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.

The topic of the study is interesting. I have a few suggestions to improve the positioning of the paper.

In the introduction section please use the mentioned studies to identify the research gap and propose the same. Then write the novelty of you study and specific contribution to theory.

It would be good to add the relationships that you want to examine through this study along with an explanation built from the literature.

There is no need to provide the details of TAM model and the respective relationships. Focus on the relationships that you are proposing in this study and how they are integrated to TAM.

Please build the hypothesis in a separate section drawing on the arguments from existing literature.

Same applies to the NAM model discussion.

Please support your integration of these theories from the literature. Merely writing that it was integrated does not offer value to the study. Please explain how it was integrated and how it is valued for this study.

The methodology is not clear. What sampling method was used? What was the study population? What is the break up of sample in terms of demographics? Who conducted the survey? Who were the respondents and how they were recruited?

Please give reason for why you applied logistic regression and not any other statistical analysis for example SEM.

The reliability, validity statistics is missing.

In the discussion compare your results with past studies and explain novelty of your findings.

Add theoretical and managerial implications.

All the best !