

# Technological Innovation accelerating Industry 4.0 Impact on Retail Sector— A Exploratory Study on SPAR

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## ***Abstract***

*The purpose of the research report is to advance the understanding of degree of knowledge, the perceived relevance and the current practice of Industry 4.0 in spar retail environment. The main objectives are to study the Managerial implications of technological innovation in the path towards Industry 4.0 in Retail. The present study is conducted for six weeks. Sample size is 100 and followed by explanatory research design and a convenient sampling was used. Digitization of product and service offerings; developing innovative digital business models; digitization and integration of supply chains; and adopting data and analytics as a core capability will lead higher driving forces to industry 4.0. The results are of importance for retail companies in planning transformation processes towards digitalized processes and enhance employee awareness towards Industry 4.0 must be initiated from Management and HR Dept will have key role to perform*

***Keywords-*** Industry 4.0, Maturity Model, Retail, Digital, Productivity, HR

## **I. INTRODUCTION**

Retail is the sale of goods and services from individuals or businesses to the end user. Retailers are part of an integrated system called the supply chain. A reseller buys goods or products in large quantities from manufacturers directly or through a wholesaler, then sells smaller quantities to the consumer for a profit. Retail can be done in fixed locations like stores or markets, door to door or by delivery. In the 2000s, retail trade was increasingly carried out through online websites, electronic payment, and then by courier or other services. Retail trade includes subordinate services, such as delivery. The term "retailer" is also used for the service provider that meets the needs of a large number of people, for example for the public. Stores can be located on residential streets, streets with few or no houses, or in a shopping mall. The shopping streets can be reserved for pedestrians.

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Sometimes a partial or full roof shopping street to protect customers from the forecast. Online retail, a type of e-commerce used for business-to-business (B2C) and mail-order transactions, is a form of non-store retailing.

### ***1.1 Indian Retail Sector – overview***

The Indian Retail Industry has emerged as one of the maximum dynamic and fast-paced industries due to the entry of several new players. Total consumption expenditure is expected to reach nearly US\$ 3,600 billion by 2020 from US\$ 1,824 billion in 2017. It accounts for over 10% of Gross Domestic Product (GDP) and round 8% of the employment. India is the world's 5th-biggest international vacation spot within the retail space. India is the world's fifth biggest global destination inside the retail area. In FDI Confidence Index, India ranks 16th (after U.S., Canada, Germany, United Kingdom, China, Japan, France, Australia, Switzerland and Italy).

### ***1.2 Market Size***

Retail industry reached to US\$ 950 billion in 2018 at CAGR of 13% according to cent and expected to attain US\$ 1.1 trillion by means of 2020. Online retail sales are forecasted to develop at the rate of 31 in line with cent year-on-12 months to reach US\$ 32.70 billion in 2018. Revenue generated from on-line retail is projected to grow to US\$ 60 billion with the aid of 2020. Revenue of India's offline retailers, additionally known as brick and mortar (B&M) outlets, is expected to growth by means of Rs 10,000-12,000 crore (US\$ 1.39-2. Seventy-seven billion) in FY20. India is expected to become the sector's fastest developing e-commerce marketplace, pushed by using robust investment inside the region and rapid increase inside the range of net users. Various groups have excessive expectations approximately boom of Indian e-commerce markets. Luxury market of India is anticipated to grow to US\$ 30 billion by way of the cease of 2018 from US\$ 23. Eight billion 2017 supported by developing exposure of international manufacturers among Indian adolescents and better purchasing electricity of the top class in tier 2 and 3 towns, in keeping with ASSOCHAM.

### ***1.3 About SPAR***

The SPAR hypermarkets in India are the result of a strategic partnership between Max Hypermarkets in India Pvt, of the Landmark Group of Dubai. Ltd. and based in Amsterdam SPAR International. The business started with a store in 1932 and now includes more than 12,500 stores in 44 countries on 4 continents. SPAR's success story is based on a set of values that have guided the organization since its inception over 80 years ago. At the heart of these core values is the commitment of SPAR stores around the world to freshness, choice, value and service. The variety of product range in SPAR Hypermarket is to provide a wide variety of products; Fruits & Vegetables, Beverages, Grocery, Meat, Fish & Poultry, Dairy, Apparels, Plastics, Utensils, & Crockery, Home Furnishing etc

## II. LITERATURE REVIEW

The industrial revolution was the time when product manufacturing moved from small stores and homes to large manufacturing plants. This change had changes in culture when people moved from rustic areas to large urban communities to work. He also presented new advances, new modes of transport and an alternative way of life for some.

