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REFLECT, SELECT, CONNECT: THE IMPACT OF SMART MIRRORS ON MODERN FASHION RETAIL

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Abstract: The digitization of businesses is reshaping consumer purchasing behavior, presenting unprecedented challenges for physical store commerce SMEs (Small and Medium Enterprises). The rise of online shopping and digital business models is not only altering traditional business practices but also opening new avenues, especially through the integration of advanced technologies. Although much prior research has focused on online consumer experiences, a notable gap remains in understanding technology-driven customer service within physical retail environments. This paper fills that gap by investigating a less-explored domain: the capability of smart mirror fashion technology (SMFT) to improve customer experiences in brick-and-mortar clothing stores. Employing a qualitative method via Soft System Methodology (SSM), this study utilizes field notes, observations, and triplicated T-tests, focusing on the top five apparel outlets in Gurugram ranked by market capitalization. The results indicate that patrons currently view the service level in these stores as falling short of their expectations; nevertheless, the deployment of SMFT considerably enhanced service quality and positively influenced customer satisfaction. The research establishes a strong association between improved service, customer satisfaction, and SMFT adoption. The study's contribution lies in proposing an innovative framework that integrates SMFT with conventional in-store payment mechanisms, thereby improving management practices and service quality in physical clothing retail businesses. The results, supported by SPSS experiments, suggest that leveraging SMFT can deliver superior customer service and add value to the customer experience.

Keywords:Customer service excellence, In-store shopping, Interactive mirror technology, Physical retail store, technical advancement

INTRODUCTION

Globally, the retail sector is undergoing groundbreaking changes brought about by the growth of online and online shopping enterprises, as well as the COVID-19 epidemic that caught the public and companies off guard (Safari et al., 2015; Wren-Lewis, 2020; Carlsson-Szlezak et al., 2020). Because they appeal to a younger demographic, online sales and internet purchasing continue to dominate the retail market. In the meantime, inadequate client service and terrible relations with clients are deterring previous generations of consumers from making in-store purchases (Acquila-Natale and Iglesias-Pradas, 2020). The NCRdigitalization apparel industry is redesigning customer service control methods that were successful for many years in the conventional retail industry (Nelson et al., 2017). Oy (2017) noted that as consumers began to shift to internet shopping, there was a noticeable increase in the quantity of apparel retail outlets going into management, bankruptcy, or shutting. Physical retail establishments are under pressure to reconsider their business plans and streamline their processes to improve customer satisfaction and ensure smooth purchasing procedures (Balakrishnan and Seethalakshmi, 2013; Giovanis et al., 2015; Sorin and Antonio de Lucas, 2020).

It is believed that raising the standard of service will increase revenue and improve how clients perceive the company's offerings. To establish the criteria for excellent service, however, this enhancement necessitates constant surveillance and evaluation of service efficacy in the retail industry (Willems et al., 2017; Achchuthanand Charles, 2017). "The retail industry is undergoing a rapid transformation as a result of technological advancements like virtual try-on and smart mirror fashion technology, which improve the shopping trip for clients (Vermeeren et al., 2010; Willems et al., 2017; Rese et al., 2017; Dacko, 2017). SMFT employs techniques to collect, analyze, and make inferences from information that includes numerous pictures. Small and Medium Enterprises (SMEs) are also paying more attention to it, particularly food, clothing, and beauty merchants (Kim and Forsythe, 2008; Kell, 2011; Radley, 2014; Javornik et al., 2016; Rauschnabel and Ro, 2016). Fiore, Kim, and Lee (2005), Demirkan and Spohrer (2014), and Javornik (2016) assert that retail locations integrate SMFT, a self-service-based innovation supply device, to enhance customer service and shipping procedures. As a self-service-based gadget provisioning device, SMFT lets users select specific designs and colors that suit their requirements and clarifies goods in a more interactive and efficient way by illustrating their pictures back to them in a 360-level panoramic enhanced style (Avelino et al., 2019).

Using a dual-view mirror with recording devices, digital displays, and detectors behind the window, this automatically savvy, enhanced motion recognition system makes recommendations and modifies the brightness to show what clothing looks like at various times of day (Daniel, 2018). Scholarly research on a variety of topics related to cutting-edge technology, selling, and customer service has not addressed the suitability of SMT in NCR apparel retail stores group (Parasuraman et al., 1988; Cronin and Taylor, 1992; Dabholkar et al., 1996; Bahia and Nantel, 2000; Yoo and Donthu, 2001; Aldlaigan and Buttle, 2002; Minh et al., 2015; Dacko, 2017; Narteh, 2018; Iqbal et al., 2017; Rauschnabel and Ro, 2016). Other writers have covered the usage of virtual reality in online shopping and home automation, as well as handling service quality in services-oriented retail environments. None have examined the role that SMFT plays in improving the level of service provided by brick-and-mortar clothing retail establishments (Dhavale et al., 2019; Pradhan et al., 2020; Jain and Gandhi, 2021). While many people are familiar with intelligent houses and lodgings, clever mall fashion stores (SMFT) are essentially a novel idea, particularly for those in the physical retail industry (Yang et al., 2021; Guha et al., 2021; Alam et al., 2021).

