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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.** | **Since the title of the research is about consumer behaviour in online shopping, it contributes to the development of digital platform such as e-commerce and also helping the Marketers, firm and the future researcher who wants to study about the consumer behaviour.** |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **Yes** |  |
| 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. | **It is apt for the title and could be better by adding how the data for the study is analysed.** |  |
| **Is the manuscript scientifically, correct? Please write here.** | **There is no statistical tool been used to validate the data.** |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.**  **-** | **Yes sufficient** |  |
| Is the language/English quality of the article suitable for scholarly communications? | English could be better in drafting an abstract which depicts the meaning of the whole study. |  |
| Optional/General comments | Whenever a study is based on primary data It is better to use statistical tools to analyse the collected data to validate its reliability for better result for the research. Since in this manauscript only demographic analysis is being undertaken. |  |

**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:**

**L.Jalaja, Commerce- School of Management, Sastra Deemed to be University, India**