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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.*

1. INTRODUCTION

Many areas of our social and economic life are undergoing substantial and unexpected changes as a result of recent developments in digital technology. Digital technologies, including such social media, mobile devices, analytics, and cloud computing, are regarded to be a mix of information, processing, communications, and connection technologies. These consumer-driven technologies have been ingrained in every office and household, profoundly altering the way we interact, consume, and create. Given the rate at which digital tools are growing, the world is projected to have 20 billion linked gadgets by 2015; this, of course, has an effect on how consumers interact with information and, as a result, producers. Consumers are defined as individuals who utilize a product or service, while producers are defined as organizations that create or provide goods or services for sale. The producer–consumer connection is described as "an exchange relationship in which each side exchanges one kind of value for another".

Consumers may participate to innovations that will make their way into the business world by not only knowing what is accessible in the market exact pricing and characteristics of available products but also by contributing to innovations that will find their way into the modern corporate world. Traditional companies, such as banks and the automobile sector, are being compelled to adapt to such changes in customer behavior, and are concentrating on digital efforts to better meet shifting consumer demands(1). Volvo Vehicles Corporation, for example, is concentrating on mobility technology (e.g., linked cars), social media, and smart embedded devices to create a more direct connection with the end customer and enhance the customer

experience. Despite the fact that many companies are utilizing digital devices to enhance client interactions, they are still failing to use them to increase consumer engagement and value. Furthermore, digital efforts are often ineffective because companies have insufficient understanding of the changing dynamics of customer demands and behavior in the digital world.

As a result, in order to improve interactions and value exchange, a better knowledge of the changes in the producer–consumer relationship is critical. Shifts in society and businesses as a result of increased usage of digital technology are seen to be the driving force behind the phenomenon known as digital transformation(2). The Current State of Digital Transformation. An in-depth examination of the publications was conducted to see how the writers described digital transformation. The definition, features, causes, effects, and changed regions as defined by the authors were identified using retrieved publications. A concept centered matrix was created to keep track of the many variables for each construct as they were discovered. Despite the fact that a lot of work is being done in this area, this study shows that research in this field is still in its early stages. There are signs of a developing literary landscape, as well as a lack of comprehension of the phenomena. Throughout this search, we came across a few literature review articles on digital transformation. As a result, we advocate for the expansion of literature that explains and articulates the phenomena of digital transformation, including what it is, how it behaves, what drives it, what effects it has, and where those impacts are felt.

We think that a strong foundation is needed for this phenomena. A thorough literature study is conducted to this aim, and an idea centered matrix is created. A more comprehensive and broad definition is created using this matrix. The terms included in this thorough definition of digital transformation are discussed, as well as possibilities for future study. Digital Transformation's Defining Characteristic(s): The term "evolutionary process" refers to the fact that digital transformation is a long-term process. While digitalization has been referred to as a radical change rather than an evolution development, we presume that an evolutionary process is a more inclusive term that captures the fact that digital transformation evolves over time and that the impacts of this evolvement brought about a drastic change in the organization. Information devices, as major drivers of digital transformation, are also changing by their very nature. While previous types of digital transition included the implementation of laptop systems and transaction processing, today's digital transformation focuses on the acceptance and use of emerging technologies, which are inherently changing. Digital Transformation Motorists: Digital Capabilities states that in order to succeed in a digital transformation path, businesses must have a digital skill set, mindset, and culture.

To get the greatest digital transformation outcomes, we believe that appropriate skill sets and culture - digital capabilities - should be combined with digital technology. The absence of a unified definition and basic components of the literature remains a significant problem. Many current studies see digital transformation as something quite different. For example, although some writers consider a minor technology-enabled shift such as the implementation of a new ERP System to constitute digital transformation, others think it is a more radical and progressive process that occurs over time. Some academics link digitalization to business models and strategy, while others see it as a paradigm or a process. Many current studies see digital transformation as something quite different. For example, although some writers consider a minor technology-enabled shift such as the implementation of a new ERP System to constitute digital transformation, others think it is a more radical and evolutionary process that occurs over time. The application of new digital technology to achieve substantial business advances is known as digital transformation. Prior information systems (IS) research on digital

transformation has mostly focused on managerial problems, with the goal of assisting both technology and non-technology companies in creating differentiated business value in the digital environment(3).

1.1 Theoretical Background: Technology-Driven Transformation:

People's engagements with digital goods are shifting away from assessing performance and toward studying experience. This shift is due in part to greater connection, mobility, and domestication of digital goods and services, which reflects the growing importance of digital devices in problems of lifestyle and how individuals choose to express themselves. Daily artifacts with embedded computer capabilities (e.g., mobile goods and services) offer digitally mediated experiences embodied in everyday activities(4). Computing via such technologies is often not a user's main focus; rather, computing occurs on the outskirts of daily activities like jogging, driving, and talking. Digital technologies have elevated social life from the present moment, separating time and place and altering how people live, interact, work, and consume.

Utilizing the following criteria to describe technology-driven change in organizational contexts: "By redefining company capabilities and/or (internal or external) business processes and connections, it significantly alters conventional methods of conducting business." It may include strategic acquisitions in order to gain new skills or enter a new market. It exemplifies the use of information technology to significantly alter how activities are performed, and it is regarded as a critical step in allowing the company to compete in new markets, service new consumers, and gain significant competitive advantage by doing things differently. The development of process virtualized concept, which explains the shift from a physically to a virtual process in which the physical contact between people and/or things has been removed, paid special emphasis to the component of transformation in processes (e.g., electronic commerce, online distance learning, online banking) Process virtualization is similar to the phenome- none of digitization, which is the technical process of converting analog signals to digital ones. Digitalization, on the other hand, is defined as "a sociotechnical application process digitizing methods to wider social and institutional settings that renders digital technology infrastructure." In addition, the phenomenon of digitalization has recently been considered in the context of digital transformation in imposed managerial literature(5).

