

The researcher asked the respondents whether they often feel that their needs and preferences are well known to retailers as the often get exactly what they want. As indicated in Table 4.18, 4 respondents (2.6%) disagreed “strongly”, 14 (9.3%) disagreed, 12 (7.9%) were “Unsure”, 107 (70.9%) agreed and 14 (9.3%) agreed “strongly” that they often feel that their needs and preferences are well known to retailers.

<table>
<thead>
<tr>
<th></th>
<th>Frequency (n)</th>
<th>Percent (%)</th>
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<tr>
<td>Disagree</td>
<td>14</td>
<td>9.3</td>
</tr>
<tr>
<td>Unsure</td>
<td>12</td>
<td>7.9</td>
</tr>
<tr>
<td>Agree</td>
<td>107</td>
<td>70.9</td>
</tr>
<tr>
<td>Agree strongly</td>
<td>14</td>
<td>9.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>151</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**4.4.8 Impact of AI on Referring Customers to Appropriate Sites**

The researcher asked respondents whether they get referred directed quickly to the appropriate site whenever they key in the products they want to browse/buy. As
shown in Figure 4.19, 1 respondent (0.7%) disagreed “strongly”, 12 (7.9%) disagreed, 6 (4%) were “Unsure”, 107 (70.9%) and 25 (16.6%) respectively agreed and agreed “strongly” that they get referred directed quickly to the appropriate site whenever they key in the products they want to browse/buy.

![Figure 4.19: Impact of AI on Referring Customers to Appropriate Sites](image)

### 4.4.9 Impact of AI on Delivering Highly Targeted User Experience

Table 4.19 shows responses obtained on whether AI has impacted on the delivery of highly targeted user experience. As shown, respondents (2.6%) disagreed “strongly”, 17 (11.3%) disagreed, 14 (9.3%) were “Unsure”, 107 (70.9%) agreed and 9 (6%) agreed “strongly” that AI has impacted on the delivery of highly targeted user experience to them.

**Table 4.19: Impact of AI on Delivering Highly Targeted User Experience**

<table>
<thead>
<tr>
<th>Response</th>
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<tr>
<td>Disagree</td>
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<tr>
<td>Unsure</td>
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</tr>
<tr>
<td>Agree</td>
<td>107</td>
<td>70.9</td>
</tr>
<tr>
<td>Agree strongly</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>151</strong></td>
<td><strong>100</strong></td>
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</tbody>
</table>

### 4.4.10 Impact of Use of AI on the Enhancement of Customer Experience

54
The researcher asked the respondents to indicate their overall opinion on whether AI has enhanced their experience as customers. As shown in Figure 4.20, 1 respondent (0.7%) disagreed “strongly”, 2 (1.3%) disagreed, 5 (3.3%) were “Unsure”, 115 (76.2%) agreed and 28 (18.5%) agreed “strongly” that AI has enhanced their experience as customers.

![Bar chart showing responses to AI enhancement question]

**Figure 4.20: Impact of Use of AI on the Enhancement of Customer Experience**

### 4.6 Cross-Tabulations of Variables

A cross-tabulation was conducted between the dependent variable (customer shopping experience) and the relevant independent variables (digital marketing, omni-channel retail and AI advertising) to infer if there is any relationship between them. This part provides the results of the cross tabulations.

#### 4.6.1 Customer Experience – Digital Marketing Cross-Tabulation

A cross-tabulation was done between customer experience and digital marketing. As shown in Table 4.20, out of the 29 respondents who indicated that had a “positive” experience, 24 agreed that digital marketing had enhanced their shopping experience compared to 3 out of 6 who indicated they their digital experience was negative. Out of the 4 that revealed that they had had a “very positive” digital experience” 2 agreed and 2 agreed “strongly” hat digital marketing had enhanced their shopping experience.
### Table 4.20: Customer Experience and Digital Marketing Cross-Tabulation

<table>
<thead>
<tr>
<th>Customer Digital Experience</th>
<th>Digital Marketing</th>
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<th></th>
<th></th>
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<td>7</td>
<td>33</td>
<td>3</td>
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<td>50</td>
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</tbody>
</table>

### 4.6.2 Customer Experience and Omni-Channel Retail Cross-Tabulation

The researcher conducted a cross-tabulation between customer experience and Omni-channel retail. As indicated in Table 4.21, out of the 29 respondents who indicated that had a “positive” experience, 19 agreed and 4 agreed “strongly” that Omni-channel retail had enhanced their shopping experience; none of the respondents neither disagreed nor disagreed “strongly”. Also out of the 4 that indicated they had had “very positive” digital experience” 1 agreed and 3 agreed “strongly” that Omni-channel retail had enhanced their shopping experience.

