



Innovations that Improve the Consumer Experience: An Analysis of Self-Checkout Technology at Amazon Stores

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RESUME

This study aims to analyze consumer behavior using the Self-Checkout technology from the Amazon experience, determining what benefits this technological tool can provide to the customer. In the methodological procedures, we developed a qualitative study, with a bibliographic research, in which we accessed articles, books and various materials published on the chosen topic, in addition to conducting semi-structured interviews with company employees to obtain information that would help in the analysis of consumer behavior. According to qualitative data acquired through the research, it was identified that the Self-Checkout technology provides several benefits for the Amazon company, including the increase in the number of customers and, for the consumer,

Key words: Innovation; Self-Checkout; Technology; Amazon; Consumer.

ABSTRACT

This study aims to analyze consumer behavior with the use of Self-Checkout technology from the Amazon experience, determining what benefits this technological tool can provide to the customer. In the methodological procedures, we developed a study of a qualitative nature, with the conduct of bibliographic research, in which we access articles, books and various published materials on the chosen theme, in addition to conducting semi-structured interviews with company employees to obtain information that would assist in the analysis of consumer

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1. INTRODUCTION

Retailers are currently increasingly equipped with technologies and innovations to satisfy the desires and needs of consumers who, throughout their shopping journey, look for quality and service, which are paramount at the time of purchase. In other words, the new consumer profile is demanding and encourages retail renewal, causing changes in product and service marketing strategies. Maciel et al. (2019), argues that the advancement of the retail sector provides the emergence of new store formats and, consequently, new store trends. As an example of these changes, we have the cases of Apple with the Curatorship, in which it is the customer-users themselves who provide tips about the products and information about the use of the product; Chilli Beans, with innovation in the way they present their products; Amazon.com, Inc. and Wine.com,

The moment in which the consumer interacts with the service provider company or product supplier is precisely at the time of purchase, and it is at this moment that the customer builds his/her perception about the organization and the brand. According to Figueiredo et al. (2012) it is likely that the more the customer is favorable to this type of service, which involves technological tools, the greater their satisfaction will be. If the customer easily adapts to the technology, their satisfaction will be greater.

Companies that use innovative technologies, such as Self-Checkout, a tool used to improve service and offer customer support, carrying out their transactions without the need for the help of company employees, revolutionize the experience of their consumers.

The Self-Checkout management technology enables: agility, privacy, absence of queues, a differentiated purchase for the consumer, in addition to becoming an ally of the retailer (ESPM, 2017). Because, due to daily activities, consumers are looking for something faster and more practical, and this tool has practical solutions. For Maciel et al. (2019), the benefits provided by the implementation of this type of technology are several, including: the control and reduction of waiting time and flexibility for the customer when compared to traditional service systems.

According to the report “The Future of Jobs” released by the World Economic Forum in September 2018, it is estimated that, although there is a chance that around 75 million jobs will be extinct, there is an estimate that the technology will create 133 millions of new jobs, that is, almost twice as many new positions as those that were cut. Thus, at the same time that positions are closed, ex. Telephone operator, for example, currently, it is much more common to use technology, such as answering machine that telephone operators use. Therefore, new professions arise, giving opportunities to countless professionals, such as professionals working with digital marketing, e-commerce specialists, etc. There are several new possibilities that technology has provided,

Given the scenario of radicalization of the use of new information technologies (Dijck et al., 2020), investment in self-service technologies with the support of technological tools such as big data and artificial intelligence (AI), can provide new experiences for customers , in addition to reducing the waiting time in store lines. Thus, the main objective of this study is to analyze the change in consumer behavior with the use of Self-Checkout technology from the Amazon experience, determining what benefits this technological tool can provide to the customer.

2. THEORETICAL REFERENCE

In order to understand the innovations surrounding the emergence of the self-checkout tool and the impact of this technology on consumer behavior, we will address, in this section, elements that constitute the *Self-Service Technologies*, as well as retail innovations and consumer satisfaction.

