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A Study on Digital Transformation in Traditional Business with Reference K.P.R. Cotton Mill Private Limited

Ms.R.Prabha , K.Sanjay

Assistant Professor, Department of MBA, Nandha Engineering College (Autonomous), Erode, Tamilnadu, India

MBA Student, Department of MBA, Nandha Engineering College (Autonomous), Erode, Tamilnadu, India

ABSTRACT : Traditional businesses must adapt or risk becoming obsolete as a result of digital transformation, which is reshaping industries all over the world. Digital transformation strategies and obstacles in traditional business sectors are examined in this research. The study identifies key drivers like the adoption of technology, shifts in organizational culture, and strategic realignment through a comprehensive literature review and qualitative case study analysis. In addition, it investigates how operational effectiveness, customer engagement, and competitive advantage are affected by digital transformation. Discoveries propose that effective computerized change requires mechanical speculations as well as significant hierarchical changes and authority responsibility. The study's recommendations for traditional businesses dealing with the difficulties of digital transformation in today's rapidly changing market are practical.

I. INTRODUCTION TO THE STUDY

The integration of digital technology into all aspects of a business, which fundamentally alters how it operates and provides value to customers, is referred to as digital transformation in traditional business. Businesses in all sectors are increasingly recognizing the need to adapt to digital technologies in order to remain competitive, increase efficiency, and meet shifting customer expectations in today's rapidly changing environment. This change includes utilizing advanced instruments and innovations, for example, distributed computing, information examination, man-made reasoning, Web of Things (IoT), and computerization to smooth out processes, improve navigation, and develop items and administrations.

II. STATEMENT OF THE PROBLEM

Legacy Infrastructure and Procedures Numerous textile companies rely on out-of-date equipment and procedures that are incompatible with current digital technologies. Incorporating advanced devices like computerized fabricating frameworks, IoT sensors for quality control, and computerized store network the executives stages can be exorbitant and complex.

III. OBJECTIVES OF THE STUDY

- To use digital tools like 3D modeling, virtual prototyping, and digital printing to promote innovation in textile design, manufacturing, and product development. Empower quicker emphasess, customization choices, and responsiveness to changing buyer inclinations and market patterns
- To use data analytics and Internet of Things (IoT) sensors to monitor and enhance product quality throughout the manufacturing process. Empower ongoing checking of creation boundaries, distinguish surrenders early, and guarantee predictable item principles.
- To incorporate digital solutions to enhance resource management, cut down on energy use, and minimize impact on the environment. Execute supportable practices across the store network, upgrade straightforwardness, and consent to administrative prerequisites.

IV. REVIEW OF LITERATURE

Sascha Kraus, Susanne Durst(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' 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 review.

V. RESEARCH METHODOLOGY

Research methodology is a way to systematically show the research problem. The research methodology considers the logic behind the method we use in the context of our research study.

VI. RESEARCH DESIGN

The study is descriptive in nature. Descriptive studies are more than just a collection of data. They include measurements, classifications, analysis, comparisons and interpretations. It tells about what exists at present by determining the nature and degree of existing conditions.

SAMPLING DESIGN
- Target population: workers belonging to the supervisory (Employee,staff,executive) employed in various departments of the company.
- Sampling size: A random sample of 130 workers was taken for survey.
- Sampling technique: the type of sampling used in this study is convenient sampling. It is method by which the samples are chosen primarily

VII. TOOLS USED FOR RESEARCH

- **CHI-SQUARE TEST**
- **ANOVA**

NULL HYPOTHESIS
H0: There is no significant variance between occupation and digital initiatives of the respondents.
H1: There is significant variance occupation and digital initiatives the respondents of the respondents.

Chi-Square Test

Occupation * Digital initiatives				
		Yes	**No**	Total
Occupation	Student	25	10	35
	Government job	11	10	21
	Private job	45	4	49
	Self employed	8	7	15
Total		99	25	150

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	56.106a	3	.000
Likelihood Ratio	27.117	3	.000
Linear-by-Linear Association	37.004	1	.000
N of Valid Cases	150		
a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.10.			

Interpretation:

Pearson Chi-Square: with three degrees of freedom (df), this is 56.106. Asymptotic Significance, or p-value, is.000, indicating a statistically significant correlation between digital initiative and occupation .The likelihood ratio, with three degrees of freedom, is 27.117 in Chi-Square. With a p-value of.000, there is compelling evidence to refute the null hypothesis that there is no link .The purpose of the linear-by-linear association test is to particularly look at the trend in proportions between ordered categories, if any. With one degree of freedom and a p-value =.000, the chi-square value is 37.004, suggesting a substantial linear connection.

ANNOVA

Occupation	Handle Digital Risks
25	23
38	10
16	31
21	36

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
Column 1	4	100	25	88.66667		
Column 2	4	100	25	70		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0	1	0	0	1	5.987378
Within Groups	476	6	79.33333			
Total	476	7				

Interpretation:

The above table shows that the significant value .000 is less than 0.05. Hence the alternate hypothesis is accepted. It indicates that there is significant variance between handling digital risks of the respondents.

VIII. CONCLUSION

The process of moving toward digitalization requires not only the use of specific technologies, but also a shift in culture, a rethinking of business models, and a mindset that prioritizes the needs of customers. It is essential to take into account each company's unique context and goals as they embark on digital transformation journeys. Textile companies can provide personalized customer interactions, seamless omnichannel experiences, and efficient order fulfillment by utilizing digital platforms and tools. In a competitive market, this not only increases customer satisfaction but also strengthens brand loyalty. Advanced change smoothes out inventory network activities by upgrading perceivability, detectability, and cooperation with providers and merchants. Continuous information examination work with prescient upkeep, stock improvement, and light-footed reactions to disturbances, guaranteeing progression and productivity.

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| Mobile No: +91-6381907438 | Whatsapp: +91-6381907438 | ijmrset@gmail.com |