

# 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 authors have well attempted to draft their research and have highlighted topic of interest. Though it can be improved by the following the given suggestions.

## Strengths:

**Environmental Relevance:** The introduction begins by highlighting the importance of pro-environment behavior in using reusable shopping bags and the negative environmental consequences of plastic bag litter. This establishes a relevant and urgent context for the study.

**Citing Prior Studies:** The text references various studies from different regions, enhancing the credibility of the research by showing that this topic has been explored from multiple perspectives.

**Clear Research Gap:** The introduction clearly identifies the research gap – the lack of published studies on consumer perceptions and choices regarding shopping bags. This demonstrates the need for the current study and its potential contribution to existing knowledge.

## Areas for Improvement:

**Logical Flow:** The introduction lacks a smooth and coherent flow of ideas. There is a need for improved organization to guide the reader through the concepts and studies being presented.

**Research Objective and Hypotheses:** While the text discusses the application of the Theory of Planned Behavior (TPB), it doesn't explicitly state the specific research objective or the hypotheses that will be tested within this framework. Clearly outlining these aspects would provide a clearer sense of the study's focus.

**Background Context:** While the introduction touches on the preference for paper and plastic bags, it could benefit from a more comprehensive background that addresses global trends in shopping bag usage, regulations, and consumer attitudes.

**Clarity of Statements:** Some sentences could be refined for clarity. For instance, the sentence "The intensive use of plastic shopping bags continues to pose significant environmental challenges" could be further elaborated to specify the

nature of these challenges.

**Transition Sentences:** Including transition sentences between different concepts and studies would help improve the overall flow and readability of the introduction.

**Theoretical Framework:** If the Technology Acceptance Model (TAM) is not part of the study, any reference to it should be removed or clarified to avoid confusion.

**Research Scope:** The introduction could briefly mention the scope of the study, such as the geographic area, target audience, or types of shopping bags being considered.

**Discussion of Findings:** The summary of main findings is brief and lacks detailed interpretation. The article could benefit from an extensive discussion section that delves into the implications of the findings, how they align with existing literature, and their real-world significance.

**Empirical Insights:** The article could benefit from providing more insight into the actual empirical data, such as the distribution of respondents across different demographic categories and how these categories might have influenced the results.

**Comparison with Other Studies:** The article mentions studies with similar findings, but it doesn't engage in a detailed comparison with those studies. A more comprehensive discussion of how these findings relate to, differ from, or extend the existing body of research would enrich the discussion section.

**Implications and Applications:** The article should discuss the implications of the findings beyond the academic realm. How can the integrated model be practically used to promote pro-environmental shopping behavior? Are there policy or intervention implications?

In summary, the introduction has the potential to engage readers with its relevant topic, but it would benefit from better organization, clearer articulation of research problem and hypotheses, and a more comprehensive background context. Addressing these areas would strengthen the overall impact of the introduction.