

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

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The study's emphasis on the significant relationships within the TPB framework, particularly the strong influence of subjective norms, adds depth to our understanding of how social-psychological factors shape consumer intentions. The confirmation of outcomes by related studies reinforces the validity of the proposed integrated model.

It's crucial to acknowledge the limitations outlined in the article, and the call for further research among non-green consumers and existing consumers in different contexts provides valuable directions for future studies. Additionally, the conclusion aptly summarizes the research, indicating that the integrated model successfully predicts the choice of shopping bags.

However, the attempt to merge these theories is commendable, but a few weaknesses in this study need improvement. Firstly, it lacks in-depth exploration of contextual factors such as cultural norms and socio-economic influences that could significantly affect consumer behavior but are not thoroughly examined. Additionally, the research's limited scope and lack of generalizability raise questions about its applicability to diverse populations or regions. Moreover, the overreliance on self-reported data introduces the potential for response bias, compromising the validity of the findings. Furthermore, while the study acknowledges its limitations and calls for further research, it falls short in providing clear directions or recommendations for addressing the identified gaps, limiting its potential impact on understanding consumer behavior and promoting sustainable practices effectively.

In conclusion, this article contributes to the evolving landscape of consumer behavior research, offering insights that can inform strategies for promoting sustainable practices, such as reducing plastic bag usage. The integration of TPB and NAM proves to be a promising avenue for unraveling the intricacies of decision-making in sustainable consumer choices.