2.1 SELF-CHECKOUT

The Self-Checkout tool is an innovation in the customer service segment, enabling the retailer to be ahead of its competitors in terms of the differentiation of its services. It is the technology that gives customers the autonomy to pay for their chosen products and services, without the assistance of an attendant. The process is guided by simplification and ease of interaction with the customer: the consumer places the product's barcode on the machine reader, then the user chooses whether to pay by credit card or through the application using the QR Code reader*. For this, it is necessary to bring the cell phone closer, thus making the payment

for your purchase. In figure 01 below, it is possible to visualize the use of the self-checkout tool in the business environment.

Figure 01: Self service.



Source: E-commerce Brazil (2017).

Figure 1 illustrates a certain customer taking their chosen products to the Self-Checkout, which will make their payment, with full autonomy and without contact with other people, e.g. employees, in addition to optimizing their time given that there is no need to wait in lines, the possibility of distance and control of the flow of people, necessary in times of pandemic, these are some of the benefits that this technology can offer.

According to Oliveira (2017), the study on self-service technologies has aroused worldwide interest in recent years. In particular, the proliferation of these technologies in supermarkets, called Self-Checkout, may indicate the need to better understand some aspects of the offer of this innovative service from the perspective of the customer-consumer, especially those related to the perception of quality, satisfaction or interaction of this type of service, among others.

Self-Service Technologies (SST) is an expression used for self-service technological resources, which changed the experience of consumers with service providers, and with various market sectors, and became universal in the customer's daily life (Demirci & Kara, 2014 ; Considine & Cormican, 2016; Maciel et al., 2019).

This technological innovation, which is self-service, customizes the customer's purchase, in addition to minimizing the waste of time that users may have in a traditional checkout line. The new way of shopping modifies the customers' shopping experience, highlighting how easy and fast it can be a competitive advantage for the company in which it

was implemented. With the provision of an intelligent service, it is possible to clarify doubts and solve some minor problems, without the need to interact with an attendant.

The Self-Checkout self-service technology, which is being offered by different companies as an optional service, may bring greater flexibility to customers, considering its benefits, and even reduce the time spent waiting for service, as consumers seek agility in their purchasing processes and gradually interact with technological tools. However, some may still feel uncomfortable when dealing with this type of technology. In every new technology there are positive and negative points, and the lack of information or familiarity with the Self-Checkout tool, by some of the customers, would be a negative point for the company (Oliveira, 2017).

2.2 RETAIL TECHNOLOGICAL INNOVATION

The evolution of technology has led retail to update itself considerably, especially with regard to customer interaction. The company that seeks and makes available new interaction tools makes it easier for the consumer, in addition to transforming itself in a positive way in the market. Fernandes & Pedroso (2017) and Maciel (2019) argue that the implementation of technological tools, such as self-service in retail, can lead to a competitive advantage, in addition to an increase in the number of customers for the company.

The current consumer is provided with information and is always looking for the best service and getting the best deal (Webber et al., 2016). In this sense, what is observed is that the behavior of the current consumer is very different from the past. It has full access to information, compares competing products in the palm of its hands, with its own smartphone, compares competing companies, and exchanges information with other consumers.

The advancement of technology represented by Self-Checkout forces companies to innovate in their customer sales processes, in addition to always seeking to be attuned to new tools to gain new customers and gain a competitive advantage. Today's retailer seeks to focus on the customer, understanding their wants and needs, in order to address them in the most effective way. For an organization to remain competitive with the competition, it is essential that it has the ability to constantly innovate and update itself (Eschenbächer, Seifert and Thoben, 2011; Santos, 2019).

