

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

Armino Frias

Potential competing interests: No potential competing interests to declare.

Study on a current topic of interest to social sciences, especially in the behavioural area related to marketing and its environmental influence. This aims to determine how and in what ways distinct neural circuits respond to product preferences and how fashion influencers react to decision-making in terms of sustainable fashion choices. The theoretical support is based on Behaviour Cantered Design (BCD). Identifies the methodological tools used to carry out the study and obtain data.

In terms of format, I would like to see findings in the abstract. It is not normal to use bibliographic references in the abstract.

Regarding the objective, it appears somehow repeated in the abstract but in the introduction, where it should also be, it is not included. In Study design, it appears in the form of objective, intends and aim. The relationship between the research questions and the objective of the work is not clear, that is, to what extent or to what factor the answer to each research question contributes to achieving the objective of the work.

This is an unfinished / incomplete work, as it does not analyse the results or draw conclusions.

Interesting and current work, but his text is a presentation of a larger work, so in itself, it adds little or nothing to knowledge. I propose submission and publication of the full text, since in its current format there is little added.