1. **Ercan Oztemel· Judit Nagy Judit Oláh, Edina Erdei, (2018)** in their article "*The Role and Impact of Industry 4.0 and the Internet of Things on the Business Strategy of the Value Chain—The Case of Hungary* " stated that Industry 4.0 on the company we used Porter's (1985) value chain model, which is particularly useful when paying particular attention to corporate areas which have a primary role in customer value creation.

2. **Ercan Oztemel· Samet Gursev (2018)** in their article "*Literature review of Industry 4.0 and related technologies* " stated that develop related systems, business models and respective methodologies, industry, on the other hand, focuses its attention on the change of industrial machine suits and intelligent products as well as potential customers on this progress. It is therefore important for the companies to primarily understand the features and content of the Industry 4.0 for potential transformation from machine dominant manufacturing to digital manufacturing.

3. **Puja Shaw (2018)** in his article "*Industry 4.0 And Future Of Hr* " stated that industrial digitalization has called for companies to invest in tools and solutions that allow their processes, machines, employees, and even the products themselves, to be integrated into a single integrated network for data collection, data analysis, the evaluation of company development, and performance improvement.

4. **Anouk ten Bulte(2018)** in his article "*What is Industry 4.0 and what are its implications on HRM Practices?*" stated that document analysis was conducted with which a matrix consisting of 38 policy documents of 10 different European Industry 4.0 initiatives was established. With this matrix a European Framework of Industry 4.0 was created., Cyber-Physical systems and Big Data.

5. **Davos-Klosters, (2017)** in his article "*Impact of the Fourth Industrial Revolution on Supply Chains* " stated that Disruptive technologies are transforming all end-to-end steps in production<sup>5</sup> and business models in most sectors of the economy. The products that consumers demand, factory processes and footprints, and the management of global supply chains are being re-shaped to an unprecedented degree and at unprecedented pace.

6. **Cheryl Martin (2017)** in his article "*Technology and Innovation for the Future of Production: Accelerating Value Creation* " stated that technological development is exerting profound changes on the way people live and work. It is impacting all disciplines, economies and industries, perhaps none more than production, and how, what, why and where individuals produce and deliver products and services.

7. **Andreas Schumachera, Selim Erolb, Wilfried Sihna (2016)** in their article "*A maturity model for assessing Industry 4.0 readiness and maturity of manufacturing enterprises*" stated that Manufacturing enterprises are currently facing substantial challenges with regard to disruptive concepts such as the Internet of

Things, Cyber Physical Systems or Cloud-based Manufacturing – also referred to as Industry 4.0. Subsequently, increasing complexity on all firm levels creates uncertainty about respective.

8. **Harald Dutzler (2014)** in his article "*Industry 4.0 Opportunities and challenges for consumer product and retail companies*" stated that Retail and consumer goods (R&C) companies are in the midst of a transformation unlike any before in their history. Although there have been times of disruption and competitive fervor in the past, today's R&C environment is marked by huge changes in technology, consumer preferences, sales channels, marketing approaches, barriers to entry, and supply chain and logistics strategies.

9. **Musa Pinar (2014)** in his article "*University Brand Equity: An Empirical Investigation of its Dimensions*" stated that brand management has been elevated to a new level of importance. Brands as powerful assets represent the essence of a company; therefore, they must be carefully developed and managed. As one of a company's most valuable *intangible* assets, a brand functions as a powerful differentiator for the business and as a decision-making tool for customers Branding efforts are no longer limited to "consumer products".