### Table 4.21: Customer Experience and Omni-Channel Retail Cross-Tabulation

<table>
<thead>
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<td>1</td>
<td>3</td>
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<td>3</td>
<td>13</td>
<td>26</td>
<td>7</td>
<td></td>
</tr>
</tbody>
</table>

### 4.6.2 Customer Experience and AI Advertising Cross-Tabulation

A cross-tabulation was conducted between customer experience and AI advertising. It was established that out of the 29 respondents who indicated that had a “positive” experience, 19 agreed and 5 agreed “strongly” that AI advertising had enhanced their...
shopping experience compared to one respondent who disagreed. Also out of the 4 that indicated they had had “very positive” digital experience” 1 agreed and 3 agreed “strongly” that AI advertising had enhanced their shopping experience compared to one respondent who disagreed. The results are as shown Table 4.22.

Table 4.22: Customer Experience and AI Advertising Cross-Tabulation

<table>
<thead>
<tr>
<th>Customer Digital Experience</th>
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<td>Very positive</td>
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<tr>
<td>Total</td>
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</tbody>
</table>

4.7 Correlation Analysis between Dependent and Independent Variables

The cross-tabulation analysis is highly significant as it has revealed that there exists some relationship between the dependent and the independent variables. However, it is limited in that it does reveal much about the nature of that association these variables. To determine the nature of the association between the dependent and the independent variables, a Pearson Product-Movement of correlation $r$ was conducted to identify the magnitude and direction of the nature of the relationship between the dependent and the independent variables. Following are the $r$ results.

4.7.1: Correlation (r) of Customer Experience and Digital Marketing

The researcher performed a Pearson Product-Moment of correlation (r) between customer experience and digital marketing to determine how the two are related. The $r$ value obtained was a positive moderate value ($r = .549, p < .05$). This shows that an increase in digital marketing has the effect of causing a moderate increase in customer experience. However, the correlation was not statistically significant. Results are shown in Table 4.23.
Table 4.23: Correlation (r) of Customer Experience and Digital Marketing

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<table>
<thead>
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<th>Digital Marketing</th>
<th>Pearson Correlation</th>
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<tbody>
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<td>Sig. (2-tailed)</td>
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<tr>
<td>N</td>
<td>151</td>
<td></td>
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</tr>
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</table>

4.7.2: Correlation (r) of Customer Experience and Omni-Channel Retail

A Pearson Product-Moment of correlation (r) between customer experience and Omni-channel retail define how the two were associated. As shown in Table 4.24, the r value obtained (r = .395, p < .05) suggested that the two variables were moderately positively correlated. This implied that an increase in Omni-channel retail results in a moderate increase of customer experience. The r value was nonetheless not statistically significant since p < .05.

Table 4.24: Correlation (r) of Customer Experience and Omni-Channel Retail

<table>
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<tr>
<th>Customer Experience</th>
<th>Pearson Correlation</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>151</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Omni-Channel Retail</th>
<th>Pearson Correlation</th>
<th>.395</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>151</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4.7.3: Correlation (r) of Customer Experience and AI Advertising

Table 4.24 shows the results when the researcher conducted a correlation (r) between customer experience and AI Advertising to measure the magnitude and nature of associated between the two variables. The r value obtained (r = .277, p < .05) implied that there was positive but moderate relation between customer experience and AI Advertising. In this sense, it can be understood that an increase in AI Advertising would precipitate a moderate increase in customer experience. The r value was
nonetheless not statistically significant since $p < .05$. Result of the correlation analysis for customer experience and AI Advertising is shown in Table 4.25.

**Table 4.25: Correlation (r) of Customer Experience and AI Advertising**

<table>
<thead>
<tr>
<th></th>
<th>Customer Experience</th>
<th>Pearson Correlation</th>
<th>Sig. (2-tailed)</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1</td>
<td>.001</td>
<td>151</td>
</tr>
<tr>
<td>AI Advertising</td>
<td></td>
<td>.277</td>
<td>.001</td>
<td>151</td>
</tr>
</tbody>
</table>

4.8 Regression Analysis and ANOVA

Despite being crucial, the results of the Pearson Product-Moment of correlation do not provide an insight into the nature of the causal relationship between the independent variable and the dependent variable. The causal association can however be achieved through a regression analysis; that is, whether independent variables (digital marketing, Omni-channel retail and AI advertising) account for variance in customer experience.

