

# **A STUDY ON DIGITAL TRANSFORMATION IN BUSINESS**

Submitted in partial fulfilment of the requirements for the award of

**MASTER OF BUSINESS ADMINISTRATION**

by

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**REGISTER NO:42410146**



**DEPARTMENT OF BUSINESS ADMINISTRATION  
SCHOOL OF MANAGEMENT STUDIES**

## **SATHYABAMA**

**INSTITUTE OF SCIENCE AND TECHNOLOGY  
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A++" by NAAC | 12B Status by UGC |  
CATEGORY - 1 UNIVERSITY BY UGC | Approved by AICTE  
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI -600119**

**December 2023**



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## **BONAFIDE CERTIFICATE**

**This is to certify that this Project Report is the bonafide work of ANANTH R 42410146 who carried out the Project Training “A STUDY DIGITAL TRANSFORMATION IN BUSINESS under my supervision from October 2023 to december 2023.**

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## **DECLARATION**

I **ANANTH .R (42410146)** hereby declare that the Project Report entitled “**A STUDY ON DIGITAL TRANSFORMATION IN ONLINE BUSINESS**” done by me under the guidance of **DR. YAMUNA D.** MBA, MSCS., PhD., is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

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**ANANTH .R**

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## **ABSTRACT**

The rapid evolution of digital technologies has propelled online businesses into an era of unprecedented transformation. This research aims to provide a comprehensive analysis of digital transformation within the online business landscape, with a particular focus on its impact on customer experience and operational efficiency. The study explores key dimensions such as digital marketing strategies, the integration of e-commerce platforms, data analytics for decision-making, cybersecurity challenges, supply chain digitization, and the adoption of emerging technologies.

Through a combination of in-depth literature review, case studies, and empirical research, this project seeks to uncover the dynamics of digital transformation initiatives and their implications for online businesses. Special attention will be given to understanding how these initiatives shape customer interactions, influence purchasing behaviors, and contribute to the overall success of online enterprises.

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1.Introduction**

Digital transformation, broadly defined as the incorporation of digital technologies into all aspects of business operations, represents more than a mere technological upgrade; it signifies a holistic reimagining of business models, processes, and customer interactions. This research embarks on an exploration of the multifaceted dimensions of digital transformation within the realm of online businesses, seeking to unravel its intricate tapestry and understand its implications for both customer experience and operational efficiency.

The catalysts for this transformation are diverse, ranging from the ubiquity of e-commerce platforms to the strategic embrace of data analytics and the integration of emerging technologies such as artificial intelligence and blockchain. As online businesses endeavor to stay ahead in an ever-evolving digital ecosystem, questions abound regarding the impact of these transformations on customer engagement, the effectiveness of marketing strategies, the security of digital assets, and the optimization of supply chain processes.

This research endeavors to contribute to the discourse on digital transformation by delving into specific facets of its manifestation in online businesses. Through a synthesis of theoretical frameworks, empirical investigations, and practical insights, we aim to not only elucidate the current state of digital transformation but also offer actionable intelligence for businesses seeking to embark on or refine their digital journey.

## **1.2. DIGITAL TRANSFORMATION STRATEGIES**

### **1.2.1.Understanding business objectives:**

#### **1. Mission and Vision:**

Mission Statement: Clearly articulate the purpose and core values of the organization. It answers the question, "Why does the organization exist?"

Vision Statement: Describe the desired future state of the organization. It outlines the aspirations and long-term goals.

#### **2. SWOT Analysis:**

Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to understand the internal and external factors that impact the organization.

Identify areas where the organization excels and areas that require improvement.

### **1.2.2.CONDUCTING A DIGITAL READINESS**

#### **1. Assess Technological Infrastructure:**

Evaluate the current IT infrastructure, including hardware, software, and networking capabilities. Consider the scalability and flexibility of the existing technology stack.

#### **2. Review Customer-Facing Technologies:**

Evaluate the organization's online presence, including websites, mobile apps, and social media channels. Assess the user experience and digital interactions with customers.

### **1.2.3.CREATING CROSS-FUNCTIONAL TEAMS**

#### **1. Define Team Roles and Expertise:**

Identify the specific skills, expertise, and roles needed to achieve the project's objectives. Ensure representation from relevant departments, such as IT, marketing, finance, operations, and human resources.

#### **2. Select Team Members:**

Choose team members based on their expertise, experience, and ability to contribute to the project. Consider individuals with a collaborative mindset and effective communication skills.

#### **3. Leadership and Accountability:**

Appoint a team leader or project manager who can provide direction and coordination. Clearly define roles and responsibilities to ensure accountability.

### **1.2.4.A CUSTOMER-CENTRIC APPROACH**

#### **➤ Understand Customer Needs:**

Conduct market research to gain insights into customer preferences, pain points, and expectations. Use surveys, interviews, and feedback mechanisms to understand customer needs.

#### **➤ Create Buyer Personas:**

Develop detailed buyer personas representing different segments of your target audience. Use personas to tailor products, services, and communications to specific customer needs.

➤ **Map Customer Journeys:**

Map out the customer journey from awareness to purchase and post-purchase stages. Identify touchpoints and interactions to enhance the overall experience.

### **1.2.5.IDENTIFYING KEY TECHNOLOGIES**

#### **1. Artificial Intelligence (AI) and Machine Learning (ML):**

**Applications:**

Predictive analytics, natural language processing, image, recognition, personalization.

**Benefits:**

Automation, improved decision-making, enhanced customer experiences.

#### **2. Internet of Things (IoT):**

**Applications:**

Smart devices, industrial sensors, connected vehicles, smart cities.

**Benefits:**

Data collection, real-time monitoring, process optimization.

#### **3. Blockchain:**

**Applications:**

Secure and transparent transactions, supply chain transparency, smart contracts .

**Benefits:**

Enhanced security, traceability, decentralized and tamper-proof record-keeping.

### **1.2.6.DATA-DRIVEN DECISION MAKING**

#### **1. Identify Relevant Data:**

Determine the types of data needed to address the decision at hand. Consider both internal and external sources of data.

## **2. Data Collection and Integration:**

Collect relevant data through various methods, such as surveys, sensors, or transaction logs. Integrate data from different sources to create a comprehensive dataset.

## **3. Quality and Accuracy:**

Ensure data quality and accuracy by validating and cleaning the dataset. Address any inconsistencies or errors to maintain the reliability of the analysis.

### **1.2.7.CYBERSECURITY MEASURES**

#### **1. Risk Assessment:**

Identify and assess potential cybersecurity risks and vulnerabilities. Prioritize risks based on their potential impact on the organization.

#### **2. Security Policies and Procedures:**

Develop and enforce comprehensive cybersecurity policies. Establish procedures for incident response, data protection, and user access.

### **1.2.8.FLEXIBLE IT INFRASTRUCTURE**

#### **1. Cloud Computing:**

Embrace cloud services for scalable and on-demand computing resources. Utilize Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS) models.

#### **2. Virtualization:**

Implement server virtualization to decouple operating systems and applications from physical hardware. Virtualization improves resource utilization and allows for quick provisioning and scaling.

### **1.2.9.DIGITAL SKILL DEVELOPMENT**

#### **1. Identify Key Digital Skills:**

Understand the digital skills relevant to your industry or desired career path. Identify both technical and soft skills that are in demand.

#### **2. Continuous Learning:**

Cultivate a mindset of continuous learning. Stay updated on emerging technologies, tools, and industry trends.

#### **3. Online Courses and Certifications:**

Enroll in online courses and certification programs offered by reputable platforms. Platforms like Coursera, LinkedIn Learning, and edX offer a variety of digital skill courses.

### **1.2.10.CHANGE MANAGEMENT AND CULTURE SHIFT**

#### **1. Assessment and Planning:**

##### **Assess the Need for Change:**

Identify the reasons for change, whether prompted by external factors, internal challenges, or opportunities. Conduct a thorough analysis of the current state and the desired future state.

##### **Stakeholder Analysis:**

Identify and analyze key stakeholders, considering their influence, interests, and potential resistance to change. Engage with stakeholders early in the process to gain their support.

##### **Strategic Planning:**

Develop a clear and comprehensive change management strategy. Define objectives, milestones, and key performance indicators (KPIs) to measure progress.

#### **2. Communication:**

##### **Open and Transparent Communication:**

Establish open channels of communication to keep employees informed

about the reasons for change and the expected outcomes. Address concerns and provide regular updates.

**Two-Way Communication:**

Encourage feedback and two-way communication between leadership and employees. Create forums for dialogue, such as town hall meetings or Q&A sessions.

**3. Leadership Involvement:**

**Visible Leadership:**

Demonstrate visible support for the change from top leadership. Leaders should actively communicate the vision and lead by example.

**Change Champions:**

Identify and empower change champions throughout the organization. These individuals can help drive the change at the grassroots level.

**1.3.OBJECTIVE:**

- Evaluating the current state of digital transformation initiatives within online businesses.
- Analyzing the impact of digital technologies on business models, processes, and customer interactions.
- Investigating the adoption patterns of emerging technologies, such as artificial intelligence, blockchain, and the Internet of Things, in online business.
- Identifying the challenges faced by online businesses in their digital transformation journey.
- Providing strategic insights and recommendations for optimizing digital transformation efforts in the online business sector

#### 1.4.NEED FOR STUDY

- The business landscape is continually evolving due to technological advancements. Understanding how online businesses navigate this digital transformation is crucial for their survival and success.
- Business leaders need to make informed decisions regarding the adoption of digital technologies. A comprehensive study can provide insights into effective strategies for digital transformation, enabling better decision-making
- Businesses that effectively embrace digital transformation often gain a competitive edge. Research in this area helps identify best practices, allowing companies to stay ahead in the competitive online environment .
- As customer expectations evolve in the digital era, understanding how digital transformation impacts customer interactions is crucial. This knowledge can guide businesses in enhancing customer experience and loyalty.
- Identifying the types of technologies online businesses are adopting and how these technologies are integrated can provide insights into optimizing technology investments for better outcomes
- Examining the impact of digital transformation on business processes can help identify areas for streamlining operations and increasing overall efficiency.
- Recognizing the challenges faced by online businesses during digital transformation is essential. The study can contribute solutions and strategies to overcome these challenges effectively.
- Online businesses play a significant role in economic growth. Understanding how digital transformation influences their contribution can have broader implications for national and global economies

- Contributing to the academic discourse on digital transformation provides a foundation for future research and enriches the collective understanding of the intersection between technology and business
- .
- Policymakers need insights into how digital transformation impacts businesses to formulate effective policies and regulations that foster innovation while addressing potential challenges.

### **1.5.SCOPE OF THE STUDY:**

- Explore how technologies such as artificial intelligence, machine learning, blockchain, and the Internet of Things are driving digital transformation in online businesses.
- Investigate different e-commerce models and platforms, examining their strategies, successes, and challenges in the digital landscape.
- Analyze the role of UI/UX design in enhancing customer experience and engagement in online business platforms
- Explore the impact of data analytics and big data on decision-making processes, marketing strategies, and personalized customer interactions.
- Investigate how digital transformation influences marketing strategies, including content marketing, social media marketing, and influencer collaborations in the online business context.
- Examine cybersecurity measures adopted by online businesses to protect customer data and ensure the integrity of digital transactions.
- Study the integration of mobile technologies in online business models, including mobile apps, responsive design, and mobile payment solutions
- Explore how digital transformation impacts supply chain management and logistics in the context of online businesses.
- Investigate the organizational culture shifts necessary for successful digital transformation and effective change management strategies.
- Examine how businesses strategically adapt to digital trends, including business model innovation and the alignment of digital strategies with overall business goals

## **1.6.ADVANTAGES OF THE STUDY:**

➤ **Improved Customer Experience:**

Digital transformation allows businesses to provide personalized and seamless experiences, meeting customer expectations and fostering loyalty.

