

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

Jesper Clement<sup>1</sup>

<sup>1</sup> Copenhagen Business School

Potential competing interests: No potential competing interests to declare.

Interesting reading with a lot of statistical data that to some extent overshadows the problem, that people say one thing and do otherwise. Asking people might not be the best way to investigate the environmental issue of using plastic shopping bags. The problem in doing research on green behavior is outlined in the article by Johnstone & Tan (2015), "Exploring the gap between consumers' green rhetoric and purchasing behaviour, published in Journal of Business Ethics. The issue is mentioned in the beginning of this article, quoting the study by Lam & Chen (2006), who found situational factors as the explanation for using plastic shopping bags. These situational factors seem to disappear in this article, which is too bad as people do normally not plan shopping for plastic bags. The need for a plastic shopping bag might come spontaneously and not as something planned. In that case do I not see Ajzen's (1991) model for planned behavior as the best to investigate the environmental issue of using plastic shopping bags. I think these limitations should be mentioned in a final section.