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Factors Influencing the Decision to Purchase Technology Products and Services

Pham Van Thu

Vietnam Aviation Academy, Vietnam

Corresponding Author: **Pham Van Thu**

Abstract

Communication is one of the extremely important and almost indispensable needs for life. The need for communication helps people quickly grasp information, events, and the world around them. That is why phones play an important role in human life. In the past, we only used phones to make calls or send text messages. Today, the advent of smartphones has created a breakthrough in the communication revolution. With smartphones, in addition to calling and texting, we can also perform many other features

such as: Games, email, social networks, maps, weather, taking photos, filming and many other applications. Mobile commerce is also becoming increasingly popular, with mobile websites growing rapidly. Smartphones have become an inseparable companion for people in life, work and entertainment in the new era. In Vietnam, the digital technology market, especially the mobile phone business, is growing rapidly and becoming increasingly competitive.

Keywords: Factors Influencing, Products, Services, Theoretical Basis

1. Theoretical basis

1.1 Consumer behavior

According to Philip Kotler, "Consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, and experiences to satisfy needs. and their wishes".

According to David L. Loudon and Albert J. Della Bitta, "Consumer behavior is defined as the decision-making process and actual actions of individuals when evaluating, purchasing, using or disposing of products. goods and services".

According to Peter D.Bennett: "Consumer shopping behavior is the behavior that consumers demonstrate in searching for, buying, using, and evaluating products and services that they expect will satisfy their needs. their individuality".

Similarly, according to the views of Leon G. Schiffman and Leslie Lazar Kanuk, "Consumer behavior is the entire set of actions that consumers exhibit during the product exchange process, including: Investigation, shopping, use, evaluate and dispose of products and services to satisfy their needs".

According to Charles W. Lamb, Joseph F. Hair and Carl McDaniel (2000), consumer behavior is a process that describes how consumers make decisions about choosing and rejecting a product or service.

Thus, it can be understood that consumer behavior is the process by which consumers consider, evaluate, choose, decide to buy or discard products and services that they have previously considered, to find out what type of product or service they have purchased. product or service that satisfies your needs.

1.2 Decision to buy

According to Philip Kotler: "Buying decisions include a series of options, product selection, brand selection, dealer selection, purchase timing, and purchase quantity."

According to All Business Network: "Buying decisions are a series of decisions that begin when the consumer has established a readiness to buy. The consumer must then decide where to make the purchase, how much to spend and what payment method to use. Marketers attempt to influence individual decisions by providing information that can shape consumer evaluation processes."

The buying decision process describes the stages a buyer goes through in choosing a product or service to purchase.

Thus, it can be understood that the buying decision is a process of consumer behavior, this process includes many activities such as choosing products and services, choosing brands, choosing places to buy, purchasing levels, and prices., which can be purchased at any time.

1.3 Consumer behavior model

People have practiced "Marketing" a long time ago but did not understand this concept clearly, they promoted their products by word of mouth introductions, advertisements, and advancements rather than advertising flyers. posted on the side of the road or given to others. Through the change of time, competition between traders and businesses becomes more and more fierce, so a marketer must always learn about the needs and buying trends of consumers. Put yourself in the position of consumers to describe their purchasing behavior, thereby coming up with strategies to conquer and attract customers. Because of that importance, researching consumer behavior is extremely necessary for a marketer in particular and a business person in general.

Marketing stimuli include: Product, price, location, promotion and other stimuli such as economic, technological, political, and cultural. These stimuli will impact the buyer's characteristics, which will then impact the consumer's purchasing decision. Cultural, social, and personal psychological factors directly affect consumer choices and decision making. The decision-making process is a complex process for consumers. Factors such as problem awareness, evaluation, etc. will impact consumers' purchasing decisions.

Understanding these factors will help administrators, marketers or companies and businesses know the process and perceptions of consumers. After understanding those points, it will be an opportunity for companies and businesses to come up with strategies that suit customers' tastes and provide information and products that address those tastes, making it easier for consumers to Make purchasing decisions about your company's products.

