

Research on Factors Affecting the Decision to Buy Fast Food – A Case Study of Vietnam’s GenZ Generation

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Abstract

In order to study the factors affecting the decision to buy Fast food of the GenZ generation in Vietnam, the research team used quantitative research methods based on the analysis of data collected from a survey of 308 GenZ respondents in Vietnam. The research team used the SMARTPLS software to process the survey data collected. The results show that, among the 6 factors considered with a 95% confidence level, there are 4 factors that have an impact on the decision to buy Fast food of GenZ Vietnam, in which "Price" (GC) has the strongest impact on the decision to buy Fast food of GenZ Vietnam with an impact level of 0.3; followed by the factor "Perceived Behavioral Control" (NTKS) with an impact level of 0.206; the factor "Product Quality" (CLSP) has an impact level of 0.197; the factor "Attitude towards Fast food" (TD) has an impact level of 0.155; with a 90% confidence level, the factor "Convenience" (TT) has an impact level of 0.135. The factor "Subjective Norm" (CCQ) is not statistically significant to conclude the effect of the factor on the dependent variable "Decision to buy Fast food of GenZ Vietnam" (QD). From the research results, the authors propose some discussions to promote the consumption of Fast food for the restaurants producing and selling this item.

Keywords: Fastfood, buying decision, GenZ, Vietnam.

1. Rasing the issue

With the trend of globalization and modernization, along with the development of economic, scientific and technical achievements, people's living standards are increasingly high, the pace of life is becoming more hectic, which creates more new needs. As society develops, people experience a heightened sense of busyness and have to adapt to the changes of life. Therefore, their lives become faster and more urgent, but the time which each person has each day does not change. The question arisen is “How can we use our time reasonably between work and daily life?” From that context, people tend to choose a quick, convenient meal so as to supplement the necessary energy for the body to continue working. This is the reason for the emergence of a form of eating called fast food (Fast food). Fast food is an English word meaning "fast food" - the general

name of foods that are processed and served to eat quickly. This form came to existence in the 1940s in the US and then swiftly developed into many other forms such as KFC, Burger King, Pizza Hut, McDonald’s... and became a popular eating trend before spreading to other developed countries and then all over the world. In Vietnam, the concept of Fast food has become famous as a culinary culture trend of Vietnamese people, especially the GenZ generation. There are many websites writing about Fast food and giving different perspectives on this such as: Doanhnhaviet.net.vn, Hanoimoi.com.vn, Kfcvietnam.com.vn...

The GenZ generation is a term used to refer to the generation currently living in the era of the Internet. This generation is different from the previous ones because they have been growing up with the development of digital technology. GenZ is the generation born from 1997 to 2015. Recent statistics indicate that the GenZ generation accounts for about 1/3 of the world's population, that is more than 2.6 billion people. Similarly, in Vietnam, there are approximately 15 million GenZ making up around 26% of the labor force nationwide. In addition to the name GenZ that people often call, there are some other names such as Generation Z, iGen, Gen Tech, Internet generation. The origin of the term “Gen Z” first appeared in an article titled "Advertising Age" in September 2000. This generation was born in the era of the Internet, when scientific and technological inventions made the most outstanding strides (Minh Nguyet, 2022).

Understanding the desires, needs and factors affecting the decision to buy Fast food of GenZ is an extremely important issue for sellers and companies producing this type of food. Recognizing the urgency of the problem, the research team conducted an article with the topic "**Researching factors affecting the decision to buy Fast food - A case study of the GenZ generation of Vietnam**". The research goal is to synthesize the demand for fast food, market trends, the impact of factors on the decision to buy fast food of the GenZ generation. Thence, we will propose some solutions to promote consumption for stores producing and trading Fast food.

2. Theoretical Basis, Overview, and Research Model

2.1. Theoretical Basis

Fast food

According to the Merriam-Webster English dictionary in 1951, Fast food is basically defined as foods that are prepared quickly.

In 1997, KFC first appeared in Ho Chi Minh City, bringing a new concept of "fast food" into Vietnamese culinary culture (KFC Vietnam, 2024).

