

**ADAPTING TO DIGITAL DISRUPTION: ANALYSING TESCO'S STRATEGIC
RESPONSE TO THE RISE OF ONLINE GROCERY SHOPPING**

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Adapting to Digital Disruption: Analysing Tesco's Strategic Response to the Rise of Online Grocery Shopping

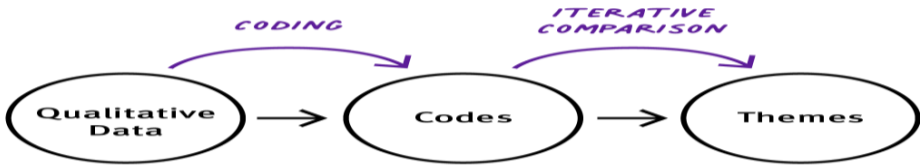
Purpose

This research paper has analysed the way Tesco has adjusted its strategies to the trend of online shopping of grocery items and the way it remains competitive and continues to provide customers with an enhanced experience in an ever digitally, dynamic retail landscape.

Philosophy and Approach

The study adhered to the interpretivist philosophy, as it presupposes that humans experience and perceive digital transformation (Lawler and Waldner, 2023). The inductive method was employed, which relies on certain data to make general conclusions concerning the strategic and operational adjustment of Tesco (Niklasson and Olakunle Ogbera, 2024).

Thematic Analysis



Data Analysis

Thematic analysis (Braun and Clarke model) was used to interpret the data and defined repeated concepts regarding digital adaptation, operational difficulties and customer experience (Naeem et al., 2023). The literature and secondary data were cross-validated to enhance themes.

Ethical considerations

The research was conducted in accordance with the code of ethics of UWTSO and GDPR, with confidentiality and permission of participants (Vadrot and Hughes, 2023).

Strategic Adaptation

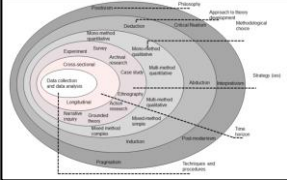
Tesco has become more than a traditional retailer and is now a full omnichannel operator, incorporating both online and offline (Senior Strategy Manager Interview, 2025). It has focused on personalisation of its offerings using artificial intelligence and predictive analytics, which has made it more convenient and loyal to the customers (Ali, 2024; Quinones et al., 2023).

Operational Transformation

The retailer embraced micro-fulfilment centres, automation and real-time logistics to manage the increasing online demand (Piecny and Allen, 2023). Such investments resulted in a 10.2% increase in online sales in 2024/25 (Tesco Plc, 2025).

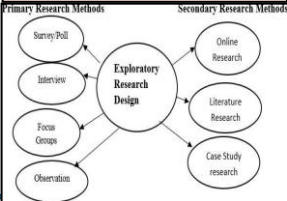
Design and Strategy

A qualitative exploratory design was able to provide an in-depth insight into managerial perceptions and strategic decisions. The study used a case study approach where Tesco was a one-case study in the UK grocery industry (Priya, 2021). This strategy gave context-based evidence on the way that one of the market leaders handled digital disruption.



Data Collection

Semi-structured interviews with six to eight Tesco managers and retail experts in the UK were the main source of primary data. The interviews were over Microsoft Teams or Zoom and analysed on a thematic basis (Azhari, Chai and Anderson, 2022). The secondary data comprised Tesco annual reports (2023-2025), market analyses and scholarly materials (Kumar, 2024; Tesco Plc, 2025).



Technological Readiness and Cultural Readiness

One of the aspects that Tesco has contributed to Tesco's success was reskilling, flattened management and a digital adaptability culture (Ajibola, 2022). The accuracy of the stock and reliability of delivery were also enhanced with the help of technology and AI implementation (Wolniak, Stecula and Aydin 2024).



Outcome

The paper finds that the Tesco data-driven, customer-based strategy has helped it fight digital disruption. Incorporated innovation, sustainability and human adaptability have enabled Tesco to become a leader in the UK, which is fast converting to digital in its grocery market.

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