10. **David Prepletaný (2013)** in his article "*The Impact of Digital Technologies on Innovations in Retail Business Models*" stated that retail industry is neither straightforward nor even. It is a journey fraught with difficulties, obstacles and obstructions that arise from the interplay of several factors and elements that, taken together, render the selection of the correct course intricate and arduous.

### III. RESEARCH DESIGN

*3.1 Statement of the Problem:* Considering the overall developmental phase of Industry 4.0, this study needs to fill in an absence of data and dynamic, attempting to respond to an inquiry concerning the degree of planning of Retailing Industry with respect to the execution of the new innovation. The fundamental reason for this article is to distinguish the assessments and view of Retailing Industry administrators in India on the drivers and obstructions of executing Industry 4.0 innovation for business improvement.

#### *3.2 Objectives of the study*

1. To study the barriers of opportunities for using Industry 4.0 Technologies.
2. To identifying the factors of Industry 4.0 maturity model
3. To Understand Impact of Industry 4.0 Role of HR.
4. Suggest remedial measurement for implementing Industry 4.0 impactness on retail

#### *3.3 Research Methodology:*

1. **Research Design:** Exploratory research
2. **Sampling Method:** Non probability sampling method
3. **Sampling Population:** SPAR Employees

4. **Sampling Techniques:** Convenience technique

5. **Sample Size:** 120 sample sizes across all 7 dept based forum finite population 91 we have taken approximate 100.( Margin Error- 5%, Confidence Level-95%, Response distribution-50%)

3.4 *Tools for data collection:* Structured Questionnaires were the tools for data collection. The Questionnaire was neatly designed and constructed for the purpose in line with the objective of the study.

### 3.5 Sources of data collection

#### ➤ **Primary Data**

Primary data has been used by me in the form of Questionnaire & Observation, which are the two basic methods of collecting primary data, which suffices all research objectives.

#### ➤ **Secondary data**

Secondary data sources like catalogue of the company, product range book of the company, various internet sites and Literature Reviews have been used.

### 3.6 Limitations of the study

1. The present study is limited to know about the Employee perception regarding Industry 4.0 in SPAR Hyper Market, Shivamogga
2. For the purpose of survey 100 respondents are taken as sample size
3. Lack of time and other resources as it was not possible to conduct survey at large level
4. While collection of the data many Respondents were unwilling to fill the questionnaire.
5. Respondents were having a feeling of wastage of time for them

## IV. DATA ANALYSIS

### 1) **Respondents Profile**

Table No-1 Showing Respondents Profiles

Variables	Respondents	Percentage(%)
Gender	Male	60
	Female	40
Marital Status	Married	31
	Unmarried	69

<b>Age Group</b>	Below 20 Years	10
	Between 20 - 30 Years	76
	Above 30	14
<b>Educational Qualification</b>	SSLC	8
	PUC / Diploma	45
	Graduate	40
	Post Graduate	7
<b>Work Experience</b>	Up to 2 Years	64
	2 to 6 Years	28
	6 - 10 Years	1
	Above 10 Years	7
<b>Satisfied with organization</b>	Yes	98
	No	1
	Somewhat	1

From the above Table No-1, out of 100 respondents distributed questionnaire, it is evident that 60% of the respondents are Male and 40% of the respondents are Female. 31% of the respondents are Married & 69% of the respondents are unmarried. 10% of the Respondents are belong to the age group of below 20 years, 76% of the Respondents are belong to the age group of between 20 – 30 years, and 14% of the Respondents are belong to the age group of above 30 years. 8% of the respondents are belongs to SSLC, 45% of the respondents are belong to PUC/ Diploma, 40% of the respondents are Graduates and 7% of the Respondents are Post Graduates. 64% of the Respondents are having Work Experience Up to 2 years, 28% of the Respondents are having Work Experience of 2 to 6 years, and 1% of the Respondents are having Work Experience above 10 years in the present company, 98% of the respondents are satisfied with organization, 1% of the respondents are No, and 1% of the respondents are somewhat.