2. REVIEW OF LITERATURE

Gebayew et al. discussed the inclusion of digital technology into all aspects of a business, fundamentally altering how you perform and provide value to customers, is known as digital transformation. It has an effect on business models, operating procedures, and the customer experience, among other things. Furthermore, as the digital transformation has spread to all aspects of business, some sectors have a better chance of developing more scenarios in the future than others. The primary goal of this paper is to provide a comprehensive review of the literature on digital transformation from a previous study to the last five years. In order to meet their objectives, organizations should adapt their business plans or policies to a new digital business model, according to the findings. This is most evident when operation and process management are used. It was difficult to identify all of the opportunities and challenges of digital transformation in this study, but these issues also occurred in the previous study(6–10).

Nonprofit organizations (NPOs) are critical to the quality of life in many communities, according to Nahrkhalaji et al., not only because of the valuable services and social impact they provide, but also because of the positive economic impact they have on local communities. NPOs, like

for-profits, must innovate in response to changing customer demands and lifestyles, as well as take advantage of opportunities provided by technology and shifting marketplaces, structures, and dynamics. In order to be a differentiator in today's highly competitive environment, digitalization is required to fuel NPO innovative thinking. In this paper, we first conduct a review to identify the challenges of digital transformation, and then we look at some of the difficulties that the nonprofit sector faces when implementing digital transformation projects(11–15).

Zaoui et al. conducted research on because it changes customer relationships, internal processes, and value creation, digital transformation is a worldwide topical issue of critical importance for all companies in all sectors. The stakeholders in this transformation are most concerned with defining a vision and roadmap that will guide them forward. So, how can businesses drive digital transformation successfully? In this respect, the paper's goal is to assist businesses in their digital transformation journeys by launching a reflection on digital transformation processes that employs a literature study to better grasp the idea and discover several digital transformation roadmap alternatives. Pre-selecting articles based on a number of keywords related to digital transformation processes is the method used in this study. Finding and analyzing scientific and white papers that offer a clear and exploitable digital transformation method. Identifying the processes required to digitally change a business and categorizing them into stages on which we may build a digital transformation plan. This study enabled for the strategic nature of the digital transformation to be highlighted, as well as the multidimensional reach of it to be grasped. The goal is to encourage discussion on how to digitize a company and to supplement our vision with current roadmaps in order to provide an alternative to digital transformation(16–20).

Morakanyane et al. discussed on Digital Transformation has piqued the interest of academics and practitioners alike. While there is evidence of a lack of general awareness of this notion, extant literature shows increased levels of academic interest in the subject and how corporate executives have participated in digital transformation initiatives. The basic ideas of digital transformation do not have an united perspective in both study and practice. We show how a comprehensive literature study was used to conceptualize this phenomena in this respect. We explain the latest state of the art literary works of the concept by describing it in terms of what it is, the characteristics, drivers, impacts, as well as changed areas, using a theory centric framework. There are inconsistencies in the definition as well as other factors that have been identified. We argue for the rapprochement of the literature and suggest a new overall and inclusive digital transformation definition in order to provide a more understandable approach to understanding this phenomenon. Additional research avenues for digital changes to business associations are also discussed(21–25).

3. DISCUSSION

The report Components of Digital Transformation: Digital Capabilities states that in order to succeed in a digital transformation path, businesses must have a digital skill set, mindset, and culture. To get the greatest digital transformation outcomes, we believe that appropriate skill sets and culture - digital capabilities - should be combined with digital technology. With the increasing importance of digital technologies in both society and business, our research has a number of practical implications for assisting businesses in determining the source of changes in the producer–consumer relationship and developing strategies to better deal with the digital consumer. Empowered customers may have a significant effect on an organization's image, therefore both technology and nontechnology companies must be prepared to react to and

welcome them. Business and IT executives must recognize that the more empowered customers are, the higher the amount that technology-enabled goods and services can create for both consumers and businesses. We also provide a few recommendations for further study. In order to experimentally evaluate our suggested paradigm, further empirical research is needed.

As a result, a case-study examination of changes in the producer–consumer interaction in both technology and non-technology companies would be suggested. Consumers are also taking a more active part in co-production, co-creation, and issue resolution, according to our research. Overall, it reminds us of the debate about "prosumers."The report Components of Digital Transformation: Digital Capabilities states that in order to succeed in a digital transformation path, businesses must have a digital skill set, mindset, and culture. To get the greatest digital transformation outcomes, we believe that appropriate skill sets and culture - digital capabilities - should be combined with digital technology.

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4. CONCLUSION

We conducted a literature study in order to better understand how the producer–consumer interaction is changing as a consequence of the growing usage and availability of digital technology. Digital density, digital interconnectivity, and consumer-centricity may all be viewed as significant drivers of changes in this relationship, according to our findings. This suggests that customers have raised their expectations for information quality, response speed, and ways to engage with businesses. Furthermore, the producer–customer relationship has shifted in favor of the consumer. Organizations reacting to (digital) changes in consumer behavior by concentrating on individually tailored and hyper differentiated goods and services, trying to meet the specific requirements of their individual customers, are striving to provide value to their customers. By giving an overview of current knowledge of the nature of changes in the production company interaction, which is an essential driver of digital transformation in companies, we want to add to IS research on digital transformation. Furthermore, given the aforementioned changes in the producer–consumer interaction, which are facilitated by new digital technologies, further study on “prosumerization” as a driver of digitalization should be considered. There is a constant discussion in IS regarding our identity and how we define our research emphasis. The phenomena of digitalization exemplify the possibility for developing a new IS theory that can be used as a cross-disciplinary reference.

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