**4.8.1 Regression Model Summary for Customer Shopping Experience**

A regression analysis was conducted to establish whether the independent variables (digital marketing, Omni-channel retail and AI advertising) account for variance in customer experience. The value of the R Square of the model suggests that the independent variables account for 32.4% change in customer experience. The result is as shown in Table 2.26.

**Table 4.26: Regression Model Summary for Customer Shopping Experience**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.569a</td>
<td>.324</td>
<td>.311</td>
<td>.531</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), AI advertising, Omni-channel advertising, Digital Marketing
4.8.2 ANOVA for Customer Shopping Experience

The analysis of variance (ANOVA) was conducted to establish whether the regression results could be attributed to sampling error. As shown in Table 4.27 ANOVA showed that customer shopping experience (the dependent variable) is attributable to AI advertising, Omni-channel advertising, Digital Marketing since F (23.519, 3) = .071. This implies that the results are not due to sampling error and as such the model holds an explanatory value.

Table 4.27: ANOVA for Customer Shopping Experience

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Regression</td>
<td>19.892</td>
<td>3</td>
<td>6.631</td>
<td>23.519</td>
<td>.071b</td>
</tr>
<tr>
<td>Residual</td>
<td>41.445</td>
<td>147</td>
<td>.282</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>61.338</td>
<td>150</td>
<td>.282</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Customer Experience

b. Predictors: (Constant), AI advertising, Omni-channel advertising, Digital Marketing

4.8.3 Regression Coefficient Analysis for Customer Shopping Experience

The researcher conducted a multiple regression analysis with the aim of establishing the significance of each of the independent variables, namely; Digital Marketing, Omni-channel advertising, AI advertising in predicting customer shopping experience. Table 4.28 shows the results of the multiple regression analysis.
Table 4.28: Regression Coefficient Analysis for Customer Shopping Experience

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.786</td>
<td>.408</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Digital Marketing</td>
<td>.566</td>
<td>.101</td>
<td>.452</td>
</tr>
<tr>
<td></td>
<td>Omni-Channel Retail.</td>
<td>.151</td>
<td>.087</td>
<td>.140</td>
</tr>
<tr>
<td></td>
<td>AI Advertising</td>
<td>.085</td>
<td>.083</td>
<td>.076</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Customer Experience

The standard regression formula is;

\[ Y = a + bx, \]

For multiple regressions it is;

\[ Y = bX_1 + bX_2 + bX_3 + a \]

(Where Y is customer experience; b are coefficients for the independent variables (Digital Marketing, Omni-channel advertising, AI advertising) and a is the constant.

Thus,

Customer Shopping Experience = .566Digital Marketing + .151Omni-Channel Retail+.085AI Advertising + .786

Implicit in Table 4.27 and the equation above for customer shopping experience is that the coefficient for digital marketing is .566, for Omni-channel retail is .151 and for AI advertising is .085. This means that for every unit change in the digital marketing a .566 change is to be anticipated in customer shopping experience provided all factors are held constant for Omni-channel retail and AI advertising. The coefficient for Omni-channel retail is .151 meaning that for a unit change in Omni-channel retail a corresponding increase of .151 is to be expected in customer shopping
experience all factors held constant. Lastly, the coefficient for AI advertising is .085 which implies that a for a unit change in AI advertising, an increase of .85 is likely *stantis paribus*.

### 4.9 Chapter Summary

This chapter has provided the results and findings of the study. Statistical methods including descriptive and inferential statistics have been deployed to summarize the results and to make inferences from the collected information. The inferential statistics used included Pearson Product-Moment of correlation, ANOVA and regression analysis. The next chapter, Chapter five, provides the summary of the study, the discussion of the major findings, the summary and conclusion.
5.0 DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter gives the summary of the study as well as the key findings. It also discusses the major findings through a comparison with the previous studies examined in the literature review. The conclusion and the recommendations were made by drawing from the major findings and the specific research objectives.

5.2 Summary

The general objective of the study was to examine the impact of the emerging trends in retail technology on customer shopping experience with the aim of leveraging the competitive advantages and improve strategies for enhancing shopper experience in retail business in Kenya. This study sought to realize three specific objectives; which were, to assess the impact of digital marketing on customer experience, to examine the influence of omni-channel retail on customer experience, and to analyze the impact of artificial intelligence (AI) on customer experience.