We still need to learn more about how SMFT may improve consumer engagement and control over service quality in the wholesale clothes industry. This inquiry closes the gap by concentrating primarily on retail-related SMFT uses. This researcher aims to determine how development in SMFT may improve the delivery of services and enhance value for clients by examining the main advantages of utilizing SMFT in the context of the NCR clothes retail industry. Consequently, the study addresses the following issues: 1) How may SMFT technology help the NCR apparel retail industry? 2) What difficulties does the industry face in managing customer service? 3) What recommendations exist for leveraging SMFT to enhance the current approach to service quality management in this sector? The report makes long- and short-term suggestions and offers concrete advice on how physical apparel retailers in the NCR may raise the level of client happiness and service to provide clients with more value for their money. The study employed an interpretation paradigm-based empirical methodology. The study employed a qualitative investigation method, using conversations as a basis for triangulating perceptions and field recordings. We selected the best five NCR apparel sales outlets based on their market value, and conducted 27 comprehensive interviews, 10 interviews, and 10 field memos from customers, employees, team members, and executives during the data gathering process.

We used a thematic approach to analyze the data and interpret the findings. This qualitative study explores the perceptions of executives, staff, and consumers of NCR apparel retail group establishments regarding the impact of SMFT development on the provision of excellent client service in physical apparel businesses. The study examines the connection between the implementation of SMFT and the provision of high-quality services. The collected and processed data provide important insights into how SMFT is used to address customer service issues. The findings revealed that customers perceive the service they receive as falling below their expectations. They also indicated that the use of technology influenced customer satisfaction and enhanced service quality.

1.2 Related Review

A. Kronheim et al., 2024: In the changing fashion retail sector, technology integration has become vital for improving customer experience. Smart fitting rooms have emerged as an important innovation, combining augmented reality (AR), radio frequency identification (RFID), and interactive screens to deliver a more personalized and enriched shopping journey.

H. J. Chang et al., 2024: Academic literature has widely examined the adoption of smart technologies in retail, showing their potential to transform business operations, consumer interaction, and overall performance. However, most studies focus on large retail chains, leaving limited exploration of independent small fashion retailers.

M. Wang et al., 2023: Smart mirror technology marks a major breakthrough in how shoppers interact with brands. These mirrors combine AR, artificial intelligence (AI), and the Internet of Things (IoT) to create tailored and engaging shopping experiences. The review highlights how such technologies enhance customer-brand interaction, contribute to improved experiences, and influence loyalty and sales, supported by the advanced features embedded in smart mirrors.

M. Palumbo et al., 2024: Smart mirror technology is seen as a pioneering innovation in fashion retail, merging AR, AI, and IoT to deliver interactive and customized experiences. The review examines both the potential benefits and challenges of adoption. Drivers include enhanced shopping experiences, personalized services, and added convenience. However, barriers such as data privacy concerns, high costs, complexity, and customer resistance hinder its broad implementation.

A. Herrero-Crespo et al., 2022: Omnichannel retailing has reshaped consumer shopping patterns, giving rise to behaviors like webrooming and showrooming. Webrooming involves researching products online before store purchases, whereas showrooming refers to evaluating items in-store before buying online. Using the Technology Acceptance Model (TAM) and exploratory behavior theory, this review investigates the factors influencing such behaviors to help retailers optimize omnichannel strategies.

A. Jawaid et al., 2022: Walmart's use of virtual clothing try-on tools demonstrates a significant improvement in online shopping. By utilizing AR and AI, the technology allows customers to digitally visualize apparel on their bodies, enhancing convenience and boosting the likelihood of purchase, addressing the common issue of fit and appearance when shopping online. Studies indicate that virtual try-on features can reduce return rates by improving the accuracy of size and style choices. Additionally, this innovation aligns with the growing trend of personalized and immersive online retail experiences, which have been shown to increase customer satisfaction and engagement. By adopting such advanced technologies, Walmart not only enhances its competitive edge in the e-commerce space but also responds to the evolving expectations of tech-savvy consumers.

2. A summary of the research findings and the theoretical framework

This section covers the theoretical underpinnings of novel innovations, creativity in customer service, and the applicability of electronic connections in the chosen industry. The summaries section also includes a summary of pertinent ideas on additive reality, digital reflections, service architecture, and the need for creating novel services using cutting-edge technology, the significance of handling service quality for the NCR apparel retail industry, illustrates how customers perceive the performance of self-service equipment, and places the possible broad application of smart mirror fashion technology in perspective. It also sets the stage for developing a conceptual framework that directs the gathering and processing of information in the paper's subsequent parts.

2.1. How is technology revolutionizing the retail sector?

In today's world, equipment has become a crucial component of corporate service delivery, as we can see. Its role is becoming increasingly complex as it radically alters the delivery of services (Wahab et al., 2012; Mahto et al., 2020; Islam et al., 2020). Innovation is altering not just how businesses operate in a cutthroat market but also how both real and virtual merchants provide their offerings to consumers wherever they are (Kapperman, 2013; Singhal et al., 2020). The technological footprint driving this change impacts many functions, such as service level, client assignments, service method,and execution, as well as in-store activities. According to Boeck et al. (2009), the use of electronic self-service dynamic kiosks, RFID-tagged goods, Bluetooth Low Energy (BLE) gadgets, smart shopping trolleys, and Smartphone payments is self-services technology (SST) in the form of SMFT, which offers an engaging shopping experience by taking clients on an online and augmented reality excursion, is now eliminating the requirement for lengthy waits, which lowers the desire to list items and subpar service level procedures in physical stores.

2.2. Technology services (TS)

Software solutions are expert services created to help business owners and end customers utilize gadgets more easily (Huang, 2017). Due to the emergence of technological creativity, companies now view technology solutions as a key provision to enhance the client's service experience, rather than as an add-on to their operations (Kearney, 2017).Service providers are linked to several types of technology, even though they are frequently connected with technological innovations. Users can avoid the hassle of installing and maintaining equipment by using software (Rindfleisch et al., 2017; Singhal et al., 2020). Companies may provide their clientele with what they desire, when they require it, and where they need it with the help of technology solutions (Jia-Jhou et al., 2017). Businesses and supply-chain areas provide tech services according to their needs (Boon-itt, 2015).