➤ **Enhanced Data-Driven Decision-Making:**

Access to real-time data and analytics empowers businesses to make informed decisions, optimize strategies, and identify new opportunities.

➤ **Increased Operational Efficiency:**

Automation of manual processes and the integration of digital tools lead to streamlined operations, reduced errors, and improved overall efficiency.

➤ **Global Reach and Market Expansion:**

Online businesses can reach a global audience, expanding their market reach and tapping into new customer segments.

➤ **Agility and Adaptability:**

Digital transformation enables businesses to quickly adapt to changing market conditions, implement updates, and stay ahead of competitors.

➤ **E-commerce Innovation:**

Adoption of digital technologies, such as AI and augmented reality, enhances the online shopping experience, driving innovation in e-commerce.

➤ **Cost Savings:**

Automation and cloud-based solutions reduce operational costs, allowing businesses to allocate resources more efficiently.

➤ **Improved Cybersecurity:**

Businesses can implement robust cybersecurity measures to protect customer data and build trust in online transactions.

➤ **Increased Revenue Streams:**

Digital transformation opens avenues for new revenue streams, such as digital products, subscriptions, and innovative service offerings.

## **1.7.DISADVANTAGES OF THE STUDY:**

➤ **High Initial Investment:**

Implementing digital transformation often requires a significant upfront

investment in technology, training, and infrastructure.

➤ **Resistance to Change:**

Employees may resist changes in processes, leading to a potential barrier to successful digital transformation.

➤ **Integration Issues:**

Integrating new digital tools and platforms with existing systems can be complex and may lead to compatibility issues.

➤ **Cybersecurity Risks:**

Increased reliance on digital technologies exposes businesses to potential cybersecurity threats, including data breaches and cyberattacks.

➤ **Data Privacy Concerns:**

The collection and storage of customer data raise concerns about privacy, and businesses must navigate evolving data protection regulations.

➤ **Technical Challenges:**

Technical issues such as system downtime, software glitches, or connectivity issues can disrupt operations and impact customer experience.

➤ **Employee Skill Gaps:**

Employees may lack the necessary skills to fully leverage new digital tools, requiring additional training and skill development.

➤ **Dependency on Technology:**

Over-reliance on technology can lead to vulnerabilities, and businesses may face challenges if key systems fail.

➤ **Data Overload:**

The abundance of data generated by digital tools can lead to information overload, making it challenging to extract meaningful insights.

## **CHAPTER 2**

### **REVIEW OF LITERATURE:**

#### **2.1.Review Of Literature**

##### **YOUNGKI PARK, PAUL A. PAVLOU (2019)**

This paper starts from the premise that the simultaneous increase in environmental turbulence, the requisite speed of organizational change, and the intensified ubiquity of digital technologies are spawning a phenomenon that is messy, complex, and chaotic. Accordingly, we need to change the way we examine how information technology (IT) can help organizations build a strategic advantage in turbulent environments. We propose a more systemic and holistic perspective to theory building and testing in the information system (IS) strategy area and correspondingly appropriate methods that capture the complexity of this phenomenon. We term this phenomenon digital ecodynamics, defined as the holistic confluence among environmental turbulence, dynamic capabilities, and IT systems—and their fused dynamic interactions unfolding as an ecosystem. We believe that a more holistic understanding of digital ecodynamics will fuel the next leap in knowledge in the IS strategy area.

##### **YOUNGKI PARK, PEER C. FISS (2020)**

Faced with the challenge of multifaceted digital phenomena, researchers in IS and related fields have increasingly adopted qualitative comparative analysis (QCA). However, in the absence of explicit guidelines for how to use QCA for theory development, the popularity and proliferation of QCA possibly amplifies the risk of using QCA in an a theoretical manner, hindering theoretical advancement. In this paper, we offer a conceptual framework and prescriptive guidelines for applying QCA to develop causal recipes that account for complex digital phenomena marked by theoretical and configurational multiplicity. Causal recipes are formal statements explaining how causally relevant elements combine into configurations associated with outcomes of interest. We describe these causal recipes in terms of which causes matter (i.e., factorial logic) and how these causes combine into configurations (i.e.,

combinatorial logic) to produce target outcomes, and propose an ecology of configurations that elucidates the explanatory power of multiple configurations as well as their explanatory overlap. Further, we offer two illustrative empirical examples to demonstrate the usefulness of our framework and step-by-step guidelines for applying QCA to deductive theory testing as well as inductive theory development on phenomena marked by multiplicity.

**YOUNGKI PARK, OMAR A. EL SAWY, TAEHO HONG (2020)**

This study aims to explain digital transformation of firms to real-time enterprises (RTE) that can successfully sense and manage important business events that appear as opportunities and threats in the digitized business world. We define RTE capabilities as the organizational ability to sense and act to important business events in a timely manner. Furthermore, we define sensemaking and acting capability as two dimensions of RTE capabilities and business intelligence and communication support as two key information technologies for digital transformation into RTE. Using 191 survey responses from 96 firms in diverse industries, we find that the different roles of BI and communication support technologies in achieving high RTE capabilities and firm performance across different environmental velocities. IT enables firms to achieve competitive advantage indirectly by enhancing RTE capabilities in fast environments. In slow environments, RTE capabilities appear not to enhance performance, but instead frequent actions to reconfigure resources and structures seem to deteriorate competitive advantage.

## **RAJIV SABHERWAL, SANJIV SABHERWAL (2019)**

The alignment between a firm's business and information technology (IT) strategies continues to be important for research and practice. Prior research investigating the performance consequences of strategic IT alignment (SITA) has produced inconsistent results. This paper distinguishes between two roles of SITA: (1) as a state of congruence between business and IT, which is the primary focus of empirical studies, and (2) as reflecting a capability that may enable or inhibit the leveraging of IT investments, as has been discussed theoretically but not examined empirically. Based on the resource-based view (RBV), IT investment (ITI) is explicitly included as the resource that SITA as a capability can inherently help leverage. Also based on RBV, we argue that environmental uncertainty, which is examined in terms of dynamism, complexity, and munificence, moderates the effect of SITA on the relationship between ITI and firm performance. The research model is tested through panel-data analyses of data from 1999–2008, including 758 firm-year observations from 242 firms.

## **YOUNGKI PARK, PAUL A. PAVLOU, NILESH SARAF (2020)**

Due to digitization, new mechanisms have emerged for achieving organizational ambidexterity, defined as the ability to pursue both efficiency and flexibility while balancing exploitation and exploration. This study investigates the role of digitization in achieving organizational structural ambidexterity by undertaking both exploitation and exploration simultaneously. Given the complex interdependencies between digitization and multiple intrafirm and interfirm factors in practice, this study adopts a configurational theory perspective. We posit that ambidexterity is better explained as an outcome of aligning digitization with several intrafirm and interfirm factors, rather than of any individual factors in isolation. We empirically derive configurations for achieving ambidexterity by applying fuzzy-set qualitative comparative analysis to 1,325 Canadian firms that invested in new information technology system implementation. The results reveal the mechanisms in which digitization plays a multifaceted role in achieving ambidexterity.

## **TING (CAROL) LI, YOLANDE E. CHAN (2019)**

In a digital world, information technology (IT) units routinely update their capabilities to cope with changing business requirements and frequent technology releases. Extending the dynamic capabilities literature, this article presents the concept of dynamic IT capability, a multidimensional first-order dynamic capability that enables IT units to assist firms in appropriating business value from IT resources by influencing a set of IT-related ordinary capabilities. Scholars currently lack a dynamic capabilities framework that explains, from an IT unit's perspective, how IT resources can be acquired, deployed, integrated, and reconfigured to fulfill business objectives. To bridge this research gap, we develop a high-level framework that highlights three constituent components of dynamic IT capability: dynamic digital platform capability, dynamic IT management capability, and dynamic IT knowledge management capability. Through an extensive literature review, we identify and summarize the set of ordinary capabilities that each dynamic IT capability component creates and reconfigures. We then offer guidance on future instrument development. To encourage further exploration of this critical construct, we close by highlighting future avenues for dynamic IT capability research.

## **PERNILLE RYDÉN, OMAR A. EL SAWY (2023)**

This chapter explores the concept of Real-time Continuous Improvisation, suggesting that real-time and improvisation are interrelated concepts and representative of organizing performance processes in the fast-paced conditions of digital business ecosystems. Improvising continuously in real-time environments will require new ways of smoothing that process into organizational learning. Our “Flow with the Go” approach helps us understand the coordination between the fast pulsing of real-time digital data flows and processes with the inner (and often slower) physical and human processes to improve our real-time continuous improvisation processes. We use the Fast & Flow real-time management approach to describe how to apply the dual nature of real-time information in managing fast responses to sudden events as well as managing continuous actions. We then show how real-time continuous improvisation differs from previously defined dynamic capabilities and improvisational capabilities. We propose an explanatory pulsing framework and managerial mindset

that acknowledges the situated and temporal contexts, that aligns fast and flow temporal logics, and that appreciates human-digital pacing. We conclude by drawing implications for scholars and managers reflecting on what theories and practices contribute to our understanding of real-time continuous improvisation and how to affect learning and business performance in digital ecosystems

#### **KATRIINA VARTIAINEN, LARS KRISTIAN HANSEN (2019)**

Information systems (IS) and digital business strategies are increasingly focal to companies navigating the changing modes of working, collaborating and operating in various networked business settings. Dynamic capabilities (DCs) are often asserted as a key for companies' attaining sustainable competitive advantage in turbulent and uncertain environments. However, the construct of DCs is utilized in multifarious ways and often researched primarily from a managerial perspective. This makes comprehensive, empirical study of DC development in organizations amorphous and difficult. To address this issue, based on a semi-structured literature review, this paper investigates how DCs are conceptualized in strategic IS literature. Further, the aim is to understand to what extent they have been studied empirically with a multilevel perspective. Firstly, the findings suggest terminology used in defining and explaining DCs is interlaced and tangled. Secondly, the findings point that the suspected gap in multilevel research on DCs within the IS field exists.

#### **MENGMENG ZHANG, HONGHUI CHEN (2019)**

Business and IT Alignment (BITA) has received a growing attention during the last decades. Due to increasing environmental and organizational complexities, a co-evolutionary perspective has emerged recently to understand and to control the dynamics in BITA. The Business and IT Co-evolution (BITC) aims to coordinate business and IT through continuous adaptation and learning. A series of BITC studies have been conducted since the 2000s. This study provides an organized review of the current knowledge of this area. Its contribution is threefold: 1) organizing extant literature on BITC, 2) revealing knowledge gaps, and 3) proposing a research agenda.

**EL SAWY, O. A., MALHOTRA, A., & PARK, Y. (2019)**

Customers are increasingly seeking "low-cost, high-quality" or what is known as frugal products that meet the buyer's needs while reducing the associated cost of ownership. This book examines the developing principles and theories of frugal innovations across the globe. The authors identify frugal innovation (FI) using a multi-method approach to data analysis. They argue that the concept of frugality as a societal/ethical value has undergone several changes and propose a differentiated model of frugal innovations. They address frugal innovations that have never been accessible to the public.

**TAHA HAVAKHOR , RAJIV SABHERWAL , ZACHARY R. STEELMAN (2019)**

Recent studies on the business value of information technology (BVIT) investments have focused on understanding IT's impact on firm performance, either in the context of other organizational resources or in the light of contingency factors. This study extends the prior literature by integrating these two perspectives and examining the BVIT while simultaneously considering other organizational resources and one important contingency factor—environmental turbulence. We develop a contingent interaction model, proposing that a firm's IT interacts differently with a resource focused on fostering innovation (i.e., research and development [R&D]) and a resource focused on enhancing the competitive gains in the market (i.e., advertising), depending on the extent of environmental turbulence in its industry. Specifically, we hypothesize that as the extent of environmental turbulence in a firm's industry increases, the positive effect of the interaction between IT and R&D investments on firm performance increases, but the positive effect of the interaction between IT and advertising investments on firm performance decreases.

