

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.

Title

The title is OK, even though it reflects an ordinary and common topic.

Abstract

Very weak, and none of the results reflect meaningful findings in a country with special consumer behavior conditions, such as Vietnam. Specific findings should differentiate Vietnamese adolescent consumers' behavior towards digital products from other countries. Likewise, the results have no implications and recommendations for further research.

Introduction

- There is no need to write narratives that are too far away and less relevant, such as "industrial revolution" and so on, but focus on the issue of competitive advantage to win the competition and face the challenges of dynamic changes in consumer behavior.
- Also, why is it important to target the young adult market for laptop products?
- Why choose the determining factors for decision-making by young consumers one by one? What is previous research on this same thing, but what differentiates your perspective for testing this variable? Explicitly demonstrate the novelty of this research.

Theoretical Framework

Your argument must put both theories (TRA and TPB) forward. What is their relation to the behavior of the target market of young people, and why is it important to relate it to your research variables? Present your argument logically and uniquely for this research.

In this chapter, a figure about the hypothesized model must be shown.

Research Methodology

In the questionnaire design, what indicators should be stated for each variable? The reference source already exists, but the construct must mention the keywords.

Data collection procedures in the field with questionnaire distribution must be explained in more detail. The "random" technique must be more specific in type, and why choose that random type? Or maybe you use a purposive sampling technique because the characteristics of the respondents tend to be homogeneous (same age group)?

Data analysis must be explained in this methodology chapter. Why do you use multiple regression? Are projections into the future a research question? Or should you use a structural equation model (SEM) or path analysis?

In the Results chapter, an image of the conclusion of the hypothesized model must be displayed other than in the form of Table 8 so that you can see what independent variables have a significant effect on the dependent variable.

The multiple linear regression has not explained the interpretation of that formula.

Conclusion and recommendation

There is no conclusion about what independent variables significantly affect the dependent variable, and what is the interpretation? Conclusions must follow the proposed hypothesis.