

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.

Clarity and Organization: While the introduction provides a substantial amount of information, some paragraphs could benefit from clearer organization. Consider grouping related information together to enhance the flow of the introduction.

Theoretical Framework Integration: While the integration of TPB and TAM is mentioned as a key aspect of the study, it could be beneficial to elaborate on how these two frameworks complement each other and why their combination is suitable for examining consumer behavior towards shopping bags.

Research Gap and Contribution: Explicitly state the specific research gap that this study intends to address. Clearly articulate how your study contributes to the existing body of knowledge on consumer behavior and its implications for pro-environmental actions.

Sampling Strategy: Clarify the rationale behind selecting the top 10 supermarkets and the choice of two specific cities, Hanoi and Ho Chi Minh. Providing insight into why these locations were chosen and how they represent the population can enhance the study's external validity.

Online Survey Selection: Elaborate on the criteria used to select the 50 enterprises for the online survey. Explain why these specific enterprises were chosen and how they relate to the study's objectives.

Sampling Times: While you mentioned that the field survey was conducted at 9 am and 10 am every weekend, consider explaining why these specific times were chosen. Is there a reason to believe that these times are representative of consumer behavior?

Response Rate: It's important to provide context for the response rates obtained for the field survey (89.8%) and the online survey (54.2%). Discuss whether these response rates are satisfactory and how they might impact the generalizability of the findings.

Interpretation of Findings: Elaborate on the implications and potential reasons behind the findings. For instance, why were AC, AR, and PBC unable to lead to BE? What might explain these results based on the context of shopping bag behavior?

Integration of TPB and NAM: Provide a more detailed explanation of how the integrated model of TPB and NAM

enhances the understanding of consumers' utilization behavior of shopping bags. How do the concepts from both models interact to explain this behavior?

Comparison with Previous Studies: While you've mentioned some studies that have similar findings, provide a brief discussion on how your results align or contrast with these previous works. What might account for differences or similarities between your findings and those from other studies?

Path Coefficients and Significance: Discuss the practical implications of the path coefficients and their strengths. Are there any particularly strong influences that could inform interventions or strategies to promote pro-environmental behavior?

Contrasting Results: When discussing studies with contrasting results, offer potential explanations for the discrepancies. What contextual factors or differences in methodologies might contribute to the variations in findings?

Limitations and Future Research: Address the limitations of your study, such as the potential for social desirability bias in self-reporting. Suggest avenues for future research to address these limitations and further refine the understanding of consumers' behavior.

Theoretical Contributions: Emphasize how your study contributes to the advancement of theoretical knowledge in the field of pro-environment behavior. How does the application of an integrated TPB and NAM model enhance the existing theories?

Practical Implications: Discuss the practical implications of your findings for policymakers, businesses, or organizations aiming to promote pro-environmental behavior. How can your insights be translated into actionable strategies?

Study Context and Generalizability: Reflect on the specific context of your study in Vietnam and its potential implications for generalizability to other regions or cultures. Are there any cultural or contextual factors that might limit the applicability of your findings beyond Vietnam?