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| Book Name: | [**Current Progress in Arts and Social Studies Research**](https://www.bookpi.org/bookstore/product/current-progress-in-arts-and-social-studies-research-vol-1/) |
| Manuscript Number: | **Ms\_BPR\_4425** |
| Title of the Manuscript:  | **Transforming Online Retail: The Impact of Augmented and Virtual Reality on Consumer Engagement and Experience in E-Commerce** |
| Type of the Article | **Book Chapter** |

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| PART 1: Comments |
|  | Reviewer’s comment**Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | Author’s Feedback*(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimumof3-4 sentences may be required for this part.** | This manuscript provides a comprehensive review of the transformative role of Augmented Reality (AR) and Virtual Reality (VR) in e-commerce and digital marketing. The study synthesizes findings from empirical and theoretical research, offering valuable insights into the impact of AR and VR on consumer behavior, engagement, and purchase decisions. The manuscript's findings have significant implications for the scientific community, particularly in the fields of marketing, consumer behavior, and e-commerce**.**  |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | Yes , its suitable Title |  |
| Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here. | Suggestion for the addition1. Insights into the current state of AI and personalization in digital marketing2. Importance of considering benefits and challenges in digital marketing strategies3. Impact of AI and personalization on customer satisfaction and engagement4 Effectiveness of different personalization techniques in digital marketing |  |
| **Is the manuscript scientifically, correct? Please write here.** | The manuscript appears to be scientifically correct, with a clear research question, methodology, and results. The use of statistical analysis, such as One-Way ANOVA, adds rigor to the study.  |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | All the references are sufficient for enough |  |
| Is the language/English quality of the article suitable for scholarly communications? | The language and English quality of the article appear to be clear and concise, making it suitable for scholarly communication. However, there may be some minor improvements needed in terms of grammar, syntax, and sentence structure to enhance clarity and readability. Overall, the language quality is good. |  |
| Optional/Generalcomments | 1.Conduct a more comprehensive literature review2.Develop a theoretical framework3.Provide more detailed analysis and discussion |  |

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| **PART 2:** |
|  | **Reviewer’s comment** | **Author’s comment***(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Are there ethical issues in this manuscript?**  | *(If yes, Kindly please write down the ethical issues here in details)* |  |

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| **Reviewer Details:** |
| Name: | **M. Abdul Rahuman** |
| Department, University & Country | **Sadakathullah Appa College, India** |