



SRI LANKA INSTITUTE OF INFORMATION TECHNOLOGY

MASTER OF BUSINESS ADMINISTRATION

6090: Dissertation

**ANTECEDENTS OF ADOPTING JUST WALK OUT GROCERIES
CONCEPT TO SUPERMARKETS IN SRI LANKA**

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ABSTRACT

The purpose of this study is to identify the factors affecting queues in supermarkets and propose "Just Walk Out" new technology to the supermarkets in Sri Lanka and how the customer responds to this fully automated, convenient selling experience in the supermarket industry in Sri Lanka. The research was conducted fully qualitatively and with an inductive approach. Through this research, the researcher was able to identify the most important factors that contributed to the adoption of new technology by supermarkets in Sri Lanka through this research. With the responses taken, the study disclosed the background which affected the adoption of new technology in the supermarkets in Sri Lanka. A new technology is a newer concept to the Sri Lankan supermarket industry, which has not tested the factors very much yet. Therefore, the research was significant to the Sri Lankan supermarkets since the scope was required due to the Coronavirus Disease 2019 (Covid-19) pandemic requirements. For qualitative data analysis, the thematic data analysis technique was used. The researcher closely monitored the data to find out the common themes, topics, meanings, patterns, and ideas. The highly sensitive nature of the data was collected by the researcher, and trustworthiness was an essential component of the researcher-participant relationship. Through this research, the researcher was able to identify the most important factors that contributed to the adoption of new technology by supermarkets in Sri Lanka through this research. With the responses taken, the study reveals the background which affects the adoption of new technology in the supermarkets in Sri Lanka.

Keywords: Just walk out groceries, Supermarkets, Queues, POS counters,

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LIST OF ABBREVIATIONS

AI	Artificial Intelligence
ATM	Automated Teller Machines
COVID-19	Coronavirus Disease 2019
EAN	European Article Number
E-Commerce	Electronic Commerce
HR	Human Resources
ICT	Information and Communication Technologies
iOS	iPhone operating systems
MBA	Master of Business Administration
PIN	Personal Identification Number
POS	Point of Sales
RFID	Radio Frequency Identification
SLIIT	Sri Lanka Institute of Information Technology
SSTs	Self-Service Technologies