

The Retail's Character and Readiness Adopting Digital Marketing During Pandemic Covid-19

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Abstract. The use of digital marketing is currently being carried out by national and international retail companies, but the same has not been done by conventional small retailers such as grocery stalls, vegetable stalls, fruit stalls, and local minimarket. This makes it difficult for conventional retailers to respond to changes in consumer behavior that have shifted from conventional shopping habits to digital shopping, especially during the covid-19 pandemic era. The purpose of this study is to determine the level of readiness and character of conventional retail owners to adopt digital marketing technology as their business strategy. The method used to see the readiness and character of retail owners is the Technology Readiness Index 2.0 approach. The characters that have contributed a lot to medium level up to high-level readiness to adopt digital marketing technology are Explorer, Pioneer, and Sceptics. Regarding readiness for adopting digital marketing technology, about 53.43% of conventional retailers are ready to adopt and implement digital marketing technology to support their business.

Keywords: technology readiness, character, digital marketing, retail