7FAMN002C.Y –The Fashion Business Project

"Benefits of using Artificial Intelligence (AI) offline fashion retail store"

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Abstract

The purpose of this research is to identify the benefits of artificial intelligence in offline fashion retail stores. The researcher mainly explores, impact of AI on global fashion retail industry and how it affects to the key elements of the industry, the preference of customers regarding the implementation of AI to the retail fashion industry and its effect on their purchasing behavior, the bottlenecks of AI in the Sri Lankan context, and to provide details for the investors who are able to invest on AI systems

To make the study a success used inductive research approach. Deeply studied literature review, made the theories and collected qualitative data from the interviews. In order to carry out this research all the factors were analyzed. The main factors taken in to consideration were, customers and sellers knowledge of AI, technology innovations in fashion industry, impact of external factors in order to consumer purchasing, high customer demand and customer satisfaction.

With the analytical results of qualitative research, identified there are more benefits by using Artificial Intelligence to the Sri Lankan offline retail stores.