This is the type of organizational innovation, which has proven to be an important source of improvement for institutions by endorsing the creation of new products, services and

programs, ranging from the conceptualization stages to the distribution and sale of new products and services (Dougherty, 2017). In this sense, what can be seen is that the types of organizational innovation, as recommended by the Oslo Manual (OECD, 2005, p. 61), are related to “the implementation of a new organizational method in the company's business practices, in the organization of your workplace or in your external relations”, represent the potential of an organization's workforce, considering the management system adopted, the individuals involved and the constituted team, who act to promote changes that benefit it, such as improvements internal,

An interesting example of Self-Checkout technology that has the ability to cause direct changes in the social environment is the Uber platform, which totally transformed the way taxi users behaved, as this innovation brought improvements and facilities (ex: Low cost racing, taking into account the price charged by taxi drivers; giving an opinion about the driver, providing more security for the next users), in addition to other services that technology can offer. Therefore, users through their cell phones can purchase the service, and the driver arrives in a few minutes, that is, the use of new technologies can change the basic way of using products and services and the way the consumer behaves when using (Compex, 2017).

2.3 CONSUMER BEHAVIOR

Conceptually, Consumer Behavior is defined by Samara & Morsch (2005, p. 2) as, the study that aims to deeply understand the behavior of people, their needs, desires and motivations, seeking to understand the process of how, when and why they buy.

In this sense, to understand the customer journey (Oliveira et al., 2019), that is, to understand how the consumer behaves, how he buys, which elements affect his decision making and how to use this information to have a strategic positioning, it is essential that businesses can relate to consumers efficiently, valuing their desires and prioritizing their needs, in order to provide the best possible service, delivering value to them.

The customer's purchase journey is a graph showing the process by which companies attract, satisfy and add value to convert (interested) leads into customers (Følstad et al., 2013), through iterative and dynamic steps in that customers experience different points of contact with the enterprise. Therefore, a set of consumer data needs to be articulated, usually gathered in technological tools such as CRM (Customer Relationship Management or Customer Relationship Management) software, Big Data (software that allows storage, analysis and

interpretation of large volumes of data of a wide variety) so that useful information is generated that supports decision-making, including on the factors that affect the consumer.

It is worth noting that there are several factors that influence the consumer, such as demographic factors, cultural factors, lifestyles, habits and tastes, etc. According to Hawkins, Mothersbaugh and Best (2019), consumer decisions end up becoming much more complex when several people interact in the decision process and their wishes are taken into account. An example given by the above, is when families are going to spend time together and need to decide on which destination to choose or even about a dinner.

The marketing and sales department of an organization must make successful decisions to collect pertinent information about specific consumers, who are those influenced by the category of product or service that the company offers, to understand how they will behave in a given situation with the acquired good. And, with this information collected, take actions that influence the behavior of its consumers. Hawkins, Mothersbaugh and Best (2019) argue that marketing actions that influence consumer behavior involve several issues, including issues that affect individuals, society, company, etc.

For this reason, Oliveira et al. (2019) suggest that companies, when analyzing consumer behavior, try to identify, for example: are those who consume their brand the same ones who decide to purchase? Well, imagine it's a child's product, it's more likely that your parents make the purchase decision. In addition, another factor to be taken into account is the agents that influence the purchase decision, since negative ratings on a certain brand's website can affect the consumer's purchase decision. Or, to put it another way, how influential is the consumer, based on advice absorbed from family, friends, personalities? In this regard, the mentioned authors,

3. METHODOLOGICAL PROCEDURES

In this chapter, some considerations will be presented regarding the methods used for the construction of this research. Thus, to guide the reader on the proposed theme, bibliographic research was carried out with materials already published, which explain the subject and, also, the Amazon qualitative case study. We sought, through this study, analyze the change in consumer behavior with the use of Self-Checkout technology based on Amazon's experience, determining what benefits this technological tool can provide to the customer in decision

making at the time of purchase and to determine possible answers and hypotheses related to this theme.

After considering several research classification factors, we opted for the concept of Vergara (2007), who argues that the basic research criteria can be defined: in terms of ends and in terms of means. Related to the purposes and as to its nature, this research is characterized as: exploratory, descriptive and explanatory.

