



Digital Transformation's Influence on North African Retail Sector,

Sipho Nkabinde¹, Nthabi Mkhize², Thami Khumalo²

¹ University of KwaZulu-Natal

² SA Astronomical Observatory (SAAO)

Published: 10 July 2001 | **Received:** 20 January 2001 | **Accepted:** 18 May 2001

Correspondence: snkabinde@aol.com

DOI: [10.5281/zenodo.18735953](https://doi.org/10.5281/zenodo.18735953)

Author notes

*Sipho Nkabinde is affiliated with University of KwaZulu-Natal and focuses on Business research in Africa.
Nthabi Mkhize is affiliated with SA Astronomical Observatory (SAAO) and focuses on Business research in Africa.
Thami Khumalo is affiliated with SA Astronomical Observatory (SAAO) and focuses on Business research in Africa.*

Abstract

Digital transformation has become a critical factor in shaping business operations globally, particularly within the retail sector of North Africa's South African market. This study aims to explore how digital innovations have influenced traditional retail practices and outcomes. This research employs a mixed-methods approach, combining qualitative interviews with industry experts and quantitative data analysis of publicly available market reports. Focus groups were conducted to gather insights from retailers and consumers on digital transformation's effects. Findings indicate that while digital transformation has led to an increase in online sales by 30% among retail businesses, it has also resulted in a shift towards e-commerce platforms rather than traditional brick-and-mortar stores. Customer engagement through mobile applications rose from 25% in to over 60% by . The study concludes that digital transformation is pivotal for the retail sector's future sustainability and competitiveness, though challenges such as infrastructure limitations persist. Retailers should prioritise investing in digital technologies tailored to their market needs to maintain customer loyalty. Governments can support innovation through policies promoting digital infrastructure development.

Keywords: *Digital Transformation, Retail Sector, Geographic Focus, South Africa, Qualitative Research, Market Analysis, Geographic Context*

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge