Original Article

Applying extended Theory of Planned Behavior to investigate consumer purchase intention toward street food vendors

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Abstract: This study aims to explore the factors that influence the behaviour of consumers towards Hanoi street food vendors by applying the extended Theory of Planned Behavior (e-TPB) which includes six constructs - attitude, subjective norm, perceived behavioral control, and social media and past behavior and purchase intention. Using a quantitative research approach, data was collected from 181 respondents through an online survey and using the analysis technique is SPSS version 22 and Smart PLS 3.0. The findings indicate that social media, having the highest regression weight, become the most significant predictor of purchase intention, following by subjective norms, perceived behavioral control and attitude. The study also reveals that previous behavior had a favorable impact on attitude, perceived behavioral control, subjective norms, and social media, but not on purchase intention. The study will increase our understanding of the variables influencing consumers' intentions to purchase street food in Hanoi. Recommendations and implications for marketing-related street food selling strategies are discussed.

Keywords: Extended Theory of Planned Behavior, street food, purchase intention, social media, past behaviour.

1. Introduction

Along with the accelerating growth of urbanization and globalization in many parts of the world over the past decades, there are significant changes in lifestyle behaviours of many people, especially urban citizens. Longer working time and the development of many takeout and delivery services have broadened urban consumers' selections and meal options - as they are having less time to prepare their own meals at home, they can get a good deal with very acceptable prices from nearby restaurants and save their time. However, when it comes to

prices, variety of selection and convenience, many people may choose to get the best deals from street vendors (Ligia et al., 2019). According to Deloitte's Foodservice Market Monitor report in 2020, for the global foodservice performance, focusing on the type of restaurant, street food showed a compound annual growth rate of +3.4%, higher than any other types of restaurant during 2014 - 2019.

According to the Food and Agriculture Organization (FAO) of the United Nations, street foods are described as ready-to-eat meals and drinks that are made and/or sold by hawkers and vendors, particularly on streets and other public areas. This definition emphasizes the location of street vendors - on the street - compared with quick service restaurants which also offer take-away or drive-thru orders but in a fixed location. Street food shows a great variation in terms of ingredients and recipes, mostly based on the local materials and traditional way of making the dish (Habib, 2016). The unique flavour coming from the local taste has made many street vendors famous, becoming a culture icon and tourist attraction (Choi, Lee, & Ok, 2013).

As mentioned above, street vending does contribute to the whole economy, included in the informal sector of the economy, which means working without licensing and being operated by individuals or families. In many developing countries, the unskilled workforce often takes the largest proportion, and many of them are running small businesses (Choi et al., 2013). Tran (2010) also indicated that street vendors are running their businesses in the same mechanics as other business activities, raising capital, applying innovations into their business and so on. In other words, these small businesses help a number of citizens get a job, enhance their livelihood and also add value to the macro economy. According to some studies conducted in some developing countries, they have found about 25 percent of household food expenditure is incurred outside the home, and many people choose street vendors to feed their families (Fellows & Hilmi, 2011). Therefore, not only is street food vending offering a job opportunity for poor and lowly educated people but is also supporting the expenditure on commodities for many households. Street food vendors can be ubiquitous in both developed and developing countries. The street food business in the US was

expected to reach a valuation of US $1.3 billion in 2021, growing at an average annual rate of 3.9% between 2016 and 2021 - a rate that is faster than the growth of the total economy (IBISWorld, 2019). Coming to Asia, Singapore has witnessed two street food vendors which were awarded Michelin stars in 2016 (Henderson, 2017), showing that street food's special qualities can be appreciated by sophisticated criteria of conventional restaurants.

Many perspectives have been studied when it comes to street food in Vietnam. Henderson (2019) investigated the street food and tourism in Ho Chi Minh City, Vietnam, from the standpoint of urban geography. The success and failure variables of street food vending in Vietnam were evaluated by Hiemstra, Van der Kooy, and Frese (2006). Ngoc, Hang, Thanh, and Hoa (2020) conducted an investigation of food safety methods, attitudes, and understanding of street food sellers and customers in Can Tho. In the media, Vietnamese street cuisine has become more and more well-known over time. Vietnamese street food has been popularized around the world thanks to shows like Anthony Bourdain's CNN and Discovery in 2014 and 2016, Luke Nguyen's Street Food Asia on SBS Australia in 2016, and other shows like National Geographic Asia Channel's 2012 Street food around the world and Netflix's 2019 Street food series.