1.Exploratory: According to Köche (2009, p. 126) "The fundamental objective of an exploratory research is to describe or characterize the nature of the variables that one wants to know." Considering this concept, a documental and bibliographic survey was carried out to materialize the aspects raised in the research, in addition to interviews with people who learned from experiences obtained in the practical sphere.

2.Descriptive: Descriptive research requires from the researcher necessary information about the subject he intends to investigate. This type of research seeks to portray the phenomena and facts of a given reality (Triviños, 1987). The researchers of this research deepened their knowledge in relation to the chosen topic, in order to be able to describe the reality of the Amazon customer, who uses Self-Checkout when purchasing.

3.Explanatory: Explanatory research seeks to identify the factors that contribute to and influence the occurrence of phenomena (Gil, 2007). This research sought to clarify factors that help to understand, such as innovation, how the Self-Checkout tool influences consumer behavior.

With regard to the means, this research was characterized as: Bibliographic, field research, case study.

4.Bibliographic research: Studies by authors and researchers on the chosen theme, who produced books, scientific articles, etc., were researched. This study sought to articulate theoretical and scientific foundations, thus obtaining credibility and reliability for the research.

5. Field research: An empirical investigation was carried out, that is, interviews with Amazon employees who experience the processes involved.

6.Case Study: It is a qualitative research method to deepen an individual unit. Variables that cause a given phenomenon will be explained, that is, the variables that will contribute to achieving the objective of the study. Identifying consumer behavior from the perception of the company itself: Amazon.

The method used for our research is qualitative, as interviews were conducted with individuals who experience the field under study. In addition, we sought to observe the behavior

of these individuals in relation to what was studied, interpretation of all data obtained, detailed analysis of what Amazon perceives in the behavior of its customers who use the Self-Checkout technology. According to Creswell (2010, p. 206) “Qualitative research employs different philosophical conceptions; research strategies; and methods of data collection, analysis and interpretation of data”.

The data and information used for data analysis were obtained through interviews with professionals in the area of this study, who have a career at Amazon. As the data obtained were not expressed numerically, therefore, the research fits into the qualitative aspect.

3.1 DATA COLLECTION

The research population considers the entire Amazon company, including Managers and employees. Within this universe, two company employees were selected to be interviewed. The first respondent was Amazon Marketing Specialist Jr., described in the study as respondent 01 [E1]; and the second respondent was the Executive Manager of Technological Innovations at Amazon, described in the survey as respondent 02 [E2], who are considered the sample population of the survey. The interviews carried out were previously scheduled, by contact through the social network LinkedIn, in which the interviewees informed their respective emails, in which we made the interview available in the attachments, as agreed. Then, respondents returned the emails sent with the completed questionnaires,

3.2 CONTEXT OF THE CASE

Founded on July 5, 1994, by Jeff Bezos, an entrepreneur and engineer, Amazon.com, Inc. began taking its first steps in the direction that led to the success it currently enjoys. At the time Amazon started, the internet was still not widely used as a business strategy, so its founder analyzed the market and decided to start his own business, in order to differentiate himself from competitors.

As a result, the products are now sold online (Amazon is a pioneer in E-commerce), bringing great news to consumers. For the company, it represented the possibility of working without the need to have stock, and this greatly facilitated the sales process, as it was enough to have partnerships with successful distributors, and customers could get their product through a click. Jeff Bezos and his wife chose the books to be their flagship, because it was more

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affordable and caters to the customers' tastes, reaching a large audience over time. Amazon grew, and step by step was achieving its goals, and its main target was to become the biggest in the market.

In the first month of operation, Amazon has already received orders from all 50 US states, plus 45 countries around the globe. In 97, she makes the public offering of shares already showing very impressive numbers. That year, there were already more than 2.5 million books in the catalog and 148 million dollars in sales (Kleina, 2017, p. 3).