## 2. Various factors affecting of industry 4.0 using Maturity Model

Maturity models are generally used as an instrument to conceptualize and measure maturity of an enterprise or a procedure regarding some precise target nation. Labelled synonymously are readiness with the intention to capture the starting-factor and permit for initializing the development manner. The cause of this paper is to describe a tool to evaluate the maturity degree in imposing Industry 4.0 principles and technology in retail. design/methodology/technique Using a framework to broaden adulthood models found in literature, 3 primary steps had been taken: the version design from the literature assessment on industry 4.0 and the comparative evaluation of existing models; interviews with managers of retail have defined to impact with most important factors referred to below

### a. Strategy & Leadership

Table No:2. Strategy & leadership

(Strongly Agree-5, Agree-4, Neutral-3, Disagree-2 and Strongly Disagree-1)

Sl No	Variables	SA	A	NA	DA	SDA	Mean	SD
1	The organization has a digital vision to transform because of the new market needs?	26	71	3	0	0	4.23	0.49
2	There is a business area prioritized for digital investments?	25	65	10	0	0	4.15	0.4
3	There is a team dedicated to the organization's digital transformation and change?	24	66	10	0	0	4.14	0.81
4	Leadership has made an effort to translate the digital vision down to all levels of the organization?	29	65	5	0	0	4.2	0.67
5	There is a separate budget allocated for adopting digital technologies?	15	71	14	0	0	4.01	0.54

#### Source (Primary data)

From the above Table no-2 showing it can analyzed towards Strategy & Leadership as the organization having a digital vision which can transform into newer heights because of the new market needs factor got rated of  $(4.23 \pm 0.486)$ , There is a business area prioritized for digital investments factor got a ratings of  $(4.15 \pm 0.402)$ , There is a team dedicated to the organization's digital transformation and change factor got rated of  $(4.14 \pm 0.805)$ ,

Leadership has made an effort to translate the digital vision down to all levels of the organization factor got rated of (  $4.2 \pm 0.678$ ) and There is a separate budget allocated for adopting digital technologies factor got rated of(  $4.01 \pm 0.538$ ) . It can have interpreted that the organization having digital vision to transform got highest ratings 4.23. The exploration work introduced here focused on the advancement of a development model and a related apparatus for surveying the Industry 4.0. As opposed to different methodologies the significant commitment of this examination exertion is the incorporation of different hierarchical angles bringing about a progressively extensive model

### b. Customer Experience

Table No: 3 Customer Experience

(Strongly Agree-5, Agree-4, Neutral-3, Disagree-2 and Strongly Disagree-1)

Sl No	Variables	SA	A	NA	DA	SDA	Mean	SD
1	The organization experiments with multiple digital channels to engage the customers?	43	51	6	0	0	4.37	0.594
2	The organization understands how customer demands are changing in the market?	36	60	3	1	0	4.31	0.577
3	Digital technology is used to stay in touch with the customers and to solve their challenges?	28	63	9	0	0	4.19	0.577
4	Data inputs from customer usage are used continuously for improving solutions and services	20	72	7	1	0	4.11	0.545
5	The organization is able to offer customized solutions	17	73	10	0	0	4.07	1.557



	to capture higher share of the market segment							
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**Source (Primary Data)**

The above table no 3, showing Customer Experience Factors in any organization experiments with multiple digital channels to engage the customers factor got rated (  $4.37 \pm 0.594$  ), The organization understands how customer demands are changing in the market factor got rated of ( $4.31 \pm 0.577$ ), Digital technology is used to stay in touch with the customers and to solve their challenges factor got rated of ( $4.19 \pm 0.5778$ ), Data inputs from customer usage are used continuously for improving solutions and services got rated of ( $4.11 \pm 0.545$ ) and the organization is able to offer customized solutions to capture higher share of the market segment got rated ( $4.07 \pm 1.557$ ) respectively. The researcher work presented here aimed for the development of a Customer Experience.

The changes have been fueled by technological advancements, which have expanded the range of services available to customers, and simultaneously led to escalating customer expectations. Its interpreted that the organization experiments with multiple digital channels to engage the customers got highest rated and the organization is able to offer customized solutions to capture higher share of the market segment got least rated. The result is that there are now more services and products available than at any time in the past, yet customer satisfaction are on a downward slide. Customer Experience Management can help reverse that slide by providing efficient business tools that make the interactions between companies and customers more rewarding for both parties. In Customer Experience we taken overall mean is 4.21 it says that people will not satisfy the customer experience so it considered as disagree.

