

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

Yunia Dwie Nurcahyanie<sup>1</sup>

<sup>1</sup> PGRI University of Adi Buana

**Potential competing interests:** No potential competing interests to declare.

Interesting topic, starting with climate change and increasing carbon emissions. However, suddenly in the second paragraph, the author changes the topic to sustainable fashion and the impact of fast fashion on the environment and society and immediately points to a brand that is considered sustainable fashion or eco-friendly based on materials and original and upmarket designs. Writers should pay more attention to keywords that connect paragraphs, and sustainable fashion is not just materials and original designs; it can be simple cuts, production processes, distribution, and even lifespan. Next, the author suddenly discusses strategy and its relationship to user psychology. The suggestion is to start with the first paragraph and relate it to the research questions that this study aims to answer: how do influencers define fashion and what determines their fashion choices? According to influencers, how do fashion trends influence people's buying choices? How and in what ways do behavioral physiology validation techniques assess the promotion of sustainable fashion through fashion influencers and successful industry intervention models of sustainable fashion? So it doesn't expand too much. Be more focused and add supporting theories. If the focus is psychology, influencers, or promotion, add theories that build a framework for thinking about these key words. The method is not quite right and needs to be sharpened again. Results and discussion can still be developed further, according to the keywords chosen. The conclusion has not answered the research questions.

The author determines the keywords Sustainable fashion, Environmental consequences, Fashion influencer, Behavior centered design, Behavioral physiology, Validation techniques, Buying decisions. too many keywords chosen do not focus on the problem to be solved