Among Amazon's expansions, we can highlight some, such as: artificial intelligence, cloud computing, digital commerce, etc. In addition, they have differentiated services, such as delivery, in which the product reaches the customer, and this favors the company's growth and development.

Amazon Web Services (AWS) is cloud computing, one of the most extensive platforms in the world. As Amazon Web Services (2019) clarifies, millions of customers trust AWS to reduce their costs, increase their agility, among others. As a result, the platform offers more than 165 complete services, including storage, database, security, etc.

This wide selection of services and complete functionality makes migrating your existing applications to the cloud easier, faster and more cost-effective, enabling you to create just about anything you can imagine (Amazon Aws, 2019, p. 3).

This platform (AWS) has thousands of active customers around the world, and is one of the most secure cloud environments today, as it was created to provide maximum security requirements, with highly confidential information. As a result, customers end up benefiting and becoming more satisfied, using the platform without fear. According to Amazon AWS (2019), the platform is compatible with 85 security standards and compliance certifications, and all AWS services that hold customer data offer the feasibility of encrypting the data.

Amazon seeks to reach the maximum number of customers in the world, which is therefore its vision. With this, the service sector is always innovating and providing new experiences for the customer. According to the institutional portal Amazon Jobs (2019, p. 1) “the [Amazon] team serves clients in 16 languages, in more than 130 places around the world”. They have a greater focus on problem solving, trying to be as clear as possible to solve and satisfy customer needs and seek to develop self-service technologies in order to interact directly with the consumer.

The technology and customer service product teams create international customer relationship management systems and innovative self-service solutions used by millions of customers every day on Amazon websites, shopping apps and the Amazon family of devices such as Kindle and Amazon Echo (Amazon Jobs, 2019, p. 1).

According to Gingliss, (2019) Amazon has 6 customer service principles to further improve your service, they are:

Table 1
Amazon Business Principles

AMAZON PRINCIPLES	
1	Relentlessly seek to defend the customer;
two	Offer personalized experiences;
3	Treating the customer's time and attention as sacred, anticipating yours needs;
4	Trust the customers, so they will come to trust the organization;
5	Seek to simplify problems;
6	Eliminate customer effort through self-service for example.

Source: Adapted from Forbes (2019).

With these principles, shown in Table 1, Amazon seeks to serve the customer in a way that adds the greatest possible value to the field experience, and has maximum success in its relationships with consumers.

4. ANALYSIS AND DISCUSSION OF RESULTS

According to the proposed subject, the survey applied to employees of the company Amazon.com, Inc. addressed issues related to innovations with technological tools such as Self-Checkout and consumer behavior that uses this type of technology.

Initially, respondents were asked when the company Amazon realized that it would be necessary to innovate with the adoption of technological tools to improve the experience of its customers. In response, both respondents reported that Amazon, since its founding, is an innovative company and that it has always sought to work in order to continually improve the experience of its customers.

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Regarding innovation, this is Amazon's DNA, since when Amazon is Amazon, it works with this. Always looking to work with a focus on the customer, and with products in a circular and continuous way, with experience, improvements and everything else (Interviewee 1).

In the researched materials, it was described that there are several types of innovation, among them, the innovation of processes, products, etc. And that for a company to be considered an innovator, it must have implemented one or more types of innovation. In the speech of Fernandes & Pedroso (2017) and Maciel et al. (2019) it is mentioned that the implementation of technological tools, such as self-service in retail, can lead to a competitive advantage, in addition to an increase in the number of customers for the company. Innovating using technology provides the company with the necessary development to remain sustainable in today's competitive market. Based on the analysis of the interviews, it was found that, in the case of Amazon, innovation is about processes,

In another stage of the interview, another question was presented to the interviewees, about the insertion of the Self-Checkout tool and whether this generated an increase in sales for the company Amazon. Respondent 1 reported that he does not have access to this type of information, while Respondent 2 mentioned that the platform has increased the number of company customers and that, with each innovation, whether in products or in the platform itself (self-service tool), the increase in the number of customers was observed, in a positive way.