Junk food, which is familiar to all of us, is called Fast food in English. This is the general name of foods that are prepared in a short amount of time, serving for rapid consumption needs. Any meal served quickly can be called Fastfood - fast food. The main customers of fast food restaurants and outlets are youngsters, especially teenagers. Consuming fast food is currently a trend among young people, especially who live in big cities. Fast food is considered as dishes for young, dynamic individuals who prefer convenience and simplicity. (Do Anh, 2020)

Fastfood is the name of foods that are prepared speedily, enjoyed on the spot immediately or packed to take away. Usually, fast food is pre-prepared. When customers come to buy, the restaurant just needs to heat or fry it in a few minutes before serving the guests. Young people choose Fast food because it is convenient, they can eat while talking or working. The taste of fast food is also extremely appealing with a rich, fragrant taste (Viet Trinh, 2023).

Consumer behavior

According to Philip Kotler (2001), consumer behavior is the actions of people in shopping and using products, services including psychological and social processes before, during and after buying.

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

According to the American Marketing Association, consumer behavior is the interaction between the stimulating factors of the environment with the perception and behavior of people, through which interaction, people change their lives. In other words, customer behavior includes thoughts and feelings that people get and the actions they adopt during consumption. Factors such as opinions from other consumers, advertisement, information about prices, packaging, product appearance ... can all affect the perception, thinking and behavior of customers. According to Philip Kotler & Sidney J. Levy (1969), customer behavior is the specific behaviors of an individual when making shopping decisions, using and discarding products or services. Thus, through the two definitions above, we can determine customer behavior as:

- Thoughts and feelings of people during shopping and consumption process
- Customer behavior is dynamic and interactive because it is affected by factors from the external environment and has an impact on that environment.
- Customer behavior includes activities: shopping, using and managing products and services. (Tuyet Nhi, 2019)

GenZ Generation:

According to the definition of Pew Research, Gen Z (Generation Z - Generation Z) is a term to refer to the group of people born in the period from 1997 to 2012/2015 (some opinions suggest that Gen Z starts from 1995). In addition to Gen Z, the generation growing up in the second decade of the 21st century is also called by many other names such as iGen, Centennials, Gen Tech, iGeneration, Gen Y-F, Zoomers, Post Millennials... (Cersei, 2021)

For many people, the concept of "Gen Z" is still unfamiliar, since they tend to be more accustomed to "young people" and "young generation". However, different from the general young generation, Gen Z has some unique and basic characteristics that are shaped. "Experience", "commitment", "exploration", "innovative thinking"... could possibly be the phrases that are thought of and mentioned the most when people talk about Gen Z - the first generation born and fully grown up in the digital age. If previous generations often have the need for stability, following a preset pattern in studying, choosing an occupation ... most Gen Z see challenges as a way to satisfy the ego, get ready to try new things and take risks and have the freedom to paint a colorful life. Another field that Gen Z chooses to assert themselves as well as establish a solid foundation for future integration is to improve foreign language proficiency - which is the biggest limitation of Generation X (1965 - 1979), Generation Y (1980 - 1994). (Kieu Minh, 2021)

In Vietnam today, Gen Z is divided into 2 main groups: The group that starts working and the group that still greatly depends on their parents. Although Gen Z in general only accounts for over 20% of Vietnam's population; in which individuals born from 1996 to 2006 only account for about 13%, GenZ is having a big impact on present social life. Thus, it can be seen that the Gen Z generation are young people who will be the main force of consumers in the future. (Hong Lam, 2019)

2.2. Overview of the Research:

In the study by Nguyen Huy Tuan and Mai Thi Hong Nhung (2019), the research team measured the impact of various factors on the consumers' behavior in terms of buying fast food online. Accordingly, the authors proposed to develop the online fast food market in Da Nang city in the coming period. This study shows that the factors: Diversity and easiness of purchase, products and promotion, price have a positive impact on consumers' behavior of buying fast food online in Da Nang city, in which, diversity in choosing

fast food products and easiness of purchase play the most important role. Therefore, businesses need to make decisions to increase diversity in choosing goods and extend factors related to products, promotional activities, and prices.

