

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.

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

Topic:

The Research Topic appears lengthy and ambiguous mainly due to its inclusion of several concepts. While there is no standard formula for determining how long a research topic should be, it is essential to keep the topic brief, concise, and succinct. Creswell and Creswell (2018) recommended that a research topic should have a maximum of 12 words. The research topic of this paper has a word count of 22 words. Additionally, the outcome variable appears unclear in the topic. It is unclear whether the outcome variable is the environmental impact, the social impact, or both. This made it difficult to assess the scope of the study. The research topic is not brief, concise, clear, and informative enough to concisely explain the content of the study. Therefore, it should be rephrased.

Abstract:

Generally, an abstract begins with a summary of the background to the study, problem statement, research methods employed, key findings/conclusions, and specific recommendations/implications of the findings of the study. Therefore, the presentation of the abstract should be done logically and coherently. The background of a study, including the objectives, often forms the basis for the selection of the chosen research methodology. Therefore, beginning the abstract with the methodology, as done in the paper, is unacceptable. The entire abstract should be restructured. The first paragraph should rather provide a background to the study with a justification for the study and aims and objectives of the study. The second paragraph should provide information on the chosen methodology. The methodology, as presented in the paper, failed to indicate the specific form of the mixed-method approach that will be employed (i.e., either concurrent or sequential). In the abstract, it is unclear whether a concurrent, exploratory sequential, or explanatory sequential approach will be used. The abstract also failed to indicate how the subjects will be chosen for the randomized control clinical trials.

Every study generally has three major contributions/implications: contribution to practice, contribution to theory/knowledge, and implications for further research. The potential contributions of the study to practice should be highlighted.

Introduction:

The first paragraph should cite the year of the UNEP's publication which states..... fashion industry is the second biggest global consumer of water and creates early 10..... Without the year of publication, it is difficult to tell how current the UNEP's statistics are in reflecting the problem.

The background provided several empirical studies to support the argument of the study. It, however, failed to introduce the theoretical arguments surrounding the study to provide the basis for the theoretical framework. The background literature could be made more evaluative. It is more descriptive.

Theoretical Approach:

The background of the BCD has been provided with some supporting evidence. The literature could be made more current in supporting the theoretical arguments of the study. The limitations of the BCD have also not been highlighted. This made it difficult to appreciate the gaps in the BCD and how the study intends to address such theoretical gaps in highlighting the potential theoretical contribution of the study.

The research questions and the theoretical framework must be aligned properly. For example, RQ 1 seeks to assess the factors that determine influencers' fashion choices. Therefore, the generation of hypotheses from the BCD and testing them through empiricalisation in determining the significant determinants of fashion choices could have been better. No hypotheses have been generated to test the BCD theory. To help generate reliable and robust models of sustainable fashion, some form of statistical modeling through hypothesis testing is required.

Methodology:

As indicated in the abstract, the specific type of mixed-method approach to be employed should be highlighted explicitly. The study should also justify choosing the mixed-method approach with reference to the research questions.

The population of the study, including its sample, characteristics, and location, has not been stated. Therefore, the unit of analysis is unclear.

The Data Analysis section indicates that both qualitative and quantitative data will be analysed. This suggests that a form of sequential mixed-method approach (i.e., exploratory sequential or explanatory sequential) will be used.

The methodology, however, failed to provide the sources of both the qualitative and quantitative data and how both data will be collected. For example, will the quantitative data be collected through an experiment or a questionnaire or both? Also, how will the qualitative data be collected? Is it through in-depth interviews, focus groups, observations, and who are the participants of the qualitative study? The specific qualitative data to be collected has also not been stated.

The use of randomized controlled clinical trials to identify product preference and consideration implies an experimental design will be used. The study, however, failed to indicate how the experimental design will be conducted, including how subjects will be selected for the experiment.

The methodology should be aligned with the research questions. In other words, the methodology should indicate which research questions are to be answered using the qualitative method and which ones are to be answered using the quantitative method.

Analysis:

It is difficult to appraise the qualitative data analysis since details about the qualitative study have not been provided in the methodology. The data analysis section indicated that the qualitative study will be conducted using interviews. This should have been introduced first in the methodology section, including the number of participants.

As indicated in the methodology section, the quantitative analysis cannot be done properly when the variables have not been properly operationalised. For example, how will perceptions and beliefs be operationalised and measured? Is it with a psychometric questionnaire?

Triangulation of both the qualitative and quantitative data is a very essential component of the mixed-method approach; hence, that should be properly done. It is statistically inadequate to calculate only descriptive statistics in answering the quantitative research questions; some form of inferential statistics is required. For example, with the experimental data, some t-test, ANOVA, or MANOVA is required.

If perceptions and beliefs have been operationalised using a psychometric questionnaire, then some form of regression analysis or Structural Equation Modeling (SEM) is required.