1.4 Factors affecting consumer choice

According to the American Marketing Association, consumer behavior is the thoughts, feelings and actions that customers take during the consumption process. Factors such as: Opinions from other consumers, advertising, information about price, packaging, product appearance... can all affect customers' feelings, thoughts and shopping behavior.

Consumer shopping is strongly influenced by cultural, social, personal and psychological factors. For managers, these factors are uncontrollable, but they need to be carefully analyzed and their effects on shopper behavior considered.

In summary, there are usually 4 important factors affecting consumer choice as follows: Cultural factors, social factors, personal factors, and psychological factors.

Cultural factors

Culture: Cultural factors are important and also the most basic factors affecting an individual's choice or buying behavior. Each country will have a different culture, so whether a product is suitable for that country's culture or not will bring success or failure to that product.

Specific culture: Each culture contains small groups or specific cultures, which create unique characteristics and levels of social integration for those members. Specific

cultural groups include ethnic groups, races, religions, beliefs, and geographical regions.

Social class: Social classes are relatively homogeneous and durable strata in a society, arranged in an order and members of those hierarchies all share the same values and relationships. similar interests and behavior. Product selection or purchasing behavior is also influenced by social class, as high-class people with higher and more stable incomes will choose more expensive goods than lower-class consumers. lower.

Social factors

Family: From parents or a relative in the family who has the ability to refer and greatly influence the choice to buy a product. Consumers will be influenced by parental orientation and family cultural factors. When consumers have a family of their own, they are influenced by their spouse or children. At the same time, financial factors in the family also contribute to influencing consumers' choices and purchasing behavior.

Status: Each person in society has a different status role and that role has certain impacts on consumer behavior. They often decide to buy products that reflect their status.

Personal factors

Age: According to each stage of life, people have different interests, needs and consumption behaviors. For example: young people like to use smartphones with powerful configuration, fashionable appearance, with many features, middle-aged and older people need smartphones that do not focus too much on configuration and appearance, they just need one. Phones can meet their basic needs and they prefer smartphones with high durability.

Occupation: Consumer behavior also depends a lot on the occupation of each customer because their income is what governs how they use their money on something.

Economic status: Considered one of the prerequisite factors for consumers to decide on consumption behavior. The higher the consumer's budget, the higher the allocation ratio for items and products. They have a longer, more diverse range of product choices if they have high income, and conversely, people with low income will have fewer choices.

Personality: Each person has their own lifestyle, personality, qualities and nature. These things have a certain influence on consumers' choices and purchasing decisions.

Psychological factors

Motivation: Consumers' own shopping needs will create a strong motive that forces them to find ways to satisfy their needs. At any given time, people will have needs for themselves, from urgent needs such as food, drink, rest, to needs for self-satisfaction and passion.

Perception: Consumer purchasing actions are greatly influenced by perception. Under the same phenomenon, each individual will have different perceptions. For example, two students go to buy a phone together, but both of their perceptions will be different from model, price, design, features, etc. Those perceptions lead to choices and actions. En buy different products.

Understanding: Consumer behavior can change as a result of the experiences they receive from experiencing and learning about life. Through understanding, they will make the most beneficial choices for themselves. Also, thanks to

understanding, some people will have concepts about good products that are not cheap, or products from famous brands will have better quality than other brands and there will also be a part with the same opinion. Think the opposite.

In summary, the above analysis shows the factors that affect consumer choices and behavior, helping us clearly understand and grasp consumer psychology when choosing products and intending to purchase.

2. Domestic research

Research by Nguyen Van Quan and Le Nguyen Doan Khoi (2020) "Factors affecting consumers' decision to buy smartphones in Ninh Kieu District, Can Tho City"

This research was conducted to explore the factors that influence consumers' decision to buy smartphones, specifically consumers in Ninh Kieu district, Can Tho city.

In the study, the author proposed a model consisting of eight factors that influence consumers' decision to buy smartphones: Convenience, social influence, product features, brand, dependence, and price, after-sales service and perceived value.

The results show that price, usability, convenience and brand are factors that have a positive impact on consumers' decision to buy smartphones. At the same time, this research also measures the impact levels of factors that determine smartphone purchases, from which these factors improve the sales of companies operating in this field.

