

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.

Despite the fact that I like the paper's concept on a theoretical level, I do not believe it meets the standards for scientific publication. I believe the authors still need to provide comprehensive LR, a structured Methodology, and a thorough analysis and conclusion. I believe this will be completed in the second review by the author(s). below my feedback to be considered for next version:

- 1- Avoid including citations in the abstract. This is due to two factors: The abstract should emphasise your unique research, not that of others. The abstract must be self-contained and completely comprehensible without reference to other sources. Thus, I suggest re-writing the abstract.
- 2- The introduction was too long and got me wondering when I would find out what exactly I should look forward to reading about in the rest of the manuscript and why. Meanwhile, the structure of the introduction section should also be revised.
- 3- There is an absence in the literature review because the author(s) did not provide or discuss the studies that examined the Behaviour Centred Design (BCD) or the Social Norms Theory. Also I can not find the framework proposed for this study.
- 4- The methodology is not transparent and does not follow any review standards; it does not provide clear information on how you will conduct the mix method.
- 5- The results and discussion section is not providing any information. It fails to clarify this paper's contribution. The author(s) should make an effort to provide an intuitive explanation.
- 6- No conclusion were provided! you need to write a conclusion.