

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.

Dear author,

The research topic is extremely relevant and topical. However, I understand that writing an article, especially in a language that is not your native one, can be overwhelming. Therefore, I would highly suggest you revised your manuscript - maybe asking a revisor/native to proofread it.

Some major improvements could be made regarding:

1. Overall structure of the article

2. Grammatical mistakes, poor choice of words.

- Your Introduction is a little disorganized and quite hard to understand, due to some grammatical mistakes.
- Also, what is the meaning of "TAM"? This word is mentioned three times throughout the article but you don't say what it is. Is it a combination of TPB+NAM?
- In my opinion, you failed to connect the theories and the use of plastic bags, in the introduction and the theoretical model and hypotheses
- The "Confounding effects" paragraph could be used to explain and justify the results. It seems to be misplaced.
- The "Key explanation" section could be easily fitted into the introduction and/or theoretical model. As a matter of fact, I reckon it should be included in those sections in order to make understanding better.
- The limitations don't talk necessarily about your work. What does green beauty products have to do with anything? Focus on your method, on something theoretical that you feel could have been better explained, or some question you've came up conducting your research.
- The conclusion is too short and doesn't really conclude anything.

Some strengths that I perceived in the article are: (i) the theoretical framework, (ii) the citations (extensive reading and comprehension of the topic), (iii) the explanation of the theories (pictures were helpful), (iv) method (well-structured questionnaire and thorough statistical analyses).

I hope my comments will help you convey your ideas even better and make your article stronger.



Best,

Andressa.