**c. Operations**

Table No: 4 Operations (Strongly Agree-5, Agree-4, Neutral-3, Disagree-2 and Strongly Disagree-1)

Sl No	Variables	SA	A	NA	DA	SDA	Mean	SD
1	There is one integrated platform which provides complete visibility and can be accessed by multiple users?	37	55	8	0	0	4.29	0.6
2	All production equipment is connected and real time data is available for decision making?	23	68	10	0	0	4.17	0.38
3	It is possible to access all production information remotely?	10	85	5	0	0	4.05	0.38

4	KPIs are well defined across functions and get updated automatically?	9	30	54	7	0	3.41	0.93
5	Departments are able to collaborate easily through digital channels?	8	25	22	28	12	2.74	1.31

**Source: (Primary Data)**

From the above table no 4 showing the Operation factors in Industry 4.0. in that there is one integrated platform which provides complete visibility and can be accessed by multiple users factor got rated of  $(4.29 \pm 0.604)$ , All production equipment is connected and real time data is available for decision making factor got rated of  $(4.17 \pm 0.375)$ , It is possible to access all production information remotely factor got rated of  $(4.05 \pm 0.384)$ , KPIs are well defined across functions and get updated automatically factor got rated of  $(3.41 \pm 0.928)$  and Departments are able to collaborate easily through digital channels factor got rated of  $(2.74 \pm 1.308)$  respectively. Its interpreted that there is one integrated platform which provides complete visibility and can be accessed by multiple users got highest ratings and Departments are able to collaborate easily through digital channels factor got lowest rating growth expectations, as the current IT infrastructure enables the industry to adopt it quickly and efficiently. its interpreted that The frequencies reported in each of the categories analyzed do not correspond to the total of studied Industry 4.0 cases. This is a consequence of the fact that many cases incorporate more than one area of operations management and use several technologies simultaneously. In this way, it is emphasized that the breadth of Industry 4.0 implementation in organizations goes beyond a specific application of a certain types of technology, extending to a holistic and integrated approach to technologies that meet all the needs of a digital production system.

**d. Products & Innovations**

Table No-5 Products & Innovations

(Strongly Agree-5, Agree-4, Neutral-3, Disagree-2 and Strongly Disagree-1)

Sl No	Variables	SA	A	NA	DA	SDA	Mean	SD
1	The organization leverages on digital technology for new product innovations?	23	71	6	0	0	4.17	0.51

2	The organization is able to innovate rapidly as per the changing market requirements?	21	75	4	0	0	4.17	0.47
3	New service models, enabled by digital technology, have been introduced?	15	76	9	0	0	4.06	1.59
4	It is possible to analyze product usage information based on real time data streaming?	13	47	36	4	0	3.69	0.74
5	Governance and risk strategy is in plan for Connected Products environment?	7	25	58	10	0	3.29	0.74

**Source (Primary Data)**

From the above table no 5 showing the Products and Innovation factors in Industry 4.0. in that The organization is able to innovate rapidly as per the changing market requirements factor got rated of  $(4.17 \pm 0.510)$ , The organization leverages on digital technology for new product innovations factor got rated of  $(4.17 \pm 0.470)$ , New service models, enabled by digital technology, have been introduced factor got rated of  $(4.06 \pm 1.586)$ , It is possible to analyze product usage information based on real time data streaming factor got rated of  $(3.69 \pm 0.744)$  and Governance and risk strategy is in plan for Connected Products environment factor got rated of  $(3.29 \pm 0.7388)$ . its interpreted that The organization is able to innovate rapidly as per the changing market requirements got highest ratings and Governance and risk strategy is in plan for Connected Products environment got lowest ratings.