Street food in Vietnam has constantly grown over the years. According to EUROMONITOR (2020) in Vietnam, street stalls and kiosks have the most locations but produce lower revenues since they serve to lower-class customers. Vietnam is a desirable location for travelers to sample street food, but the market's potential appears to be unrealized, according to VTV.vn.

CNN Go made the following statement: "America has given birth to mobile restaurants, but Vietnam is the paradise of street food." Affordable street food options include bread and dumplings, but the market is worth over $2 billion USD in terms of economic value. Although there is potential, it appears to be unrealized.

For those reasons, the e-TPB is applied in this research which is constructed from the original TPB (Ajzen, 1991) and past behaviour and social media. To the best of our knowledge,

this study will help advance our understanding of the factors impacting purchase intention of street food in Hanoi and proposes crucial suggestions.

2. Literature review

2.1. Extended Theory of Planned Behaviour

According to the TPB, a person's behavioral intention is influenced by their attitude, subjective norm, and perceived behavioral control (Ajzen, 1991), and it is considered to be useful for predicting people's behaviour under certain situations (Ajzen, 1988; Dorsey, 1988). According to Ajzen (1991), attitude may be defined as "the extent to which an individual has a positive or negative assessment or appraisal of the behavior in question." Perceived behavioral control relates to "the perceived ease or difficulty of performing the behavior," whereas subjective norm denotes "the perceived social pressure to perform or not perform the behaviour" (Ajzen, 1991). With the use of social media and prior behavior, we want to expand on the TPB in this study.

2.2. Purchase intention

Purchase intention is the term used to describe a customer's propensity to make a future purchase of an item or service. A crucial component that may positively influence young consumers' attitudes toward street food sellers is high purchase intention (Lai, 2021). Street food is more likely to be purchased from sellers by young consumers with high purchase intentions. Sellers can boost the likelihood that young consumers will make a purchase by cultivating a favorable reputation and image.

2.3. Past behavior

In this research, we apply the original TPB (Ajzen, 1991) using the past behaviour construct (Conner & Armitage, 1998) and (Kun-Shan & Yi-Man, 2011). Based on the findings of previous studies, past behaviour was expected to directly influence behavioural intentions in this study.

The effect of past behaviour on current behaviour is a topic that has received a lot of attention.

A study by Zhang and Kim (2013) found that past behavior was a significant predictor of purchase intention for mobile apps. The study surveyed 195 college students and found that those who had previously used a mobile app were more likely to have positive attitudes towards it and higher purchase intention. In a study by Teng (2016), the authors found that past behavior had a significant positive effect on purchase intention for health supplements. These findings offer more proof that prior behavior, particularly with well-known brands or items, has a significant, favorable impact on purchase intention.

We develop the hypothesis as follows:

H1: Past behaviour is significantly associated with Customer purchase intention.

Social media users who post videos on food and dining establishments are known as food vloggers. Social media use significantly influences the purchasing decisions of young consumers, according to Lai (2021). Young customers frequently use social media to research street food vendors and make selections about what to buy. Businesses can draw in young customers by having a robust online presence that is simple to access through social media or mobile apps like Tiktok, Facebook, and so on. The impact of previous activity on the desire to continue using social media has been the subject of recent researches, which have demonstrated the positive and significant influence that past behavior has on the intention to continue using social media. Wang (2020) showed that prior conduct had a large and favorable influence on the desire to continue using WeChat in his study, which was published in the journal *Telematics and Informatics*. Similarly, Zhang and Zhao (2018) found that past behavior has a positive impact on the intention to continue using social media.

H2: Past Behavior is significantly associated with Social media.

According to Ajzen (1991), attitude, subjective norms, and perceived behavioral control acted as mediators between the influence of prior behavior on behavioral intention. The mediating role of these three TPB factors on previous behavior and behavioral intention has

not been extensively studied or discussed by writers (Cheng, Lam, & Hsu, 2005). Cheng et al. (2005) found that the TPB variables acted as a mediating factor between the behavioral intention of the future and its previous behavior. Because past experiences may influence beliefs and attitudes toward a certain conduct, past behavior is a well-established predictor of future behavior. The TPB posits that perceived behavioral control, which refers to an individual's perceived control over a behavior, can be influenced by past behavior. In view of the foregoing, we proposed the following:

H3: Past behavior is significantly associated with Perceived behavioural control.

