

BYD car purchase decision in Shandong, China: An extended theory of planned behavior

1. Appropriateness of Title and Objectives.

The title accurately reflects the research content, clearly indicating the focus on BYD car purchase decisions in Shandong, China, using an extended TPB framework.

2. Comprehensiveness and Clarity of Abstract

The abstract is well-structured and comprehensive, covering all essential elements.

3. Consistency of Problem Statement, Significance, and Objectives

The introduction provides excellent context linking global environmental concerns (Paris Agreement, carbon neutrality goals) to the automotive industry transformation and BYD's role.

However, add 1-2 sentences explicitly stating the research gap this study fills in the literature.

4. Integration of Concepts, Theories, Related Research, and Conceptual Framework

The literature review demonstrates theoretical grounding with appropriate integration of concepts.

- Add 5-7 recent empirical studies on NEV purchase decisions

5. Credibility of Research Methodology and Procedures

The methodology is generally well-designed and appropriate for the research objectives.

6. Accuracy and Reliability of Data Analysis and Presentation

Good

7. Use of Credible Supporting Data in Conclusions and Discussion.

Limited critical discussion of unexpected finding: The negative effect of environmental awareness is counterintuitive and contradicts H4 (which predicted positive impact). This deserves much deeper analysis.

8. Generation of New Knowledge and Practical Value.

Good

9. Clarity and Appropriateness of Language Use.

Good

10. Currency and Credibility of References.

Good