

Review of: "Fashion and Its Environmental Impact: A Behavioural Physiology Validation of Fashion Influencers' Buying Decisions and Its Perceived Social Impact on Consumer Choices"

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Potential competing interests: No potential competing interests to declare.

Dear Author,

This study is interesting in examining the negative impacts on the climate caused by the fashion industry. Scientific research contributes objectively to solving a problem, so the presentation of the study should adhere to scientific standards.

Here are some suggestions to improve the quality of the paper titled "Fashion and Its Environmental Impact: A Behavioral Physiology Validation of Fashion Influencers' Buying Decisions and Its Perceived Social Impact on Consumer Choices": As a scholarly work, the continuity between discussions should form a cohesive whole, but in this work, many discussions are left incomplete.

The urgency of the research, methodology, field implementation, and research results are not clearly visible.

In scholarly work, strong references are needed to support arguments. In the study, there are many subjective statements made by the author without adequate references (e.g., how buyers make fashion choices).

Several sentences are repeated in the text (e.g., "Clothing products meeting a primary need...").

Various methods are introduced without clear coherence. The research questions posed are not answered in the study.

There is no adequate conclusion drawn from the study's results.

Lastly, I suggest that the author reorganize the flow of the scientific study presented and complete some of the missing sections.

Sincerely,