2.3. Self-service technology (SST)

The progress of novel innovations is drastically reshaping the commerce sector. Numerous merchants are commencing to implement diverse instruments that permit patrons to virtually engage with and examine merchandise without personal interaction with sales personnel "(Meuter et al., 2005; Toni et al., 2013; Muhammad Shahid et al., 2018). Enterprises are allegedly enhancing the standard of consumer assistance by employing digitally powered autonomous-service options (Barnes and Lea-Greenwood, 2010; Geum et al., 2011). Autonomous-service programs are regarded as mutually advantageous, since buyers commence and finalize the majority of the rendered functions independently (Bitner et al., 2008; Sedighimanesh et al., 2017). These platforms are growing swiftly, resulting in higher productivity, expense minimization, and quicker service provision (Peter et al., 1983; Joel et al., 2014). Autonomous-service mechanisms are also reforming how patrons connect with firms to attain assistance outcomes (Salomann et al., 2006). Barnes and Lea-Greenwood (2010) remarked that offering assistance in this fashion is ordinarily more cost-effective, dependable, and efficient for consumers, operators, and merchandise distributors collectively.

2.4 Service Quality (SQ)

The terminology service quality (SQ) signifies the way buyers interpret the level of their encounter, positive or negative. The prevailing scholarly work furnishes multiple clarifications for SQ. One viewpoint characterizes it as an individual appraisal formed when clients contrast the aid they assume they obtained with their expectations (Hapsari et al., 2017; Yas et al., 2020). SQ gauges the range to which commodities or services satisfy purchaser requirements. As per Khudhair et al. (2019) and Gogoi and Jyoti (2020), SQ embodies the aggregation of traits of an article or facility that determine its ability to fulfill explicit or implicit needs. This merit is shaped by consumer dealings with the vendor's provisions. Wang et al. (2020) and Rahman et al. (2020) additionally define SQ as the disparity between patron opinions of supplier conduct and their anticipated benchmarks.

2.5 Smart Mirror Fashion Technology (SMFT)

In commerce, the implementation of processor-driven in-store apparatuses to provide exceptional, superior-grade experiences is becoming conventional. Strohanova (2019) depicts SMFT as an engaging computerized involvement merged into a tangible setting, where shoppers can pick apparel straight from a responsive reflection. Such frameworks augment client decision-making by supplying worthwhile encounters and insightful particulars (Kim and Forsythe, 2008; Sahana et al., 2021). This notion has additionally been examined by Oh et al. (2008) and Yuan et al. (2018). SMFT is likewise referenced as "magic mirror," "dynamic mirror," "online mirror," or "SMD" (Martínez-Navarro et al., 2019; Dongare et al., 2020). Swan and Gabbard (2005) indicated SMFT as an apparatus that heightens visualization by furnishing assorted attributes. Shoppers can inspect apparel on their physiques from multiple perspectives and conceive it in tri-dimensional format. Hassenzahl and Tracinski (2006) and Longo et al. (2020) acknowledged that SMFT covers three principal facets: hedonic value (HQ), pragmatic merit (PQ), and aesthetic worth (AQ). Testing SMFT has been evidenced to advance user fulfillment and encounters. Huang and Roland (2018) asserted that SMFT may enable dealers to economize from £2 trillion to £3 trillion yearly by optimizing activities and curtailing prolonged queues. Fashion outlets employ

SMFT appliances to confirm accurate sizing for users, reinforcing both on-site and remote purchases, diminishing lines, and lowering return frequencies (Craik, 2018; Senel, 2020).

2.6 Augmented Reality Technology (AR)

The principle of augmentation entails increasing or heightening value. Augmented reality (AR) denotes the method of placing digitally formed visuals atop actual-world perspectives to amplify the sense of actuality (Carmigniani and Furtht, 2011; Webel, 2013; Yim et al., 2017; Beck and Crie, 2018; Henningsson et al., 2020). AR unites promotional material with consumers' real-time environments. Simulated reality programs incorporate SMFT (Jung et al., 2015; Boardman et al., 2020). Through SMFT, individuals engage in enriched domains where digital knowledge supports everyday functions, seamlessly blending with factual and computerized arenas. Miell et al. (2018) stated that SMFT amplifies tangible environments with audio, imagery, tactile sensations, and even aroma. Forsythe and Kim (2008), Antonioli et al. (2014), and Tan et al. (2021) highlighted AR's role in improving perceptions of surroundings. Bulearca and Tamarjan (2010) clarified that SMFT projects virtual specifics upon consumer contexts, rendering them as authentic. By maintaining concentration on the physical domain while inserting virtual augmentations, it introduces fresh tiers of consumer cognizance (Huang and Hsu-liu, 2014; Hilken et al., 2017; David et al., 2021)".