The study by Phuong Thi Ngoc Mai and Phan Thi Cuc (2021) aimed to analyze the factors affecting the decision to choose a fast food restaurant, thereby helping these businesses have a sensible orientation for business strategy to fully meet the criteria. In order to attract more consumers in choosing the store, it is essential for fast food enterprises to grasp the needs, market demand, and preferences of customers to gain a foothold in the market, develop and earn high profits. The study shows that 8 factors decreasingly affect the decision to choose a fast food eating place of consumers in Ho Chi Minh City, including: food, service, restaurant space, brand, hygiene, price, location, experiential value.

The study by Tran Thi Bao Yen and Le Thi Giang (2021) aimed to explore the factors influence the decision to consume fast food online. Based on the results of the preliminary survey of previous studies, a basic model of factors affecting fast food consumption behavior was built. The exploratory factor analysis method combined with related tests helped adjust the basic model into the official model, which is also suitable for the characteristics of data collected through a survey of 578 customers who consumed fast food online in Ho Chi Minh City. The analysis results show that 7 factors affect the behavior of consuming fast food online in Ho Chi Minh City in decreasing order of influence: (1) Financial and time risk (RR); (2) Diversity in choosing fast food products (DD); (3) Perception of product price (CNGC); (4) Product quality (CLSP); (5) Promotion (CT); (6) Responsiveness of the website (TDU), (7) Convenience (STT). These results suggest that businesses attract more customers by helping to limit customers' financial and time risks. Along with that is the diversity in choosing fast food products, combined with the necessity to help customers understand the perception of product price associated with product quality. It is vital to build promotional strategies to attract more customers as well as upgrade the missing features of the website to help customers operate easily. Finally, enhancing the convenience for customers when using fast food is also crucial

The study by Nguyen Thi Minh Hai and Tran Quang Huy (2017) aimed to evaluate consumers' perceptions of fast food and describe their habits of consuming fast food in Long Xuyen. The study was conducted both directly and online with a sample size of 200. This study is carried out with the aim of achieving the goals: (1) Evaluate consumers' perceptions of fast food, (2) Describe consumers' habits of consuming fast food in Long Xuyen. Based on that, businesses can propose suitable strategies to enhance their service as well as the competitiveness and business efficiency of enterprises in the current vibrant market.

The research by Ta Van Thanh and Dang Xuan On (2021) aimed to identify and evaluate the impact of key factors influencing the online shopping intentions of Generation Z consumers. A quantitative study was conducted, analyzing the reliability of the scale, exploratory factor analysis, regression, and testing the suitability of the model. The research results show that there are 4 factors (1) awareness of usefulness, (2) trust, (3) perceived risk, and (4) safety psychology affecting the online shopping intentions of Generation Z. The factors that encourage consumers to participate in shopping stem from convenience, product and service selection, diverse information, easy access and easy shopping, and the joy of exploration. On the negative side, only the perceived risk factor is determined to hinder the online shopping intentions of Generation Z consumers.

The article by Nguyen Bao Ngoc (2020) based on the study of some basic theories about commercial marketing; referring to inheriting some research results on online shopping behavior and online ordering services for fast food, food of consumers. It is also combined with consulting the opinions of 5 experts, which enable the author to identify 5 factors and a scale including 22 observations of 5 internal factors of the business directly affecting the decision to order online food of consumers with decreasing impact level including:

Quality of ordering application; Quality of delivery and payment service; Selling price of products and supply service charges; Quality and brand of products and production - processing facilities; Quality of advertising and sales promotion. Thence, the scale helped to draw a general assessment of the status of 5 impacting factors (strengths, limitations, and causes) and propose implications for solutions to businesses supplying this service to develop synchronously and effectively 5 factors which affect the decision to order online food of consumers in general, Hanoi consumers in particular in the coming time.

The study by Tran Thi Minh Nguyet and Phan Thi My Kieu (2020) presented an analysis of the factors affecting the decision to choose a fast food restaurant of consumers in Quang Ngai City. The survey of the study was conducted based on 1000 observation samples, the author used the exploratory factor analysis method EFA and linear regression analysis to validate the research model. The research results show that there are 4 factors affecting buyers' choice of fast food restaurant: service, perception, product, advertment, and price. In which, the service factor has the greatest impact, the second impacting factor is the product, followed by the advertising and price factors, and finally the perception factor of consumers. Based on these research results, fast food businesses operating in Quang Ngai City can focus on these factors to meet customer needs well and boost attraction for their fast food chain.

