

RETAIL 5.0: THE TRANSFORMATIVE IMPACT OF TECHNOLOGY ON REDEFINING RETAIL

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ABSTRACT

Retail 5.0 represents a paradigm shift in the retail industry, integrating artificial intelligence (AI), the Internet of Things (IoT), and robotics to create personalized and immersive shopping experiences. This research explores the evolution of Retail 5.0, emphasizing the role of these advanced technologies in enhancing customer experience and fostering loyalty. The study employs a quantitative research approach, collecting primary data through structured surveys. Results highlight that AI-driven personalization and IoT-enabled automation significantly improve consumer satisfaction, while trust in AI recommendations remains a key challenge. Findings suggest that a hybrid model balancing automation with human interaction is crucial for sustained consumer loyalty in Retail 5.0.

KEYWORDS: Retail 5.0, AI, Iot, Robotics, Customer Experience, Loyalty.

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