

Review of: "Perception of Biodiversity versus Connection to Nature: Which Can Influence Wildlife Product Consumption in Vietnam?"

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Potential competing interests: No potential competing interests to declare.

Perception of Biodiversity versus Connection to Nature: Which Can Influence Wildlife Product Consumption in Vietnam?

Results:

Hypotheses 1 and 2 are supported.

The effect of POB on WPC is mediated by CTN. Accordingly, hypothesis 3 is supported.

The effect of CTN via POB on WPC does not exist. Thus, hypothesis 4 is rejected.

Strengths:

There are three obvious strengths in this study. First, Bayesian logistic regression is superior to logistic regression when causal relationships of consuming preferences are explored. Second, SEMs are used to assess the proposed mediating relationships among the latent variables. Finally, self-reported responses reflect motivation, behaviors, and preferences of Vietnamese consumers.

Limitations:

There are three notable limitations in this study. First, the participants in this sample are not nationally representative due to web-based survey strategy. Second, cross-sectional data cannot lead to causal relationship. Finally, socioeconomic factors are not analyzed in the mediating effects.

Comments:

I have read and put myself to get better understanding about the topic and results of this study. Overall, the study looks great and how authors analyse the results are strong enough to support the knowledge gaps. These can be seen from the strengths above that really provide new insights about the topic discussed.

However, the limitations explained above also stress some points that restrict authors to discuss more about the results of this paper. Thus, to improve this paper I would like to suggest authors to give some description about the socioeconomic

background and status of the studied communities to support the discussion. Secondly, I think it would be better if authors also provide information about the socio and cultural background of the people in Vietnam in terms of Wildlife Product Consumption and Traditional Wisdom to support Biodiversity Conservation.