

Review of: "Shopping bags: own or plastic? Theoretical explanation of pro-environment consumer behavior in Vietnam"

Tomáš Sadílek¹

¹ University of Economics Prague

Potential competing interests: No potential competing interests to declare.

Dear authors,

Thank you for the possibility to read and evaluate your paper.

I am sending you my feedback in terms of Originality, Relationship to Literature, Methodology, Results, and Implications for research, practice and/or society.

My overall evaluation of the paper is a minor revision.

1. Originality

The theme of the article is interesting and actual research hypotheses are set within the research design however, the aim of the article is quite basic (just to apply the TPB model for the utilization of shopping bags). Therefore, the objectives are not surprising, and they confirm already-known facts about Vietnamese consumers. Furthermore, the aim of the research should be mentioned in the abstract more preciously, so we cannot evaluate if the aim was fulfilled or not. The article structure is well organized.

2. Relationship to Literature

The relationship to literature is well-developed and cites many literature sources from the last five years.

3. Method

The methodology part should be clearer in terms of data source and sample selection (on how have you selected the cases and what is the size of the population and the sample). This must be explained more in detail.

4. Results

The way of presentation is standard as well as statistical methods used. The Discussion chapter provides a comparison of research results with the previously published articles.

5. Implications for research, practice and/or society

The theoretical, practical and managerial implications are completely missing. Limitations are very general.