

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

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Potential competing interests: No potential competing interests to declare.

Firstly, thank you for the opportunity to review this paper. I'm going to put my comments regarding each section:

Abstract

The abstract provides a generally clear, but somewhat lengthy overview of the study. While it outlines the research's scope, which is factors influencing laptop buying behavior among students in Hanoi, the abstract lacks a concise statement of specific research objectives or hypotheses. It mentions obtaining 214 responses, but it would be helpful to include some demographic information about the sample, such as the age range, gender distribution, and academic level, as this can be relevant when interpreting the findings. In addition, it doesn't provide any specific findings or results. Including a brief summary of the key findings or effect sizes would make the abstract more informative. Also, the abstract could benefit from a sentence or two that highlights the practical implications of the study's findings. How might these findings be relevant or useful for laptop manufacturers, retailers, or policymakers in Vietnam?

Introduction

The introduction could be more engaging. It's an opportunity to capture the reader's interest and make a compelling case for why this research is worth their attention. For example, the introduction briefly mentions the need for further research to understand the factors influencing students' laptop buying behavior, but it would benefit from a more detailed discussion of the existing research gap and the significance of addressing this issue. Why is this research important, and what gaps does it aim to fill? Also, the transition from discussing laptops' general utility to the importance of understanding factors influencing buying behavior could be smoother. The connection between these points should be clarified.

Theoretical Framework and Research Hypothesis

It's good that you've mentioned the limitations of the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB). However, you could elaborate a bit more on how these limitations might apply to the context of the study. For instance, are there specific aspects of students' laptop buying behavior that might not be adequately explained by these models?

And while you've discussed the TRA and TPB models, it would be valuable to explicitly explain how these theories relate to the study and why they are relevant. In other words, how do these theories help explain or predict students' laptop buying behavior in Vietnam?

Research Methodology

The section mentions that the research subjects were students in Hanoi and that the random sampling method was applied. It's important to provide more details about the sampling process, such as the specific schools or institutions involved and how the random selection was conducted.

In addition, you've mentioned that the demographics and behaviors of the respondents are described but haven't included that information in this section. It's essential to provide a summary of the demographic characteristics of the respondents, such as age, gender, educational level, and any other relevant factors.

Findings & Conclusion

The findings are presented clear enough that I have no further comments about the section. However, for the conclusion, I haven't found the overall conclusion of the research and the implications of it.