

Review of: "Factors Influencing the Laptop Buying Behavior of Students in Vietnam"

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This research has investigated the factors influences on students' laptop purchasing decisions in Hanoi, focusing on factors like laptop specifications, features, price, design, and brand. The study collected 214 responses through questionnaires, which were processed using SPSS software for reliability testing, factor analysis, correlation, and multivariate regression analysis.

The paper offers an insightful investigation into the factors that impact students' laptop purchasing decisions. The study delves into an increasingly relevant topic in the contemporary landscape of technology-driven education and consumer behavior. In this review, I will discuss the paper's key strengths, contributions, and suggest areas for further enhancement.

Strengths:

1. **Relevance and Significance:** The paper addresses a timely and pertinent area of research – the factors influencing students' laptop purchasing behavior. In the era of the fourth industrial revolution, where technology and education intertwine, understanding these factors holds paramount importance.
2. **Comprehensive Research Approach:** The author employs a comprehensive research approach, incorporating multiple factors including specifications, enhanced features, price, payment conditions, design, and brand. This approach ensures a holistic understanding of the complex dynamics shaping students' decisions.
3. **Robust Methodology:** The utilization of questionnaires to gather data from 214 student respondents demonstrates a commendable effort to capture a diverse range of perspectives. The subsequent utilization of SPSS software for data analysis, including reliability testing, exploratory factor analysis, correlation, and multivariate regression analysis, reflects a rigorous methodology.
4. **Clear Problem Statement:** The introduction eloquently articulates the research problem, emphasizing the importance of laptops in modern education and the need to comprehend the factors guiding purchasing decisions. The framing of research questions adds clarity to the study's objectives.

Contributions:

1. **Practical Insights:** The paper provides valuable insights for educators, policymakers, and laptop manufacturers by elucidating the factors influencing students' decisions. The findings have the potential to inform marketing strategies

and curriculum design to align with students' preferences.

2. **Theoretical Enrichment:** By investigating the intricate interplay of factors such as specifications, features, price, design, and brand, the study contributes to the theoretical understanding of consumer behavior in the context of technology products.

Weaknesses

1. **Lack of Novelty and Contribution:** While the topic of investigating factors influencing students' laptop purchasing behavior is relevant, the paper fails to offer substantial novelty or significant contributions to the existing literature. The study largely reiterates well-established factors such as specifications, features, price, design, and brand without offering new insights or perspectives.
2. **Limited Theoretical Engagement:** The paper lacks engagement with contemporary consumer behavior theories and models that would provide a solid theoretical foundation for the study. The absence of theoretical depth weakens the significance of the findings and limits their broader applicability.
3. **Methodological Concerns:** The methodology employed for data collection and analysis raises concerns regarding the validity and generalizability of the findings. The reliance solely on questionnaires might not capture the nuanced aspects of students' laptop buying decisions. The absence of qualitative methods or interviews limits the depth of understanding.
4. **Lack of Comparative Analysis:** The paper would benefit from a comparative analysis with similar studies conducted in other regions or among different demographic groups. Without such comparisons, the study's findings lack context and the ability to identify regional variations.
5. **Insufficient Discussion of Implications:** The discussion section inadequately addresses the practical implications of the findings. A more comprehensive discussion on how the study's results could inform marketing strategies, educational policies, or industry practices is necessary.
6. **Writing and Organization:** The paper's writing lacks clarity and precision, making it difficult for readers to follow the argument and rationale. The organization of the paper could be improved to present the research questions, methodology, findings, and discussion in a more coherent manner.

Suggestions for Enhancement:

1. **Contextualization:** While the study focuses on students in Hanoi, it would be beneficial to discuss the generalizability of the findings to other regions in Vietnam or even beyond. This would strengthen the paper's external validity.
2. **Qualitative Insights:** Incorporating qualitative research methods, such as interviews or focus groups, could provide deeper insights into students' perceptions and rationales for their choices.
3. **Discussion of Implications:** Expanding the discussion section to address the practical implications of the findings, including how laptop manufacturers and educational institutions might apply the results, would enhance the paper's real-world impact.

Conclusion:

In conclusion, Ngo Van Quang's paper "Factors Influencing the Laptop Buying Behavior of Students in Vietnam" tackles an important subject with a moderate research approach.

Given the concerns mentioned above, I believe that the paper needs a major revision to meet the standards required for publication in our journal. I encourage the author to consider addressing the aforementioned issues to enhance the quality and impact of their research.

I appreciate the effort that the author has put into this study, and I hope that the provided feedback will be helpful in refining the work for future submissions.