The study by Leko Šimić, M.; Pap, A. (2021) analyzed the changes in the purchasing behavior of Generation Z in Croatia due to the COVID-19 pandemic. As a result of the pandemic, all governments have imposed various measures that directly and indirectly affect consumer behavior. Recent studies mainly record an increase in dynamics in online shopping, stockpiling, and changing preferences from luxury goods to basic goods. The study specifically examined the relationship between the change in purchasing behavior of Generation Z and their exposure to the COVID-19 pandemic as well as its impact on their perception of quality of life. The study was collected from a sample of 442 Generation Z respondents from Croatia and analyzed by ANOVA to determine changes in purchasing behavior related to their level of exposure to COVID-19. The analysis also includes the potential correlation between the change in buyer behavior and their perception of quality of life. Factors influencing purchasing behavior are: consumption and waste levels, products, brands, advertisement, discount stores, and promotional items.

According to Christina Sagala, Mila Destriani, Ulffa Karina Putri, Suresh Kumar (2014), the promotion mix and price affect consumer purchasing decisions for fast food. The results of this study prove that the promotion mix and price only account for 37.2% in consumer purchasing decisions for fast food. The remaining percentage shows that there are other factors affecting consumer purchasing decisions for fast food such as location, product... If fast food retailers want to focus on the promotion mix and price, then retailers should focus more on individual sales.

The study by Huynh Dinh Le Thu, Duong Tu Hao, and Ha Nam Khanh Giao (2022) was conducted with the purpose of determining the influence of factors on the intention of green consumption and the behavior of buying green products of consumers in Long Xuyen City. Data was collected from 290 consumers in Long Xuyen City who have heard about green products. The EFA, CFA, and SEM linear structure analysis method was used to evaluate the reliability of the measurement scale and test the theoretical model. The SEM test results show that there are 4 factors affecting the intention to buy green products: Willingness to pay has the strongest impact, followed by the attitude towards green consumption, next is behavior control perception, and the lowest impact is green habits. In addition, the intention to buy green products has the positive correlation with the behavior of buying green products. Some governance implications are proposed for the strategy of developing the green product market.

