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REVIEWER'S REPORT

Manuscript No.: IJAR- 55523

Title: TRANSFORMATION DIGITALE ET DECISION D'ACHAT DES CONSOMMATEURS DANS LES SUPERMARCHES AU BENIN: ETUDE EXPLORATOIRE.

Recommendation:

Accept after minor revision.

Rating	Excel.	Good	Fair	Poor
Originality	✓			
Techn. Quality	✓			
Clarity	✓			
Significance	✓			

Reviewer Name: Dr. Bishwajit Rout

Reviewer's Comment for Publication.

(To be published with the manuscript in the journal)

The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.

- Significance:** This research is significant as it extends digital marketing and consumer behavior literature to a largely underexplored West African retail context. By integrating digital transformation with purchase decision processes, the study provides empirical insights into how digital tools reshape consumer experiences in emerging markets, contributing valuable context-specific evidence to global retail and digital transformation debates.
- Strength:** The major strengths of the paper include a strong contextual grounding, appropriate use of the Theory of Planned Behavior, and rigorous qualitative methodology. The triangulation of consumers, managers, and observations enhances credibility. Additionally, the study offers practical managerial insights for retailers navigating digital transformation in emerging economies, particularly where infrastructural and digital literacy challenges persist.
- Key Insight:** The key insight of this study is that digital transformation in supermarkets influences consumer purchase decisions not merely through technological convenience, but through enhanced trust, perceived security, and relationship continuity. Digital payment systems and online presence emerge as critical trust-building mechanisms, demonstrating that successful digitalization in emerging markets must balance technological innovation with human support and transparency.

REVIEWER'S REPORT***Reviewer's Comment / Report***

The paper titled “*TRANSFORMATION DIGITALE ET DECISION D'ACHAT DES CONSOMMATEURS DANS LES SUPERMARCHES AU BENIN: ETUDE EXPLORATOIRE*” exploratory qualitative study, based on interviews with 20 consumers and 6 supermarket managers in Benin, reveals how digital tools—online presence, electronic payments, and targeted marketing enhance visibility, trust, security, satisfaction, and loyalty. It positions digital transformation as a key competitive lever for optimizing customer experience in West African retail, emphasizing the need for human support and transparency. A contextual contribution addressing gaps in Sub-Saharan literature.

Suggestions for Improvement:

1. Sharpen the research gap by explicitly contrasting existing African studies with the present study.
2. Clearly distinguish between digital adoption and digital transformation early in the section.
3. Reduce repetition related to general digitalization trends and focus more on decision-making outcomes.
4. Provide a conceptual framework diagram linking digital transformation dimensions to TPB constructs.
5. Strengthen critical evaluation by highlighting inconsistencies or limitations in prior findings.
6. Provide clearer justification for sample size beyond saturation, possibly with illustrative quotes. Elaborate on ethical considerations, including consent and data confidentiality.
7. Clarify the role of observation data vis-à-vis interview data in analysis.
8. Improve methodological rigor by including an interview guide summary or appendix reference.
9. Include representative verbatim quotations to substantiate key themes.
10. Clarify how inter-coder reliability or peer validation influenced final coding decisions.
11. Avoid over-reliance on word frequency tables and emphasize interpretive depth. Explicitly link each emergent theme to TPB constructs for stronger theoretical alignment.
12. Highlight implications for policymakers regarding digital infrastructure and consumer protection. More explicitly state how the study extends TPB in emerging market contexts.

REVIEWER'S REPORT

The paper offers a well-structured and contextually grounded qualitative investigation into digital transformation and consumer purchase decisions in Beninese supermarkets. Despite minor issues related to conceptual synthesis and analytical depth, the study demonstrates solid methodological rigor and theoretical relevance. With moderate revisions addressing clarity, integration, and analytical richness, the manuscript is suitable for publication in IJAR. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.