Limitations of the topic: The number of observed variables is not large and not fully representative of consumers. Because the research environment is in one district, the research sample does not represent all consumers. And because it was only carried out in a specific location, it is not possible to generalize about income levels, cultural and social life, and many other factors that the author has not mentioned during the research process.

Research by Le Nhan My, Le Thi My Ngan (2019) "Factors affecting smartphone purchasing behavior of consumers in Da Nang City"

This research was conducted by the author to explain consumer shopping behavior and what motivates consumers to make choices. From there, come up with suitable strategies for customers.

The authors propose a model to study consumer shopping decisions in the mobile market influenced by main factors, including: Price, perceived quality, brand loyalty, form of marketing. Marketing, word of mouth.

Results: The variables observed in this study all showed positive results affecting consumers' purchasing behavior. This topic once again confirms that based on analysis results showing that all 5 factors: Price, perceived quality, brand loyalty, marketing form, and word of mouth all have a consistent impact. With expectations on smartphone purchasing behavior. This result is also quite similar to previous studies in the same field such as Haucap and Heimeshoff (2011), Wollenberg and Truong Tang Thuong (2014)^[21], Ahmad and Sherwani (2015).

Research by Huynh Van Man (2017) "Research on factors affecting consumers' decision to buy smartphones in Buon Ma Thuot City, Dak Lak province"

This research topic aims to determine the impact of factors on the decision to buy a smartphone and the level of impact

of each factor on the purchasing decision.

The research has proposed 5 factors affecting consumers' decision to buy smartphones in Buon Ma Thuot: Product characteristics, brand awareness, pricing policy, social influence, reference to friends and family. Family. The results show that the above 5 factors all have a positive impact on consumers' shopping decisions, especially the results also show that there is no gender difference when deciding to buy a smartphone.

Research by Nguyen Nhu Phuong Anh (2018) "Analyzing factors affecting customers' decisions to buy high-end smartphones in Hue city"

This study focuses on analyzing factors that influence customers' decisions to buy high-end smartphone products in Hue city, including: "Brand, product, price, sales and after-sales, methods approach". Research results show that the above 5 factors all impact in the same direction on customers' decisions to buy high-end smartphones, in which the factors of sales and after-sales attitudes have a strong impact on customers' purchasing decisions.

Research by Le Hoang Tam (2015) "Research on factors affecting the smartphone buying behavior of students in Ho Chi Minh City"

The research purpose of this topic is to discover the factors that influence the smartphone purchasing behavior of students in Ho Chi Minh City, and measure the relationships that impact students' smartphone purchasing decisions. Discover the differences between genders in choosing to buy a smartphone. At the same time, propose solutions for businesses in this field to have higher sales ability.

In this research article, the author has formed 6 factors affecting students' smartphone buying behavior: Marketing stimulation, environmental stimulation, awareness of needs, needs, information search, intention. Buy.

The results of the study show that the 5 factors that the author proposed: Marketing stimulation, environmental stimulation, need awareness, information search, and purchase intention have a positive impact on consumers. Students' smartphone buying behavior and demand factor have a negative impact on students' smartphone buying behavior and are eliminated.

Limitations of the topic: Because this study only studies the buying behavior of students in Ho Chi Minh City, there will sometimes be differences between other provinces or other classes. There are many other factors in purchasing behavior that this research article has not mentioned. The research variables in this article are just general variables, but can be made more clear in future studies.

2.1 Research around the world

There have been many research articles on this topic in the world, many authors and colleagues have built research models and proven hypotheses about the behavior or decision to buy smartphones of people in many countries. Countries, territories or in different classes and occupations, proving many factors affecting consumer behavior and purchasing decisions. Here are some studies that the author has learned.

Research by Tanzila, Ali Akbar Sohail, Nazish Tanvee (2015)^[25]

Research results show that there are four factors that influence Pakistani students' purchasing decisions: Brand,

product features, price, and society.

The study also showed that there is no significant difference in smartphone purchasing behavior between men and women.