**PATRICK MIKALEF A, MARIA BOURA B, GEORGE LEKAKOS (2019)**

Big data analytics has been widely regarded as a breakthrough technological development in academic and business communities. Despite the growing number of firms that are launching big data initiatives, there is still limited understanding on how

firms translate the potential of such technologies into business value. The literature argues that to leverage big data analytics and realize performance gains, firms must develop strong big data analytics capabilities. Nevertheless, most studies operate under the assumption that there is limited heterogeneity in the way firms build their big data analytics capabilities and that related resources are of similar importance regardless of context. This paper draws on complexity theory and investigates the configurations of resources and contextual factors that lead to performance gains from big data analytics investments. Our empirical investigation followed a mixed methods approach using survey data from 175 chief information officers and IT managers working in Greek firms, and three case studies to show that depending on the context, big data analytics resources differ in significance when considering performance gains. Applying a fuzzy-set qualitative comparative analysis (fsQCA) method on the quantitative data, we show that there are four different patterns of elements surrounding big data analytics that lead to high performance. Outcomes of the three case studies highlight the inter-relationships between these elements and outline challenges that organizations face when orchestrating big data analytics resources.

#### **CHRIS ANGEVINE, JACKLYNE KEOMANY, (2021)**

Before pursuing digital opportunities, leaders must first develop and align on a digital vision for their organization, looking at both the overall digital strategy and value proposition for their companies. They should begin by assessing their capabilities, estimating the resources required, and contemplating potential partnerships that could help them achieve their goals. Other practical issues include the feasibility of the proposed initiatives and their potential value. The basic question underlying all strategic plans is this: How can digital help us transform core business processes or generate new opportunities? When developing the road map, industrial companies should consider the strategic implications for the incumbent business, including disruptions to any offline distribution channels as digital sales grow. Companies should also address the inevitable channel conflicts in the strategic road map by acknowledging the risks, evaluating the potential impact, and creating a path forward to mitigate any issues. For instance, companies should determine what roles they expect the distributors to play with the new digital channels. Some may decide

to eliminate distributors and conduct all business through e-commerce while others may keep offline and online channels. Those that take the latter route can take various steps to mitigate channel conflicts, such as limiting digital channels to lead generation or supporting the development of online platforms for distributors.

**SASCHA KRAUS A, SUSANNE DURST B, JOÃO J. FERREIRA C (2022)**

It is no surprise that research on digital transformation (DT) has raised vast interest among academics in recent decades. Countries, cities, industries, companies, and people all face the same challenge of adapting to a digital world. The aim of the paper is twofold. First, map the thematic evolution of the DT research in the areas of business and management, because existing research in these areas to date has been limited to certain domains. To achieve this, articles were identified and reviewed that were published in the Chartered Association of Business Schools' (ABS)  $\geq$  2-star journals. Based on these findings, the second objective of this paper will be to propose a synergistic framework that relates existing research on DT to the areas of business and management, which will help form the evolutionary perspective taken in this paper. Considering the emerging development of the topic under investigation, the framework is understood as a sound basis for continued discussion and forthcoming research.

**SELMA VASKA, MAURIZIO MASSARO (2021)**

This paper has a two-fold aim: to analyze the development of the digital transformation field, and to understand the impact of digital technologies on business model innovation (BMI) through a structured review of the literature. The results of this research reveal that the field of digital transformation is still developing, with growing interest from researchers since 2014. Results show a need for research in developing countries and for more collaboration between researchers and practitioners. The review highlights that the field is fragmented among disruptive technologies, shared platforms and ecosystems, and new enabling technologies. We conclude that digital transformation has impacted value creation, delivery, and capture in almost every industry. These impacts have led to the employment of a variety of new business models, such as those for frugal innovation and the circular economy.

**LIANG LI, FANG SU, WEI ZHANG, JI-YE MAO (2018)**

This research investigates how entrepreneurs of small and medium enterprises (SMEs) with inadequate capabilities and limited resources drove digital transformation in their companies, a phenomenon that remains under-researched in the extant literature. We conduct qualitative research on digital transformation to cross-border e-commerce undergone by 7 SMEs on the Alibaba digital platform. We inductively derive a process model that aims to describe and explain how SME entrepreneurs, with support from the digital platform service provider, drive digital transformation through managerial cognition renewal, managerial social capital development, business team building, and organizational capability building. This model expands our understanding of both digital entrepreneurship and digital transformation. It also presents new insights into how digital platform service providers can help SMEs transform and compete.

**LUCIJA IVANČIĆ, VESNA BOSILJ VUKŠIĆ, MARIO SPREMIĆ (2019)**

Due to its unique features and accessibility, the focus of implementing digital technology is no longer just to improve internal operations, but to expand internal dimensions, reach customers and external partners, affect services, integrate processes, disrupt markets, and fundamentally change industries. It is no surprise that the notion of digital transformation has garnered much research interest, especially from the practitioners' point of view, but academic achievements are somehow lagging behind, possibly because frameworks for digital transformation are still evolving. In this article, we tried to address that gap by conducting holistic research of digital transformation in companies. We used a series of in-depth interviews to inform comprehensive case studies of three companies from different industries that are in different stages of digital transformation. We carefully investigated the companies' experiences in the process of digital transformation, which are discussed here to provide valid theoretical framing. We conclude that, in addition to technology adoption, important factors for successful digital transformation are the ability of an organization to change and operational excellence in the integration of external digital services with internal IT support. In that light, we

summarize our findings in a form of discovered (sub)dimensions that are the basis for the proposed digital transformation framing, while the narratives and case experiences provide with examples of best practice.

### **FENG LI (2020)**

This paper examines how digital technologies facilitate business model innovations in the creative industries. Through a systematic literature review, a holistic business model framework is developed, which is then used to analyse the empirical evidence from the creative industries. The research found that digital technologies have facilitated pervasive changes in business models, and some significant trends have emerged. However, the reconfigured business models are often not 'new' in the unprecedented sense. Business model innovations are primarily reflected in using digital technologies to enable the deployment of a wider range of business models than previously available to a firm. A significant emerging trend is the increasing adoption of multiple business models as a portfolio within one firm. This is happening in firms of all sizes, when one firm uses multiple business models to serve different markets segments, sell different products, or engage with multi-sided markets, or to use different business models over time. The holistic business model framework is refined and extended through a recursive learning process, which can serve both as a cognitive instrument for understanding business models and a planning tool for business model innovations. The paper contributes to our understanding of the theory of business models and how digital technologies facilitate business model innovations in the creative industries. Three new themes for future research are highlighted.

### **CHUN-LIANG CHEN ORCID, YAO-CHIN LIN (2021)**

In the digital economy era, small service business struggle to compete in a rapidly changing and dynamic market. Therefore, through digital transformation (DT), small service business seek to increase their competitive advantage, improve business performance, and achieve business growth. Having limited resources and capabilities, small service business must deal with several barriers and challenges. This study aims to discover the barriers, and the roles of government, for digital transformation in small service business. This study applied a qualitative approach

involving semi-structured in-depth interviews with top management of small service business. Then, we employed the content analysis method to examine interview data and construct a model. This research reveals four main barriers to digital transformation in small service business: lack of funding, lack of digital capability, lack of human resources, and technical barriers. We found there are four government roles for supporting digital transformation in small service business: build a digital platform for small service business, promote mobile/digital payment, provide digital training, and build a digital collaboration ecosystem. Additionally, based on this study's findings, a model for barriers and government support of digital transformation in small service business is presented. This study contributes to the conceptual framework and management implications in the digital transformation field. The study's findings provide insights to practitioners and suggest that the government could alter the current policies and programs to support digital transformation in small service business.

#### **DANIEL R. A. SCHALLMO & CHRISTOPHER A. WILLIAMS (2018)**

In this section, the definition of digital and a brief history of digital transformation will be presented. Additionally, we explore the difference between digitization and digitalization. Finally, we will address the similarities and differences between Business Process Reengineering and digital transformation and look at the future of digital transformation.

#### **CHENG GONG, VINCENT RIBIERE (2020)**

Digital Transformation (DT) has become an imperative for most organizations in our world of emergent and continuous changes. The term DT has been so broadly used (and misused) that it becomes very confusing. Consequently, the need to provide some conceptual rigor to DT is urgently needed. The purpose of this article is to develop a unified definition of "digital transformation" based on a vastly rigorous/scientific review and analysis of 134 well-received, published definitions of DT that significantly differentiates from other related terms in the literature. The proposed unified definition will help researchers and practitioners to "advance the theory and practice" of the discipline.

## **CHAPTER 3 RESEARCH METHODOLOGY**

### **3.1.METHODOLOGY:**

Digital transformation has become a critical aspect of business strategy, especially in the context of online business. With the rapid evolution of technology and changing consumer behavior, businesses are compelled to embrace digital transformation to stay competitive and relevant. This project explores the multifaceted impact of digital transformation on online businesses, focusing on key areas such as customer experience, operational efficiency, and strategic innovation.

### **3.2.CUSTOMER-CENTRIC APPROACH:**

Investigate the impact of digital transformation on enhancing the overall customer experience.

Explore strategies for personalization, user engagement, and seamless customer journeys.

### **3.3.INNOVATION AND ADAPTABILITY:**

Investigate the role of digital transformation in fostering innovation within the online business.

Assess the adaptability of the business model to emerging technologies and market trends.

### **3.4.KEY FOCUS AREAS:**

#### **3.4.1.E-commerce Platforms:**

Evaluate the effectiveness of the current e-commerce platform.

Explore opportunities for improvement, considering factors such as user interface, mobile responsiveness, and security.

### **3.4.2.Data Analytics:**

Investigate the role of data analytics in informed decision-making.

Explore how data-driven insights contribute to marketing strategies, inventory management, and customer behavior analysis.

### **3.4.3.Digital Marketing:**

Assess the effectiveness of digital marketing channels (social media, content marketing, SEO) in reaching and engaging the target audience.

Explore strategies for leveraging digital marketing tools for customer acquisition and retention.

### **3.4.4.Technological Integration:**

Examine the integration of emerging technologies (AI, IoT, blockchain) in the online business model.

Evaluate the impact of these technologies on improving efficiency, security, and customer interactions.

## **3.5.RESEARCH DESIGN:**

### **3.5.1. Descriptive Research Design:**

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

## **3.6.SAMPLING TECHNIQUE:**

### **3.6.1.Convenience sampling method :**

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

### **3.6.2.SOURCES OF DATA:**

In this research, internal and external source of data are used. Collected raw materials through facts and figure of researcher's works. Collecting data from company records and document, these are all internal data and other data are external. In data collection, there are 2 types

➤ **Primary Data :**

It is a source of collecting data by first-hand information through observation, direct communication or personal interviews of respondent's . In this, questionnaire is used for conducting personal interviews and for collecting the data.

➤ **Secondary Data:**

It is collected from standard books, internal sources, magazines and newspapers and also collecting data from external and internal sources from the company annual reports, company additional profile and company internal website

### **3.6.3.STRUCTURE OF QUESTIONNAIRE:**

Questionnaire was divided into two sections. First part was designed to know the general information about people and the second part contained the respondent 's opinions about people engagement at **THE A STUDY DIGITAL TRANSFORMATION IN ONLINE BUSINESS**

- Basic Introduction
- Personal Details
- Research related Questions
- Perception Questions
- Likert Scaling Questions
- Suggestion Question

#### **3.6.4.SAMPLE SIZE**

The sample size for this research project is 100

#### **3.6.5.SAMPLE DESIGN**

It is a particular definite plan formulation before collecting the data from population. The research should select a particular sample. In sampling, there are 2 types probability sampling and non-probability sampling. In this research, only nonprobability sampling is used.