This study adopted a descriptive research design. This was preferred as it helped to identify and describe the nature of association between the emerging trends in retail technology and customer experience. The target population for this study comprised of customers of retail products at the Sarit Centre in Westlands, Nairobi County. From the target population of 25,000 shoppers, 194 individuals were sampled. The systematic sampling technique was used in which every 2\textsuperscript{nd} person was picked to participate in this study. Structured questionnaires were utilized to gather the needed data from the research respondents. The data was processed using SPSS and quantitative methods of data analysis and descriptive and inferential statistical methods used to analyze and present the data.

This study established the most frequent manner of shopping for the cohort was both in-store and online. It found that most of the respondents use digital retail technologies to search for products but that a greater majority of respondents “rarely” used digital retail technologies to shop. Most of the respondents had a positive perception of digital retail technologies.
With regards to the first specific research objective i.e impact of digital marketing on customer experience, this study found that digital marketing and customer preference were related. It established that customization of customer preferences, direct response to customer queries through emails, the provision of links to appropriate websites, the provision of specific content pages including FAQ pages, the sending of product alerts to customers on email, the use of personalized email and provision of purchase decision support were aspects of digital marketing that enhanced customer shopping experience.

On the second specific research objective; influence of Omni-channel retail on customer experience, this study also found a relationship between the two. It determined that the availability of pre-purchase product information across online and offline channels, access to product information through mobile texts messages, ability to make and cancel orders through phone, consistency of product information across all platforms and devices, ability to tag items online and buy them in-store and vice versa, the ability to use apps to locate products in-store and the availability of seamless shopping across online and offline channels were aspects of Omni-channel retail that enhanced customer experience.

On the third specific research objective; impact of artificial intelligence (AI) on customer experience the following findings were made, this study established that due to AI retailers are able to give their customers access to relevant product information on phone and other electronic devices, customers are able to make, change and cancel orders using apps, customer are able to receive constant alerts and are reminded of promotions, customers get a more personalized communication and are referred to appropriate sites reducing their search efforts. It found that AI has enabled customers to receive a highly targeted experience.

The cross-tabulation analysis of the dependent variable (customer shopping experience) and the relevant independent variables revealed that customer who had a positive shopping experience attributed it to the independent variables. The regression analysis, as per the value of the R Square of the model revealed that the independent variables account for 32.4% change in customer experience. The ANOVA suggested that the regression model was not due to pure chance.
5.3 Discussions

5.3.1 Impact of Digital Marketing on Customer Experience

With regards to the first specific research objective viz. impact of digital marketing on customer experience, this study found that digital marketing and customer preference were related. The correlation analysis between customer experience and digital marketing yielded a moderate positive value suggesting that as digital marketing activities increase there is a corollary increase in customer experience. This positive association can be attributed to the various aspects of digital marketing that enhance customer experience including SEM, SEO, interactive marketing and email marketing (Mandal et al., 2016).

It was established that provision of links to relevant microsites was considered to be imperative in enhancing customer experience with ninety-one-point-four percent of the respondents agreeing. This finding agrees with the assertion made by Chaffey and Ellis-Chadwick (2016) that offering links through search engine marketing delivers convenience and timeliness to customers and thereby enhances their overall online customer experience.

This study established that customization of customer preferences as is possible through interactive marketing is perceived to have a significant sway on the level of customer experience. In fact, the majority of the respondents were of the opinion that digital marketing enhances customer experience by enhancing the customization of customer preferences. This finding is in agreement with Paylou and Stewart (2000) assertion that through interactive marketing retailers are able to customize products and communication.

This study also found that digital marketing especially the ability of retailers to directly respond to customer queries through email to be especially important in enhancing customer experience. More than three-quarter of the respondents (eighty-six-point-seven percent) agreed at least that digital marketing enhances customer experience by enabling retailers to respond directly to customer queries through emails. This finding agrees with the previous finding by Daniels and Einstein (2017) that established the value of emails in offering relevant product information.
It was established that the provision of specific content pages including FAQ pages enhances customer shopping experience. The majority of the respondents (eighty-four-point-seven percent) agreed that the provision of links to specific content pages when they search for products offered them convenience. This finding is in line with the assertion made by Xing and Lin (2006) that search engines enhance user satisfaction with the search experience by providing quality search results.

