

# 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.

## 1. Review of Article for Publication

Title: **Factors Influencing the Laptop Buying Behavior of Students in Vietnam**

### GENERAL IMPRESSIONS

The proposal for publication of the article titled "Factors Influencing the Laptop Buying Behavior of Students in Vietnam", by Quang Ngo Van is a very well-presented text, with authoritative structure, accuracy, and precision. The author has succinctly captured the pulse of on-line purchasing behavior in emerging markets such as Vietnam, in its economic and policy dimension, with emphasis on its current dynamics arising from supply chain management.

Below, I provide a brief account on the strengths and weaknesses of the article:

#### *Strengths:*

- Authoritative analysis
- Excellent presentation and elaboration of arguments.
- Very easy-to-follow language.
- Well codified written style (paragraph structure and layout)
- Excellent thematic structure followed by internal cohesion of text.
- Very good and accurate referencing.

#### *Weaknesses:*

There is not, in my view, a major weakness in the text. The author has selected the thematic approach of on-line purchasing behavior and utilized benchmark instruments to test the strengths of the integrity of supply chain frameworks

which influence consumer behaviour.

However, I think that the article would be considerably improved if further part(s) covering the interaction of certain developments of purchasing behavior of consumers.

What I might suggest is the following:

1. Focus on the links between on-line purchasing and consumer protection.
2. Focus on economic sectors within the market environment and in particular, *retail sector*

### **PRESENTATION**

The author writing style is very good. The text is clear to read, and it is easily understood. The language and presentation style are very good, so there is no need to suggest any improvements.

### **RECOMMENDATIONS**

I recommend the publication of the proposed article subject to the amendments I have provided guidance for.

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