

## DIGITAL TRANSFORMATION CHANGES IN THE PRODUCER CONSUMER RELATIONSHIP

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### ABSTRACT

*The goal of this article is to look at how the increasing usage of digital technology has changed the producer consumer relationship. The goal of this research is to determine how this connection is fundamentally changing, as well as the role of digital technology in this shift. As a result, we provide a current state-of-the-art assessment of information systems and management literature utilizing grounded theory analytical methods. The findings of our research show that digital density, digital interconnectivity, and consumer-centricity are significant drivers of shifts in the producer–consumer connection. Our research provides with ramifications for information technology and business managers, giving them ideas on how to cope with this issue, given the increasing importance of digital technologies in both society and organizations. Finally, our research establishes a foundation for future multidisciplinary research in this area.*

**KEYWORDS:** *Consumer, Digital Transformation, Digitalization, Producer–consumer, Relationship.*

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