

# 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.

1. There are a repeated paragraph “ for some, the trigger to buy a new cloth can be after their wear is worn and torn...”
2. the research gap was not demonstrated - it is important to show what studies have been done before, what was not done (the gap) and how the present study would contribute to fill the gap.
3. it is clearer if you put the objective right after the research question, in order to make it easy to check.
4. the language in the study design must be in the past tense - it is supposed that the study was already been designed e executed.
5. the authors that based the study were mentioned only in the study design. their theories must be showed before.
6. about the analysis - perceptions and beliefs do not match to “calculating means”. Means is a measure that makes sense for quantitative variables only. the analysis in the work should be restricted to percentages.
7. I was disappointed when I saw that the work is not completed yet.