Eagly and Chaiken (1993) found that past behavior predicts future behavior better than attitudes. This phenomenon is explained by cognitive dissonance theory, which suggests that people strive for consistency between attitudes and behavior. A study by Ajzen et al. (2018) found that people who engaged in behavior before expressing attitudes had greater attitude - behavior consistency than those who did not. It's critical to comprehend how attitudes and previous conduct are related in order to forecast and modify behavior.

H4: Past behavior is significantly associated with Attitude.

H5: Past behavior is significantly associated with Subjective norms.

In fact, social media will influence consumer behavior as more and more people use social networks. Through social networks, people can easily access information about street vendors. And also on social networking sites, people can get unbiased reviews of street vendors. From there, people consider and choose the right street vendor.

Studies on the influence of social media on purchase behavior have shown that the presence of businesses on social media platforms can create a positive impact on purchase intention. According to a study by Statista, 54% of social media users use these platforms to research products before making a purchase. Additionally, a study by Global WebIndex found that 42% of social media users follow brands or products they are interested in, which can lead to increased purchase intention. Furthermore, a study published in the *Journal of Advertising Research* found that social media advertising

had a positive effect on both brand awareness and purchase intention. These researches collectively indicate that social media can have a significant and favorable impact on purchasing intention.

H6: Social media is significantly associated with Purchase Intention.

Attitudes are determined by multiplying result tests by situational expectancies, or prominent ideas about the outcomes, according to Huang and Chuang (2007). According to Conner and Armitage (1998), beliefs toward a certain action influence behaviour by intentions. An individual's attitude toward a behavior can be defined as the extent to which the behavior is viewed positively or negatively. The cumulative collection of open behavioural expectations relating the action to different consequences and other behaviours determines one's attitude toward a behavior (Huang et al., 2019). Attitude toward an action is said to be made up of values and new perceptions that can reinforce or undermine beliefs. As a result, it is fair to assert that observing attitudes toward conduct has legitimacy for determining intentions to act in a certain way. According to Al-Nahdi, Ismail, Haron, & Islam, (2009), a person with beliefs resulting from doing good deeds would be inclined to see doing good deeds with positivity. A person with convictions stemming from negative behavior will have a negative mindset toward engaging in such behavior. Thus, we aim to test the following hypothesis:

H7: Attitude is significantly associated with Purchase intention.

The term "perceived behavioral control" describes how individuals interpret how simple or complex the activity of interest is to do (Ajzen, 1991). Chen (2020) states that behavioral intention may be predicted by perceived control behavior. Perceived beahvioral control has a considerable effect on a person's actual leisure activity in addition to their intention to partake in leisure activities. Cheng et al. (2005) found that perceived control behaviour had a greater effect than behaviours in forecasting behavioural intention. According to Yavas and Babakus (2009), perceived behavioural management is the most influential aspect affecting people's behavioural intentions against involvement. The findings of these and other experiments demonstrated the TPB

variables' high predictive abilities. In the context of street food, research has not yet been done on the effects of attitude, subjective norms, and perceived behavioral impact on behavioural (patronage) intention.

H8: Perceived behavioral control is significantly associated with Purchase intention.

"Subject norm" describes the opinions of a significant other in the consumer's life on the behavior and the reasons behind the consumer's compliance with this crucial individual (Ajzen & Fishbein, 2008). Parents, siblings, close friends, family, subordinates, managers, and business partners are examples of those who are close or essential to a person, according to Schubert, (2008). The outcome of normative belief and compliance motivation is the subjective norm. Tsai (2010), defines normative belief as the perceived pressure placed on people to act in a certain way toward those people or institutions that have significance in their lives. Motivation

to comply is the readiness of an individual to act in accordance with the expectations of significant people while making a decision about whether or not to carry out a certain behavior (Tsai, 2010).

The attitudes of others have an impact on patronage intention and decision (Al-Nahdi et al., 2009). The phrase "attitudes of others" describes the extent to which a customer's buying decision and selection of a particular product from a range of items are influenced by the attitudes of others around them. Customers are more likely to alter their plan to purchase a product when those near to them have strong unfavorable opinions about it.

