

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 as it is
Accept after minor revision.....
 Accept after major revision
 Do not accept (*Reasons below*)

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

Reviewer Name: Mr. Bilal Mir

Reviewer's Comment for Publication.

This manuscript presents a relevant and well-contextualized exploratory study on the influence of digital transformation on consumers' purchasing decisions in supermarkets in Benin. The topic is timely and of strong academic and managerial interest, particularly given the limited number of empirical studies focusing on retail digitalization in Francophone West Africa.

The paper is supported by a **solid theoretical foundation**, notably through the use of the Theory of Planned Behavior (Ajzen, 1991), complemented by contemporary literature on omnichannel retailing, digital payments, and customer experience. The contextual anchoring in the Beninese retail environment represents a meaningful contribution to the existing literature, which is largely dominated by studies conducted in developed markets or major African economies.

From a methodological perspective, the qualitative interpretative approach is appropriate for the research objectives. The use of semi-structured interviews, combined with direct observation and data triangulation, strengthens the credibility and depth of the findings. The sampling strategy is clearly justified, and the use of NVivo software demonstrates methodological rigor in data analysis.

Nevertheless, **minor revisions are required** prior to publication. The main limitation concerns **clarity and conciseness of writing**. Several sections—particularly within the literature review and methodology—are lengthy and contain repetitive explanations. Streamlining these sections would significantly improve readability. A careful language

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revision is also recommended to correct minor grammatical and stylistic issues and to enhance terminological precision.

In addition, the results section would benefit from a stronger use of illustrative verbatim quotes to support key themes. The discussion could be strengthened by more explicitly linking empirical findings to the constructs of the Theory of Planned Behavior and by highlighting the specific contributions of the Beninese context in comparison with existing international studies.

Overall, the manuscript offers a valuable contribution to the understanding of digital transformation and consumer behavior in emerging economies. With minor editorial and analytical improvements, it will be suitable for publication.