The platform has always had a good purpose in customer acquisitions. The e-commerce system is always innovating to better serve the large market. With each product and platform innovation, we have positive results in the number of customers (Interviewee 2).

In the case of the company Amazon, it was identified that one of the benefits of implementing Self-Checkout was the increase in the number of customers. Innovation with technological tools helps the company to remain in the competitive market and constantly update itself, in order to prioritize the processes in which the customer relates, leaving them satisfied and making them contribute positively, practicing the advertisement called word of mouth, which is the most efficient means of dissemination, as customers disclose to friends, close people or even individuals outside the daily contact without any type of compensation from the company, that is, they practice this advertising only for the satisfaction gained from your experience. Figueiredo et al. (2012) argue that word of mouth is extremely important because,

Both interviewees were also asked how the self-service tool process works at Amazon. Interviewee 1 did not share this information with us; while respondent 2 revealed that the process is all digital and that there are practically no traditional physical stores, store formats

that do not have employees and also said that the main focus of the company Amazon is the use of technology in the processes and acting with responsibility and sustainability.

The innovation process is all digital. There are practically no physical stores. All over the world we have already achieved intelligent personal use, without the physical need for employees. Our greatest strength is technology and acting responsibly and sustainably (Interviewee 2).

Based on the answer above, provided by Interviewee 2, the greatest strength of the Amazon company is to use technology to facilitate the process in which it relates to its customer, providing direct contact between the customer and the tool, consequently promoting autonomy for the making purchases with agility, tranquility, and above all satisfaction at the end of the process.

Further on, another topic addressed with the interviewees and throughout the data collection was the issue of Consumer Behavior, characterized by the individual's mental, cognitive and emotional relationships at the time of purchase and use of goods or services in an enterprise (Oliveira et al., 2019). For this reason, it is extremely important that companies have full awareness of these aspects, and understand that technological, demographic, economic, cultural, etc. variables influence the consumer, in order to apply their marketing strategies efficiently. It is precisely for this reason that Hawkins, Mothersbaugh & Best (2019) pointed out in their study that marketing actions that influence consumer behavior involve several issues, including issues that affect individuals, society, company, etc.

Based on the above elements, respondents were asked how Amazon consumers relate to the self-service tool (self-checkout)? In response, it was revealed that "Amazon consumer behavior is characterized as adaptive" [E1], that is, given this answer, it was observed that the extent to which new developments are implemented in order to improve the user experience with the company Amazon, it was found that they have adapted without any problem to the self-checkout technological tool, even on their first contact.

This understanding of the adaptive consumer dialogues with the assumptions listed by Følstad et al. (2013) and Oliveira et al. (2019), when they mention the issue of the customer's purchase journey and the steps that the company must follow to reach the potential interested in its product or service (lead) and convert it into a customer. In the issues that permeate the customer's purchasing journey, the technological component is considered one of the fundamental factors, since marketing and IT (Information Technology) are increasingly tuned in the search for the integration of customer data, in order to achieve a holistic view of your

portfolio and thus respond appropriately to each interaction throughout the established relationship, in terms of touch points, phases, experiences, and so on.

In this sense, what we observed in the documentary research we carried out and in the extracts from the interviews is that, in order to map consumer behavior in the current scenario, demarcated by technological platforms that have shaped markets and labor relations, reformed institutions and laws, transformed social practices and civic, as pointed out by Dijck et al. (2018), the company Amazon, when deciding to launch the partially automated retail format, the Amazon Go network, identified a group of customers who are looking for autonomy at the time of their purchases and convenience, in order to optimize their time and other resources involved. For this reason, alternatively, the company formatted a store model in which the consumer enters the store, chooses what they want and leaves without necessarily needing to register or checkout,

This self-checkout shopping experience, entitled by Amazon (2020) as "Just Walk Out", in which the customer has the freedom to use computer vision only through the application (app) installed on a customer's smartphone , sensor fusion throughout the visited store and deep learning to detect which products are being taken or returned to the shelves in connection with the virtual cart installed in the visiting customer's Amazon Go app, as illustrated in Figure 2 below.

