

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

Muhammad Usman

Potential competing interests: No potential competing interests to declare.

Firstly, I found the topic original and trendy, but I consider the author should make each of the following major changes necessary to increase the quality of the article:

1. Please improve the abstract by trying to provide as much information as possible to the potential reader so as to motivate him/her to read it. The abstract should have the following components: Purpose; Design/Methodology/Approach; Findings; Practical Implications; Originality/Value. There is a strong need to expand the abstract. The abstract should be written in past tense.
2. Introduction section should be concise and include the following elements: An overview and importance of the topic, research problem and gap. There is a great need to pinpoint what really necessitate you to conduct this study. Also, there is need to include few citations in this section.
3. The literature review is scanty, so it needs improvement. The review of literature needs to include recent studies.
4. The quality of the article could be improved by providing more details on the methodology and information on the sample size and sampling technique. You need to specify the exact sampling techniques used in the study. Therefore, there is a strong need for the author to know the difference between random sampling and convenient random sampling as written on page 5 and 14 of the article. Additionally, under limitations section, the author mentioned that convenient random sampling was used in the study but the author is recommending future study to use a non probability sampling method.
5. There is need for separate headings for discussion, theoretical and managerial implications as well as limitations and suggestions for future studies.
6. The theoretical implications need to mention what value addition or differentiation the study makes to the literature.
7. Did the study use any model? If yes where is the model.
8. The paper needs to be edited thoroughly for grammar, clarity and accuracy.
9. Please ensure that citations are inserted and all references should be accurate.
10. It is mandatory to revise the format, following the authors' guidelines in all aspect of the paper e.g in the format of headings, subheadings, and references among others.
11. The paper is hereby recommended with major revisions as outlined above.