

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.

Overall, this is interesting and well thought out research. I would like to see more discussion on the moderate relationship between intention with actual behavior toward BYOB in Vietnamese consumers that was cited. This is directly related to the original research that was performed in this study.

The paper needs an executive summary in the abstract area to entice the reader to go further. While the author(s) produced findings, what are the practical business implications? What should retailers consider for strategies and tactics here? What are the recommendations? While this is good academic research, the best research is always actionable and that is what is missing.