

# 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.

It is my pleasure to review this article. The authors used cross-sectional design (N = 536) to test an integrated model of theory of planned behavior (TPB) and norm activation model (NAM) in individuals' choice of shopping bags. Here come my suggestions that may help improve this paper:

## Introduction and opening pages

1. The author should be more convincing for their study motivation. Shopping bags use represents a fancy (trendy) topic to understand consumers' daily life nowadays, but the author should clarify why we need a study investigating this specific form of PEBs rather than a more general construct of PEBs.
2. The author should be explicit how this study may contribute to which stream of literature. For example, there are numerous studies that used TPB or NAM (the integration of these two theories as well) to model PEBs, how does this study make incremental contributions?

## Method

3. The use of cross-sectional design should be noted and hence any causal inference should be avoided.
4. I would strongly recommend the author to improve the writing-up of the study method and results. For example, the author should report the pre-registration information, sampling procedure and representativeness, the reliability and validity of measures, common method bias test, and robustness test. Meanwhile, the results should be reported in an APA style.
5. The author should check the results that sound confusing. e.g., "Regarding AC→BE via PN, about 483 % of the effect of AC on BE is mediated by PN. Moreover, the mediated effect is about 1.3 times as large as the direct effect of AC on BE. Regarding AR→BE via PN, about 102 % of the effect of AR on BE is mediated by PN."

## Discussion

6. This section could be improved if the author could establish more connections with previous literature that explore e.g., the antecedents of PEBs, the TPB or NAM models, and shopping bags use. (In so doing, the theoretical implications

would be illustrated)