#### **3.6.6.SAMPLING**

- Sampling design : Non-probability sampling
- Sampling technique : convenience sampling
- Sample unit : people
- Sample size : 100 respondents

#### **3.6.7.PERIOD OF STUDY :**

The period of the study is to determine that research process is carried out for 3 month

#### **3.7.AREA OF THE STUDY:**

The targeted people are the involvement of **a digital transformation in online business**

##### **3.7.1.HYPOTHESIS:**

##### **HYPOTHESIS - 1**

- **H0:** There is no significant difference between the age of the people and their

digital transformations in online business

- **H1:** There is a significant difference between the age of the people and their digital transformations in online business

## **HYPOTHESIS - 2**

- **H0:** There is no significant difference in employee adoption rates of digital tools and processes between online businesses that have undergone digital transformation and those that have not.
- **H1:** Employee adoption of digital tools and processes is significantly higher in online businesses that have undergone digital transformation.

### **3.8.TOOLS FOR ANALYSIS:**

Questionnaire was created in order to receive the necessary response required from the sample to achieve the research objective. The tools used for this are

#### **3.8.1.PERCENTAGE ANALYSIS :**

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

#### **3.8.2.ANALYTICAL TOOLS(SPSS)**

Tool for testing the Hypothesis (SPSS)

- Anova
- Correlation

### **3.8.3.ANOVA TEST**

One-Way ANOVA ("analysis of variance") compares the means of two or more independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. One-Way ANOVA is a parametric test. This test is also known as: One-Factor ANOVA

### **3.8.4.CORRELATION**

Correlation analysis in research is a statistical method used to measure the strength of the linear relationship between two variables and compute their association.

### **3.8.5.PEARSON CORRELATION:**

The Pearson correlation coefficient ( $r$ ) is the most common way of measuring a linear correlation. It is a number between  $-1$  and  $1$  that measures the strength and direction of the relationship between two variables.

## CHAPTER 4

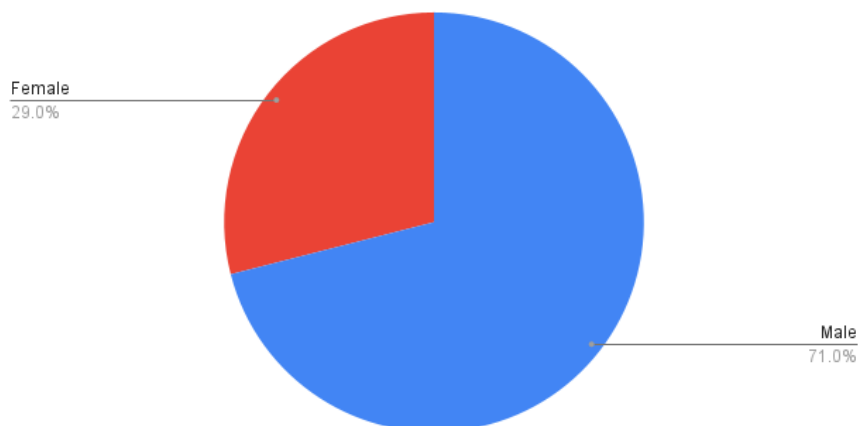
### DATA ANALYSIS AND INTERPRETATION

#### 4.1.PERCENTAGE ANALYSIS

##### 4.1.1.TABLE INDICATING THE GENDER OF RESPONDENT

| s.no  | Gender | no of Respondents | percentage analysis |
|-------|--------|-------------------|---------------------|
| 1     | male   | 71                | 71 %                |
| 2     | female | 29                | 29 %                |
| total |        | 100               | 100 %               |

Gender



#### INTERPRETATION :

From the above table it is interpreted that the gender of the respondents is male 71% and number of respondents in female are 29%

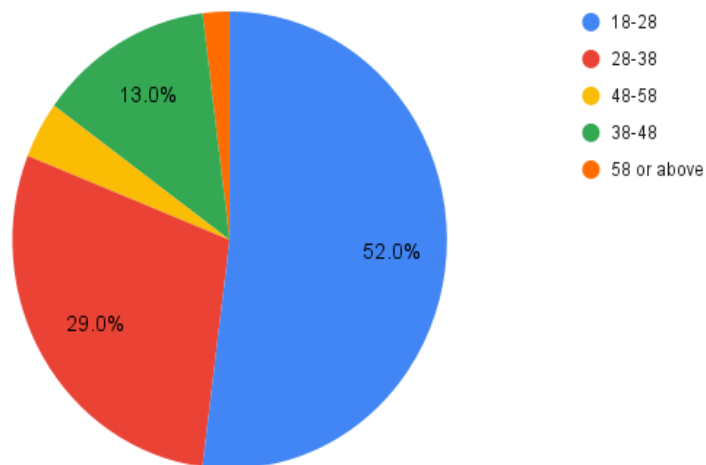
#### INFERENCE :

Majority 71% of the respondents are male.

#### 4.1.2.TABLE INDICATING THE AGE OF RESPONDENTS

| S.no  | Age          | No of Respondents | Percentage analysis |
|-------|--------------|-------------------|---------------------|
| 1     | 18-28        | 52                | 52%                 |
| 2     | 28-38        | 29                | 29%                 |
| 3     | 38-48        | 04                | 04%                 |
| 4     | 48-58        | 13                | 13%                 |
| 5     | 58 and above | 02                | 02%                 |
| Total |              | 100               | 100%                |

Count of Age



#### Interpretation

From the above table it is interpreted that the number of respondents 18-28 ages of respondents are 52%, between 28-38 age of respondents are 29%, between 38- 48 age of respondents 04%, between 48-58 age of respondents are 13%, and above58 ages of respondents are 02%

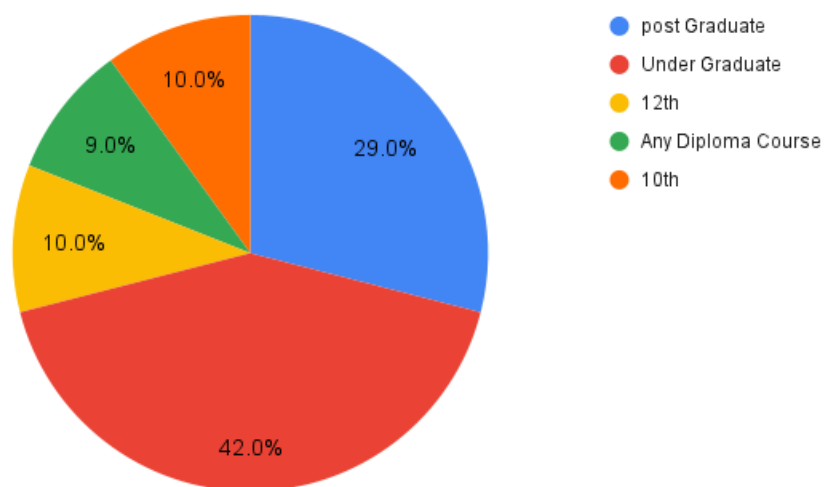
#### INFERENCE :

Majority 52 % of the respondents belong to the age group of 18-28 category.

#### 4.1.3.TABLE INDICATING THE EDUCATION QUALIFICATION OF RESPONDENTS:

| S.no  | Education qualification | No of Respondents | Percentage analysis |
|-------|-------------------------|-------------------|---------------------|
| 1     | 10th                    | 10                | 10%                 |
| 2     | 12th                    | 10                | 10%                 |
| 3     | Under graduate          | 42                | 42%                 |
| 4     | Post graduate           | 29                | 29%                 |
| 5     | Any Diploma Course      | 09                | 09%                 |
| Total |                         | 100               | 100%                |

Count of Education Level



#### INTERPRETATION:

From the above table it is interpreted that the number of respondents 10<sup>th</sup> of respondents are 10% 12<sup>th</sup> of respondents are 10%, and under graduate of respondents 42 %, post graduate of respondents are 29%, Any Diploma Course of respondents is 9%

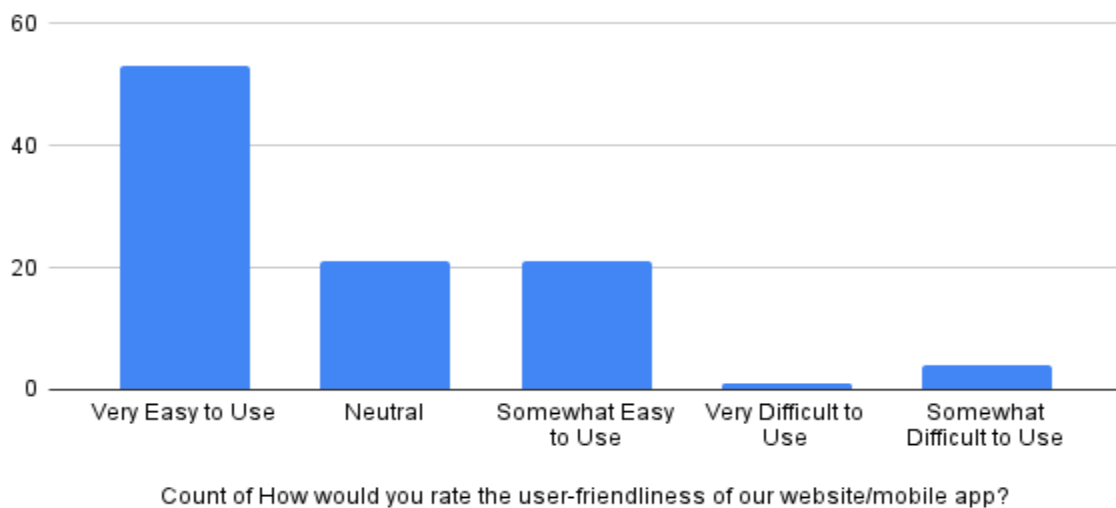
#### INFERENCE:

Majority 42% of the respondents belongs to UG educational qualification.

#### 4.1.4.TABLE INDICATING THE HOW WOULD YOU RATE THE USER-FRIENDLINESS OF OUR WEBSITE/MOBILE APP?

|                           | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------|-----------|---------|---------------|--------------------|
| Very Easy to Use          | 53        | 53      | 53            | 53                 |
| Somewhat Easy to Use      | 21        | 21      | 21            | 74                 |
| Neutral                   | 21        | 21      | 21            | 95                 |
| Somewhat Difficult to Use | 04        | 04      | 04            | 99                 |
| Very Difficult to Use     | 01        | 01      | 01            | 100                |
| Total                     | 100       | 100     | 100           |                    |

Count of How would you rate the user-friendliness of our website/mobile app?



#### INTERPRETATION:

From the above table it is interpreted that the number of respondents were is 53% Very Easy to Use 21% is Somewhat Easy to Use, 21% is Neutral, 04 % is senior management And 01% Very Difficult to Use

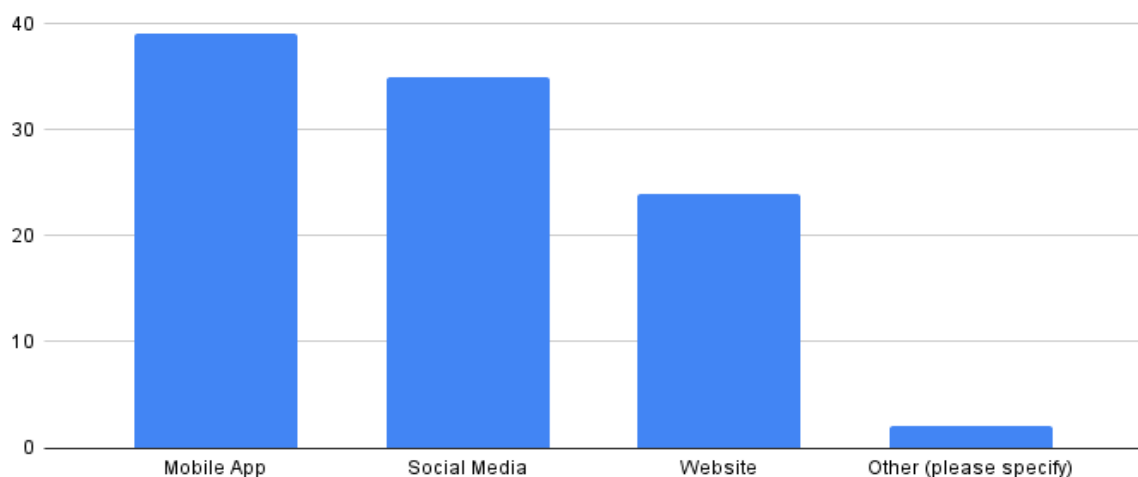
#### INFERENCE :

Majority 53% of the respondents from the Very Easy to Use.

