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

Thang Quyet Nguyen[1]

1 Ho Chi Minh City University of Technology (HUTECH)

Potential competing interests: No potential competing interests to declare.

The subject of novel is intriguing, contemporary, and relatively unexplored by others, particularly with regard to behavioral physiology validation techniques. Nevertheless, there is a need for a more comprehensive elaboration related to novelty together with the following aspects:

1.In-Depth Analysis of Shopping Behavior and Fashion Trend Decision-Making by Fashion Influencers: The paper would greatly benefit from a more detailed examination of the behaviors and decision-making processes related to shopping and fashion trends among fashion influencers.

2.Provision of a Conceptual Framework and Research Design: It is essential to include a well-defined conceptual framework and a clearly outlined research design in the paper to provide readers with a solid foundation for understanding your study.

3. Give more detail information about the mentioned methodology predictive analytics and machine-learning models to calibrate branding and supply chain domains for optimal allocation of resources in the paper

4.Detailed Information on Influencer Selection and Data Collection: Providing more information about the criteria and processes involved in the selection of fashion influencers, as well as the methods used for data collection, would enhance the paper's transparency and reproducibility.

5.Inclusion of a Conclusion Section: It is important to incorporate a dedicated conclusion section in your paper to summarize key findings and provide a holistic wrap-up of your research.