

# 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 topic of the paper is very interesting and relevant. However, it might be a good idea to limit the figures to Figures 4 & 5 in the literature section as Figures 1-3 do not add value. Several sources and studies are listed but merely mentioning what studies investigated is not critically engaging with the literature and as a result, the arguments in the study are weak and often feel unsupported. Ensure that the research objective is clear in the introduction and highlight the specific gaps the study aims to close. A better motivation for the study would aid in framing the study better. Stating the contributions of the study upfront in the introduction will help with the framing as well.

The 'behavior' aspect is confusing at times as the choice offered in the questions and literature is not behavior but preference or options or intent at best. I suggest the authors stay consistent with what they measured. The discussion on the theoretical frameworks and revisions or extensions is very superficial and needs a better explanation of what was added or what was the new additions. There are so many hypotheses that the focus of the paper is not clear and the discussions become superficial to cover all the aspects. It may be better to rather focus on core relationships and better engage with the literature. The method is unclear and confusing at times but indicating which scales were used, and if pre-testing was used, for example can help to provide clarity.

Some of the statements are confusing. Were EFA's or CFA's done? Discriminant validity? Structural models? Which type of SEM was used? Fig 6-8 becomes confusing without a clear explanation of the process followed to assist the reader. The paper needs a section on the managerial implications and theoretical contribution of the paper.

Re-focusing the paper and clearly communicating what it intends to measure, why and how could be beneficial.