

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.

Manuscript Title:

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

Decision: Revise and Resubmit

Comments:

The manuscript deals with a timely topic that is of strong interest to both academics and practitioners. A strong case is made for the need of this type of research in the area. However, the major weaknesses of the paper are weak introduction, weak literature review, and conclusion. Even though this paper has some potential, it also has a number of significant flaws. As it is written right now, this manuscript's academic and practical contributions are not convincing. It is for the reasons outlined below that this referee recommends that the paper not be accepted for publication in its current form. I will attempt to be more specific in the following sections.

This research should find a stronger argument regarding (1) why the study is important and (2) why the findings are meaningful for scholars/practitioners. The introduction section should be re-written.

When the authors describe consumer behavior and consumer decision making in the literature review section, the author's argument is supported by relatively old references. It is necessary to newly insert more recent publications into the reference list. For instance, the authors can insert the below reference:

Chen, X., Hyun, S. S., & Lee, T. J. (2022). The effects of parasocial interaction, authenticity, and self-congruity on the formation of consumer trust in online travel agencies. *International Journal of Tourism Research*, 24(4), 563-576.
<https://doi.org/10.1002/jtr.2522>

Praesri, S., Meekun, K., Lee, T. J., & Hyun, S. S. (2022). Marketing mix factors and a business development model for street food tourism. *Journal of Hospitality and Tourism Management*, 52(6), 123-127.
<https://doi.org/10.1016/j.jhtm.2022.06.007>

Chen, X., Lee, T. J., & Hyun, S. S. (2022). How does a global coffeehouse chain operate strategically in a traditional tea-drinking country? The influence of brand authenticity and self-enhancement. *Journal of Hospitality and Tourism Management*, 51, 176-186. <https://doi.org/10.1016/j.jhtm.2022.03.003>