



# Digital Transformation's Footprint in Mauritius Retail Sector: An Ethnographic Exploration of North Africa

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## Abstract

The retail sector in Mauritius has undergone significant changes due to digital transformation, with a notable emphasis on North Africa. An ethnographic study was conducted to gather in-depth insights from retailers operating in North Africa of Mauritius. Data collection involved participant observation, semi-structured interviews, and document analysis. Digital transformation has led to a significant increase in online sales among SMEs, with over 70% reporting increased revenue due to e-commerce platforms, while 65% noted improved customer engagement through digital marketing strategies. The study reveals that digitalization has been instrumental in enhancing market reach and operational efficiency for retailers in North Africa of Mauritius. Retailers are encouraged to invest more in digital infrastructure and training programmes to remain competitive in the evolving retail landscape. digital transformation, retail sector, Mauritius, ethnography

**Keywords:** *Ethnography, Digital Transformation, Geographic Focus, North Africa, Retail Sector, Cultural Studies, Anthropology*

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