**4.1.5.TABLE INDICATING THE WHICH DIGITAL CHANNELS DO YOU MOST FREQUENTLY USE TO INTERACT WITH OUR BUSINESS? (SELECT ALL THAT APPLY)**

|                        | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------|-----------|---------|---------------|--------------------|
| Website                | 24        | 24      | 24            | 24                 |
| Mobile App             | 39        | 39      | 39            | 63                 |
| Social Media           | 35        | 35      | 35            | 98                 |
| Other (please specify) | 02        | 02      | 02            | 100                |
| Total                  | 100       | 100     | 100           |                    |

Count of Which digital channels do you most frequently use to interact with our business? (Select all that apply)



Count of Which digital channels do you most frequently use to interact with our business? (Select all that apply)

**INTERPRETATION:**

From the above table it is interpreted that the number of respondents were 24% is website, 35% is social media, 39% is mobile app and 02 % is others

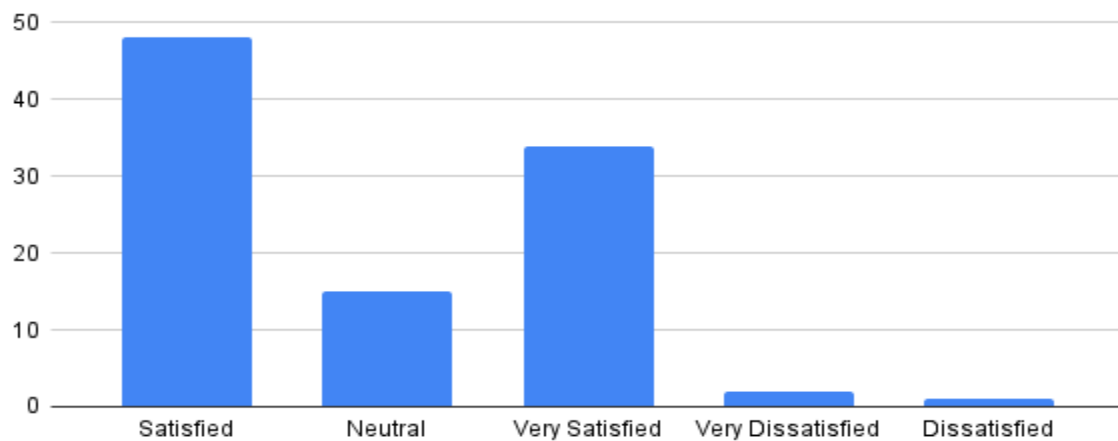
**INFERENCE :**

Majority 53% of the respondents from Mobile app

**4.1.6.TABLE INDICATING THE HOW SATISFIED ARE YOU WITH THE VARIETY OF DIGITAL CHANNELS AVAILABLE FOR ENGAGING WITH OUR BUSINESS?**

|                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Very Satisfied    | 34        | 34      | 34            | 34                 |
| Satisfied         | 48        | 48      | 48            | 82                 |
| Neutral           | 15        | 15      | 15            | 97                 |
| Dissatisfied      | 01        | 01      | 01            | 98                 |
| Very Dissatisfied | 02        | 02      | 02            | 100                |
| Total             | 100       | 100     | 100           |                    |

Count of How satisfied are you with the variety of digital channels available for engaging with our business?



Count of How satisfied are you with the variety of digital channels available for engaging with our

**INTERPRETATION:**

From the above table it is interpreted that the number of respondents were 34% is Very satisfied, 48% is satisfied, 15% is neutral ,01 % is dissatisfied and 01 % is dissatisfied

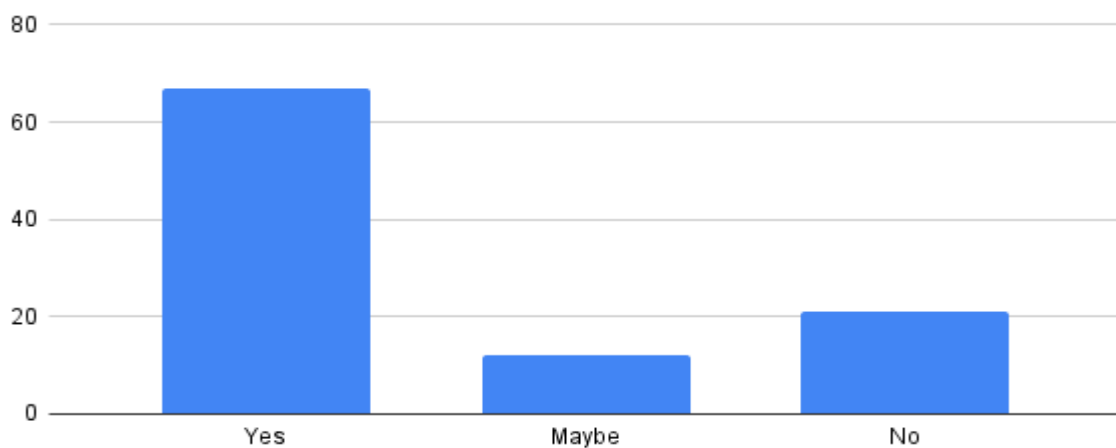
**INFERENCE :**

Majority 48% of the respondents from Very satisfied

**4.1.7.TABLE INDICATING THE HAVE YOU NOTICED ANY RECENT IMPROVEMENTS IN THE SPEED AND PERFORMANCE OF OUR ONLINE SERVICES?**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| yes   | 67        | 67      | 67            | 67                 |
| No    | 21        | 21      | 21            | 88                 |
| maybe | 12        | 12      | 12            | 100                |
| Total | 100       | 100     | 100           |                    |

Count of Have you noticed any recent improvements in the speed and performance of our online services?



Count of Have you noticed any recent improvements in the speed and performance of our online

**INTERPRETATION:**

From the above table it is interpreted that the number of respondents were 67% is yes, 21% is no and 12% maybe

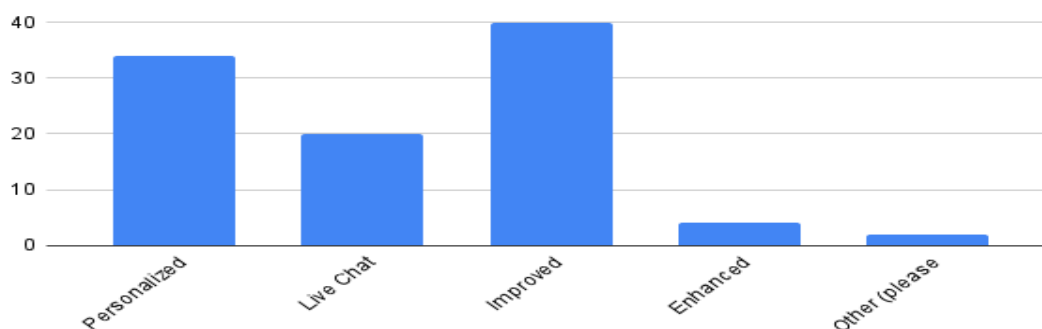
**INFERENCE :**

Majority 67% of the respondents from yes

**4.1.8.TABLE INDICATING THE ARE THERE ANY SPECIFIC FEATURES OR FUNCTIONALITIES YOU WOULD LIKE TO SEE ADDED OR ENHANCED ON OUR WEBSITE/MOBILE APP? (SELECT ALL THAT APPLY)**

|                               | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------------|-----------|---------|---------------|--------------------|
| Improved Search Functionality | 40        | 40      | 40            | 40                 |
| Personalized Recommendations  | 34        | 34      | 34            | 74                 |
| Live Chat Support             | 20        | 20      | 20            | 94                 |
| Enhanced Payment Options Very | 04        | 04      | 04            | 98                 |
| Other (please specify)        | 02        | 02      | 02            | 100                |
| Total                         | 100       | 100     | 100           |                    |

Count of Are there any specific features or functionalities you would like to see added or enhanced on our website/mobile



Count of Are there any specific features or functionalities you would like to see added or enhanced

**INTERPRETATION:**

From the above table it is interpreted that the number of respondents were 40% is Improved Search Functionality, 34% is Personalized Recommendations, 20% Live Chat Support ,04 % is Enhanced Payment Options and 02 % is Other (please specify)

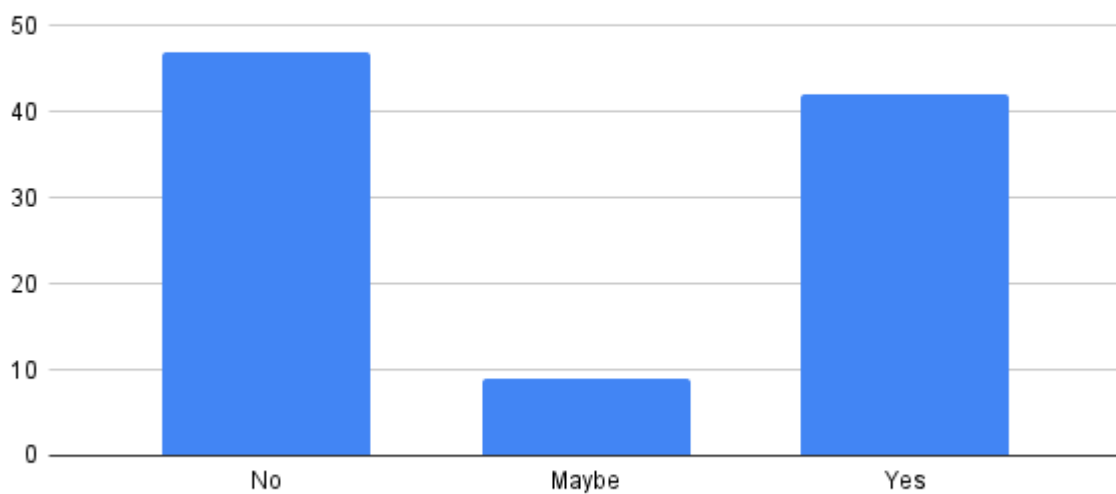
**INFERENCE :**

Majority 40% of the respondents from Improved Search Functionality

**4.1.9.TABLE INDICATING THE HAVE YOU ENCOUNTERED ANY DIFFICULTIES IN THE ONLINE PURCHASING PROCESS?**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| yes   | 42        | 42      | 42            | 42                 |
| No    | 48        | 48      | 48            | 90                 |
| maybe | 10        | 10      | 10            | 100                |
| Total | 100       | 100     | 100           |                    |

Count of Have you encountered any difficulties in the online purchasing process?



Count of Have you encountered any difficulties in the online purchasing process?

