

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

Xiaonan Wang¹

¹ Shanghai Ocean University

Potential competing interests: No potential competing interests to declare.

Comments from the Editors and Reviewers:

In general, this is a competent article, which explain pro-environment consumer behavior in Vietnam. This article cite the appropriate literature. Overall, I believe the paper is theory contribution in the area of pro-environmental purchase behavior. It is somewhat novel to have so many different indicators, but other than that it's hard to see what is novel about the paper.

The writing is understandable but not quite publication quality. It might need an editor to clear up some issues. I can tell what they mean in Vietnam, it is difficult to understand in Global context.

There are some other methodological concerns:

Hypothesis 1a (H1a): Attitude (AT) is positively related to the intention to use shopping bag (IN).

Hypothesis 1b (H1b): Subject norms (SN) is positively related to the intention to use shopping bag (IN).

Hypothesis 1c (H1c): Perceived behavioral control (PBC) is positively related to the intention to use shopping bag (IN).

Hypothesis 1d (H1d): Intention to use fabric bag (IN) is positively related to choice of shopping bag (BE).

Hypothesis 1e (H1e): Attitude (AT) relates is positively related to the intention to choice of shopping bag (BE).

Hypothesis 1f (H1f): Perceived behavioral control (PBC) is positively related to choice of shopping bag (BE).

Hypothesis 1d (H1g): Attitude (AT) is positively correlated with Subject norms (SN).

Hypothesis 1e (H1h): Subject norms (SN) is positively correlated with Perceived behavioral control (PBC).

Hypothesis 1f (H1i): Attitude (AT) is positively correlated with Perceived behavioral control (PBC).

I think you are hypothesizing an interaction- maybe it would be better to state it more abbreviated and directly. The mediating effect is often used to analyze changes in the relationship between independent and dependent variables. You can use one hypothesis to represent two hypothesizes.

Perhaps you'd be better explain the mediating effect clearly.

In page 5, "To comprehensively investigate the mechanism on the utilization of shopping bags from the level of individual, the theoretical model of this study was inspired by the integration of the TPB and NAM (Chunan Zhao, et al., 2019). The

integrated theoretical model is presented in Figure5, the The integration model lacks theoretical basis

I think the biggest problem with this article is the sampling method.