

# 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.

- Abstract
- Here are some suggestions to improve the abstract:
- Introduction
- However, there are several areas where the introduction could be improved for clarity, coherence, and emphasis:
- Synthesis of Previous Research: The introduction includes several individual studies and findings, but there is a lack of synthesis and cohesion. Consider grouping these studies based on themes or outcomes to provide a clearer narrative of the existing knowledge. Additionally, provide more recent references where available to ensure the relevance of the cited studies.
- Clear Research Gap: While you mention that no published studies are specifically related to the choice of shopping bags, it would be helpful to state why this research gap is significant explicitly. How will the insights gained from this exploratory study contribute to the existing body of knowledge? Clearly articulate the need for this study and how it fills the gap.
- Theoretical Framework Integration: The introduction introduces the TPB and TAM without explaining how they will be integrated to analyze consumers' choices. Briefly explain how these models will be used together to provide a comprehensive understanding of the factors influencing shopping bag choices.
- Research Objectives and Hypotheses: Clearly state the research objectives or questions that this study aims to address. Additionally, if there are any hypotheses to be tested, include them in the introduction. This will provide a roadmap for readers to understand the scope and direction of your study.
- The clarity in Terminology: Ensure you define technical terms or abbreviations upon first use. This will prevent confusion for readers who may not be familiar with specific terms like "TPB" and "TAM."
- Transition and Flow: Work on the transition between sentences and paragraphs to maintain a smooth flow of ideas. Each paragraph should logically lead to the next, building a cohesive argument for the importance of the study.
- Justification of Methodology: As you mention using a structural equation model (SEM), briefly justify why this methodology is suitable for the study. Explain how SEM can help analyze the complex relationships between various factors and the outcomes you intend to measure.
- Clarity in Aims: Revisit the sentence structure for clarity, particularly in expressing the study's aims. Ensure that the aims are clearly articulated and concise.
- Need more literature review, and the literature is not enough for more than one theory adaptation.

- The theoretical model and hypotheses are well-defined and detailed.
  - Format tables properly follow the APA style.
  - Factor loading above 1? Check the factor loading values again for factors SN (figure 6) and AR AC (Figures 7 & 8)
  - Check the percentage Regarding PBC→BE via IN; about 458 %
  - Why not calculate "The mediating effect of IN on the relationship between SN and BE was not calculated"?
  - Discuss and explain rejected hypothesis.
  - Follow the Structure of a Research Paper: IMRaD Format.
  - Limitations are fine.
  - Conclusion: Improve it more by including the main aspects of the research.
  - Implications and Future Research
  - There are many improvements required in the study analysis part.
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- Clarify the Context: Ensure the specific environmental burden caused by shopping bags is stated. Instead of simply stating "shopping bags have posed significant environmental burdens," consider elaborating a bit, e.g., "Shopping bags, especially single-use plastics, have been major contributors to environmental pollution and waste."
  - Specify the Socioeconomic Factors: The abstract mentions that "socioeconomic factors possibly were confounding factors for the main associations." It would be useful to mention or exemplify these factors for better clarity briefly.
  - Complete Sentences and Thoughts: The sentence "mediation analyses showed that personal norms mediated the relationship between" seems incomplete. What exactly did personal norms mediate the relationship between?
  - Clarify Models and Integration: There is a mention of the integrated model of TPB and NAM and the "revised" TPB and NAM. It might be clearer to readers if you specify how these models were integrated and in what way they were revised.
  - Enhance Contribution Statement: Instead of just saying, "The results of this research contribute to theory development in the area of pro-environmental purchase behavior," perhaps elaborate on why these findings are significant or how they can be used in practical applications.
  - Tighten Up Language: There are a few places where the language could be more concise or direct. For example, "Data from a cross-sectional study with a total of 536 respondents in Vietnam was used" could be "A cross-sectional study of 536 respondents in Vietnam was conducted."