This study also found that the issuance of personalized emails by retailers enhanced customer experience by facilitating customer purchase decision. A significant number of respondents (sixty-point-six percent) considered the issuance of personalized email as source of purchase decision support. Therefore, the significance of personalized emails in enhancing customer shopping experience is a real one as argues Dushyentham (2012).

5.3.2 Impact of Omni-channel Retail on Customer Experience

This study also found a relationship between the Omni-channel retail and customer experience. The study found that the nearly all the respondents (ninety-one-point-four percent) were in agreement that they could access information about in-store products through the social media. It determined that the majority of the respondents (eighty-eight-point-one percent) were able to get product information including availability and prices by exchanging text messages with retailers.

The findings are significant as they imply the significance of Omni-channel retail in the delivery of customer convenience, satisfaction and ultimately greater shopping experience. These findings concur with Bennet’s (2015) assertion when he argues for the ability of Omni-channel retail to gap the divide between offline and online shopping channels. This form of digital retail technology is a significant development in the enhancement of customer shopping convenience and experience. These findings further agree with the finding made by El Azharia and Bennet (2015) that contemporary consumer is an Omni-channel creature who perceives little difference between purchasing online and in-store. Therefore, such a modern shopper is likely to draw greater experience from technologies that permit seamless shopping.
This study found that Omni-channel retail has accorded customers the ability to order products that they view on the social media by phone and other electronic devices. In fact, it established that the nearly all of the respondents (ninety-six-point-one percent) agreed that due to Omni-channel retail they are now able to order products they view on social media by phone. Aubrey and Judge (2012) agree that firms are integrating social media and mobile technology to enhance their customer engagement and experience.

The study also found that Omni-channel retail has enhanced the delivery of consistent product information across all customer touch-points. It established that more than three-quarter (eighty-three-point-five percent) of the respondents agreeing that they receive consistent content on all platforms. These findings confirms the results of a previous study by El Azhari and Bennet (2015), which established that companies have created tools that permit them to deliver the same content, and in real time on both their social media sites and through mobile apps. Omni-channel retail has enhanced customers’ ability to make and cancel orders through phone. It found that more than three-quarter (eighty-eight-point-seven percent) of respondents indicated that they are able to use mobile apps to make and cancel orders. The significance of this for customer experience can be understood in terms of the extent to which it enhances customer convenience and reduces the amount of effort that the customers would otherwise dispense to achieve these goals.

Mirsch et al. (2016) has argued that the integration of SM and mobile apps technologies not only gives customers more liberty in switching from one channel to another but also to make and cancel orders from their convenience at home, at work or in transit. Chaffey and Ellis-Chadwick (2016) observe that the integration of SNS and mobile technologies have provided greater customer experience as they are able not only to acquire consistent information about the brand product and company or manufacturer but are able to switch in real time to make a purchase from wherever they are. This assertion can is further supported by the finding of this study that due to Omni-channel retail, customers are able to tag items online and buy them in-store and vice versa. This marries to Piotriwicz and Cuthbertson’s (2014) observation that Omni-channel retail offers unique experience to customers regardless of the channel the customer uses or the purchase phase they are at
5.3.3 Impact of Artificial Intelligence (AI) advertising on Customer Experience

This study established that AI advertising has significant impact on customer shopping experience. It found that more than three-quarter of respondents (eighty-eight-point-seven percent) agreed that AI has given them the ability to access product information on-demand on their mobile phones or electronic devices. The ability to deliver information to customers’ on-demand is facilitated by Chatbots which as Heung-Yeung and Xiaodong (2018) argue, are able to respond to various users in real time and serve as an ever present virtual companion to online shoppers. Cannella (2018) notes that Chatbots are able to accord customers a 24/7 product information and thus support customer purchase decision at any time of the day.

Another key finding of this study was that AI technologies especially mobile apps have resulted in creating the ability for customers to make and change orders. It established that the majority of respondents (slightly more than three-quarter) agreed that they can use mobile apps to order products and change orders at their convenience. Chatbots applications are largely compatible with several mobile phones and other smart mobile devises such as tablets and iPads, thus there are capable of being used by customers to transact business including making and changing orders from wherever they are and at any time.

This study also found that most respondents were able to make payments to retailers using mobile applications thereby realize greater convenience and experience. This finding is in line with the assertion made by Yu et al. (2016) that AI has resulted in the hyper-personalization of business interactions with customers. This hyper-personalization of business exchanges therefore does not only mean that customers are able to access product information on-demand, but also capable of going a step further to complete the transaction by making a purchase through the smart applications that is available on their phones.

