

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.

Interesting topic, but the current version seems incomplete to me? Where is the empirical section? If there is no empirical work, why do you need ethical approval in the first place? Anyway, there are two types of papers, one is theory building, and the other is theory testing. I bet you try to build a theory. Then, you have three further choices: one is based on literature, e.g., systematic literature review or critical review, see Grant & Booth (2009); second is based on evidence, e.g., grounded theory; third is a combination of both.

Whichever way you are choosing to proceed, you need a coherent structure to logically link your arguments. The current draft is a bit loose in connections. Here is a highly cited paper on fashion and sustainability for you to consider (Zhang et al., 2021).

References:

Grant MJ, Booth A. A typology of reviews: an analysis of 14 review types and associated methodologies. *Health Info Libr J*. 2009 Jun;26(2):91-108. doi: 10.1111/j.1471-1842.2009.00848.x. PMID: 19490148.

Zhang, B.; Zhang, Y.; Zhou, P. Consumer Attitude towards Sustainability of Fast Fashion Products in the UK. *Sustainability* **2021**, *13*, 1646. <https://doi.org/10.3390/su13041646>