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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 study if it reaches the right audience, namely the unorganized retailers in India may provide significant insight on the relevance of online platforms for their business. Likewise, they will understand better the behaviour of their customers in using the online platform for their online purchases. Moreover, this research is also relevant to the scientific community so that they can address and find solution to the main problems identified by the on the use of online platforms for retail businesses.** |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **The title of the article is appropriate because the key message of the article is conveyed succinctly.** |  |
| **Is the abstract of the article comprehensive? Do you suggest addition (or deletion) of some points in this section? Please write your suggestions here.** | **A summary of the objectives of the study may be inserted after the rationale but before the discussion of the methodology.** | **Correction was done.** |
| **Are subsections and structure of the manuscript appropriate?** | **The introduction may add a subsection for “Online Platforms for Retail Business’. Furthermore, a short**  **paragraph describing Bengaluru City may be added to understand the context of the study.** | **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.** | **The scientific correctness of the manuscript may be strengthened by providing a detailed discussion of the survey method as the research design used in the study, description on how the respondents were selected, description on the development and validation of the survey instrument, and detailed discussion on data**  **collection procedure. Moreover, the data analysis procedures and formilas presented in the results section may be transferred to the materials and methods section.** | **Correction was done.** |
| **Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.**  **-** | **References may be added along with enhancement that will be conducted for the discussion section.** | **Correction was done.** |
| Minor REVISION comments  **Is language/English quality of the article suitable for scholarly communications?** | **The findings of the study are not analysed in the discussion section to validate them aginst the existing literature and situate them in the context of the study.** | **Correction was done.** |
| **Optional/General comments** |  |  |

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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)* |  |