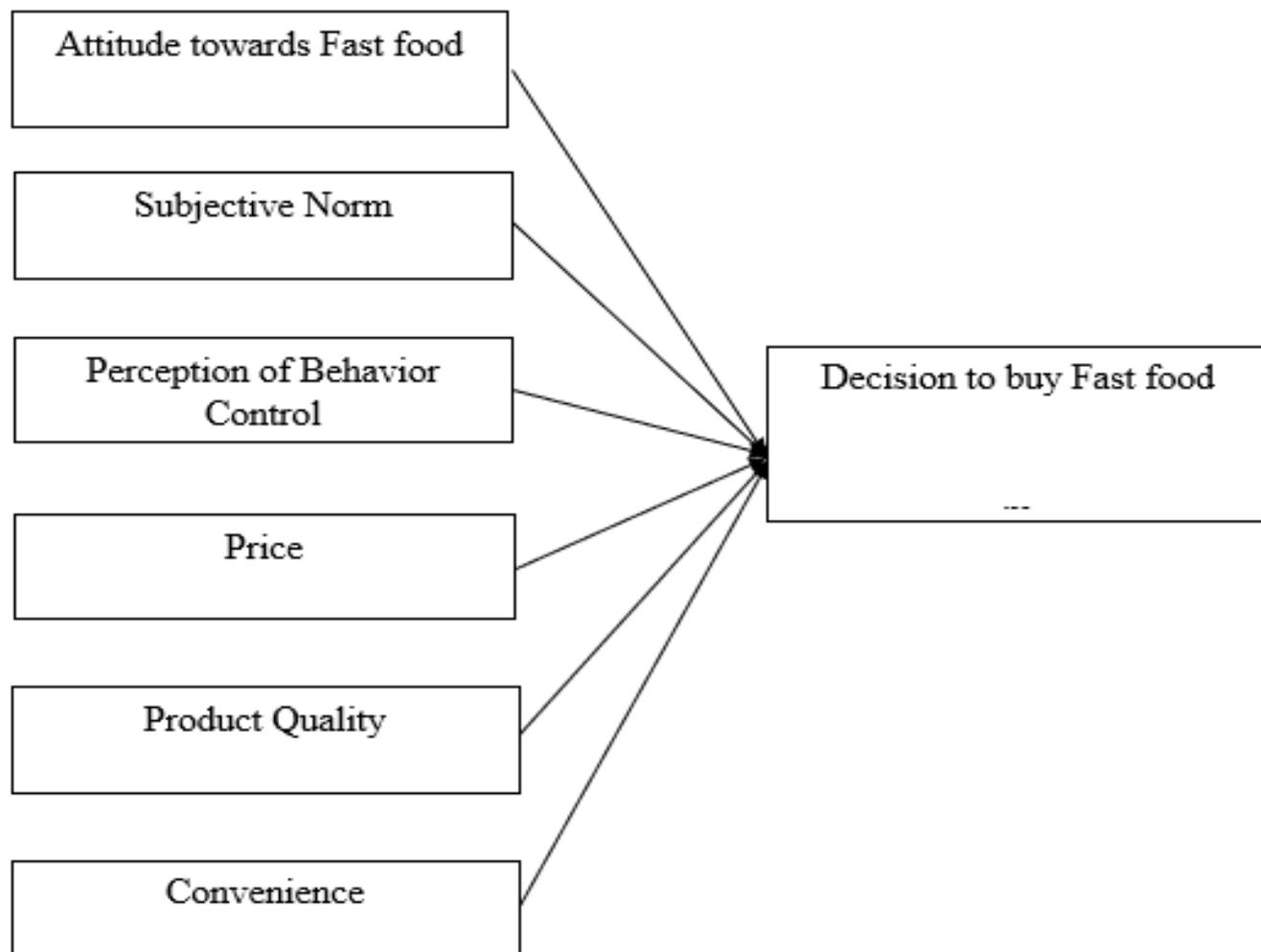
2.3. Model, Theories, and Research Scale

To propose a research model, the authors overview studies related to Fast food and research on Gen Z, as well as consider original theoretical models about behavior, expected behavior. Accordingly, the research

team proposes a research model including attitude, subjective norm, perception of behavior control (mentioned in the TRA and TPB models), with the addition of 3 factors: price, product quality, and convenience.

Specifically, the proposed research model is as follows:

Figure 1: Proposed Research Model



Source: Author’s Proposal

Research Hypotheses:

Hypothesis H1: The attitude towards Fastfood has a positive correlation with the decision to buy Fast food of Gen Z in Vietnam.

Hypothesis H2: The subjective norm has a positive correlation with the decision to buy Fast food of Gen Z in Vietnam.

Hypothesis H3: The perception of behavior control has a positive correlation with the decision to buy Fast food of Gen Z in Vietnam.

Hypothesis H4: The reasonable price of Fastfood has a positive correlation with the decision to buy Fast food of Gen Z in Vietnam.

Hypothesis H5: The quality of Fastfood has a positive correlation with the decision to buy Fast food of Gen Z in Vietnam.

Hypothesis H6: Convenience has a positive correlation with the decision to buy Fast food of Gen Z in Vietnam.

Table 1. The basis for forming variables and factor measurement scales in the model.

