



Digital Transformation's Impact on North African Retail Sector: A Mixed-Methods Assessment

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Abstract

Digital transformation has become a critical driver of economic growth in various sectors globally. In North Africa, particularly in Zimbabwe's retail sector, digital technologies have been rapidly adopted and are reshaping business practices. The research employs a mixed-methods approach combining surveys ($N=300$) with *depth interviews* ($n=25$), *supplemented by secondary data analysis*. The process involves triangulation to ensure robust validity and reliability. Digital transformation has led to an increase of 48% in online sales among retailers, while 60% of respondents reported enhanced customer engagement through digital platforms. However, challenges such as inadequate internet infrastructure persist. The findings suggest that while digital technologies offer significant benefits, addressing existing infrastructural gaps is essential for widespread adoption and sustainability. Investments in digital literacy programmes should be prioritised to ensure a skilled workforce, alongside efforts to improve internet connectivity across the country.

Keywords: *North African, digital transformation, qualitative methods, quantitative methods, consumer behaviour, e-commerce, innovation diffusion*

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