H9: Subjective norms is significantly associated with Purchase intention.

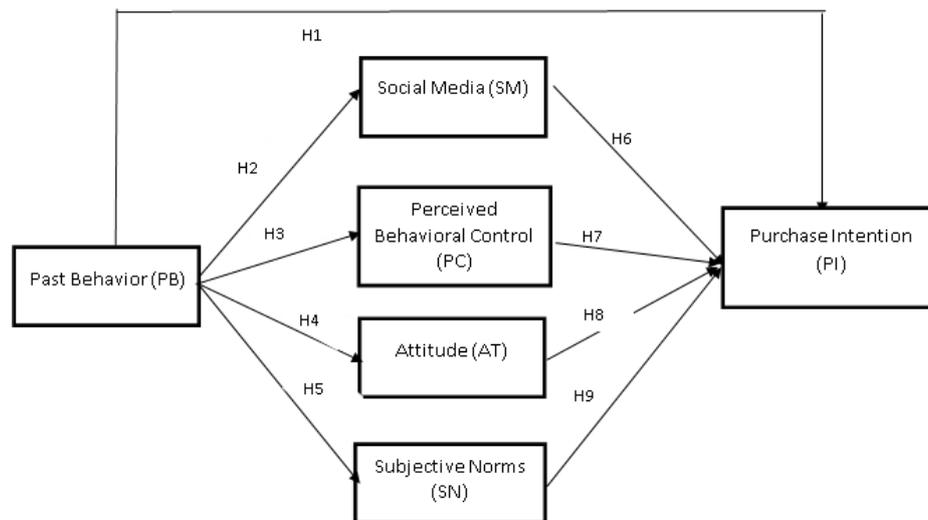Figure 1 shows the relationship among the variables predicting street food purchase intention.

Figure 1: The research model
Source: Authors.

3. Research methodology

Structural Equation Modeling (SEM) is applied (Bowen & Guo, 2011). The endogenous factors are social media, attitude, subjective norms, perceived behavioral control and purchasing intention. The exogenous variables are past behavior. Using the formula n = 5*m, which was provided by Hair, et al. (2014), the sample size was determined, when m is the number of included questions and n is the

sample size. The sample size for this investigation was calculated using m = 22 as follows: n = 5*22 = 110. Utilizing this formula, convenience sampling was employed in this investigation. A statistically determined sample size of 181 respondents in Hanoi was selected by the convenience sampling method. Because it is larger than the minimum sample size required to use the structural equation approach, this sample qualifies as suitably high.

A structural questionnaire was developed. All items were measured on a five points Likert-scale descriptor ranging from strongly disagree to strongly agree.

Measures for each of the study's constructs are shown in Table 1.

Table 1: Dimensions and indicators of conducted variables

Variables	Items	References
Purchase intention	I would buy street food in the near future (IU1)	Tran (2010)
	I plan to buy street food on a regular basis (IU2)	
	I would like to share good street food with my friends (IU3)	
Past behaviour	I have good impression on our most recent street-food experience (PB1)	Jensen and Peppard Jr. (2003)
	I usually eat street food through the recommendation of my friends (PB2)	
	I usually eat from street food stalls near my area (PB3)	
Attitude	I enjoy eating street food (AT1)	
	It is convenient to eat street food (AT2)	
	I like to try new street food (AT3)	
	Street food helps me save money (AT4)	
Subjective norms	I think people in general engage in street food activities (SN1)	Rhodes and Courneya (2003)
	People who are important to me think it's ok to eat street food (SN2)	
	People who are important to me eat street food also (SN3)	
	People who are important to me support eating street food regularly (SN4)	
Perceived behavioural control	It's easy to find and eat street food in many streets (PC1)	
	I want to have new experiences but I don't know many delicious street food vendors, so I just eat at familiar ones (PC2)	
	I will not choose street food even if it is well review (or reviewed by my favorite vlogger) if I think that street food is not good (PC3)	
Social media	I look at reviews before going to the street vendors through vlogs or video reviews (SM1)	Lin, Lee, and Horng (2011)
	I can order food from eateries far from my home to experience food from the street food vendors that I see on social media (SM2)	
	Through food review vlogs, I will better understand the food, compare prices and make sure I have a good experience when going to there (SM3)	
	Food review videos are very appealing to me (SM4)	