Encoding	Observed Variable	Source
1. Attitude towards Fast food		
TD1	I feel that fast food is a good choice for meals	Icek Ajzen (1991), Tran Thi Minh Nguyet and Phan Thi My Kieu (2020), Huynh Dinh Le Thu, Duong Tu Hao and Ha Nam Khanh Giao (2022)
TD2	I find fast food very appealing	
TD3	I always have a positive attitude towards fast food	
TD4	I like the idea of consuming fast food and engaging in fast-food business	
2. Subjective Norm		
CCQ1	My decision to buy fast food is influenced by my family	Icek Ajzen (1991), Nguyen Thi Minh Hai and Tran Quang Huy (2017), Ta Van Thanh, Dang Xuan On (2021), Huynh Dinh Le Thu, Duong Tu Hao and Ha Nam Khanh Giao (2022)
CCQ2	My decision to buy fast food is influenced by my friends and colleagues	
CCQ3	My decision to buy fast food is influenced by society	
CCQ4	Delivery apps and social media sites often mention fast food	
3. Perception of Behavior Control		
NTKS1	I believe I have the ability to buy fast food	Icek Ajzen (1991), Nguyen Thi Minh Hai and Tran Quang Huy (2017), Huynh Dinh Le Thu, Duong Tu Hao and Ha Nam Khanh Giao (2022).
NTKS2	There are many opportunities for me to buy fast food	
NTKS3	I am ready to spend money to buy fast food	
NTKS4	Buying fast food is completely within my financial capability	
4. Product Quality		
CLSP1	I find the quality of fast food is relatively good	Tran Thi Bao Yen and Le Thi Giang (2021), Nguyen Bao Ngoc (2020), Nguyen Huu Huan and Mai Thi Hong Nhung (2019)
CLSP2	I find the nutritional value of fast food relatively high	
CLSP3	I find the taste of fast food wonderful	
CLSP4	Fast food ingredients are natural and fresh.	
CLSP5	Fast food is safe and hygienic	
CLSP6	Fast food is prepared within a day	
5. Price		
GC1	The price of fast food is commensurates with the quality of the product	Nguyen Bao Ngoc (2020), Christina Sagala, Mila Destriani, Ulffa
GC2	The price of fast food is competitive	
GC3	Price affects my decision to buy fast food	

GC4	I am willing to pay extra to buy higher-quality fast food	Karina Putri, Suresh Kumar (2014), Phuong Thi Ngoc Mai and Phan Thi Cuc (2021).
6. Convenience		
TT1	Buying fast food saves me time	Ta Van Thanh and Dang Xuan On (2021), Tran Thi Bao Yen and Le Thi Giang (2021), Nguyen Huy Tuan and Mai Thi Hong Nhung (2019)
TT2	I can buy fast food products anywhere.	
TT3	I can easily buy fast food through an app or website	
TT4	Fast food is usually available in the stores where I often shop	
7. Decision to buy Fastfood		
QD1	I decide to continue consuming fast food	Ajzen (1991), Christina Sagala, Mila Destriani, Ulffa Karina Putri, Suresh Kumar (2014)
QD2	I will introduce my relatives, friends, and colleagues to fast food	Ajzen (1991), Huynh Dinh Le Thu, Duong Tu Hao and Ha Nam Khanh Giao (2022)
QD3	I believe that consuming fast food is convenient	Ajzen (1991), Tran Thi Bao Yen and Le Thi Giang (2021)

Source: Compilation by the research team

3. Research Method

3.1. Research Method

Based on the theoretical framework and overview of research on factors influencing the decision to buy Fast food of Gen Z in Vietnam, the research model consists of 6 independent variables: (i) Attitude towards Fast food (TD); (ii) Subjective Norm (CCQ); (iii) Perception of Behavior Control (NTKS); (iv) Product Quality (CLSP); (v) Price (GC); (vi) Convenience (TT); Influencing the dependent variable is "Decision to buy Fast food" (QD).

The survey was constructed with a 5-point Likert scale:

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

After creating the survey, the research team conducted a random pilot survey with 10 students, the preliminary survey results showed agreement with the factors included in the model. Based on the preliminary survey, the research team conducted a broad survey via Google Forms with the target group being Gen Z in Vietnam through the link

(https://docs.google.com/forms/d/e/1FAIpQLSc4my1QjUnkLIX08an43CnKe7ofSWY8TyYue-ZqP0OxGQ7BRw/viewform?usp=sf_link).

Due to time and resource constraints, the method of convenience sampling is chosen. The sample size is determined according to the rules of Comrey and Lee (1992), while also referring to the rules of Hoang Trong & Chu Nguyen Mong Ngoc (2005). With 26 observed variables needed for analysis, the minimum necessary sample size is $26 \times 5 = 130$ samples. Considering that the more observed samples collected, the more stable the measurement level, basing on our ability to collect samples, the research team decided the number of observed samples should be $n > 300$. To achieve this, the research team issued 330 survey forms and 308 forms were returned, of which 214 are valid forms of young people who use/consume Fast food (meeting the minimum requirement of 130 forms) and are included in the analysis. The collected data will be filtered and analyzed with the support of the SMARTPLS software and analytical techniques.

