

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

Noemí Martín García¹

¹ Universidad de Valladolid

Potential competing interests: No potential competing interests to declare.

Dear authors:

The research is well planned, but it stays at that, a good approach to a study.

It would be necessary to further specify more the objectives and methodology and carry out the research as such showing results and conclusions.

It would be interesting that in addition in this study they specify the sample on which they are going to carry it out, since a 16-year-old does not consume fashion the same as a 60-year-old man. In addition, within these there are also differences by gender.

Finally, I recommend that the authors extend the theoretical framework with studies on the effects of influences on consumption.

Greetings