**INTERPRETATION:**

From the above table it is interpreted that the number of respondents were 42% is yes, 48% is no and 10% maybe

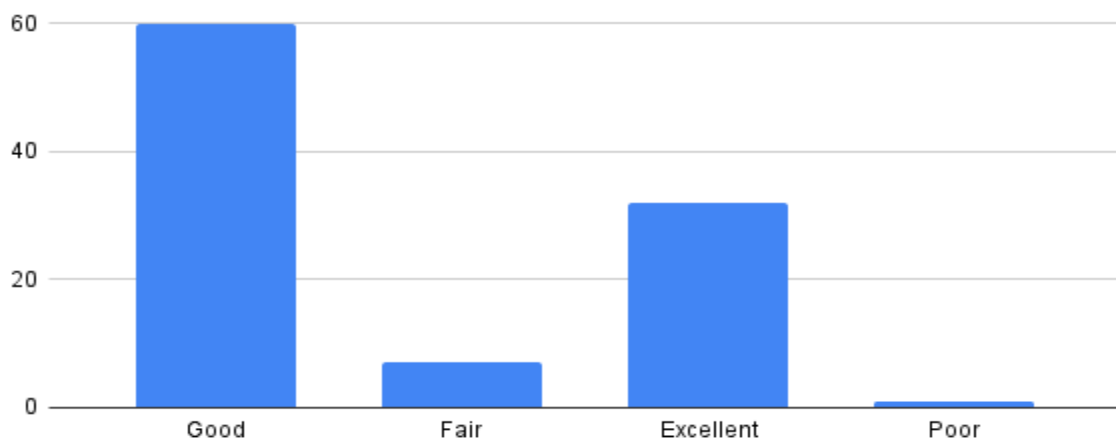
**INFERENCE :**

Majority 48% of the respondents from no

**4.1.10.TABLE INDICATING THE HOW DO YOU FEEL ABOUT THE ACCESSIBILITY AND RESPONSIVENESS OF OUR ONLINE PLATFORM ACROSS DIFFERENT DEVICES?**

|           | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Excellent | 32        | 32      | 32            | 32                 |
| good      | 60        | 60      | 60            | 92                 |
| fair      | 07        | 07      | 07            | 99                 |
| poor      | 01        | 01      | 01            | 100                |
| Total     | 100       | 100     | 100           |                    |

Count of How do you feel about the accessibility and responsiveness of our online platform across different devices?



Count of How do you feel about the accessibility and responsiveness of our online platform

**INTERPRETATION:**

From the above table it is interpreted that the number of respondents were 60% is Good, 32% is excellent, 07 is fair and 01% poor

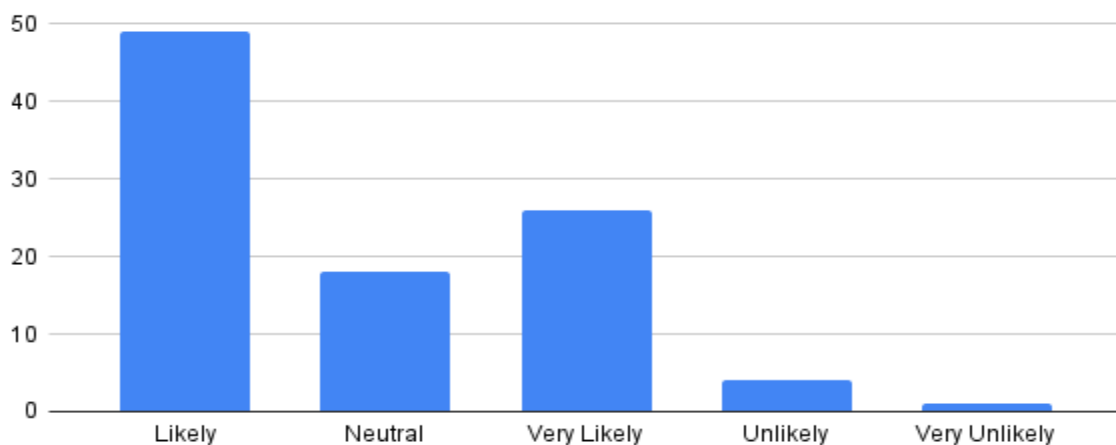
**INFERENCE :**

Majority 60% of the respondents from good

**4.1.11.TABLE INDICATING THE HOW LIKELY ARE YOU TO ENGAGE WITH OUR BRAND THROUGH OUR SOCIAL MEDIA CHANNELS OR OTHER DIGITAL TOUCHPOINTS?**

|               | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Very Likely   | 27        | 27      | 27            | 27                 |
| Likely        | 50        | 50      | 50            | 77                 |
| Neutral       | 18        | 18      | 18            | 95                 |
| Unlikely      | 04        | 04      | 04            | 99                 |
| Very Unlikely | 01        | 01      | 01            | 100                |
| Total         | 100       | 100     | 100           |                    |

Count of How likely are you to engage with our brand through our social media channels or other digital touchpoints?



Count of How likely are you to engage with our brand through our social media channels or other

**INTERPRETATION:**

From the above table it is interpreted that the number of respondents were 27% is Very likely , 50% is likely, 18% is neutral , 04% unlikely and 01% very unlikely

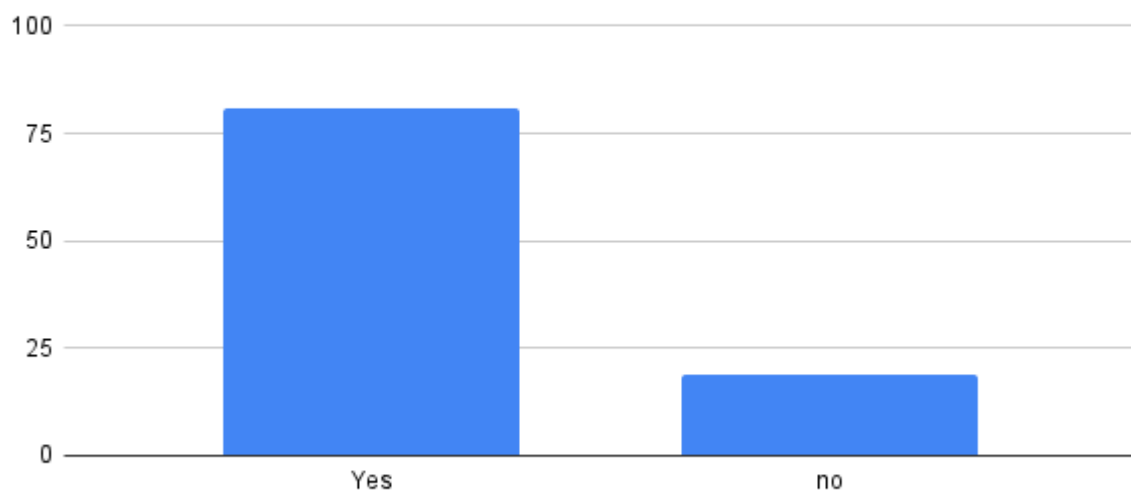
**INFERENCE :**

Majority 50% of the respondents from likely

**4.1.12.TABLE INDICATING THE HAVE YOU USED ANY PERSONALIZED FEATURES OR SERVICES ON OUR ONLINE PLATFORM? (E.G., PERSONALIZED PRODUCT RECOMMENDATIONS, CUSTOMIZED CONTENT)**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| yes   | 81        | 81      | 81            | 81                 |
| No    | 19        | 19      | 19            | 100                |
| Total | 100       | 100     | 100           |                    |

Count of Have you used any personalized features or services on our online platform? (e.g., personalized product



Count of Have you used any personalized features or services on our online platform? (e.g.,

**INTERPRETATION:**

From the above table it is interpreted that the number of respondents were 81% is Yes and 19% is no

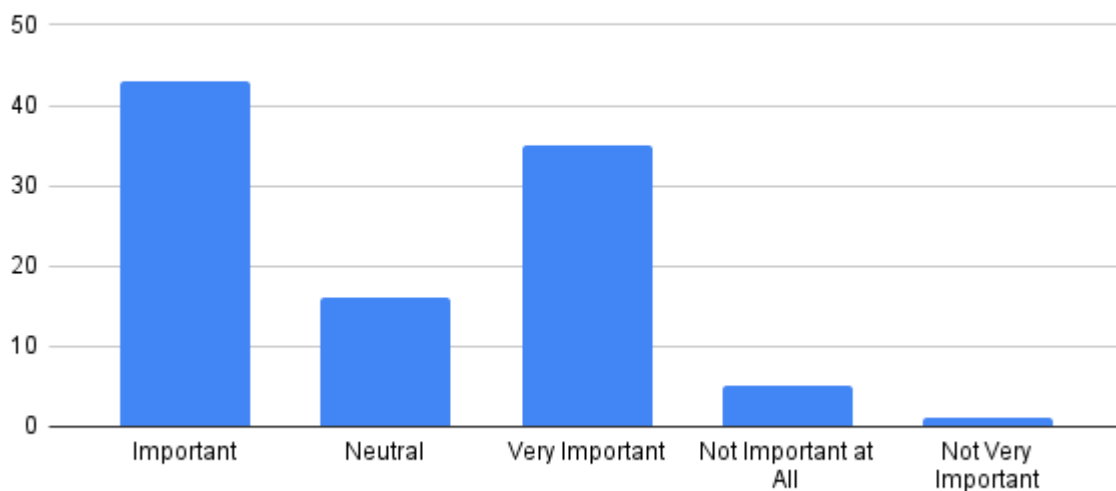
**INFERENCE :**

Majority 81% of the respondents from good

**4.1.13.TABLE INDICATING THE HOW IMPORTANT DO YOU THINK IT IS FOR BUSINESSES TO EMBRACE DIGITAL TRANSFORMATION TO BETTER SERVE THEIR CUSTOMERS?**

|                      | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|-----------|---------|---------------|--------------------|
| Very Important       | 35        | 35      | 35            | 35                 |
| Important            | 43        | 43      | 43            | 78                 |
| Neutral              | 16        | 16      | 16            | 94                 |
| Not Very Important   | 01        | 01      | 01            | 95                 |
| Not Important at All | 05        | 05      | 05            | 100                |
| Total                | 100       | 100     | 100           |                    |

**Count of How important do you think it is for businesses to embrace digital transformation to better serve their customers?**



Count of How important do you think it is for businesses to embrace digital transformation to

**INTERPRETATION:**

From the above table it is interpreted that the number of respondents were 35% is Very important , 43% is important, 16% is neutral , 01% Not Very important and 05% is Not important at all

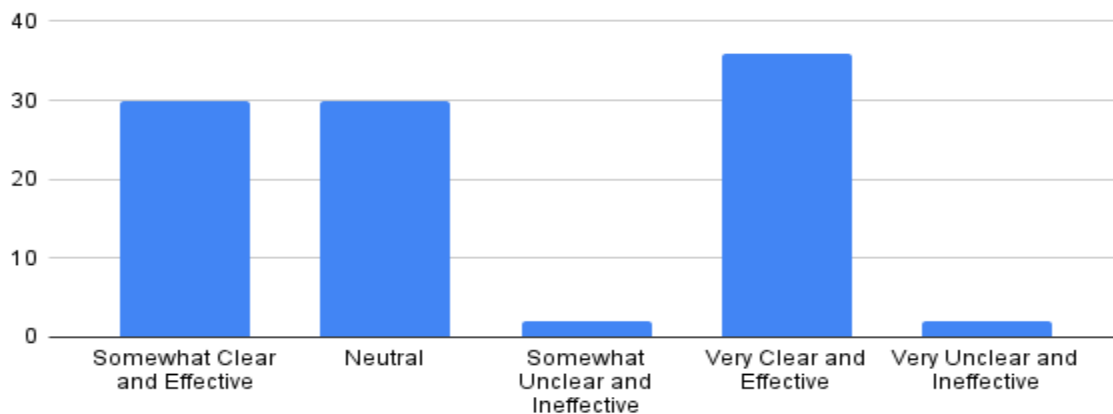
**INFERENCE :**

Majority 43% of the respondents from important

**4.1.14.TABLE INDICATING THE HOW WOULD YOU RATE THE CLARITY AND EFFECTIVENESS OF OUR ONLINE COMMUNICATIONS (E.G., EMAILS, NOTIFICATIONS)?**

|                                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------------------|-----------|---------|---------------|--------------------|
| Very Clear and Effective         | 36        | 36      | 36            | 36                 |
| Somewhat Clear and Effective     | 30        | 30      | 30            | 66                 |
| Neutral                          | 30        | 30      | 30            | 96                 |
| Somewhat Unclear and Ineffective | 02        | 02      | 02            | 98                 |
| Very Unclear and Ineffective     | 02        | 02      | 02            | 100                |
| Total                            | 100       | 100     | 100           |                    |

