

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.

The paper's focus on student behaviour towards purchase of computers is an interesting area of study. This is because it has potential to provide suggestions to laptop manufacturers which are essential for decision making around product features. In turn, enhanced product features may encourage purchases for laptops, increase the sales for the manufacturers, and ultimately contribute to global economy. Additionally, students may be a unique group of customers whose behaviours may be different from other groups and so, understanding their behaviours may generally be insightful for marketing purposes. The following are the comments on each section which I feel if taken into account, would contribute to enhancement of the study:

1.0 Introduction:

The introductory section could be enhanced with statistics to support the claims. For instance, on the economic growth rates, living standards, could there be global, regional or national stats? Maybe even the student population since the study is focusing on them or even stats about laptops in the area of focus

This section could be enhanced further with adequate references to support the claims as similar studies may have been conducted before

2. Theoretical Framework and Research Hypothesis

The study has used the TRA and TPB both of which focus on factors influencing intention/behaviour. One of the two could be used and any other that can help to support the Conceptual Framework. Also, could theories used be linked to study in terms of how each applies as opposed to merely discussing what they are about?

Additionally, since the buying behaviour involves something technological in nature, laptops, could the Technology Acceptance Model or The Unified Theory of Acceptance and Use of Technology (UTAUT) be considered but again ensuring that there aren't too many theories but only those that are applicable?

It would be helpful if the dependent variable, students' buying behaviour, could be explained in some sections especially before the hypotheses are developed.

H4 – mentions students at Hanoi University and it is the only one unique in that sense. Since the study is about students at this university, uniformity can help.

On each of these hypotheses, showing empirical evidence of prior research could enhance the rationalisation for each of the stated hypotheses.

After developing hypotheses, an appropriate Conceptual Model could be reflected to show all the relationships to be tested in the study.

2.1. Theory of Reasoned Action (TRA) Model

Instead of starting the second paragraph with the words 'Limitations of the model', could the paragraph start with the first sentence since it brings out the limitations and this will make this consistent with the next section.

3. Research Methodology

- The study could highlight more on the Research Design then aspects like questionnaire design come in after that. Also, the sampling issues have not been outlined to help the reader see how this was done. The study could be enhanced with a write-up on the population, sample size determination as well as how sampling was done. With respect to the questionnaire design and distribution, was there a pilot test?
- Regarding the sample profile table, the study could benefit by having more than the demographics listed, namely gender and year of study. Other appropriate demographics could be included if these were included in the questionnaire.

4. Research Results

This section uses past, present, and future tenses. Mostly, past tense is used in such situations as this section refers to the decisions and actions undertaken by the researcher.

4.1. Evaluation of the Reliability of the Scales

- This section could also be enhanced with references provided especially with respect to the Cronbach Alpha.
- The subsequent sections require some improvements on the grammar, inclusion of references and presentation of results in a much more logical way to enable the reader follow through without difficulties.
- Data analysis could be done with not too many tables and in a manner consistent with the flow of the hypotheses as well as the Conceptual Model.
- Discussion of findings hasn't been done. It would be a good idea to show how the results of the study fit in / compare with prior research so that we see the contribution to knowledge.

5. Conclusion

- This section has been left blank. The authors could wrap up the study before proceeding to the recommendations.
- With the way the results have been presented, it is difficult for the reader to follow the recommendations provided. This could be enhanced by improving the presentation of results and then refining the recommendations accordingly.

Limitations of the study and Further research directions

The write-up in these sections is not very clear and would need revising to enable readers get clearly what is being presented.

References

- References listed are too few for this kind of work and this could be improved by having more than the listed ones.
- Referencing should also follow the referencing protocols or guidelines.