2.7 The Impact of SMFT on Service in Apparel Retail

Nikkel (2018), Barbara (2018), and Ashish (2020) propose that in Japan, China, Russia, and the USA, SMFT has assisted multiple clothing outlets by providing prompt access to customer requirement data and aiding in designing superior delivery approaches. Stores in these global zones can research shifts in client tendencies and offer premium offerings (Min et al., 2015; Kgurugramard and Wood, 2017). Bardi (2019) mentions the enterprise employs a 360-degree uniform screen to present inventory, resulting in an 11% revenue boost, shortened time in outlets, and online statistical records of purchase intentions and satisfaction toward employed methods. Diverse Chinese retailers are fusing social platforms with this smart innovation to strengthen dialogue with buyers and narrow the rift between electronic and physical supply systems (William, 2014; Ashish, 2020). Through SMFT, consumers can find and test garments more efficiently, while payments are simplified without long queues (Klein, 2003; Peace et al., 2006; Yim et al., 2017). Chitrakorn (2018) identified a key feature of the system as its ability to create a seamless omnichannel shopping experience, similar to virtual retail. Companies such as Ikea, Topshop, Gap, Uniqlo in San Francisco and Tokyo, Ralph Lauren's Polo store and the Rebecca Minkoff boutique in New York, La Praille in Geneva, the Elle fashion show, Aggreko, and Expo Noivas in Brazil are adopting this cutting-edge technology with impressive results (Baldwin, 2012; Jacobnik et al., 2016; Rauschnabel et al., 2016; Imms, 2019). A recent study found that SMFT reduces customer service expenses by 15% while increasing customer satisfaction by 20% (Bidwell, 2020). Pantano et al. (2017) emphasized that businesses gain significant advantages from these innovations in these main areas.

- Immersion marketing involves establishing a closer relationship with the clientele.
- Supporting useful functionality, such as putting on a dress without undressing, is crucial.

3. Research Method

This study used a qualitative methodology to understand how SMFT usage will affect and possibly enhance the service level of physical clothing businesses in the NCR. In addition to views (10) and field memos (10), we performed discussions (27), concentrating on the top five NCR clothing stores Zara, H&M, Pantaloons, Lifestyle, and Westside chains based on their market caps. We used this method to gain insights from the participants' firsthand experiences with their environment (King and Horrocks, 2010; Sandy and Dumany, 2011). The ability to investigate things in their natural environments and understand occurrences is the rationale behind the use of this qualitative analysis method. This method also allows investigators to record physical and vocal clues during the information-gathering process. Figure 1 shows a sketch of the study's approach and the procedures used for data collection. We conducted the study in three stages, utilizing the Soft System Approach (SSM; Checkland and Scholes, 1990).

3.1 Survey

A structured questionnaire was distributed to 200 fashion retail consumers who had experienced using smart mirrors in physical retail stores.The survey focused on areas such as ease of use, personalization, satisfaction, and purchase decisions. Responses were collected using a Likert scale for quantitative analysis.

3.2 Interview

Semi-structured interviews were conducted with 15 retail professionals, including store managers, IT staff, and marketing executives, from leading fashion brands that have implemented smart mirrors. The aim was to understand the operational challenges, strategic motivations, and customer feedback related to smart mirror usage.

3.3 **Quantitative data**

Quantitative data from surveys were analysed using statistical software (e.g., SPSS) to derive descriptive and inferential statistics, such as means, standard deviations, and correlation coefficients. Qualitative data from interviews and observations were coded and thematically analysed to identify recurring patterns, user sentiments, and strategic insights.

We used a method called deliberate non-probability selection to find any emergence elements that other studies might have missed, as well as the links between each factor (Easterby-Smith et al., 2012). Gathered semi-structured conversations, combined with field memos and perceptions, turned out to be a reasonably cheap and quick way to gather information. They made a large number of users' entries possible. Our realistic investigations produced a thorough grasp of the social dynamics influencing whether or not SMFT aids in enhancing customer interactions and service standards in physical apparel retailers. The interviews took place over a few weeks. Considering what they bought, participants were able to provide insightful answers

(Dabholkar et al., 1996). We conducted questions based on field memos and impressions. It took 45 to 60 minutes for every interview. Consequently, the study results (Lapan and Armfield, 2009) provided a range of coherent and triangulated evidence.

