

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

Yousef Wardat¹

¹ Higher Colleges of Technology

Potential competing interests: No potential competing interests to declare.

This study on "Factors Influencing the Laptop Buying Behavior of Students in Vietnam" addresses an important and relevant area of consumer behavior among students in Hanoi. Here are some significant points to enhance and improve the study:

1. **Clear Research Objectives:** Start by clearly outlining the research objectives and questions that the study aims to address. This will provide a focused direction for the research and guide the readers.
2. **Literature Review:** Provide a comprehensive literature review on the factors influencing laptop buying behavior, especially within the context of student consumers in Vietnam. Discuss existing studies and their findings, and explain how your research contributes to the existing knowledge.
3. **Methodology Transparency:** Be more transparent about the methodology used, including details on the design and distribution of questionnaires. Explain the selection of the sample size (214 responses) and why it's representative of the target student population.
4. **Data Analysis Details:** Elaborate on the data analysis methods used, including reliability testing, exploratory factor analysis, correlation, and multivariate regression analysis. Provide insights into the statistical tools and techniques applied.
5. **Presentation of Findings:** Clearly present the findings and results of the study. Use tables, charts, or graphs to illustrate key findings and their statistical significance. This enhances the clarity and impact of the research.
6. **Discussion of Findings:** Discuss the implications of the findings in the context of laptop buying behavior among students in Hanoi. Relate your results to the existing literature and offer insights into how these findings can inform marketing strategies for laptop manufacturers.
7. **Limitations:** Acknowledge and discuss the limitations of the study. This could include issues like sample size, potential bias in responses, or other constraints. Addressing these limitations adds credibility to your research.
8. **Recommendations:** Offer practical recommendations for laptop manufacturers or marketers based on your findings. How can they use this information to better cater to student consumers in Vietnam?
9. **Ethical Considerations:** Mention ethical considerations in data collection and handling. Explain how participants' privacy and rights were protected and how the data were encrypted.
10. **Future Research Directions:** Suggest areas for future research within this domain. What additional aspects of student laptop buying behavior could be explored in subsequent studies?
11. **Conclusion:** Summarize the key findings and their significance, reiterating the practical implications for laptop

manufacturers and the contribution to the broader field of consumer behavior research.

12. **Language and Clarity:** Ensure that the language used is clear and easily understandable. Avoid jargon or overly complex terminology that might hinder readers' comprehension.