**Count of How would you rate the clarity and effectiveness of our online communications (e.g., emails, notifications)?**



Count of How would you rate the clarity and effectiveness of our online communications (e.g.,

**INTERPRETATION:**

From the above table it is interpreted that the number of respondents were 36% is Very Clear and Effective, 30% is Somewhat Clear and Effective, 30% is neutral , 02% Somewhat Unclear and Ineffective and 02% is Very Unclear and Ineffective

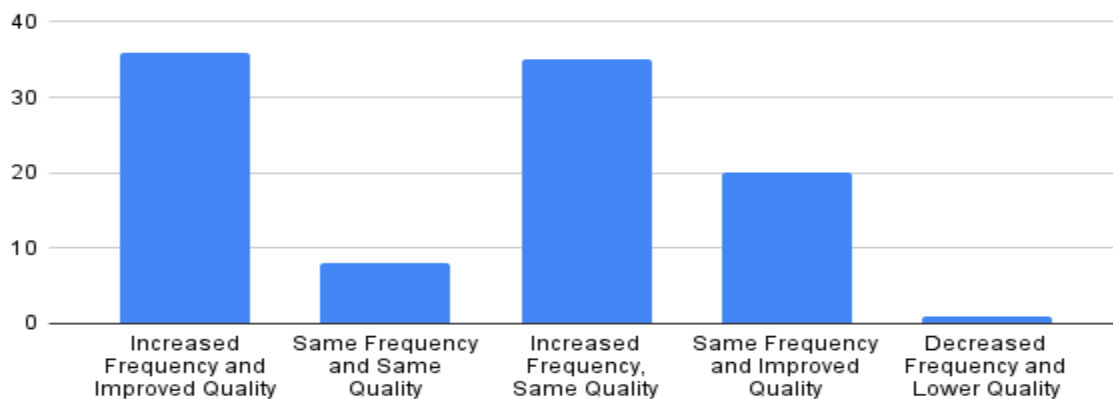
**INFERENCE :**

Majority 36% of the respondents from Very Clear and Effective

**4.1.15.TABLE INDICATING THE HAVE YOU NOTICED ANY CHANGES IN THE FREQUENCY OR QUALITY OF OUR DIGITAL COMMUNICATIONS IN THE PAST SIX MONTHS?**

|                                          | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------------------------|-----------|---------|---------------|--------------------|
| Increased Frequency and Improved Quality | 36        | 36      | 36            | 36                 |
| Increased Frequency, Same Quality        | 35        | 35      | 35            | 71                 |
| Same Frequency and Improved Quality      | 20        | 20      | 20            | 91                 |
| Same Frequency and Same Quality          | 08        | 08      | 08            | 99                 |
| Decreased Frequency and Lower Quality    | 01        | 01      | 01            | 100                |
| Total                                    | 100       | 100     | 100           |                    |

**Count of Have you noticed any changes in the frequency or quality of our digital communications in the past six months?**



Count of Have you noticed any changes in the frequency or quality of our digital communications in

**INTERPRETATION:**

From the above table it is interpreted that the number of respondents were 36% is Increased Frequency and Improved Quality, 35% is Increased Frequency, Same Quality, 20% is Same Frequency and Improved Quality, 08% is Same Frequency and Same Quality and 01% is Decreased Frequency and Lower Quality

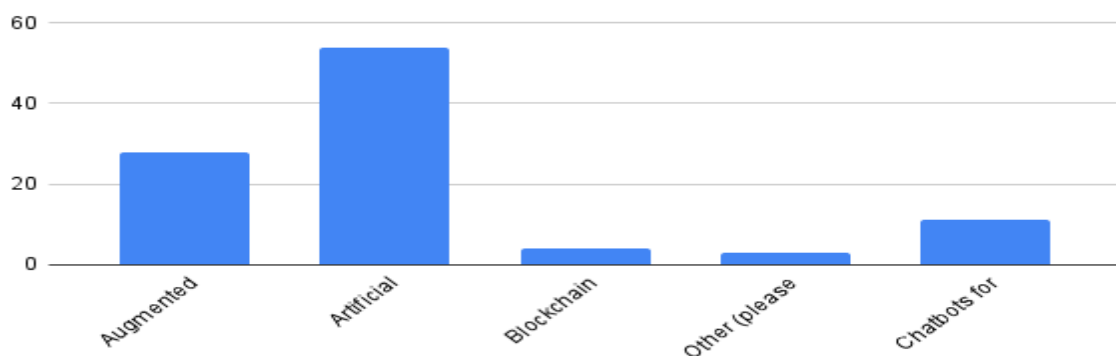
**INFERENCE :**

Majority 36% of the respondents from Increased Frequency and Improved Quality

**4.1.16.TABLE INDICATING THE WHICH OF THE FOLLOWING TECHNOLOGIES OR FEATURES DO YOU BELIEVE WOULD ENHANCE YOUR ONLINE EXPERIENCE WITH OUR BRAND? (SELECT ALL THAT APPLY)**

|                                                          | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------------------------------------------|-----------|---------|---------------|--------------------|
| Artificial Intelligence for Personalized Recommendations | 54        | 54      | 54            | 54                 |
| Augmented Reality/Virtual Reality Experiences            | 28        | 28      | 28            | 82                 |
| Chatbots for Customer Support                            | 11        | 11      | 11            | 93                 |
| Blockchain Technology for Security and Transparency      | 04        | 04      | 04            | 97                 |
| Other (please specify)                                   | 03        | 03      | 03            | 100                |
| Total                                                    | 100       | 100     | 100           |                    |

Count of Which of the following technologies or features do you believe would enhance your online experience with our brand?



Count of Which of the following technologies or features do you believe would enhance your online

**INTERPRETATION:**

From the above table it is interpreted that the number of respondents were 54% is Artificial Intelligence for Personalized Recommendations, 28% is Augmented Reality/Virtual Reality Experiences, 11% is Chatbots for Customer Support, 04% is Blockchain Technology for Security and Transparency and 03% is Other (please specify)Frequency and Lower Quality

**INFERENCE :**

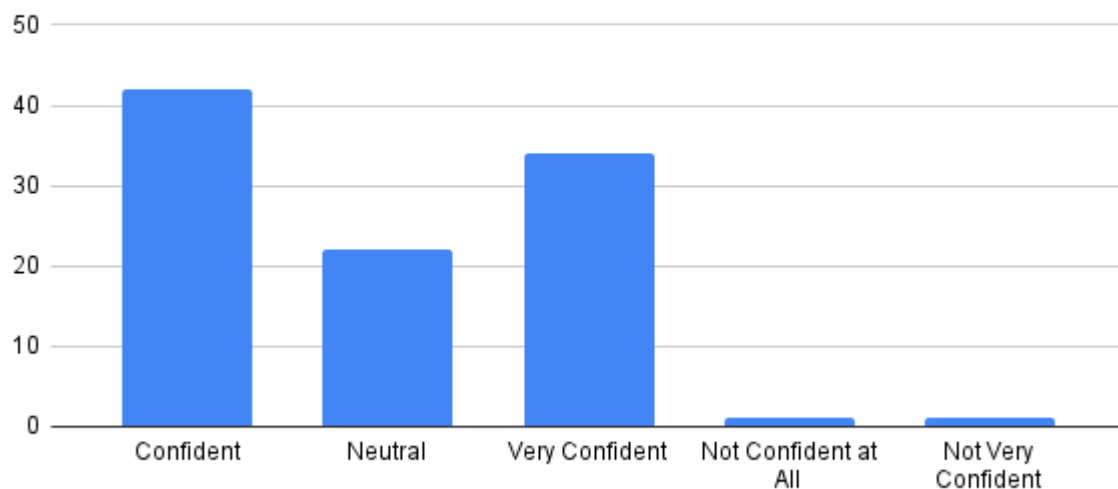
Majority 54% of the respondents from Artificial Intelligence for Personalized

## Recommendations

### 4.1.17.TABLE INDICATING THE HOW CONFIDENT ARE YOU IN THE SECURITY MEASURES IN PLACE FOR PROTECTING YOUR DATA ON OUR ONLINE PLATFORM?

|                      | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|-----------|---------|---------------|--------------------|
| Very Confident       | 34        | 34      | 34            | 34                 |
| Confident            | 42        | 42      | 42            | 76                 |
| Neutral              | 22        | 22      | 22            | 98                 |
| Not Very Confident   | 01        | 01      | 01            | 99                 |
| Not Confident at All | 01        | 01      | 01            | 100                |
| Total                | 100       | 100     | 100           |                    |

#### Count of How confident are you in the security measures in place for protecting your data on our online platform?



Count of How confident are you in the security measures in place for protecting your data on our

#### INTERPRETATION:

From the above table it is interpreted that the number of respondents were 34% is Very Confident, 42% is Confident, 22% is Neutral, 01% is Not Very Confident and 01% is Not Confident at All

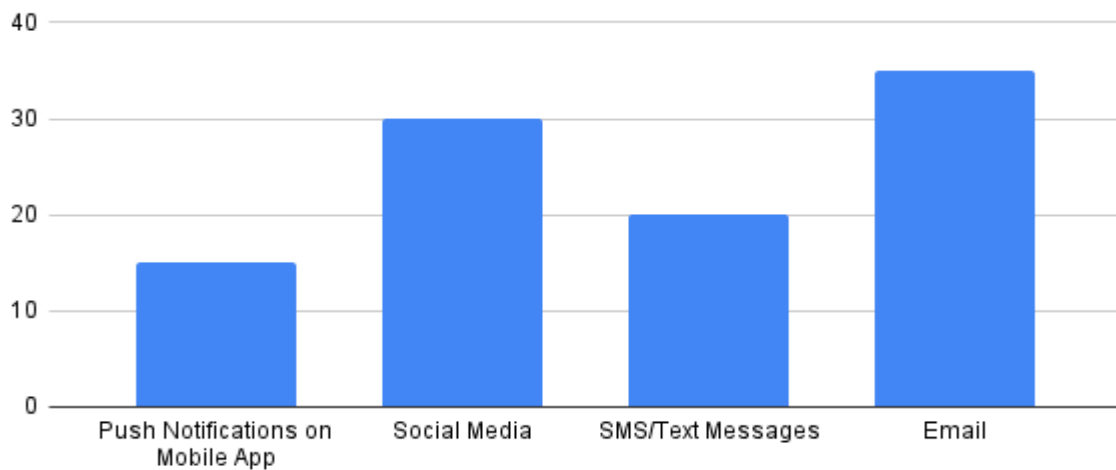
#### INFERENCE :

Majority 54% of the respondents from Confident

**4.1.18.TABLE INDICATING THE HOW DO YOU PREFER TO RECEIVE UPDATES AND PROMOTIONS FROM US?**

|                                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------------------|-----------|---------|---------------|--------------------|
| Email                            | 35        | 35      | 35            | 35                 |
| SMS/Text Messages                | 20        | 20      | 20            | 55                 |
| Push Notifications on Mobile App | 15        | 15      | 15            | 70                 |
| Social Media                     | 30        | 30      | 30            | 100                |
| Other (please specify)           | 00        | 00      | 00            | 100                |
| Total                            | 100       | 100     | 100           |                    |

**Count of How do you prefer to receive updates and promotions from us?**



Count of How do you prefer to receive updates and promotions from us?

