

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.

Thanks for the invitation to review this study.

While it is a promising study for many reasons, it requires many enhancements to make it publishable on scientific grounds.

The author (s) must identify the problem of the study with the help of current literature of pro-environment behavior of consumers in Vietnam (country of the study). Especially, it is highly important to understand "where and how TPB and TAM lack" to explain pro-environment behavior which the author tried to address through Normal Activation Model. If NAM is an extension of the TPB or TAM, this needs to be explained with logical arguments and with the help from the current literature.

Literature review of the study is too little to critique. Author (s) must enhance it substantially by discussing the shortcomings of TPB and TAM in explaining the shopping bags use behaviors. Why socioeconomic factors should be investigated? Have the past studies not investigated this abundantly? Author(s) should explain and argue it with relevant and updated citations from well reputed journals.

It is important to understand how the study has selected a relevant group of consumers to fulfill the objectives of the study. Thus, the author (s) must address it thoroughly.

Discussion and implications section is very weak. Author(s) must enhance it by 2 times to identify how this research studies fulfilled its objectives and how the subject knowledge has increased with the findings of the study.

Future recommendations is another area that demands extensive attention from the author (s). The author (s) should provide details how the subject knowledge on plastic shopping bags can be extended in the future studies.

Good luck!

