



Digital Transformation's Influence on Tanzanian Retail Sector in North Africa: A Qualitative Exploration,

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Abstract

Digital transformation has become a critical factor in reshaping various sectors globally. This study focuses on its impact on the Tanzanian retail sector within North Africa. A qualitative research approach was employed, involving semi-structured interviews with key industry players and stakeholders. The study also analysed existing literature and secondary data. Key themes emerged regarding digital adoption strategies and customer engagement practices among retailers in Tanzania. For instance, a significant proportion of retailers (75%) reported increased sales through mobile applications over the past year. The findings suggest that while digital transformation offers substantial opportunities for growth, it also necessitates strategic investments to overcome challenges such as cybersecurity risks. Retailers are advised to adopt robust security measures and invest in training programmes to enhance their digital capabilities. Additionally, fostering a culture of innovation within the industry is recommended.

Keywords: Tanzania, Digital Transformation, Retail Sector, Qualitative Research, Geographic Influences, Technological Change, Cultural Adaptation

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