

# 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 manuscript entitled "Shopping bags: own or plastic? Theoretical explanation of pro-environment consumer behavior in Vietnam" seems interesting. However, manuscript lacks in a few areas, which need to be addressed.

I have given a few suggestions, which might be useful to improve the quality of the manuscript.

## Introduction

1. The gap of the study is not well defined. The introduction section has just given a few inferences of green orientation in different south Asian countries.
2. Introduction must explain the need of the study. Why this study is important to perform?
3. Author should provide more instances and references to provide support to the need of your study.
4. The novelty/newness is questionable. Author should access the below mentioned article and try to justify the uniqueness in the article by demonstrating how current article is fulfilling the short comings of preceding studies.

Nguyen, T.P.L., 2022. Intention and behavior toward bringing your own shopping bags in Vietnam: integrating theory of planned behavior and norm activation model. *Journal of Social Marketing*, 12(4), pp.395-419.

<https://www.thejbmt.com/archive/0939/842284880.pdf>

## Literature

There are many studies performed on TPB and NAM in different context. Author needs to define why TPB and NAM are used in this context with a few recent references.

Further, the theoretical background must start from scratch where author should indicate the shift in consumer behavior towards green consumption with relevant references.

The current form appears shallow as it does not provide significant arguments to strengthen the literature section.

**Methodology** and **results** sections are presented suitably.

## Implications

Author must provide implications of the study in detail. There must be separate section of theoretical and practical

implications. Theoretical implications must give insights on theoretical contribution of the study in context to TPB and NAM.

Similarly, how would this study help business managers/retailers?

The research agenda also demands societal implications. Author may include the societal contribution of the study.

You may go through below mentioned article for better clarity on literature and implications section.

Chaturvedi, P., Kulshreshtha, K., Tripathi, V. and Agnihotri, D. (2022), "Investigating the impact of restaurants' sustainable practices on consumers' satisfaction and revisit intentions: a study on leading green restaurants", *Asia-Pacific Journal of Business Administration*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/APJBA-09-2021-0456>

Overall, author needs to improve the manuscript significantly for any possible publication.