

Review of: "Ethical and political consumption: an integrated typology of practices"

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Potential competing interests: No potential competing interests to declare.

Its indeed a very interesting paper. I have just a very few comments:

1)It is very good that you have developed a typology of practices however basing the practices into four quadrant and using extreme axis like legal vs illegal and monetary vs non monetary can limit the type of practices you have identified. my suggestion is to list different and somehow in-between axis and the corresponding practices

2)It is not clear to me why you have based the figure on legal/illegal and monetary/ non-monetary attributes. you started with talking about consumer agency but it is misisng from your figure.