

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.

Manuscript Title:

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

Decision:

To reject

Comments:

1. The introduction does not have references to justify the sentences.
2. The argument regarding the importance of the study is not strong.
3. The analysis section is not well explained, the explanations are very short and do not explain the data analysis used for the research.

It is interesting research, but the idea of the research is not complete. The author should include the discussion and conclusion regarding the research.