

# 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.

## Recommendation: Major Revision

Comments:

Dear Author,

Greetings,

Thank you for this opportunity to review the manuscript "Shopping bags: own or plastic? Theoretical explanation of pro-environment consumer behavior in Vietnam". I have read the manuscripts and I have the following comments and suggestions.

### Introduction

1. Research problem is not well articulated, authors are advised to revise it. I have a few suggestions for you to improve the same. Introduction section initial argumentative sentences should be strong, how you have reached to the mandate of the claims for pro-environmental consumption, and the extensions of TPB it is not clear. I will suggest the author(s) to make use of these latest/recent and relevant references for the purpose.

a) Hasan, A. A. T. (2022). Technology attachment, e-Attitude, perceived value, and behavioral intentions towards Uber-ridesharing services: the role of hedonic, utilitarian, epistemic, and symbolic value. *Journal of Contemporary Marketing Science*, 5(3), 239-265.

b) Hasan, A. A. T., & Rahman, M. T. (2023). Factors influencing green hotel revisit intentions after the COVID-19 in Bangladesh. *International Journal of Tourism Cities*, 9(1), 143-158.

c) Hasan, A. A. T. (2022). Determinants of intentions to use the foodpanda mobile application in Bangladesh: the role of attitude and fear of COVID-19. *South Asian Journal of Marketing*, 4(1), 17-32.

d) Hasan, A. A. T. (2023). Afforestation intentions for mitigating carbon emissions in the post-COVID-19 perspective: the case of green hotel visitors in Bangladesh. *International Journal of Tourism Cities*, 9(1), 182-200.

e) Hasan, A. A. T. (2022). Perceived value and behavioral intentions toward dining at Chinese restaurants in Bangladesh: the role of self-direction value and price fairness. *South Asian Journal of Marketing*, 3(2), 116-134.

f) Hasan, A. A. T. (2023). Theory of repeat purchase behavior (TRPB): a case of green hotel visitors of Bangladesh. *International Journal of Tourism Cities*.

g) Hasan, A. A. T. (2023). Theory of green consumption behavior (TGCB): a case of agro-tourism for sustainable communities and cities of future Bangladesh. *Consumer Behavior in Tourism and Hospitality*.

2. Introduction is not well written. Please rewrite with strong literature support.

3. Why is own bag important for environmental sustainability is absent. Please provide theoretical support for this argument/claim.

4. The objectives of this research are a general statement. Authors are advised to be very clear regarding their objectives that they aim to achieve.

### **Theoretical background**

1. There are a few hypotheses support arguments are very weak with just only one or two citations are given for support. I will suggest the author(s) to please search good papers are cite them for the purpose. It is not acceptable to make random assumptions on the basis of your own ideas.

2. Hypotheses development are poorly written. Authors are advised to revise this section by considering: theoretical support, logical argument for all relationship. Make sure to refer to latest and relevant literature. Specify what is the contribution of this study? How this study is unique compared to other similar studies?

### **Methodology and analysis**

Overall methodology section is very weak. Authors are advised to rewrite the methodology section.

Methodology section need revision on the grounds of PLS-SEM support, in comparison to CB-SEM it is considered to be better though I understand the author(s) attempted it to overcome with the problem but still I will suggest the author(s) to revise the paper in line with discriminant/convergent validity with respect to CB-SEM such as AVE, MSV, ASV and HTMT should be reported. Here are a few papers for you to make use and cite in order to defend sampling, data collection and data analysis in line with robustness projected in these papers. Moreover,

1. Explain research design.
2. Sampling method and sample size need justification.
3. How the questionnaire was valid is missing.
4. For discriminant validity, please report HTMT result.
5. How mediation effect was tested?

**Discussion and contribution**

1. How this study is contributing to the tourism literature and new knowledge is weak. The theoretical contribution should be discussed and explained clearly. In addition, how this study can help marketer, policy maker, decision make in India, Bangladesh, and overall south Asia need more clarification.
2. Future research scope related lines should be expanded. Overall, my suggestion to the author(s) would be to kindly incorporate the suggested changes diligently and carefully in order to come out with a nice research piece at the end. All the best for the revision and look forward to receive the revised version. All the very best.

**Additional Questions:**

1. Originality: Does the paper contain new and significant information adequate to justify publication?: see my comments.
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: see my comments.
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: see my comments.
4. Results: Are results presented clearly and analyzed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Okay
5. Contributions to urban and city research literature and practice: Does the paper make a meaningful and significant contribution to the research literature on urban and city tourism? Is the paper likely to have practical value to city tourism practitioners?: see my comments.
6. Practicality and/or Research implications: Does the paper identify clearly any implications for practice and/or further research? Are these implications consistent with the findings and conclusions of the paper?: see my comments.
7. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc?: Should be revised.