Participants in the whole sample were 78.5% female and 20.5% male. The majority of participants (84.5%) were between the ages of 18 and 22, and the majority of those respondents (153), or 84.5 percent, had attended college. 48.1% of the respondents bought food from a street vendor several times a week and 41.1% had bought food several times a month. The information gathered from the surveys was recorded, coded, and modified. To analyze the data, several statistical analytic techniques were used. The internal consistency of the questionnaire was evaluated using Cronbach's reliability alpha analysis, while the profiles were examined using descriptive statistics. The structural equation model and measurement model were then put to the test. Partial Least Square (Smart PLS) version 3 and the Statistical Package for Social Science (SPSS) software version 22 were utilized for the data analysis.

4. Data analysis and discussion

Two models were used to analyze the data: (1) a structural model and (2) a measurement model.

4.1. Measurement model

Finding the Crobach's α value is a commonly used technique to assess the internal consistency of each factor's indications (Le & Liaw, 2017). According to Hair (2011) the Cronbach's α value ought to be more than 0.70. Table 2 displays the computed Cronbach's α values, which are above the suggested threshold of 0.70, with values ranging from 0.704 to 0.893. As a result, every construct in this investigation was dependable and internally consistent.

In order to evaluate abstract ideas with validity and reliability, the aforementioned factors need to be calculated (Table 2). Three distinct metrics were used to analyze the data's internal consistency: Cronbach's α, average extracted variance (AVE), and composite reliability (Fornell & Larcker, 1981). The factor loading should be higher than 0.70 (Hair, 2011). All of the standardized factor loadings in this article, which ranged from 0.715 to 0.904, were significant. Composite reliability measures, which assess the extent to which construct elements measure the latent idea, were used to verify the construct's dependability.

Both average variance extracted (AVE) and composite reliability (CR) should be used to establish the convergent validity of the CFA results. Hair (2011) states that the estimated values of CR and AVE need to exceed 0.700 and 0.500, respectively. Table 2 makes it abundantly evident that the CR and AVE values passed their recommended thresholds, ranging from 0.719 to 0.894 and 0.607 to 0.757, respectively.

Table 2: Standardized factor loadings, Cronbach's α, CR and AVE of the model

Construct	Item	Standardised factor loading	α	CR	AVE
Purchase intention (PI)	PI1	0.880	0.882	0.884	0.683
	PI2	0.869			
	PI3	0.881			
Past behaviour (PB)	PB1	0.754	0.883	0.892	0.683
	PB2	0.734			
	PB3	0.896			
Social media (SM)	SM1	0.880	0.818	0.820	0.733
	SM2	0.785			
	SM3	0.815			
	SM4	0.748			
Perceived behavioural control (PC)	PC1	0.852	0.704	0.719	0.607
	PC2	0.839			
	PC3	0.829			
Attitude (AT)	AT1	0.788	0.816	0.822	0.732
	AT2	0.715			
	AT3	0.891			
	AT4	0.870			
	AT5	0.802			
Subject norms (SN)	SN1	0.842	0.893	0.894	0.757
	SN2	0.887			
	SN3	0.904			
	SN4	0.847			

Note: α: Cronbach's α; CR: Composite Reliability; AVE: Average variance Extracted.
Source: Results from SmartPLS software.

The latent variable correlation matrix is used to establish discriminant validity. In Table 3, the off-diagonal elements represent correlations between the measures and the square root of AVE for the measures on the diagonal (Le & Liaw, 2017). All of the diagonal elements'

values were greater than those of the off-diagonal elements, indicating that each build was distinct (Fornell & Larcker, 1981). The survey items were found to be sufficiently valid and reliable for additional analyses based on the results of the validity and reliability tests conducted on the variables.

Table 3: The latent variable correlation matrix: discriminant validity

Variables	AT	PB	PC	PI	SN	SM
AT	0.826					
PB	0.663	0.856				
PC	0.605	0.679	0.779			
PI	0.521	0.630	0.615	0.855		
SN	0.739	0.715	0.662	0.567	0.870	
SM	0.589	0.661	0.576	0.661	0.649	0.895

Note: Square root of AVE is on the diagonal.
Source: Results from SmartPLS software.

