

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

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Potential competing interests: No potential competing interests to declare.

This study topic was relevant to current concern of environmental issue on plastic used by consumers. However this paper need a few improvement as follows:

1. The problem statement still not clear within the local context of Vietnam consumers. need further data/ figure to support this study's gap.
2. In the introduction part, authors only explain on TPB but not NAM model. Why?
3. Specific your objectives in introduction part. Link these objectives with your finding and discussion in your next sections.
4. Improve citation style for this academic writing.
5. Be consistent with your dependent variable BE. Do BE refer to intention or behavior? For example H2d (mentioned as choice of shopping bag) but H2e (mentioned as intention to choice of shopping bag). Define your variable properly within your study context.
6. This study shows a very good analysis part, but not clearly discuss for each variable contribution to the finding. Therefore, it is important for study to have clear objectives and tally with your analysis and further discuss in the last section. there are also missing on mediation discussion as mentioned in the abstract.
7. state how finding contributes to consumers, marketers, and the body knowledge/ theoretical part.
8. Comprehensive conclusion is needed.