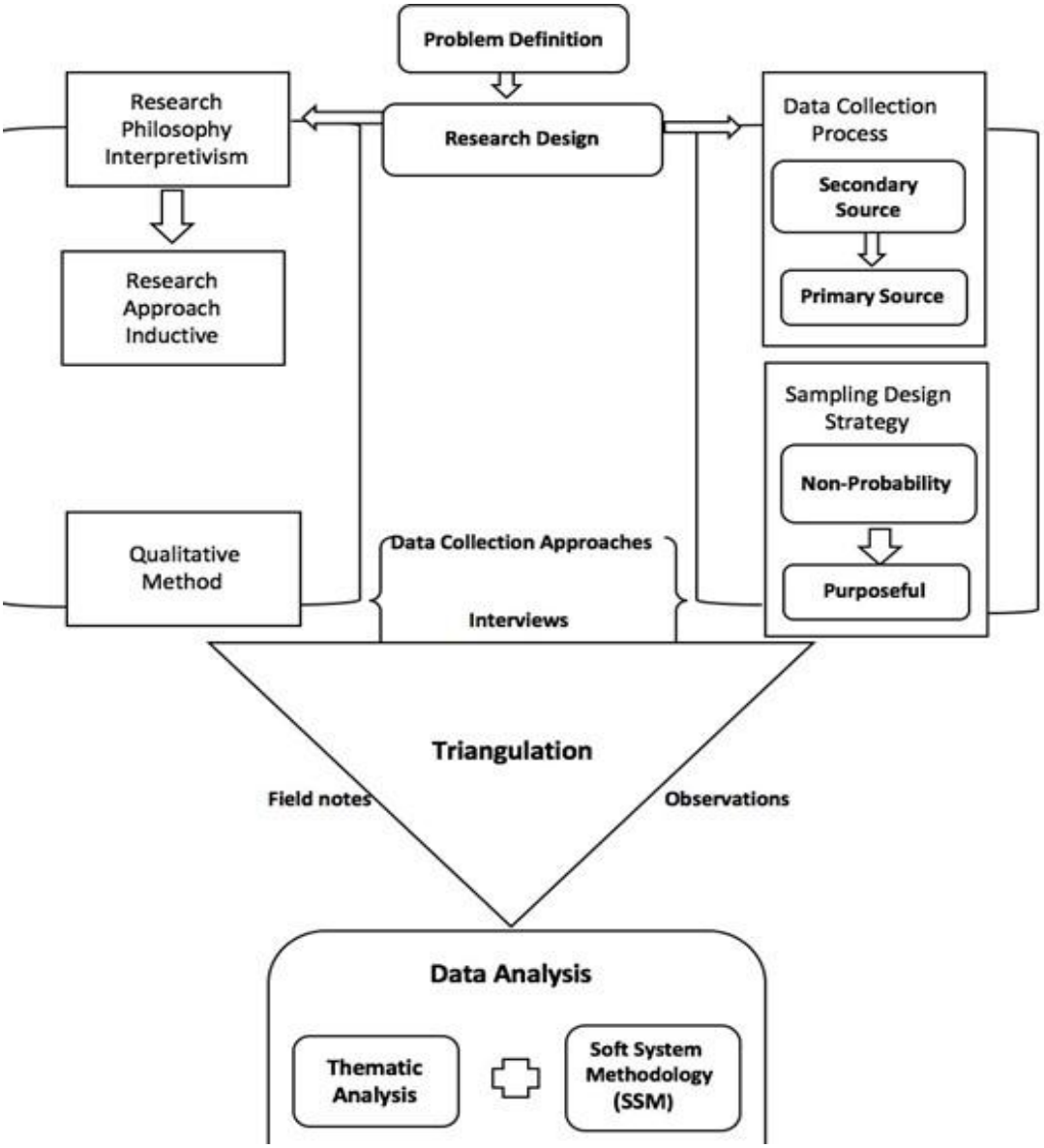

Figure 1: Overview of Research Methodology

4.0. RESULTS

First, we categorized the collected information into basic groups (selected codes) for each group, which included buyers, consumers, lawmakers, store executives, and spectators. Second, we extracted topics from SPSS and Statistical Parametric Mapping(SPM)and applied them to the conversation records, hidden findings, and field recordings. Finally, we used SPSSto present a framed picture of the issues generated by this complex picture, along with suggested solutions. We applied SPSSto group analytical and interpretative classification to the collected data, which included 10 confidential findings, 27 transcripts from interviews. The field reports provide insight into how NCR retail apparel stores perceive the quality of their services. The SPSS classifying themes recurrence results showed that the three-stage thematic evaluation classifying method was suitable for the following categories: Company 0.91%, Experience 0.51%, Buying 0.49%, and Customer 53%. As a result, the subsequent frequency analysis reveals that the level of service received was below the intended level of customer satisfaction, with 249 payments at 49%. Table 1 below provides a summary of the topical occurrences.

Table 1: Themes frequency

Weighted Percentage	Length	Frequency Count	Word
0.46%	53	452	Staff
0.42%	47	482	Help
0.47%	37	963	Waiting
0.41%	28	179	Till
0.49%	47	368	Buying
0.53%	72	199	Try
0.51%	28	382	Experience
0.58%	48	374	Check
0.37%	54	472	Like
0.27%	278	482	Return
0.26%	274	382	Find
0.45%	37	849	Size
0.49%	92	384	Payment
0.48%	84	382	Room
0.49%	28	3784	Section
0.43%	48	792	Shop
0.46%	82	372	Queues
0.44%	39	383	Shopping
0.42%	30	483	Queue
0.28%	29	473	Racks
0.47%	37	432	Queue
0.63%	94	482	Shopping
0.36%	833	283	Queue
0.64%	75	478	Racks
0.36%	48	382	Use
0.27%	29	120	Services
0.55%	748	372	Online
0.63%	28	372	Staff
0.66%	94	283	Buy
0.53%	59	4782	Rooms
0.53%	28	284	Customer
0.27%	89	382	Time
0.26%	48	274	Fitting
0.41%	92	383	Customs
0.37%	47	394	Cloths
0.62%	47	392	Store

