

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.

Dears.

It seems very appropriate to use the theory of planned behavior (TPB) with the norm activation model (NAM).

A further conclusion is suggested, in the final part of the summary as a contribution to what has been concluded in the study. The summary needs to be improved.

The referenced citations are adequate, but there is a lack of argumentation in the theoretical framework. It is very weak.

The authors comply with the research question, which makes it easier to analyze the results. But the results are not well enhanced in the discussions.

The hypothesized deductive model is coherent with the theoretical framework, but an excess of hypotheses is displayed, which is recommended for greater parsimony in this regard. This causes the NAM model (which is very well used) to overload the hypothesis study. In fact, the hypotheses are redundant in the theoretical framework, which leads to confusion, so the theoretical framework should deepen the theoretical foundation of the study and that is not found.

According to my impression, the study would be supported only with the structural equation model, so the logistic regression is perceived as unnecessary. This is applying parsimony to the hypotheses.

Clarity is required in the discussions between the hypotheses and the results that the study has produced that reflect a systemic coherence. The implications of the research should be explained.

Lack of further development of conclusions.

Although the article is very original and has the potential to be published, you should correct the comments.

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