The reality is: Smartphones are used a lot by Pakistanis but very few surveys have been conducted, mainly discussions on consumer preferences for smartphones. Furthermore, previous studies only focused on one aspect of smartphone use, which is the software on smartphones, so that is why marketers have not understood the real customers in this country.

The result of this study is to discover the important factors in influencing smartphone purchase intention of students in Pakistan. Therefore, this study will more clearly reflect students' smartphone purchasing trends. For scholars, this study will explore new ways to study the smartphone market in Pakistan. Using the results of this study helps mobile phone manufacturers, mobile application developers and all other stakeholders of this industry to have a sound strategy in this world. Compete.

Limitations: This research only stops at smartphone purchase intention and does not indicate other factors involved in the purchase decision process, as well as a number of other factors that influence purchase intention such as characteristics of smartphones. Consumers' personal and economic circumstances.

Research by Surendra Malviya, Manminder Singh Saluya, Avijeet Singh Thakur (2013) "A Study on the Factors Influencing Consumer's Purchase Decision towards Smartphones in Indore"

In this study, the author proposed four factors that influence consumers' decision to buy smartphones in the city of Indore (India): Price, brand, social influence and product features.

Product features: Each feature is an attribute of a product that meets a certain level of satisfaction of consumer needs through ownership and use of a product.

Price is always the top concern of consumers before any purchasing decision.

In a fierce global business environment, competitive advantage, profit and business efficiency are always the top concerns of any business. Companies are forced to find ways to differentiate themselves from other competitors. Brand is a valuable asset to affirm your quality and difference.

Social influence: Is the influence that is exerted on another person and changes their emotions, attitudes, thoughts and social behavior through the media, family, colleagues, etc.

Results: This research can provide important information about smartphone purchasing and consumption behavior in Indore, helping leading companies in this market increase their development opportunities and gain more revenue.

Research by Liao, Yu-Jui (2012) "Consumer behavior on smartphones"

The research subjects are consumers in Taiwan who are using smartphones. The author of the study used a non-probability random sampling method. Questions were sent in through Internet users and friends.

The purpose of this research is to explore the purchasing behavior of smartphone users. The results show that product performance, brand, and product design have a positive influence and price has a negative influence on the purchasing decision process of consumers in Taiwan.

Research by Karen Lim Lay-Lee and colleagues (2013) "Factors Affecting Smartphone Purchase Decision among Malaysian Generation Y"

The study provides useful information to companies for future strategic planning to enhance sales of information phones. Smartphone vendors should seize the opportunity to make an impact on consumers' purchasing decisions.

Research shows that the majority of smartphone users will look at product features first. Convenience is the second important factor that smartphone users pay attention to. The third influence on the decision to buy a smartphone is the brand. Fourth is dependence. Research results show that dependence also affects consumers' purchasing decisions. Besides, after-sales service is also a factor worth considering to avoid creating dissatisfaction with customers. Social influence is also an impact on the young generation's decision to buy smartphones, for example, class and family factors are two factors that strongly impact this factor. Finally, price. According to research, price is the factor that has the least impact on the purchasing decision. The price of the smartphone will not be important to the user and it is the last variable to consider. It turns out that, if a smartphone has many good features, users will buy it even if the price is high or not.

Limitations: The research has not shown the purchasing decision-making process and factors that can affect the purchasing decision-making process as well as personal factors and economic circumstances of consumers.

Research by Alexander Wollenberg and Truong Tang Thuong (2014) ^[21] "Consumer behavior towards the smartphone market in Vietnam"

This study discusses the factors involved in deciding on a specific smartphone model and brand in Ho Chi Minh City, Vietnam's largest city. As the third largest economy in ASEAN, Vietnam can provide marketing experts and smartphone manufacturers with a deep understanding of consumer behavior in emerging markets. The study used demographic factors and dependent variables: Advertising, Perceived Quality, Word of Mouth, Price and their impact on brand awareness and the strength of brand awareness. Influence on purchasing decision (dependent variable). The study also connected each independent variable directly to purchase decision making and compared the importance of each independent variable to purchase decision making in accordance with the relative importance of brand awareness. Signal.

