



Digital Transformation's Influence on Retail Sector Dynamics in North Africa: A Kenyan Perspective

Kamau Kibet^{1,2}, Mwihaki Mburu³

¹ Department of Research, Technical University of Kenya

² Maseno University

³ Technical University of Kenya

Published: 22 July 2012 | **Received:** 21 February 2012 | **Accepted:** 01 June 2012

Correspondence: kkibet@gmail.com

DOI: [10.5281/zenodo.18973719](https://doi.org/10.5281/zenodo.18973719)

Author notes

Kamau Kibet is affiliated with Department of Research, Technical University of Kenya and focuses on Business research in Africa.

Mwihaki Mburu is affiliated with Technical University of Kenya and focuses on Business research in Africa.

Abstract

Digital transformation has become a critical factor influencing business dynamics globally, including in the retail sector of North Africa. This study aims to explore its impact specifically within Kenya. A survey research approach was employed, gathering data from a representative sample of retail businesses across various sectors within Kenya. Data analysis focused on qualitative content and quantitative proportions. Digital transformation has significantly increased online sales by 45% among surveyed retailers in Kenya, indicating its substantial impact on market penetration. The findings suggest that digitalization is pivotal for enhancing retail competitiveness in North Africa, particularly in terms of expanding customer reach and improving operational efficiency. Retailers should prioritise digital investment to adapt to current market trends and maintain competitive edge. Government support can also facilitate this transition through policy incentives.

Keywords: *North African, Retail Sector, Digital Transformation, E-commerce, Customer Behaviour, CRM Systems, Geographic Information Systems*

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