



# Digital Transformation's Influence on Moroccan Retail Sector: An Assessment in North Africa, 2002

Abdelaziz Ben Youssef<sup>1</sup>, Mohammed Chaabi<sup>1</sup>, Ahmed El Mansour<sup>2</sup>

<sup>1</sup> Chouaïb Doukkali University, El Jadida

<sup>2</sup> Department of Advanced Studies, Chouaïb Doukkali University, El Jadida

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**Correspondence:** [ayoussef@outlook.com](mailto:ayoussef@outlook.com)

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## Author notes

*Abdelaziz Ben Youssef is affiliated with Chouaïb Doukkali University, El Jadida and focuses on Business research in Africa.*

*Mohammed Chaabi is affiliated with Chouaïb Doukkali University, El Jadida and focuses on Business research in Africa.*

*Ahmed El Mansour is affiliated with Department of Advanced Studies, Chouaïb Doukkali University, El Jadida and focuses on Business research in Africa.*

## Abstract

This study examines the impact of digital transformation on the Moroccan retail sector within North Africa. A survey was conducted among retailers across various regions of Morocco. Data collection involved online questionnaires distributed through industry associations. Digital transformation significantly altered sales patterns with an increase of 15% in e-commerce transactions compared to traditional retail methods, reflecting changing consumer preferences and expectations. The findings underscore the critical role digitalization plays in modernizing Moroccan retail operations. Recommendations include fostering a more robust digital infrastructure and enhancing consumer education on digital payment systems. Develop digital marketing strategies that cater to online shopping habits, invest in e-commerce platforms for greater market reach, and educate consumers about new digital payment solutions.

**Keywords:** *North African, Digital Transformation, Retail Sector, Geographic Analysis, Methodology, Empirical Research, Geographic Information Systems*

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