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| Journal Name: | **Journal of Experimental Agriculture International** |
| Manuscript Number: | **Ms\_JEAI\_120803** |
| Title of the Manuscript: | **EXPLORING RETAILER’S GROCERY PURCHASING BEHAVIOR THROUGH ONLINE PLATFORMS IN BENGALURU CITY** |
| Type of the Article | **Original Research Article** |

**PART 1: Review Comments**

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| **Compulsory** REVISION comments | **Reviewer’s comment** | **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 few sentences regarding the importance this manuscript for scientific community. Why do you like (or dislike) this manuscript? Minimum 3-4 sentences may be required for this part.** | This Manuscript give good impact to community especially in marketing field. |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | Suitable |  |
| **Is the abstract of the article comprehensive? Do you suggest addition (or deletion) of some points in this section? Please write your suggestions here.** | Comprehensive abstract |  |
| **Are subsections and structure of the manuscript appropriate?** | Can add Literature Review subsections | Correction was done |
| **Please write few sentences regarding the scientific correctness of this manuscript. Why do think that this manuscript is scientifically robust and technically**  **sound? Minimum 3-4 sentences may be required for this part.** | This manuscript explores retailer behavior in retail stores by shedding light on the secrets behind the shopping journey, revealing how the proper understanding of customer behavior can turn the ordinary into the extraordinary within the lively aisles of retail. |  |
| **Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.**  **-** | References is sufficient and recent. |  |
| Minor REVISION comments  **Is language/English quality of the article suitable for scholarly communications?** | Language is suitable for scholarly communications, but author can improve his/her language. | Will be adapted in future writings |
| **Optional/General** comments | This manuscript is suitable and can give good impact to marketing especially in retail field. |  |

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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)* |  |