

Review of: "Shopping bags: own or plastic? Theoretical explanation of pro-environment consumer behavior in Vietnam"

Z. Hidayat¹

¹ Binus University

Potential competing interests: No potential competing interests to declare.

An interesting research topic, although it is limited by the point of view of two theories.

Abstract:

- In the results, explain in more substance, what was found, and in what cases the findings are a good fit with the theory, of course, emphasizing what dimensions in the revised TPB and revised NAM have a good fit.

Introduction:

- What is your proposition that relates environmental issues to shopping bags from the consumer behavior perspective, then from the perspective of local government regulations? Why is the theoretical study essential to investigate? What did previous researchers pay less attention to, and where is the uniqueness of your research? This narrative must appear explicitly.

Theoretical Model:

-

Results:

-

Discussion:

- How are the TPM model test results?
- What are the results of the NAM model test?
- What are the results of the TPM-NAM integrated test?

Conclusion:

- Rearrange by making strong statements against the findings on each TPB and NAM, then combine the TPM-NAM, and state explicitly the strongest in your conclusions according to the research objectives.