Overall from the data analysis which has been carried out from the above table 5, we can conclude that the relationship of those products & Innovation in the Industrial revolution possess of positive impact of industry 4.0 readiness and the use of its technologies. The retailer of the future has a great deal to consumer. Its interpreted that as Industry 4.0 unfolds into the rise of smart, many industries will be forever changed by new technologies that help

to further optimize business operations. When we think of retail and fast fashion, images of shopping, trendy styles, and social media influencers may come to mind. But behind the scenes, Retailing Industries are putting together product collections that designers create using materials sourced from a global network of suppliers, within increasingly tight deadlines and evolving consumer preferences. Complex as it may currently seem, several emerging technologies are poised to have a significant impact on the retail industry and the way that products are designed and developed.

**e. People**

Table No: 6 People (Strongly Agree-5, Agree-4, Neutral-3, Disagree-2 and Strongly Disagree-1)

Sl No	Variables	SA	A	NA	DA	SDA	Mean	SD
1	A team of digital experts has been deployed to drive digital adoption across the organization?	29	66	5	0	0	4.25	0.444
2	Employees are able to leverage on digital tools for collaboration and remote connectivity?	23	68	6	3	0	4.11	0.63
3	Ideas of digital transformation by employees are encouraged?	22	67	11	0	0	4.11	0.426
4	Digital tools are used for knowledge management and skill enhancement?	23	51	17	8	1	3.87	1.217

**Source (Primary Data)**

From the above table no 6 showing the People factors in Industry 4.0. in that A team of digital experts has been deployed to drive digital adoption across the organization variables got rated (4.25 ± 0.444), Employees are able to leverage on digital tools for collaboration and remote connectivity & Ideas of digital transformation by employees are encouraged variables got rated of (4.11 ± 0.630) respectively and Digital tools are used for

knowledge management and skill enhancement variable got rated of  $(3.87 \pm 1.217)$ . its interpreted that A team of digital experts has been deployed to drive digital adoption across the organization factor got highest rating and Digital tools are used for knowledge management and skill enhancement factor got lowest ratings. One of these must-have capabilities for retail organizations includes the partnership or collaborative mindset - To keep up with the rapid pace of technological change, all participants will have to develop a culture of collaboration and pursue intra and extra-industry partnerships, rather than just rely on building their own capabilities. Hence, increasingly we have seen companies moving away from competitive business models to cooperative ones, and in the process extract an incremental value from the networked retail ecosystem.

#### f. Barriers for using Industry 4.0 Technologies

Table No: 7 Barriers for using Industry 4.0 Technologies

(Strongly Agree-5, Agree-4, Neutral-3, Disagree-2 and Strongly Disagree-1)

Sl No	Variables	SA	A	NA	DA	SDA	Mean	SD
1	Industry 4.0 allows us to create new business models.	21	71	8	0	0	4.13	0.522
2	Industry 4.0 allows us to create leading solutions	21	70	8	1	1	4.11	0.563
3	Requires continued education of employees	19	54	22	4	1	3.86	0.8
4	More focus on option at the expense of developing the company	10	54	17	19	0	3.55	0.909
5	Industry 4.0 allows us to generate solutions that are hard to imitate.	5	27	67	1	0	3.36	0.591
6	Lack of understanding of the strategic importance of Industry 4.0	11	20	62	7	1	3.35	0.764
7	Lack of understanding the interplay between technology and human	7	20	66	7	0	3.27	0.69
8	Lack of knowledge about Industry 4.0	7	21	63	9	0	3.26	0.715
9	Too few financial resources	2	15	48	35	0	3.19	1.247
10	Too few human resources (man power)	3	19	61	17	0	3.08	0.75
11	Lack of standards	7	16	40	37	0	3.3	1.224
12	Uncertainty about data security	8	10	48	34	0	2.92	0.868
13	Lack of employee readiness	6	21	22	50	1	2.81	0.976

14	Lack of data protection (cyber security)	9	13	23	55	0	2.76	0.991
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**Source: Primary Data**

