

Review Form 3

Journal Name:	Advances in Research
Manuscript Number:	Ms_AIR_121182
Title of the Manuscript:	A Review on Consumer Patterns and Behaviours' Towards Generic Medicines
Type of the Article	Review Article

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PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<p>Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.</p>	<p>Generic medicines have become an important topic in healthcare due to their potential to reduce costs while providing equivalent treatment to branded drugs. This review article investigates consumer patterns and behaviors related to generic medicines, focusing on awareness, purchasing factors, and satisfaction levels.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>The Title of research article is appropriate</p>	
<p>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.</p>	<p>The Abstract of research article is comprehensive and easy to understand. No change is recommended in Abstract.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>All the subsections and structure of research article is appropriate</p>	
<p>Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.</p>	<p>The manuscript of research article is scientifically robust and technically sound as this research employs a systematic literature review methodology, analyzing peer-reviewed journals, government reports, and industry studies on generic medicines and consumer behavior. Various statistical techniques, such as percentage analysis, chi-square tests, factor analysis, Garrett ranking, and Likert scales, are used to summarize demographic profiles, examine relationships, identify influencing factors, prioritize purchase constraints, and measure satisfaction levels. Key findings reveal that consumer awareness of generic medicines varies widely, influenced by factors such as age, education, and exposure to information from healthcare providers.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p>The references in the manuscript are proper, recent and sufficient.</p>	
<p>Minor REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>The quality of the English language used in the research article is good and suitable for scholarly communications.</p>	
<p>Optional/General comments</p>	<p>NIL</p>	

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PART 2:

	Reviewer's comment	Author's comment <i>(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)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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