Furthermore, it was established, in this study that AI has led to greater personalization of customer needs. Slightly more than three-quarter of the respondents (actually eighty-point-two percent) agreed that AI has facilitated the personalization of customer needs. AI has widened the spectrum of things that customers can do in their interaction with the business including viewing product information on demand,
making and canceling orders, and making payments all at their convenient location at home, at work of in transit (Heung-Yeung & Xiaodong, 2018; Dhoey, 2018)

This is in line with the finding made by Black and Rudnicky (2016) that AI resulted in hyper-personalization of customer-business exchanges. Cannella (208) notes that AI permits brands to interact and connect with customers and to delight their customers on a more individualized level. Baye et al. (2015) observes that AI permits retailers to offer a more personalized product or service recommendations to customers based on their previous searches or product queries.

This study found that due to AI, retailers are more able to give their customers access to relevant product information on phone and other electronic devices, send constant alerts to customers and remind customers of promotions. The majority of respondents agreed that they get referred to appropriate sites reducing their search efforts and receive a highly targeted experience. Lievonen (2013) has noted that the original idea for the using algorithms in search engines was to make search much easier for users to permit users to find information that they needed without having to browse numerous pages before they could come across the relevant information.

5.4 Conclusion

5.4.1 Impact of Digital Marketing on Customer Experience

Digital marketing channels are capable of being used to establish unique and optimistic experiences to customers by integrating all aspect of product, brand, service and communication. Digital marketing has the potential to enhance customer shopping experience. Aspect of digital marketing including interactive advertising, search engine marketing (SEM) and email marketing significantly enhance the manner in which customers obtain information about products and make purchasing decision.

These digital retail technologies enhance customer shopping experience by delivering convenience, information, and satisfaction to customers. They have the potential to enhance trust levels between retailers and customer, facilitate personalization of services and to facilitate two-way information exchange that further increases customers’ shopping experience.
5.4.2 Impact of Omni-channel Retail on Customer Experience

Omni-channel retail as an aspect of digital retail technologies is having a profound positive effect on delivering customer experience. The integration of these technologies is permitting customers to view product information including customer reviews, scan products and track product or service history which help them in making purchase decisions all of which amount to greater customer shopping experience.

The integration of the online and offline platforms is enhancing retailers’ ability to issue timely and effective customer decision support (CDS) and in so doing is enhancing overall experience of the shopping exercise. By creating shareable content firms facilitate not only interest among customers but allow customers to engage with the brand, and acquire additional information about the product thus bring both convenience and CDS to customers.

5.4.3 Impact of Artificial Intelligence (AI) advertising on Customer Experience

The potential of AI advertising on customer experience is significant yet the least felt as this study has established when it asked respondents to indicate the most important aspect of digital retail technology that affects customer experience. The AI applications including Chatbots, Virtual assistants and search algorithms have contributed to the enhancement of customer satisfaction through the hyper-personalization of business interactions with customers. AI permits brands to interact and connect with customers and to delight their customers on a more individualized level.

5.5 Recommendations

5.5.1 Recommendations for Improvement

5.5.1.1 Impact of Digital Marketing on Customer Experience

Retailers need to enhance the use of digital retail technologies to leverage on customer shopping experience and as such to ensure greater customer loyalty and satisfaction. The retailers should enhance the use of digital marketing to enhance the customization and personalization of customer experience. In this sense, retailers
should adopt interactive advertising technologies, search engine marketing and email marketing to ensure that they are effective in their response to a spectrum of customer needs and expectations while shopping online.

5.5.1.2 Impact of Omni-channel Retail on Customer Experience

Retailers should diversify the platforms they use to ensure that they deliver greater customer convenience and customer experience. Retailers need to ensure that they have strong social media presence to enhance customer interactions and that their social media pagers are embedded with links to appropriate micro-sites that give customers additional information. Retailers also need to ensure that they effectively integrate their online channels to guarantee consistence of customer content and also that they establish a synergy between online and offline communication to enhance customer decision support and hence greater customer shopping experience.

5.5.1.3 Impact of Artificial Intelligence (AI) advertising on Customer Experience

Retailers need to appreciate the potential of AI advertising to enhance customer shopping experience. As such, retailers should embrace the use of AI technology in interacting with customers. Retailers should use of Chatbots, IPAs and search engine algorithms to enhance their level of responsiveness to customer needs and expectations. The retailers should appreciate the significance of the availability of a 24/7 access to information on customers’ perception of a positive shopping experience.