**INTERPRETATION:**

From the above table it is interpreted that the number of respondents were 35% is Email, 20% is SMS/Text Messages, 15% is Push Notifications on Mobile App and 30% Social Media

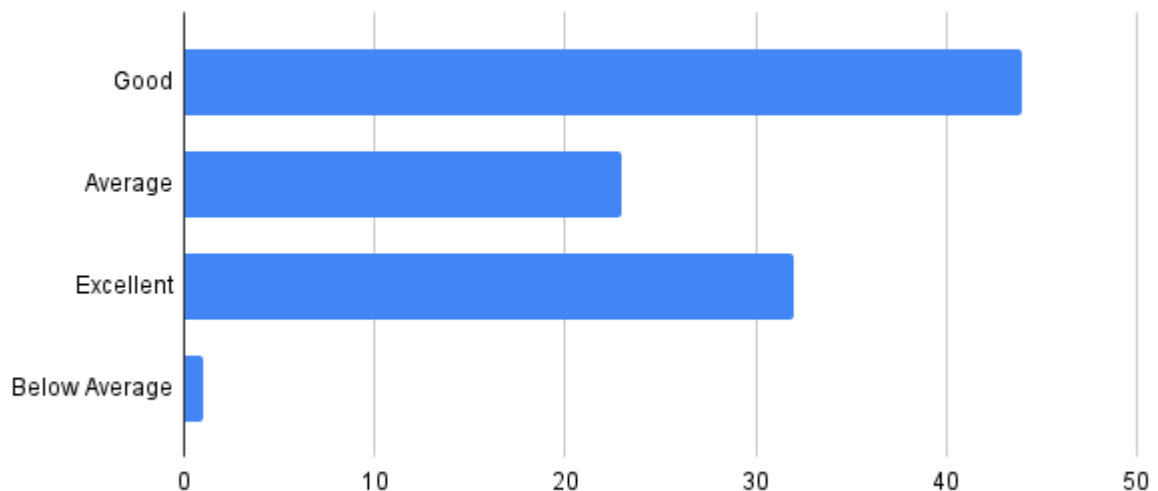
**INFERENCE :**

Majority 35% of the respondents from Email

**4.1.19.TABLE INDICATING THE HOW WOULD YOU RATE THE OVERALL VALUE YOU RECEIVE FROM OUR ONLINE PLATFORM, CONSIDERING FACTORS LIKE CONVENIENCE, SELECTION, AND PRICING?**

|               | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Excellent     | 32        | 32      | 32            | 32                 |
| Good          | 44        | 44      | 44            | 76                 |
| average       | 23        | 23      | 23            | 99                 |
| Below Average | 01        | 01      | 01            | 100                |
| Poor          | 00        | 00      | 00            | 100                |
| Total         | 100       | 100     | 100           |                    |

Count of How would you rate the overall value you receive from our online platform, considering factors like convenience,



Count of How would you rate the overall value you receive from our online platform,

**INTERPRETATION:**

From the above table it is interpreted that the number of respondents were 32% is Excellent, 44% is Good , 23% is Average and 01% Below Average

**INFERENCE :**

Majority 44% of the respondents from Good

## HYPOTHESIS - 1 :

H0 : There is no significant difference between the age of the people

H1 : There is a significant difference between the age of the people

### 4.2.Anova

| ANOVA          |                |     |             |      |      |
|----------------|----------------|-----|-------------|------|------|
| AGE            |                |     |             |      |      |
|                | Sum of Squares | d f | Mean Square | F    | Sig. |
| Between Groups | 2.439          | 3   | .610        | .626 | .295 |
| Within Groups  | 94.2           | 97  | .649        |      |      |
| Total          | 96.64          | 150 |             |      |      |

### INTERPRETATION

The p value is 0.295 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted. And H1 is rejected

### INFERENCE:

Therefore, there is a no significant difference between the age

### 4.3.CORRELATIONS

|                                                        |                     | AGE   |
|--------------------------------------------------------|---------------------|-------|
| AGE                                                    | Pearson Correlation | 1     |
|                                                        | Sig. (2-tailed)     |       |
|                                                        | N                   | 100   |
| Do you see a path for people<br>Digital transformation | Pearson Correlation | -.041 |
|                                                        | Sig. (2-tailed)     | .301  |
|                                                        | N                   | 100   |

## **INTERPRETATION**

The p value is -0.62 which is less than the significance value (0.05) hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between the age

## CHAPTER 5

### FINDINGS, SUGGESTIONS AND CONCLUSION

#### 5.1.FINDINGS:

- Majority 71% of the respondents are male
- Majority 52 % of the respondents belong to the age group of 18-28 category.
- Majority 42% of the respondents belongs to UG educational qualification
- Majority 53% of the respondents from the Very Easy to Use
- Majority 53% of the respondents from Mobile app
- Majority 48% of the respondents from Very satisfied
- Majority 67% of the respondents from yes
- Majority 40% of the respondents from Improved Search Functionality
- Majority 48% of the respondents from no
- Majority 60% of the respondents from good
- Majority 50% of the respondents from likely
- Majority 81% of the respondents from good
- Majority 43% of the respondents from important
- Majority 36% of the respondents from Very Clear and Effective
- Majority 36% of the respondents from Increased Frequency and Improved Quality
- Majority 54% of the respondents from Artificial Intelligence for Personalized Recommendations
- Majority 54% of the respondents from Confident
- Majority 35% of the respondents from Email
- Majority 44% of the respondents from Good
- Therefore, there is a no significant difference between the age
- The p value is -0.62 which is less than the significance value (0.05) hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between the age

## **5.2.SUGGESTIONS:**

- Employ stratified random sampling to ensure representation across different segments of the online business landscape.
- Develop a structured survey to collect quantitative data on digital transformation practices, adoption rates, and performance metrics.
- Conduct semi-structured interviews with a subset of survey participants to gain deeper insights into experiences, challenges, and success stories.
- Assess the success of digital transformation, incorporating metrics like increased online revenue, customer satisfaction, and agility.
- Use statistical methods (descriptive statistics, regression analysis) to analyze survey data and identify trends.
- Ensure reliability through careful survey design, rigorous data collection processes, and inter-coder reliability checks for qualitative analysis.

## **5.3.CONCLUSION:**

- The integration of digital technologies has demonstrated a notable enhancement in the overall customer experience within online businesses. From streamlined navigation to personalized recommendations, digital transformation has enabled businesses to create more engaging and customer-centric online journeys.
- Businesses that successfully implement digital transformation strategies have experienced improvements in operational efficiency and are more likely to introduce innovative products or services. The adoption of automation, data analytics, and emerging technologies has streamlined internal processes, fostering a culture of innovation and adaptability.
- The study highlights the critical role of employees in the success of digital transformation. Businesses that invest in employee training and foster a digital-ready workforce are better positioned to leverage the full potential of digital tools and technologies.
- While the benefits of digital transformation are evident, challenges and barriers persist. Issues such as resistance to change, integration complexities, and cybersecurity risks require strategic solutions. Organizations must address

these challenges proactively to ensure a smooth and successful digital transformation journey.

- Digital transformation is not a one-time event but a continuous process of adaptation and evolution. Businesses must remain agile, anticipating and responding to emerging technologies, changing consumer expectations, and evolving regulatory landscapes.
- An intriguing finding is the growing intersection of digital transformation and sustainability. Successful businesses are integrating sustainable practices into their digital initiatives, aligning with corporate social responsibility goals and meeting the expectations of environmentally conscious consumers.

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## **ONLINE SOURCES:**

1. <https://unstats.un.org/home/>
2. <https://www.britannica.com/topic/Brundtland-Report>
3. <https://www.un.org/en/un75/impact-digital-technologies>
4. <https://www.wired.com/story/what-is-the-metaverse/>
5. <https://financesonline.com/digital-transformation-statistics/>
6. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7306967/>
7. <https://hospitalityinsights.ehl.edu/what-next-digital-transformation>
8. <https://www.ispionline.it/it/pubblicazione/how-does-digital-transformationchange-g>

**ANNEXURE – QUESTIONNAIRE**

**A STUDY ON DIGITAL TRANSFORMATION IN**

**ONLINE BUSINESS**

1. E.mail
2. Name
3. Age
  - 18-28
  - 28-38
  - 38-48
  - 48-58
  - 58 or above
4. Gender
  - Male
  - Female
  - Prefer not to say
5. Education Level
  - 10<sup>th</sup>
  - 12<sup>th</sup>
  - Under Graduate
  - post Graduate
  - Any Diploma Course
6. How would you rate the user-friendliness of our website/mobile app?
  - Very Easy to Use
  - Somewhat Easy to Use
  - Neutral
  - Somewhat Difficult to Use
  - Very Difficult to Use

7. Which digital channels do you most frequently use to interact with our business?  
(Select all that apply)

- ☐ Website
- ☐ Mobile App
- ☐ Social Media
- ☐ Other (please specify)

8. How satisfied are you with the variety of digital channels available for engaging with our business?

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very Dissatisfied

9. have you noticed any recent improvements in the speed and performance of our online services?

- ☐ Yes
- ☐ No
- ☐ Maybe

10. Are there any specific features or functionalities you would like to see added or enhanced on our website/mobile app? (Select all that apply)

- ☐ improved Search Functionality
- ☐ Personalized Recommendations
- ☐ Live Chat Support
- ☐ Enhanced Payment Options
- ☐ Other (please specify)

11. Have you encountered any difficulties in the online purchasing process

- ☐ Yes
- ☐ No
- ☐ Maybe

12. How do you feel about the accessibility and responsiveness of our online platform across different devices

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor

13. How likely are you to engage with our brand through our social media channels or other digital touchpoints

- ☐ Very Likely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very Unlikely

14. Have you used any personalized features or services on our online platform? (e.g., personalized product recommendations, customized content)

- ☐ Yes
- ☐ No

15. How important do you think it is for businesses to embrace digital transformation to better serve their customers

- ☐ Very Important
- ☐ Important
- ☐ Neutral
- ☐ Not Very Important
- ☐ Not Important at All

16. How would you rate the clarity and effectiveness of our online communications (e.g., emails, notifications)

- ☐ Very Clear and Effective
- ☐ Somewhat Clear and Effective
- ☐ Neutral
- ☐ Somewhat Unclear and Ineffective
- ☐ Very Unclear and Ineffective

17. Have you noticed any changes in the frequency or quality of our digital communications in the past six months

- ☐ Increased Frequency and Improved Quality
- ☐ Increased Frequency, Same Quality
- ☐ Same Frequency and Improved Quality
- ☐ Same Frequency and Same Quality
- ☐ Decreased Frequency and Lower Quality

18. Which of the following technologies or features do you believe would enhance your online experience with our brand? (Select all that apply)

- ☐ Artificial Intelligence for Personalized Recommendations
- ☐ Augmented Reality/Virtual Reality Experiences
- ☐ Chatbots for Customer Support
- ☐ Blockchain Technology for Security and Transparency

19. How confident are you in the security measures in place for protecting your data on our online platform

- ☐ Very Confident
- ☐ Confident
- ☐ Neutral
- ☐ Not Very Confident
- ☐ Not Confident at All
- ☐ Other (please specify)

20. How do you prefer to receive updates and promotions from us?

- ☐ Email
- ☐ SMS/Text Messages
- ☐ Push Notifications on MobileApp
- ☐ Social Media
- ☐ Other (please specify)

21. How would you rate the overall value you receive from our online platform, considering factors like convenience, selection, and pricing?

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Below Average
- ☐ Poor