4.1. Innovation and technology constitute a group

According to our research, half of the participants said they chose to shop on the internet and only infrequently visited local establishments for last-minute purchases and pickups. Online shops offer ease of use, the ability to quickly examine apparel, the ability to quickly compare various clothing retailers and their products without standing in line, and the opportunity to find high-quality, discounted goods at lower prices without physically visiting each one. These are just a few of the explanations given for choosing online purchasing over visiting a store. Several participants claimed to have used mixed purchasing strategies, which included visiting physical stores to see the latest styles and designs and try on clothing, then browsing the web for better deals and picking up the items on-site. A few participants stated that they made sure the apparel they desired was in the shop by checking the internet before going in. However, many of these customers have found that adopting self-service devices is an appealing choice because it allows them to get things done as fast and efficiently as feasible, cutting down on the amount of time they must wait in businesses. A respondent expressed that "pickup areas in apparel stores will expedite the buying procedure and relieve customers of the anxiety and strain of lengthy lines. If the system doesn't accurately maintain all the necessary data, including prices, reductions, size approval, coupon permission, swap permission, settlement verification, and so on, it could hinder our use. Itis fascinating to note that while some consumers said they preferred purchasing online over in-person, the remainder had different thoughts. They claimed that online shopping prevents shoppers from interacting, feeling, touching, and trying on the garments before making a purchase, which they viewed as unfriendly. Users who responded by stating, wewould avoid purchasing garments from online shops due to the discrepancy in apparel size assessment and the inability to see, touch, and feel the materials before purchasing, which could lead to frequent returns and exchanges, offered assistance in this regard. We enjoy browsing the main mall because it allows us to try on clothing and make sure it fits before making a purchase online.Customers find that purchasing something online and collecting it on-site makes for a seamless transaction that is convenient for both parties. A few participants brought up this point, saying things like, "We do buy garments online and pick them up in stores since it is less expensive and more efficient. The collect button allows you to pick up your clothes without having to wait in line, saving you time. Because the majority of our preferred retailers provide simple checkout with subsequent payment, we purchase online more frequently. Many actual clothing retail establishments still rely on antiquated machinery, human stock, and outmoded buildings that have not been modernized or changed to suit the rapidly evolving shop environment of today, regardless of the fact that technology is the foundation for business output. As stated by one of the participants, most of the apparel retail establishments need to regularly educate their employees and improve their construction. Insufficient furnishings, outdated technology, and poor conditions are a few of the other issues reported as discouraging consumers from physical stores. The researcher presents the categorization of documents in each core area by analyzing data from field recordings, interviews, and observations. The citations in the report show how frequently, when computed using SPSS software programming for each core area, the information from surveys states, assessments, and field recordings meets and verifies the study goals in Figure 2.

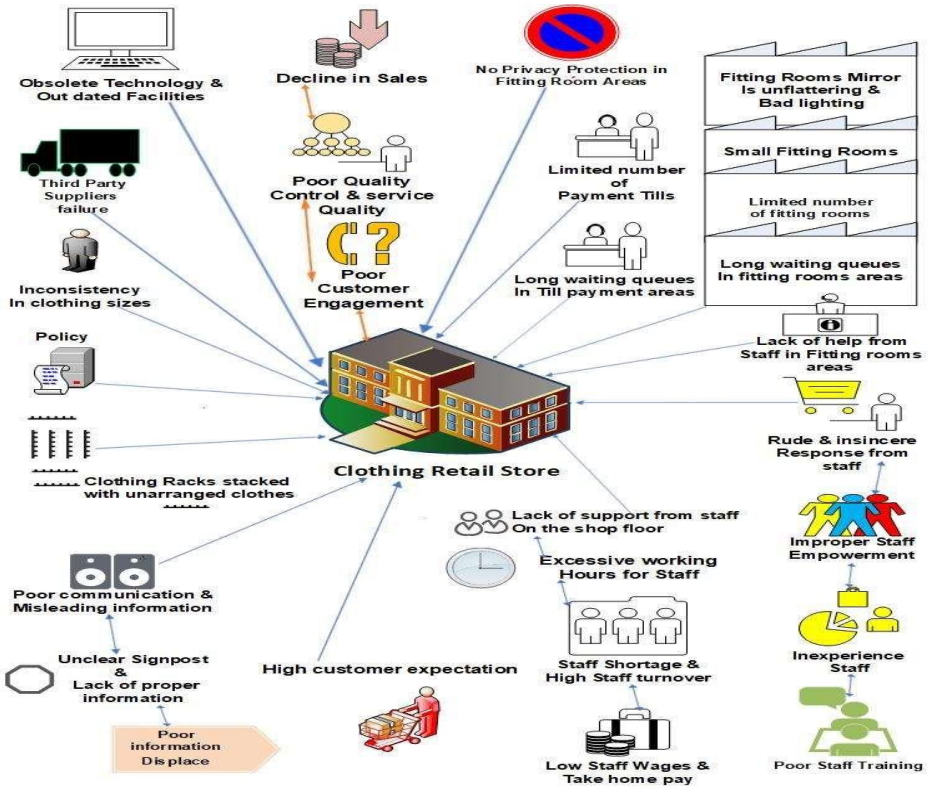

Figure 2: Rich picture for innovation in service quality management

We merged details from the source providers' records with the verified material under examination to create this comprehensive picture. The concepts identified in the conversation records, the covert findings, the field notes, and the passages related to the SPSSguide codes collectively formed a complex image. The rich image basically shows the variables that influence consumers' shopping decisions in NCR clothing retail establishments, as well as how those variables affect the level of services offered. Each of these characteristics significantly correlates with the decline in revenues of the apparel department store located in a wealthy area. Unseasoned employees are associated with inadequate employee education, which has led to staff members responding rudely and untruthfully to customers who ask about goods and amenities. Bad data displays link to inaccurate and incomplete information, leading employees to communicate poorly with clients or provide them with incorrect details about the items and services the apparel shop offers. Thus, additional elements that have a direct connection to the apparel shop in the middle of the wealthy picture, such as the lengthy lines at the till settlement and blending room areas, also play a role in the low engagement of clients that leads to inadequate quality assurance for overseeing the level of service and the subsequent drop in sales. Clients in the NCR have cited lengthy wait times and unskilled employees with few cash tills as the major reasons they are discouraged from purchasing at clothes stores. Other areas of concern include inappropriate rack plans, subpar store construction designs, and subpar customer interaction. The modest size and uncleanliness of the few available changing rooms discouraged shoppers from putting on garments. Clients also expressed dissatisfaction with inconsistent planning and insufficient data displays to aid in client guidance. Given the current state of affairs in the NCR physical clothing retailers and the affluent picture depicted in Figure 2, we developed a theoretical framework (Figure 3) to propose implementable suggestions for improving the current service offering. In this theoretical approach, we propose a concise reform plan that necessitates gradual implementation to alter the level of support NCR clothing retail businesses provide. The perfect fusion of timeliness and ease that results from putting the suggested practical change approach into practice will improve the output of value as well as expand the product provision method for physical clothing stores. The change plan will enable the development of initiatives that enhance the integration of intelligent mirror clothing technology with traditional physical business purchase procedures.