4.2. Structural Equation Model

The outcomes of the structural model are shown in Figures 2 and 4, and the standardized path coefficient indicates the relationship between the model's constructs.

Based on the given table, there are nine hypotheses (H1 to H9) and for each hypothesis, the coefficients, t-values, and p-values are given.

Table 4: Results for Structural Equation Model

Variables	Coefficients	T - values	P - values	Hypothesis	Hypothesis support
PB -> PI	0.191	1.719	0.086	H1	Rejected
PB -> SM	0.661	11.247	0.000	H2	Supported
PB -> PC	0.679	12.965	0.000	H3	Supported
PB -> AT	0.663	10.154	0.000	H4	Supported
PB -> SN	0.715	14.590	0.000	H5	Supported
SM -> PI	0.329	2.804	0.005	H6	Supported
PC -> PI	0.225	2.333	0.020	H7	Supported
AT -> PI	0.205	2.056	0.033	H8	Supported
SN -> PI	0.285	2.556	0.015	H9	Supported

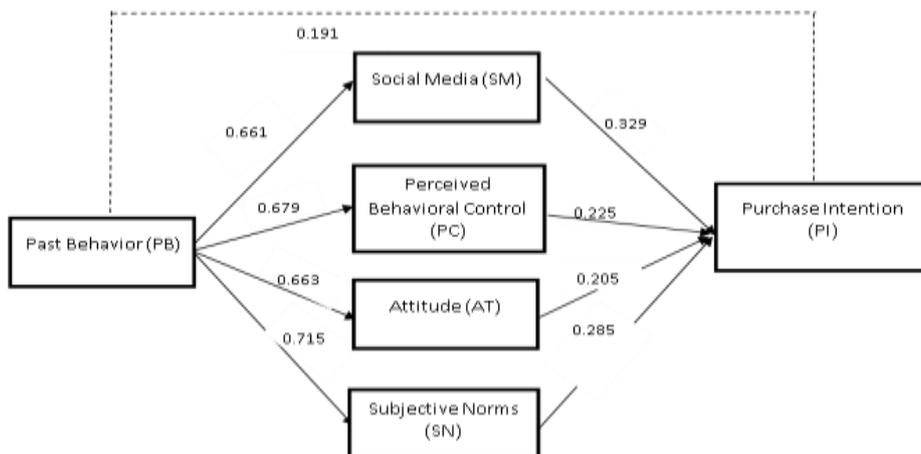*Source*: Results from SmartPLS software.

Figure 2: The output of structural model with standardized estimates
Source: Results from SmartPLS software.

The primary objective of this research is to utilize the e-TPB framework as a significant tool for describing, forecasting, and elucidating fundamental human consuming behavior inside the framework of a street food market by means of beliefs, attitudes, values, and norms.

Results of the structural model indicated that there was not a significant relationship between past behavior and purchase intention with $\beta = 0.191, t = 1.719, p > 0.005$. Therefore, hypothesis H1 wasn't supported. This results is the same with the finding by Ukenna & Ayodele, (2019) and different from a number of earlier studies. For instance, Kun-Shan and Yi-Man (2011) discovered that the intention to patronize is positively impacted by the frequency of previous conduct. When it came to consuming fried street food, the first behavior was the best indicator of the following behavior, indicating that behavior is primarily influenced by one's previous actions (Conner & Armitage, 1998). In contrast, a positive and significant relationship between past behavior and social media (H2: $\beta = 0.661, t = 11.247, p < 0.005$), perceived behavioral control (H3: $\beta = 0.679, t = 12.965, p < 0.005$), Attitude (H4: $\beta = 0.663, t = 10.154, p < 0.005$) and subject norm (H5: $\beta = 0.715, t = 14.590, p < 0.005$). Therefore, hypotheses H2, H3 and H4 are supported.

The findings also confirmed a positive and significant impact of social media (SM) and perceived behavioural control (PBC) on purchase intention. This implies that when social media and perceived behavioural control increase by 1 unit, customer's purchase intention will ultimately go up by 32.9% (H6: $\beta = 0.329, t = 2.804, p < 0.005$), 22.5% (H7: $\beta = 0.225, t = 2.333, p < 0.050$), 20.5% (H8: $\beta = 0.205, t = 2.056, p < 0.050$) and 28.5% (H9: $\beta = 0.285, t = 2.556, p < 0.050$) respectively. Unexpectedly, social media, which has the largest regret weight, became the most important predictor of purchase intention, with attitude, perceived behavioral control, and subjective standards trailing behind. This study also corroborates the earlier study of Tsai (2010) that subjective norms strongly predict behavioral intention.

