Reviewer’s report

Title: Scale development on consumer behavior toward counterfeit drugs in a developing country: A quantitative study exploiting the tools of an evolving paradigm

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Reviewer: Gamal GK Mohamed Ali

Reviewer’s report:

This is an interesting and potentially important paper about scale development on consumer behaviour towards counterfeit medicines in a developing country. It gives an example from Sudan, an area that international readership knows little about in terms of pharmaceuticals market. Additionally, most of rarely published studies in this area, as mentioned in the study, are from well regulated markets in developed countries. Finally, the lack of such kind of research in this field in Sudan and (and perhaps representative of developing countries) will contribute to the international knowledge.

As I mentioned earlier, this is useful study worth sharing to larger health systems development community, particularly with legislators and regulators. However, the manuscript is not publishable in its current form. This manuscript is aimed to develop a measurement scale to analyze the factors that may influence the consumers in Sudan to purchase counterfeit medicines. So the aim of the study is clearly laid out.

I hope the author(s) will continue with this research, but at this point the manuscript is not ready for publication. When I read the manuscript thoroughly, my answer to all questions in the reviewer’s guidelines is yes.

Level of interest: An article of importance in its field

Quality of written English: Needs some language corrections before being published

Statistical review: No, the manuscript does not need to be seen by a statistician.

Declaration of competing interests:

I declare that I have no competing interests