

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 author(s) conducted the research methodically and took the necessary steps. This acknowledgment suggests that the study was conducted with care and diligence, which is an important aspect of conducting scientific research.

1. The study is seen as fine overall.
2. The research confirmed the proposed hypotheses.
3. The integration of the Norm Activation Model (NAM) and Theory of Planned Behavior (TPB) is seen as a valuable approach to predict the choice of shopping bags.

However, there are concerns that require attention and improvement as below

1. Integration Model Adequacy: the integrated model may not be adequate because the authors did not consider the relationships between factors in the TPB and NAM. This implies that the authors should have provided a more comprehensive explanation of how these two models are interconnected and why they were integrated.
2. Sample Issue: The study is criticized for its sample, where more than 90% of respondents are unemployed. This is a significant limitation as it may not accurately represent the broader population's behavior. The authors should address this limitation and discuss its potential impact on the study's generalizability.
3. Table Presentation: authors did not explain how they estimated logistic regressions in Table 2. Additionally, there's confusion regarding the presence of two "Table 1"s. The authors should clarify the table presentation and ensure that all tables are correctly labeled and explained.
4. Contradictory Results: it is noted that many hypotheses were rejected in Table 3, but the authors concluded that "the results indicated that structural models were a good fit." This suggests a discrepancy between the results and the interpretation. The authors should provide a clear and coherent explanation for this apparent contradiction and justify their conclusion.
5. Suggestions for improvement: conducting further inclusive analysis, especially concerning the purchase intention of green beauty products among non-green consumers and existing consumers, based on the Norm Activation Theory (NAM) foundation. Additionally, the reviewer recommends future studies to explore the relationship between factors in the TPB-NAM integration model or separate each theory to understand the factors influencing consumer intention and

behavior in Vietnam regarding the use of shopping bags.