

FACTORS ACCELERATING DIGITAL TRANSFORMATION: A STUDY ON KIRANA STORES IN INDIA DURING COVID-19 LOCKDOWN

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ABSTRACT

The outbreak of Covid-19 and the resultant lockdown has impacted the very dynamics of the retail sector in India. While organized players kept on struggling to service their customers, the unorganized sector led by neighbourhood grocery stores (Kirana Stores) came as a big relief for millions of Indians to source food and grocery items. While lockdown has increased the trust for kirana stores from across segments of consumers, it also influenced these stores to relook their business processes and increase their dependency on technology to provide a safe and hygienic shopping experience of their customers.

This research paper aims to study the factors that emerged during the lockdown phase post-Covid-19 outbreak in India which have accelerated the journey of the digital transformation of kirana stores which had started a few years ago.

The methodology adopted in this study is qualitative, deductive, and interpretive approaches to research. All the interpretations are drawn with the content analysis of existing research, industry reports, and empirical evidence.

The study identifies five factors across consumers, supply chain, and ecosystem in which Kirana stores operate that have positively influenced the kirana stores to increase the use of digital technology for store operation.

This study can help organized retail players, tech start-ups, and researchers a deeper understanding of factors that have influenced the digital transformation of kirana stores.

KEYWORDS: Covid-19, Digital Transformation, Kirana Stores, Digital Transaction, Format Blurring

Article History

Received: 20 Aug 2020 | Revised: 26 Aug 2020 | Accepted: 02 Sep 2020