Research results show that: Advertising has a slight impact on brand awareness in the Ho Chi Minh City market; Perceived quality has a significant influence on brand perception; Price has a significant influence on brand perception in the smartphone market; Word of mouth has an important influence on brand awareness; Advertising partially influences customers' purchasing decisions; Perceived quality has a significant influence on customers' purchasing decisions; The price factor has a strong impact on customers' purchasing decisions.

Research by Nguyen Van Quan and Le Nguyen Doan Khoi has demonstrated the core elements of the main factors leading to purchasing decisions such as: Price, features, convenience, brand, but there are still Other factors can also have a strong impact on consumers' smartphone buying behavior that this research has not shown. At the same time, this research only talks about consumers, which is a

generalization that has not been pointed out. Who are the specific subjects?

Research by Surendra Malviya and colleagues (2013) ^[24] shows the main factors leading to customers' purchasing decisions, but the research has not shown a number of other factors that influence the decision to buy smartphones such as: usage needs, preferences or personal characteristics, and impact of the recipient.

Research by Tanzila, Ali Akbar Sohail, Nazish Tanvee (2015) ^[25], although it pointed out the factors affecting students' purchasing intentions, this study did not show students' purchasing decisions. On the other hand, factors affecting students' buying behavior have not been identified in this study, such as: usage needs, academic work, influence from friends and family members, and the model has not yet shown out the smartphone buying process of students.

Research by Alexander Wollenberg and Truong Tang Thuong (2014) ^[21] shows that customer marketing (advertising) and non-marketing (word of mouth) stimulation leads to brand awareness in the customer's mind, which in turn affects their decisions. Purchasing intentions of customers in Ho Chi Minh City, research also shows that perceived quality and price factors also affect purchasing decisions, however factors such as: customer needs, self and Personal characteristics of customers and environmental factors surrounding customers also have an impact on purchasing decisions. On the other hand, this model does not show the customer's purchasing decision-making process over time.

In summary, the above research models are based on Philip Kotler's consumer behavior to demonstrate the core factors that influence consumer purchasing behavior. But nowadays, customers can easily get information and have a better understanding of products and their existing needs, so they will not buy products that they do not need. It is necessary to learn more about the factors that affect the purchasing behavior of consumers, especially Gen Y and Gen Z in general and students in particular. These young people are knowledgeable about technology and their own needs, but are sometimes affected by a third factor. From the above issues, additional observational variables need to be introduced to capture them. Get more information about students' smartphone buying behavior. Besides, the above studies only raise issues about buying intention and buying behavior, so there are not many studies reflecting on the buying process or purchasing decisions of consumers.

Therefore, I have proposed a research model to show the factors that affect the smartphone buying behavior of students, a group of young people who always work and interact with smartphones every day. On that basis, I summarize the scale table and observed variables to implement the content of forming the scale, observed variables as well as my research model.

3. Hypothesis and research model

In this research article, the author builds measurement scales including: price, brand, society, features, designs and conducts research to determine the level of impact of these scales on purchasing decisions. consumer goods.

This study chooses a model based on the consumer behavior theory of Kotler and Keller (2012), the Theory of Reasoned Action of Ajzen and Fishbein (1980), and the Theory of Planned Behavior of Ajzen (1991). These studies are often

used in studies on consumer buying behavior by many authors. In addition to relying on the models and theories mentioned above, the author also relies on the research of other domestic and foreign authors to reaffirm his background theories, increasing the reliability of the research. rescue. Studies that can be mentioned include: Research by Nguyen Van Quan and Le Nguyen Doan Khoi (2020), research by Surendra Malviya, Manminder Singh Saluya, Avijeet Singh Thakur (2013),... (studies by the authors Previously, they used theories about consumer behavior and customer purchasing decisions (Philip Kotler). Through summarizing the research results of domestic and foreign research projects, the author has made hypotheses about factors affecting the decision to buy smartphones as follows:

3.1 Price

Price is the first factor when consumers begin to make their purchasing decisions, a conditional factor regardless of who that consumer is. Product price can affect the value of that product, affect psychology and have a strong impact on consumers' purchasing decisions. Product price is one of the main factors affecting consumption activities. Determining the right price will attract customers, ensure the ability to consume at the highest profit, avoid stagnation, and limit losses. Research by Nguyen Van Quan and Le Nguyen Doan Khoi shows that price has a positive impact on consumer buying behavior and it has a positive relationship with buying behavior. From the above arguments, the author proposes hypothesis H₁ to examine the impact of price factors on HUIT students' purchasing decisions.

