

Review of: "Why are there different versions of the COM-B model diagram?"

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Potential competing interests: No potential competing interests to declare.

The article is interesting, but there are some aspects for improvement.

It should be justification, why did you choose to analyse this construct. Where is the gap?

It should be more detailed grouping according particular factors (Table 1).

Where from the informal definitions were taken? Its scientific article, therefore we have to provide sources.

I missed even theoretical justification what makes impact on what? What was identified in previous empirical studies?

Maybe these studies will give you deeper understanding and disclose that some factors are too weak, some of them don't make impact on others.

It's important to look to context, brand categories, to cultural differences, gender differences and other factors. Do these factors make impact on each other despite the control variables?

The different consumer behavioral actions are online and offline, you could take this aspect into analysis as well.

My recommendation to implement empirical research for COM-B model. The empirical analysis will disclose the relationship among different factors.

What about finding?