

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.

The article takes an interdisciplinary approach by blending behavioral science and design thinking to tackle sustainable fashion issues. It aims to uncover the neural underpinnings of fashion influencers' decision-making, offering potential insights into promoting sustainability. Moreover, it underscores the significance of social norms in driving behavioral change within the realm of sustainable fashion. However, the ambitious objective of identifying neural correlates through randomized control trials may raise ethical concerns regarding brain imaging on human participants. Further clarification is needed regarding the practicality and relevance of Behavior Centered Design (BCD) in promoting sustainable fashion choices, along with a clearer delineation of its contributions to the field.