

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 authors,

The subject is interesting, up-to-date, and with a good approach.

However, the paper can be improved, namely considering several aspects, such as:

- The abstract must not present authors. Maybe you can also short this section;
- The introduction must emphasize the contribute of the study, in a clear way;
- The literature review is superficial, needing to be developed and considering more recent papers;
- Explain better the methodology;
- The analysis section needs to be improved (more complete);
- The conclusions about the research questions must be clear;
- The study does not have a conclusion section.

Decision: Revise and Resubmit