

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.

The article addresses a timely and important issue: the environmental impact of shopping bags and consumer choices. Given the global push towards sustainability, understanding the behavioral determinants in the context of shopping bag choices is vital.

Here are some comments related to the article:

Relevance of Topic: 9/10

- The environmental concern associated with shopping bags, particularly in developing economies, is of high relevance.

Methodological Approach: 8/10

- Integrating TPB and NAM is innovative, but the efficacy of such an integration would depend on the detailed methodology, which wasn't provided in full.

Clarity of Hypotheses: 7/10

- The hypotheses are clear, but there's a labeling oversight which can lead to confusion.

Discussion and Interpretation: 9/10

- The discussion was robust, covering related works and comparing results, which adds depth.

Consideration of Limitations: 8/10

- Recognizing the study's limitations and suggesting further areas of study is commendable.

Conclusion: 8/10

- A clear recap of the study's contributions, but could benefit from the addition of practical implications.

Overall Organization and Presentation: 8/10

- While the content is comprehensive, some thematic organization, especially in the discussion, would enhance

readability.

Overall Score: 8.1/10

Overall, the article offers a valuable contribution to the understanding of pro-environmental consumer behaviors in Vietnam, specifically in the context of shopping bag choices. The integration of TPB and NAM is particularly noteworthy and sets the groundwork for future research in this domain.