



ISSN NO. 2320-5407

ISSN(O): 2320-5407 | ISSN(P): 3107-4928

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

REVIEWER'S REPORT

Manuscript No.: IJAR-58093

Title: **Adoption and Gender Dynamics in the Usage of Self-Service Technologies in Retail: A Study from Thrissur District.**

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's ID: JPR-002

Detailed Reviewer's Report

Reviewer Report

Recommendation: Minor Revision Required

This manuscript examines the adoption and usage of self-service technologies (SSTs) in the retail sector with specific emphasis on gender differences among customers in Thrissur District, Kerala. The topic is relevant and timely considering the rapid digital transformation of retail services and increasing customer interaction with technology-enabled shopping environments. The study contributes to understanding customer awareness, usage patterns, and demographic influences in SST adoption. The manuscript addresses an emerging area with practical implications for retailers and service designers. However, despite its relevance, the paper requires substantial revisions in conceptual development, methodological clarity, analytical depth, language quality, and presentation before it can be considered for publication.

The **title** is generally appropriate and reflects the study focus; however, it may be improved by making the scope more precise. Since the study concentrates primarily on awareness, usage pattern, and gender comparison rather than broader adoption dynamics, the title should better align with the actual empirical analysis presented.

The **abstract** provides a general overview of the study but requires refinement. It contains grammatical inconsistencies and repetitive statements. The abstract should clearly follow a structured format including background, objectives, methodology, sample details, statistical tools, key findings with exact statistical values, and implications. Currently, the conclusion presented in the abstract appears descriptive rather than evidence-driven. The sample size and analytical methods should be stated more clearly.

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

REVIEWER'S REPORT

The **introduction section** establishes the importance of technological advancement and SSTs in retail but requires stronger academic grounding. Several statements are broad and lack proper referencing. The discussion of Indian retail growth and SST expansion should be supported by more recent and peer-reviewed literature. The transition from global retail trends to the specific context of Kerala and Thrissur District needs improvement. The introduction should conclude with a stronger research gap statement explaining why gender-based analysis of SST adoption remains important.

The **literature review** presents relevant foundational studies; however, it remains descriptive and fragmented. The review summarizes previous studies individually without synthesizing findings or identifying contradictions and gaps. The manuscript refers to models such as Technology Acceptance Model (TAM), but these frameworks are not integrated into the conceptual structure of the study. A stronger theoretical foundation should be developed by connecting perceived usefulness, ease of use, technology readiness, and demographic influences to the research objectives and hypotheses.

The **statement of problem and objectives** are clearly stated but require stronger justification. The rationale for selecting gender as the key comparative variable should be theoretically supported. The hypotheses are appropriately formulated but remain simplistic. Additional variables such as age, education, digital literacy, or income could have enriched the analysis and generated deeper insights.

The **research methodology section** requires substantial improvement. The authors mention convenience sampling and Google Form-based data collection but do not explain questionnaire design, scale development, validity assessment, reliability testing, or ethical considerations. The manuscript should clearly describe measurement items, response scales, pilot testing procedures, and reliability statistics such as Cronbach's alpha. The process of eliminating incomplete responses should also be explained more systematically. Furthermore, convenience sampling limits generalizability, and this limitation should be acknowledged.

The **data analysis and interpretation section** presents descriptive statistics and independent sample t-tests; however, analytical depth is limited. Tables are not consistently formatted, and several values require verification. For example, frequency totals in the shopping frequency table appear inconsistent with the sample size and percentages. Interpretation of mean values lacks explanation regarding scale anchors and decision criteria. The authors should justify how average scores are interpreted as indicating higher awareness or usage. In addition, assumptions underlying t-tests, including normality and equality of variance, should be reported.

The **results and discussion section** needs stronger academic interpretation. The findings indicate no significant gender difference in awareness and usage of SSTs, yet the discussion does not explain why such findings emerged or compare them with previous literature. The manuscript should discuss whether technological familiarity, changing consumer behavior, or digital accessibility may explain the absence of gender variation. Comparative interpretation with earlier studies would significantly strengthen scholarly contribution.

The **conclusion section** summarizes findings but should provide stronger implications. The practical implications for retailers should be expanded by suggesting strategies to improve SST adoption, enhance customer experience, and increase digital engagement. The conclusion should also include study limitations and future research directions such as expanding geographical coverage, using probabilistic sampling, or incorporating behavioral variables.

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

REVIEWER'S REPORT

The **language and formatting quality** require major editorial attention. Numerous grammatical issues, typographical errors, inconsistent capitalization, repeated references, spacing problems, and citation inconsistencies are present throughout the manuscript. Examples include inconsistent terminology for "Self-service Technology," repeated references, improper punctuation, and formatting irregularities in headings and tables. Professional language editing is strongly recommended before resubmission.

The **reference section** should be revised according to the target journal style. Several references are incomplete, duplicated, or inconsistently formatted. Additional recent literature (2021–2026) on SST adoption, digital retail behavior, and consumer technology acceptance should be included to strengthen academic relevance.

Overall, the manuscript addresses an important contemporary issue and demonstrates potential for publication; however, substantial revisions are necessary to improve methodological rigor, analytical sophistication, theoretical integration, and presentation quality. After major revision and re-evaluation, the paper may become suitable for publication.