

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.



	Yes	Can be improved	Must be improved	Not applicable
Does the introduction provide sufficient background and include all relevant references?	()	()	(x)	()
Is the research design appropriate?	(x)	()	()	()
Are the methods adequately described?	(x)	()	()	()
Are the results clearly presented?	()	(x)	()	()
Are the conclusions supported by the results?	()	(x)	()	()

Comments and Suggestions for Authors

Dear authors,

This study evaluate the integration of two theories theory of planned behavior (TPB) and norm activation model (NAM) to find out why consumers to choose shopping bags?. It is exploratory study on the perception of customers on shopping bags. This is crucial for policy implication given there is huge number of plastic bags used in local market everyday. I am excited to read the paper because of the subject matter and theory implications as well. Thank you for doing such a insightful study in Vietnam.

I have a couple of comments below:

1. The integration of two theories is interesting. However, there is little about why you choose these two theories among many other theories, especially NAM. In the text you mentioned both NAM and TAM. They are the same or different? If the same, you should be consistent through out the text.
2. Explain why do we need integrated model of TPB and NAM.
3. The hypotheses are good tests. Nevertheless, more explanation is needed to why those models need to be revised" and what is "revised – TPB" or "revised –NAM"?
4. Please explain more about why you dichotomized a five-point Like-scale into binary variables (yes/no). When you reduce the scale, you will not be able the detect small difference among the respondents which is actually helps to see

which model is better than others.

5. Your results indicated the revised TPB model, revised NAM, and integrated model of TPB and NAM were good fit. For policy and practical implication, you should address which model that best explain the consumers' utilization behavior of shopping bags.
6. Discuss of your results rather than provide a review of literature in the Discussion.
7. In the text you mentioned “307 %”, please revise if it is correct. Check through out the text.

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