



Digital Evolution in Retail: A Theoretical Framework for North Africa's Digital Transformation in Nigeria 2003

Okaforichukwubassey Okechukwu^{1,2}, Obiakosanyanekọ Obinna³, Njokuagbegaide Nnenna^{4,5},
Asikaobiobi Iké^{1,6}

¹ Ahmadu Bello University, Zaria

² National Institute for Medical Research (NIMR)

³ Department of Research, Ahmadu Bello University, Zaria

⁴ University of Lagos

⁵ Department of Advanced Studies, National Institute for Medical Research (NIMR)

⁶ University of Jos

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Correspondence: ookechukwu@yahoo.com

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Author notes

Okaforichukwubassey Okechukwu is affiliated with Ahmadu Bello University, Zaria and focuses on Business research in Africa.

Obiakosanyanekọ Obinna is affiliated with Department of Research, Ahmadu Bello University, Zaria and focuses on Business research in Africa.

Njokuagbegaide Nnenna is affiliated with University of Lagos and focuses on Business research in Africa.

Asikaobiobi Iké is affiliated with Ahmadu Bello University, Zaria and focuses on Business research in Africa.

Abstract

Digital transformation in retail sectors across North Africa has been a subject of growing interest due to its potential for economic growth and job creation. The study employs a mixed-methods approach combining qualitative content analysis of industry reports with quantitative survey data from selected retailers to explore patterns and trends in digital transformation. The theoretical framework underscores the critical role of technological infrastructure development and consumer education programmes to facilitate effective digital transformation within Nigerian retail businesses. Retailers are advised to invest in advanced e-commerce platforms, enhance customer engagement through mobile apps, and integrate data analytics for informed decision-making.

Keywords: *North Africa, Digital Economy, E-commerce, Retail Sector, Techno-Social Change, Qualitative Research, Quantitative Analysis*

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