

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

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Potential competing interests: No potential competing interests to declare.

This is a well written article. However, you can establish research questions at the outset and then tackle what you wish to cover in the paper. Need to state the intent clearly in the beginning. Consider research on the ethical dimension in political marketing and frame your arguments accordingly. Also, it is not clear how you derived your typology and add a critical reflection on its limitations. Overall, a good effort.