

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

Doroteja Mandarić¹

¹ Fachhochschule Burgenland

Potential competing interests: No potential competing interests to declare.

Here are the suggestions for improving the article, with some edits for clarity and conciseness. As I understand, this is pre-research article, so I would like to suggest improvements for when the research will be done and the paper finished.

1. Introduction:

- The introduction provides valuable background information on the fashion industry's environmental impact, but it could be more concise. Consider shortening it and potentially moving some parts to the literature review.
- In the first paragraph, it's important to include the sources of the data and the publication year to provide context for the information presented. Avoid repeating the same definition or sentence about sustainable fashion.

2. Literature Review:

- Clearly specify the literature on which the study is based. To enhance the literature review, critically analyze existing research, and combine relevant information from the introduction and theoretical approaches sections.
- Expand on recent and relevant literature sources to strengthen the overall literature review.

3. Methodology:

- Provide a clear and detailed outline of the research methodology. This should include information on the selection process for fashion influencers and the data collection process.
- Specify the sample size requirements and describe how subjects will be recruited for the study.
- Ensure a clear description of the concrete methods to be utilized. Clearly detail the neuro-scientific techniques to be employed, as well as the interventional approaches, such as classical and operant conditioning and cognitive behavior therapy.
- Explain which variables will be employed for quantitative analysis and outline the methods for collecting qualitative data.

4. Analysis:

- Clarify how the qualitative and quantitative data will be integrated to draw conclusions.
- Mention the statistical tests/methods to be used for data analysis.

5. Overall Organization:

- Enhance the article's overall organization and flow. Ensure that each section logically follows the previous one, and use clear headings and subheadings to guide readers.
- Strive for greater clarity and conciseness throughout the article. Avoid unnecessary repetition and complex sentence structures.
- Consider adding a section that outlines the research objectives and hypotheses, providing readers with a roadmap. If applicable, consider incorporating figures or tables to visually represent variables, their connections, key findings, or data.

By incorporating these suggestions, you can enhance the clarity and readability of the article while effectively conveying your research objectives and findings. Best of luck with your research!