Low morale amongst US troops who had little understanding of the war (average age of combat troops was 19).

The Guerrilla warfare tactics employed by the Vietcong were more effective than those tactics used by the US military

The US media had unprecedented access to the war and chose to show many events that reflected badly on the US military.

The US government was not open and honest with the American people about what was happening in Vietnam. When this got out it lost the support of many Americans.

The US government mis-read the war in Vietnam. It was not about Communist expansion, but rather national unity.

A large proportion of media coverage in the US was negative about the war. This reduced support from the American public

The North Vietnamese government was popular with a large proportion of people in South Vietnam.

The US military was focused on fighting the Soviets and so were not prepared for a war against a very different enemy like the North Vietnamese.