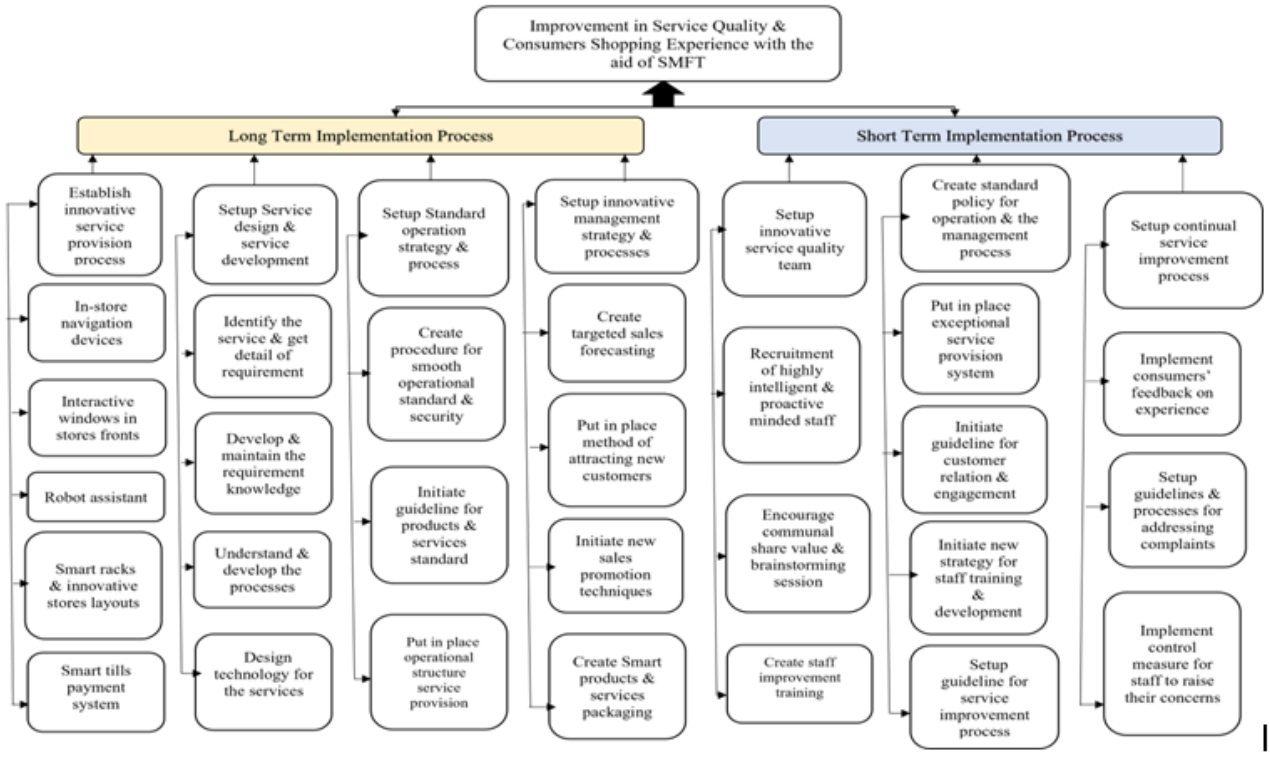

Figure 3: Conceptual model for Gurugram clothing retail stores Transformation.

In order to create workable instructions for suggestions that can be put into practice, this theoretical framework is produced by interpreting the results found from a survey of smart mirrors shown in Table 2 and Figure 4. The theoretical model outlines a hierarchical framework that encompasses the concise reform plan for implementation. The primary components are located in the next layer, while the smaller components cascade from the third layer to the final layer.

Table 2: Frequency Table Hypothesis in T-test

Familiarity with Smart Mirrors					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Familiarity with Smart Mirrors	Yes	34	68.0	68.0	68.0
	No	16	32.0	32.0	100.0
	Total	50	100.0	100.0	
	No	25	50.0	50.0	100.0
	Total	50	100.0	100.0	
Believes Smart Mirrors Enhance Shopping Experience	Yes	43	86.0	86.0	86.0
	No	7	14.0	14.0	100.0
	Total	50	100.0	100.0	
	No	16	32.0	32.0	100.0
	Total	50	100.0	100.0	
	No	7	14.0	14.0	100.0
	Total	50	100.0	100.0	
	No	8	16.0	16.0	100.0
	Total	50	100.0	100.0	
	No	9	18.0	18.0	100.0
Expects to Attract Tech-Savvy Customers and a Younger Demographic	Yes	44	88.0	88.0	88.0
	No	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