Hypothesis H₁: Product price has a positive impact on purchasing decision smartphones of HUIT students.

3.2 Trademark

A brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate from competitors. Brands also represent the characteristics and identity of a company and a product line, thereby leaving strong and profound impressions in the minds of consumers. Through practice and understanding, people gain beliefs and attitudes, which in turn affect their buying behavior, so businesses must win customers' trust in their brands. Research by Surendra Malviya and his colleagues has shown the connection between brands and consumer buying behavior. From the above arguments, the author proposes hypothesis H₂ to examine the impact of brand factors on HUIT students' purchasing decisions.

Hypothesis H₂ : Brand has a positive impact on purchasing decisions smartphones of HUIT students.

3.3 Social influence

Society is an important factor affecting consumer buying behavior. Social factors include many other factors that affect buying behavior such as family, friends, social class, etc. This affects buyer behavior through advice, offering other options for suggestions to buyers or influence from social class as researched by Karen Lim Lay - Lee and colleagues (2013) ^[23] proposed. From the above arguments, the author proposes hypothesis H₃ to consider the impact of social factors on HUIT students' purchasing decisions:

Hypothesis H₃: *Social influence has a positive impact on purchasing decisions smartphones of HUFU students.*

3.4 Feature

Features are also an equally important factor when 4/7 studies that the author mentioned all had the appearance of feature factors. In the present time, whether a smartphone supports many features or not will be given more attention by users in choosing from there, it positively affects consumers' purchasing behavior. The more modern a smartphone is, the more new and cool features it supports, it will attract consumers' attention and promote their shopping behavior. Research by Surendra Malviya and his colleagues also shows that functionality is a factor that greatly and positively impacts consumers' buying behavior to satisfy their needs. From the above arguments, the author proposes hypothesis H₄ to examine the impact of price factors on HUFU students' purchasing decisions.

Hypothesis H₄: *Product features have a positive impact on purchasing decisions smartphones of HUFU students.*

3.5 Design

Design is also one of the important factors that have a positive impact on consumer buying behavior. With more and more manufacturers jumping into this field, in addition to factors such as price, features, brand, etc., design is also a factor that needs great attention. A good product, in addition to factors such as reasonable price, diverse features, and beautiful design, is also of interest to consumers. A consumer segment is very important to design, they always like unique products. Be unique, make a difference, or simply look luxurious and eye-catching to stand out from the crowd. Research by Liao, Yu - Jui (2012) shows that design elements are one of the factors that have a positive impact on consumer buying behavior. From the above arguments, the author proposes hypothesis H₅ to examine the impact of price factors on HUFU students' purchasing decisions.

Hypothesis H₅: *Design elements have a positive impact on purchasing decisions smartphones of HUFU students.*

3.6 Proposed research model

This research model was built by the author based on Philip Kotler's consumer behavior theory and references to previous studies that share the same research goals and use the same hypothesis as the author. Based on basic theories, the author builds a research model with 5 groups of factors and presents factors that the author finds have a strong impact on consumers' decision to buy smartphones at the right time. Present.

The research model proposed by the author includes 5 scales: Price, brand, social influence, features and design. These 5 scales at the present time are often used by consumers before deciding to buy a smartphone. In these 5 scales, in each scale the author will propose observed variables to determine which scale is relevant. strongly influences consumers' purchasing decisions. The following is the research model on smartphone purchasing decisions that the author proposes.

After studying and synthesizing theories of consumption and domestic and foreign research works, the author has built a research model with 5 hypotheses. To clearly understand

and prove the above hypotheses, the author builds a research process and proposes research methods to test the hypotheses that affect consumers' purchasing decisions.

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