From the above table no 7 showing the Barriers for using Industry 4.0 technologies in that we can analyzed that Industry 4.0 allows us to create new business models variable got rated of( 4.13± 0.522),Industry 4.0 allows us to create leading solutions for our customers with visible service variable got rated of (4.11 ±0.563),Requires continued education of employees factor got rated of (3.86± 0.800) , More focus on option at the expense of developing the company variable got rated of( 3.55±0.909), Industry 4.0 allows us to generate solutions that are hard to imitate factor got rated of (3.36±0.5919), Lack of understanding of the strategic importance of Industry 4.0 variable got rated of (3.35±0.764), Lack of understanding the interplay between technology and human rated of (3.27±0.690), Lack of knowledge about Industry 4.0 variable got rated of (3.26±0.715), Too few financial resources variable got rated of (3.19± 1.247), Too few human resources (man power) variable got rated of (3.08±0.750), Lack of standards variable got rated of (3.3±1.224), Uncertainty about data security variable got rated of (2.92±0.976), Lack of employee readiness variable got rated of (2.81± 0.9766) Lack of data protection (cyber security) variable got rated of (2.76±0.991) It is interpreted that Industry 4.0 allows us to create new business models got highest rated barriers in Industry 4.0

**g. Role of HR and its effect on industry 4.0**

Table no:8 Impact of Industry 4.0 Role of HR

Sl No	Variables	SA	A	NA	DA	SDA	Mean	SD
1	Our employees are aware but do not trust Industry 4.0 technologies which will have deep impact now?	12	84	4	0	0	4.08	0.391
2	With Industry 4.0 around the corner , do you consider HR has to play a more strategic role in that and must have knowledge of business operations	7	47	43	3	0	3.96	0.527
3	For us, implementing Industry 4.0 is not reasonable. as we need to expect management to involve?	8	64	27	1	0	3.79	0.588
4	With Implement Industry 4.0 According to you which department is largely impact	7	47	43	3	0	3.58	0.854
5	Our employees fear dependence on Industry 4.0 technologies at minimal stage ?	11	29	60	0	0	3.51	0.685

**Source (Primary Data)**

From the above table no 8 we can have analyzed that there are major five Role of HR variables impact on Industry 4.0. in that employees are aware but do not trust Industry 4.0 technologies variable got rated (4.08 ± 0.391), With Industry 4.0 around the corner, do you consider HR has to play a more strategic role in that and must have knowledge of business operations variable got rated (3.96 ± 0.527), For us, implementing Industry 4.0 is not

reasonable. as we need to expect management to involve variable got rated of  $(3.79 \pm 0.588)$ , With Implement Industry 4.0 According to you which department is largely impact variable got rated of  $(3.58 \pm 0.854)$  and Our employees fear dependence on Industry 4.0 technologies at minimal stage variable got rated of  $(3.51 \pm 0.685)$ . it is interpreting that Our employees are aware but do not trust Industry 4.0 technologies which will have deep impact now variable got highest rating and Our employees fear dependence on Industry 4.0 technologies at minimal stage variable got lowest rating.

Overall from the data analysis which has been carried out from the above table 5.0, I can conclude that the relationship of the HR Role in the fourth Industry revolution possess impact on industry 4.0 readiness and the use of its technologies. The HR must know the future has a great deal to offer to employee fear dependence of industry 4.0 technologies at minimal stage. Industry 4.0 exerts its greatest impact on production, and that the companies surveyed have also developed varied methods and procedures. These can be termed first category when sensors are built into a machine, and sensors are incorporated into the process of monitoring a production process and indicating deviations from it.

## V. CONCLUSION

The smart technology, customer behavior, retail marketing and retail management and empirically verifies current understanding of the applicability of customer dynamics in gaining knowledge of customer behavior. Building a favourable customer experience has drawn the attention of marketing, management authors and retailers, but there is limited academic research on this area. This study will give knowledge and data to retail about the sorted out retail the executives and its significance in retail business. And furthermore it assists with understanding their Customers just as their workers, also this study also seeks to provide an insight into changes in consumer dynamics, concerning for instance searching, comparing, evaluating, and purchasing behavior within the new technologies-mediated environment. Considering the impact of Industry 4.0, HR role is very important in based company until unless HR department understand by impact of industry 4.0 on their organization it will be a very big challenges organization and hence we conclude that to implement Industry 4.0 is evident and to reach which impact to all employee HR Role will pay within days to goes shows.

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