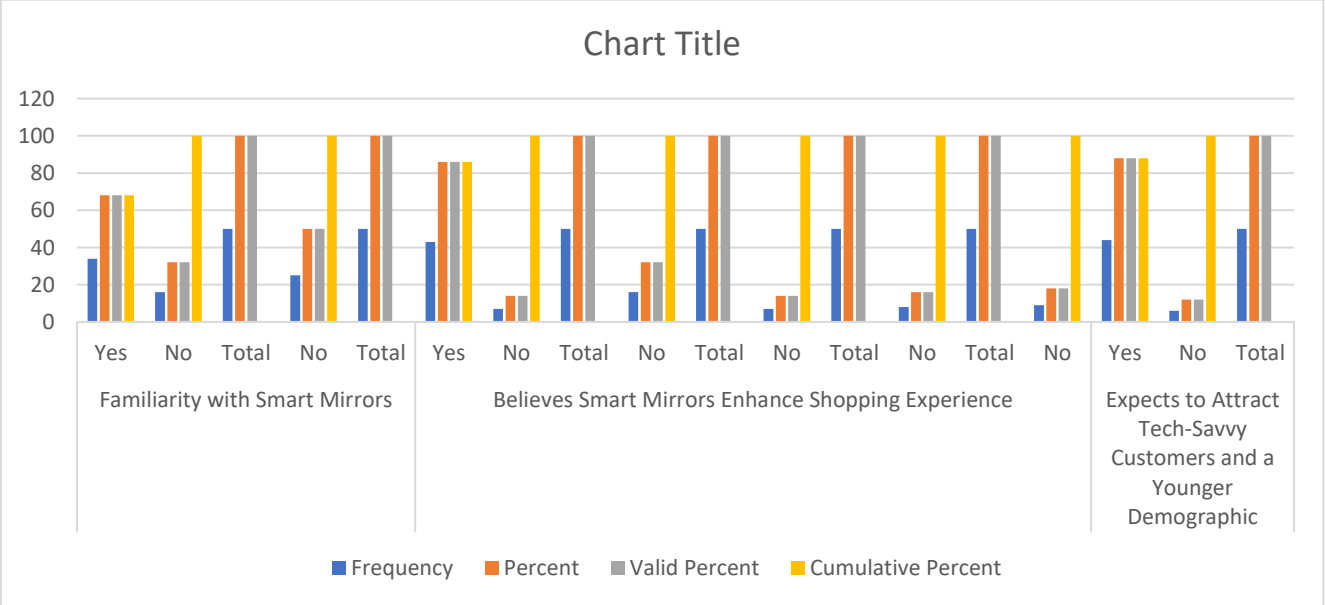

Figure 4: Frequency of Smart Mirror

According to table, we draw figure based on T-test, the frequency distribution provides insights into the respondents' attitudes and perceptions regarding Smart Mirrors. In terms of familiarity, 68% of the participants are familiar with Smart Mirrors, while the remaining 32% are not. When asked about belief in Smart Mirrors, opinions are evenly split, with 50% expressing belief and 50% not. The majority of respondents, 86%, believe that Smart Mirrors enhance the shopping

experience, indicating a positive perception. In terms of willingness to invest, 68% are open to investing in Smart Mirrors, while 32% are not. Additionally, 86% believe that Smart Mirrors increase customer engagement, and 84% think they influence purchase decisions. A substantial 82% expect Smart Mirrors to positively impact sales and revenue, with 72% believing that the long-term benefits outweigh initial costs in show figure 4.

5. CONCLUSION AND FUTURE SCOPE

Physical apparel retailers are increasingly recognizing that integrating Smart Mirror Fashion Technology (SMFT) not only enhances customer service but also serves as a valuable marketing tool. This study provides a significant theoretical contribution by broadening and utilizing the concept of SMFT adoption as an element of sustainable competitive edge and value generation. It also adds to the domain of service quality management by emphasizing the influence of intelligent shopping technologies on economic development and consumer fulfillment. A theoretical framework is suggested for the transformation of apparel retail stores in NCR, underpinned by a data-driven design scheme derived from the code manual in SPSS. The proposed conceptual model and integration architecture align well with the gathered data. From a managerial standpoint, the positive impact of SMFT devices on customer satisfaction can greatly enhance service levels in offline retail, offering various benefits for both NCR apparel shop owners and the broader offline retail industry. As excellent customer service is the cornerstone of a satisfying shopping experience, our research aims to help Gurugram apparel retailers improve efficiency and better meet the evolving needs of their customers. We anticipate that integrating SMFT into traditional physical apparel stores will enhance service delivery, operational efficiency, and overall customer satisfaction. Although online apparel retailers continue to attract customers from traditional stores, the advantages of implementing SMFT outweigh the potential risks. This presents NCR apparel shop owners with an opportunity to rethink their business strategies and adopt innovative approaches that will increase in-store traffic, improve customer service, and provide unique, personalized shopping experiences, thereby reinforcing customer loyalty to physical clothing retailers. The findings indicate that advanced technologies like SMFT can significantly elevate the quality of customer service in Gurugram's physical clothing stores, creating value for both retailers and their patrons. To maintain a competitive edge in the dynamic retail landscape, physical clothing stores in Gurugram should continue enhancing their service offerings. Some suggested measures include providing branded apps and in-store kiosks to allow customers to view product demos before visiting the stores, offering personalized recommendations, and facilitating easy navigation between clothing displays. Brick-and-mortar clothing retailers in NCR should utilize dynamic shop windows to improve customer service and streamline shopping trips. High-street retailers need to adopt cutting-edge scientific methods that deliver outstanding service both digitally and in person, while also modernizing their facilities to enhance customer interactions. This will further solidify their commitment to providing seamless in-store experiences. To remain competitive, physical apparel retailers must elevate their service standards by enhancing customer service delivery and creating engaging shopping environments. Effective communication channels should also be established to facilitate meaningful interactions between customers and knowledgeable service representatives. As with any research, this study has limitations. One limitation is that it focuses solely on offline apparel sales, suggesting the need for further research into other industries where SMFT could be applicable. Additionally, the study's concentration on Gurugram's physical clothing retail market may limit the generalizability of some findings to other global contexts. Thus, more research is needed to assess the applicability of SMFT in broader, international settings.

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