5.5.2 Recommendations for Further Studies

Scholars and researchers should conduct more longitudinal studies to establish why in-store shopping is still popular despite the fact that majority of customers being aware that the digital retail technologies enhances customer experience. Researchers should conduct further research to determine acceptance and use of digital retail technologies for specific customer groups especially “need-based customers” and “brand loyal customers”. Scholars should conduct more cross-sectional studies among different customer groups to determine whether the digital shopping experience is universal or varies among various categories of customers.
REFERENCES


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APPENDICES

APPENDIX 1: RESEARCH COVER LETTER

TO WHOM IT MAY CONCERN.

7th April, 2019

Dear Sir/Madam,

REF: PERMISSION TO CONDUCT RESEARCH – CAROLINE JEMELI MOSE
STUDENT ID, NO. 657042

The bearer of this letter is a student of United States International University (USIU) – Africa pursuing a Master of Business Administration.

As part of the program, the student is required to undertake a dissertation on the "The Impact of Emerging Trends in Retail Technology on Customer Shopping Experience: Case Study of Customer Shopping Experience: Case Study of Customers in Westlands, Nairobi County,” which requires her to collect data.

Please note that information provided will be treated with utmost confidentiality and will only be used for academic purposes.

Kindly assist the student get the appropriate data and should you have any queries contact the undersigned.

Yours Sincerely,

[Signature]

Prof. Amos Njogu,
Dean – School of Graduate Studies, Research and Extension
Tel: 730 116 442
Email: amnjogu@usiu.ac.ke
APPENDIX 2: RESEARCH QUESTIONNAIRE
THE IMPACT OF EMERGING TRENDS IN RETAIL TECHNOLOGY ON CUSTOMER SHOPPING EXPERIENCE: CASE STUDY OF CUSTOMERS IN WESTLANDS, NAIROBI COUNTY

Date __________________________

Kindly read each question and respond to it the best of your ability and where necessary mark with a tick [✓] in the boxes provided.

All replies to this survey are completely confidential and identifying information, if any will be removed during the data entry and analysis. Rest assured that your participation in this study will not result in any harm to you.

The questionnaire will take an average of 10 minutes to fill.

*Thank you for participating in this study.*

PART 1: BIOGRAPHICAL INFORMATION

1. For each of the questions, please select one answer.

<table>
<thead>
<tr>
<th>i. Please indicate your sex/gender.</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>Female</td>
</tr>
</tbody>
</table>

| ii. Please indicate your age. |  |
|---|---|---|---|---|

| iii. Please indicate which customer category you belong. |  |
|---|---|---|---|---|
| Window shoppers | Need-based Customer | Brand loyal customer | Impulse buyer | Other, specify |

| iii. How do you often shop? |  |
|---|---|---|---|---|
| In-store | Online | Unsure | Both in-store and Online | Other, specify |

| iv. How often do you use digital retail technologies to browse products? |  |
|---|---|---|---|---|
| Never | Rarely | Unsure | Frequently | Very frequently |

| v. How often do you use digital technologies to make, purchase products and cancel orders? |  |
|---|---|---|---|---|
| Never | Rarely | Unsure | Frequently | Very frequently |

| vi. How often do you use digital retail technologies to contact your retailer? |  |
|---|---|---|---|---|
| Never | Rarely | Unsure | Sometimes | Very often |

| vii. How would you quality of your experience with digital retail technologies |  |
|---|---|---|---|---|---|
| | | | | |
currently used in by retailers and which you have used?

<table>
<thead>
<tr>
<th>Very negative</th>
<th>Negative</th>
<th>Unsure</th>
<th>Positive</th>
<th>Very positive</th>
</tr>
</thead>
</table>

2. In the table are some of the emerging trends in retail technology that affect customer experience. Considering the scale provided, rank in order of importance how they influence your perception of a satisfying digital experience.

<table>
<thead>
<tr>
<th>Emerging digital trends in retail technology</th>
<th>Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Digital marketing</td>
<td>1  = Least important</td>
</tr>
<tr>
<td>2. Omni-channel marketing</td>
<td>2 = Slightly important</td>
</tr>
<tr>
<td>3. Artificial intelligence (AI)</td>
<td>3 = Unsure</td>
</tr>
<tr>
<td></td>
<td>4 = Moderately important</td>
</tr>
<tr>
<td></td>
<td>5 = Most important</td>
</tr>
</tbody>
</table>

PART II: IMPACT OF DIGITAL MARKETING ON CUSTOMER EXPERIENCE

3. Kindly indicate your experience with aspects of digital marketing by indicating your level of agreement with the following statements.