5. Conclusion, findings and implications

The study's findings will assist street food sellers and other relevant organizations in Vietnam, particularly in Hanoi, to better understand when customers buy street food and what concerns them the most. The data offer several perspectives on why people choose to eat street cuisine in Vietnam at a time when online delivery is rapidly growing. At the same time, it can encourage street food sellers to focus more on the preparation of their food, its nutritional value, how to draw in consumers, how to meet specific client demands, and how to diversify their offerings.

According to the research, social media (0.329) and subject norm (0.285) are the two key variables that have a direct impact on consumers' behavior intention. The research used a quantitative approach to analyze data from a sample of street food customers in Hanoi. This means that customers who feel they have greater control over their actions and find social media useful in their decision-making process are more likely to buy street food. Interestingly, the study also found past behavior did not have any effect on purchase intention, but a positive effect on attitude, perceived behavioral control, subjective norms, and social media. This implies that customers' previous experiences with street food vendors may influence their overall attitude towards street food, but may not necessarily be a decisive factor in their purchase decisions.

The street food marketing literature of the informal sector can be better understood in this study. The main theoretical conclusion is the empirical challenge to the usefulness of TPB for explaining street food consumption behavior, which is at least partially justified. The e-TPB may provide a more thorough perspective on understanding a market segment and emerging customer behavior. Thus, the TPB needs to be expanded to incorporate prior conduct in order to forecast customer purchase behavior in the street food market.

Based on the findings that have been uncovered previous part, there are several recommendations that can be made:

First and foremost, it is important to increase accessibility and convenience. Accessibility and convenience are also important factors that affect consumer behaviour towards street food. Street food vendors should consider locating their stalls in high-traffic areas such as markets and public transportation stations to increase accessibility. They should also provide

convenient packaging and utensils to make it easier for customers to consume their products on the go.

Secondly, offering diverse and innovative menu options is also significant. The study found that consumers value variety and novelty in street food offerings. Street food vendors should consider diversifying their menu options to cater to different tastes and preferences. They should also experiment with innovative recipes and food concepts to attract new customers. Utilizing social media platforms: When it comes to the intention of customers to purchase street food, social media channels have a major role. As a result, street food sellers ought to use social media sites like Facebook, Instagram, and Tik Tok to advertise their products and interact with prospective clients. By doing so, they can increase their reach and attract more customers who are likely to purchase their food. They should also encourage customers to leave reviews and feedback to build their reputation and attract more customers.

Following the facts, the study found that the primary customers of street food sellers are college and recently graduated high school students between the ages of 18 and 22. These customers are attracted to street food because of its low cost, and they typically spend between 1 and 2 million VND on street cuisine each month. This demographic is an important target market for street food vendors, and understanding their preferences and behaviors can help vendors tailor their offerings to better meet their needs.

The research results indicate that behavioral intentions are influenced by many different factors. Two key variables that have a direct impact on consumers' behavior intention are Perceived behavioral control and Social media. This suggests that vendors may want to consider incorporating mobile technology into their marketing strategies and making it easier for customers to access their services through smartphone apps.

6. Limitations and future research

Our research attempted to examine factors affecting consumer behavior toward Hanoi street food. There are some main limitations in our study that we can list as follows.

First, the study's narrow focus on Hanoi restricts the applicability of its conclusions to other parts of Vietnam or other nations. Other techniques, like observation or experimental designs, might be used in future studies to corroborate the results. Second, because the majority of the study's respondents were between the ages of 18 and 22 may not accurately reflect the population. The target demographic included a wide range of consumer ages and occupations, so there may not have been a representative sample among the respondents we gathered. Future research could involve a larger sample size to increase the generalizability of the findings. Thirdly, the study focused on a limited number of variables that influence consumer behavior towards street food. Future research could include other variables such as branding, pricing, and promotions to provide a more comprehensive understanding of consumer behavior.

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