

# Review of: "Ethical and political consumption: an integrated typology of practices"

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**Potential competing interests:** No potential competing interests to declare.

This (v1) is a considered piece that provides an effective typology to address the unhelpful distinctions that are often made between 'ordinary' and 'political'/'ethical' consumption. By doing so it acknowledges that all consumption practices (whether or not they are consciously 'political' or 'ethical') may have such implications, and allows us to understand how and where they fit in a scale of alterity. However, Margarita may like to consider some changes that – for me – would really strengthen the paper by more fully bringing out its key contributions:

1. **Stronger conceptual framing:** I appreciate you are drawing on the work of Gibson-Graham and Fuller and Jonas but a more critical engagement with these would help set the paper up as less descriptive. Other elements, such as 'consumer agency', felt a little underdeveloped – how does agency differ from/build on empowerment/activism/resistance/sovereignty? Have you explored Wheeler's work on 'the citizen-consumer'? This might be an interesting theoretical addition to explore and could help you develop your ideas around agency, bringing this out more explicitly as a conceptual framing.
2. **Style:** it takes a while to really get going (sections 1 and 2) and, while this may be a stylistic choice to really emphasize your point, is quite repetitive both within section 4 (which is also rather list-like) and between sections 4 and 5. Significantly reducing the word-limit would force a much tighter and more concise piece that would emphasize your theoretical contribution much more effectively.
3. **More details:** in places some more details would help illuminate your thinking and signpost for your reader:
  - a. When discussing Figure 2, you state that 'this axis helps to explain the qualities of the "ethical" and "political" frames in consumer behaviour' – for me, this didn't really come out. A more explicit expansion and explanation of this would be helpful.
  - b. In Figure 2, why is asking for no receipt illegal? I can think of various motivations that consumers might not want a receipt that aren't breaking the law.
  - c. You discuss how 'morality and the law are not always compatible' – this is a great point but I'd love to see it pushed further.
  - d. Why the focus on lodging? Some justification for this would be helpful, including some contextual set up as to how it is/could be an example of ordinary/ethical/political consumption in the more traditional sense.
  - e. You mention the 'practice of parenting' as a throwaway comment but it intrigued me – either elaborate further or maybe delete to not tempt people!

- f. In Section 4, the focus on ethical/political consumption doesn't feel consistent – try to make sure that your points better connect into this key focus of the paper.
4. **Formatting:** a small thing but 1.5 or double line spacing would make it much easier to read. Also, careful proofreading is needed as there are typos, grammatical errors and awkward syntax throughout, which impact on clarity at times. A note, 'handicap' (section 4.2.5) is not commonly used these days – I'd suggest a rephrase to 'people with disabilities'.