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| Book Name: | [**New Ideas Concerning Arts and Social Studies**](https://www.bookpi.org/bookstore/product/new-ideas-concerning-arts-and-social-studies-vol-1/) |
| Manuscript Number: | **Ms\_BPR\_4639** |
| Title of the Manuscript:  | **A Study on Customer’s Mindset towards Online Shopping: (With Special Reference to Bhopal City)** |
| 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 minimum of 3-4 sentences may be required for this part.** | This manuscript provides valuable insights into consumer behavior in the evolving digital marketplace, specifically focusing on Bhopal City. Understanding customers' mindsets towards online shopping is crucial for businesses, policymakers, and researchers to enhance e-commerce strategies, improve customer satisfaction, and address potential challenges. |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | **Its suitable and appropriate.** |  |
| 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. | **Its appropriate no need any addition to abstract.** |  |
| **Is the manuscript scientifically, correct? Please write here.**  | **Yes corect** |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.****-** | **References are taken from 2017. Let the researcher can use recent articles from 2024 onwards it would be great.** |  |
| Is the language/English quality of the article suitable for scholarly communications? | Language quality is moderate. It can be considered. |  |
| Optional/General comments | **Revision should be done in analysis and also use current references.** |  |

**PART 2:**

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|  | **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)* |  |

**Reviewer Details:**

**Lakshman K, UG JAIN (Deemed to be University), India**