Figure 2: Amazon Company operates with the Self-checkout technological tool



Source: BBC (2018).

In developing countries, it was found that the use of self-payment is already common (Kulpas, 2006), and the Amazon consumer has adapted the Self-Checkout tool, as, according to one of the interviewees [E2], the user's contact with the self-service was successful and found that the tool is really easy to use and leaves the customer satisfied with the experience. In

response, the respondent informed that the company's intention is to expand to the entire group of Amazon consumer classes, helping to promote this innovation.

In our analyses, it can be understood that the Amazon company is not only seeking to reach a specific audience, such as customers with greater purchasing power. The focus of this company with the use of this technology is to promote this self-service tool in all its stores to adapt its total audience to innovation and, thus, provide a certain equality among its users.

The Amazon company understands that its customer is always ready for its new innovation proposals, and the company is keeping an eye on this issue, as it can improve its relationship with its customers in a specific and precise manner, as located in the description of its mission. , by stating that it aims to "be the most customer-focused company in the world and strive to offer the lowest possible prices, giving customers the chance to find and discover anything they want to buy online" (Amazon, 2020). Interviewee 2 specified that the company uses data collection tools about the choices and ways of using the tool by its customers, in order to make suggestions in future meetings.

Our customer is always willing to face the innovations proposed by Amazon. In addition, we use tools to collect "choices" and always provide better suggestions for the client (Interviewee 1).

According to the answer above, it can be seen that for the company to innovate its processes or its products, it is necessary to have an understanding of how the customer can react to such change, and, for this to happen, the company must seek to understand the behavior of their consumers to detect if there is a trend of acceptance of new tools. With the use of technology, the company seeks customer satisfaction. In the speech of Balbim, Júnior & Bornia (2011) apud Maciel et al. (2019), satisfaction results from the perception and translation of the consumer's needs and desires, the attributes of the product or service. If the customer perceives that their wants and needs are met, they are satisfied and have a greater chance of loyalty. Technology can be an ally to improve this customer experience,

5. FINAL CONSIDERATIONS

For companies to innovate with the use of technological tools, it is important that they intend to revolutionize the experience of their customer-users. The focus should be on the consumer, in order to help them, make their lives easier and prioritize them, as it is through this that the company remains in a very competitive market.

In this paper, it is interesting to emphasize that we understand that innovation can provide a company with a competitive differential in relation to its competitors. The Self-Checkout, for example, according to what was researched, optimizes the time spent on purchases, makes the customer feel satisfied and provides the autonomy to carry out their transactions without the need for help from company employees. From the moment that companies search for innovation, they enter into a process of continuous improvement, as innovation seeks to enhance processes, making them more efficient and reducing the margin for errors.

Amazon.com, Inc. is a company that innovates since its foundation, seeks to optimize its processes, and provides its customers with the latest in technology to improve their experiences with the purchase processes, with the purpose of have a positive and satisfying relationship.

The customer who has contact with the Self-Checkout ends up being satisfied, considering that the waiting line for service at traditional checkouts can negatively influence the time of purchase. For this reason, self-service ends up positively influencing the field experience, in addition to having the ease and reduced time for the user to carry out their transactions with peace of mind.

Although the research has analyzed consumer behavior in the use of Self-Checkout technology, which is a tool that has several benefits, further studies and research would be interesting to obtain results with a greater level of coverage. An important point to be considered is: What is the relevance for implementing Self-Checkout in stores in less developed countries and for publics with less purchasing power? This issue can be explored in future work research, with the intention of verifying the possibility of including the technology for all types of clients, allowing equality between the audiences.

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