

# Review of: "Shopping bags: own or plastic? Theoretical explanation of pro-environment consumer behavior in Vietnam"

Alphonsa Jose K<sup>1</sup>

<sup>1</sup> Christ University

Potential competing interests: No potential competing interests to declare.

Dear Author,

Congratulations on successfully completing the work and preparing the report. It is a very comprehensive report, exploring one of the challenging behavioral opponents of climate action. While the report being comprehensive and acceptable in the current form, I have certain suggestions to be added here for your consideration.

1. **Regarding the language used.** Writing is adequate and to an extent engaging, however at certain places the use of symbols is actually a major distraction. Try writing all the paths and hypotheses in full sentences. Can also consider a round of language editing.
2. **Menace of plastic bags:** The researcher can think of bringing few more references and numbers to establish the seriousness and grotesque nature of the concerns associated with one time use plastic.
3. **Constructs used in the study need clarity.** Provide theoretical or conceptual definitions whenever required and possible.
4. Justification of the variables and theoretical frameworks used. Why did the researcher choose the current variables over other important variables like habit?
5. How would you justify the extended TPB model? Why is research not explaining or exploring the pathway from subjective norm to personal norm? There are many empirical evidence existing discussing these alternative pathways. Why would you use the current framework?
6. Discussions, limitations, and conclusions are not really robust or comprehensive or presented within the scope of the results identified.