<table>
<thead>
<tr>
<th>Statements</th>
</tr>
</thead>
<tbody>
<tr>
<td>i. I am able to post and customize my preferences.</td>
</tr>
<tr>
<td>ii. I am able to interact with other consumers about products and services.</td>
</tr>
<tr>
<td>iii. I receive direct responses through phone, website or social media from retailers when I seek information.</td>
</tr>
<tr>
<td>iv. Retailers’ webpages that I visit often have FAQ pages (frequently asked questions) that I find very relevant.</td>
</tr>
<tr>
<td>v. I often get list of links to appropriate webpages when I type in key words about product I want.</td>
</tr>
<tr>
<td>vi. I get links to specific content pages when I visit the website of retailers thus spend less time browsing.</td>
</tr>
<tr>
<td>vii. I often get alerts from retailers of offers through emails.</td>
</tr>
<tr>
<td>viii. I get more personalized emails that help me make decisions on products to purchase</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>---</td>
</tr>
<tr>
<td>ix.</td>
</tr>
<tr>
<td>x.</td>
</tr>
</tbody>
</table>
PART III: IMPACT OF OMNI-CHANNEL RETAILING ON CUSTOMER EXPERIENCE

4. Kindly indicate your experience with aspects of omni-channel retailing by indicating your level of agreement with the following statements.

<table>
<thead>
<tr>
<th>Statements</th>
<th>Disagree strongly</th>
<th>Disagree</th>
<th>Unsure</th>
<th>Agree</th>
<th>Agree Strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>i. I can access what people are saying about a product I intend to buy before I can buy it on social media.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ii. I am able to get product information including availability and prices by exchanging text messages with retailers.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>iii. I am able to make orders of products that I’ve seen on the social media through my phone</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>iv. I get the same kind of information about products on all platforms which reduce my confusion.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>v. I am able to assess product information from my preferred retailer regardless of what device I use</td>
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<td>vi. I can receive detailed email response from retailers when I ask about products through social media.</td>
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<td>vii. I am able to tag an item in-store and purchase it online</td>
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<td>viii. I am able to use the mobile apps developed by retailers to locate products in-store.</td>
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<tr>
<td>ix. I can now tag an item online and access it within the store.</td>
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<td>x. I have a positive customer experience because I can do my shopping on various channels, seamlessly.</td>
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</tbody>
</table>
PART IV: IMPACT OF ARTIFICIAL INTELLIGENCE (AI) ADVERTISING ON CUSTOMER EXPERIENCE

Kindly indicate your experience with aspects of artificial intelligence by indicating your level of agreement with the following statements.

<table>
<thead>
<tr>
<th>Statements</th>
<th>Disagree strongly</th>
<th>Disagree</th>
<th>Unsure</th>
<th>Agree</th>
<th>Agree Strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>i. I can get a 24/7 access to information on my phone and other electronic devices on-demand.</td>
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<td>ii. I can make and change orders using mobile apps.</td>
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<td>iii. I am able to make payments to retailers using mobile applications I install on my phone.</td>
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<td>iv. I often get ads delivered to me whenever a need arises.</td>
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<td>v. I often get alerts from retailers when products that I have looked for become available in retail stores.</td>
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<td>vi. My retailers often send me reminders of personal events without me having to send explicit requests from the users.</td>
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<td>vii. I often feel that my needs and preferences are well known to my retailers as I get suggestions of exactly what I want.</td>
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<td>viii. I get referred directed quickly to the appropriate site whenever I key in the products I want to browse/buy.</td>
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<tr>
<td>ix. I receive more highly targeted user experience as the retailer is often aware of my preferences and needs</td>
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<tr>
<td>x. I am sure the use of AI in retailing has enhanced my shopping experience.</td>
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</tbody>
</table>

END

Thanks for Your Participation in this Study
This is to certify that Mrs. Caroline Mose of United States International Un, has been licensed to conduct research in Nairobi on the topic: THE IMPACT OF EMERGING TRENDS IN RETAIL TECHNOLOGY ON CUSTOMER SHOPPING EXPERIENCE: CASE STUDY OF C for the period ending 25/July/2020.

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Director General
NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION

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