3.2. Data Processing Method:

The general equation for the structural regression model is:

$$QD = a*TD + b*CCQ + c*NTKS + d*CLSP + e*GC + f*TT$$

Quantitative research methods were conducted to process the research data collected from the survey of Vietnamese youth (those under 30 years old) about the factors influencing the decision to buy Fast food. The SMARTPLS software was used to test hypotheses and evaluate the impact level of factors.

Step 1: Evaluate the measurement model

The measurement model is evaluated by considering the contribution of observed variables (outer loadings), the reliability of the scale (Cronbach's Alpha), convergence (Convergence), and discriminant validity (Discriminant Validity).

Step 2: Evaluate the structural model

When the measurement model meets the requirements, proceed to evaluate the structural model through the impact relationship, path coefficient, overall determination coefficient R square, effect size coefficient f square.

4. Research Results:

4.1. Fast food Market in Vietnam:

Fast food is a type of food that is quickly prepared, enjoyed on the spot or packaged to take away. Typically, fast food is pre-prepared. When customers come, restaurants just need to heat or fry it in a few minutes before serving customers. Young people choose Fast food for its convenience as they can eat while talking or working. The taste of fast food is also extremely appealing with a rich, fragrant flavor (Viet Trinh, 2023).

The fast food market is growing and developing because the main customers are teenagers. Fast food is a popular eating trend among young people in big cities as fast food is suitable for the increasingly hectic, modern life (vyhuynh, 2022).

Fast food is becoming an indispensable part of the global culinary culture. Due to its convenience, and speed, especially in today's busy life, this type of food is growing strongly and becoming indispensable in daily life.

In Vietnam, the fast food market is booming with a variety of restaurant chains and is receiving attention, and investment development (MQ, 2023).

Today, we can easily find fast food, bottled drinks in supermarkets, restaurants, or traditional markets and sidewalk eateries. Every morning, people on the road just need to stop by a street vendor to have a baguette, bun, or sticky rice for a quick breakfast. For office workers, lunch is extremely simple, just open fast food ordering apps like Grabfood, Now, ... or call directly to the restaurant to have food shipped to them. It can be seen that the overview of the fast food market in Vietnam is extremely vibrant, becoming a trend in busy modern life. In addition, young people also love foreign brands such as McDonald’s, KFC, Pizza Hut, Starbucks, Burger King, ... (Tran Dung, 2024).

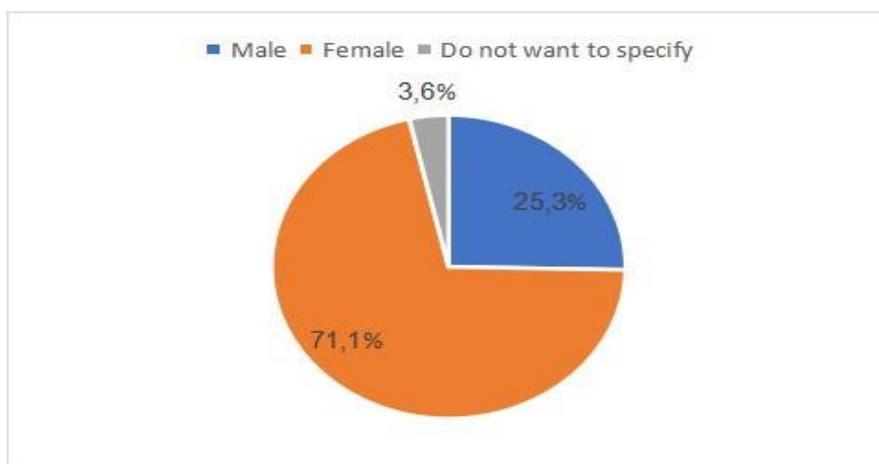
4.2. Description of Survey Participants

The survey involved 308 people using a survey via Google Forms. The survey was sent to GenZ groups that the research team can contact via Zalo, Facebook, etc... via the link

(<https://forms.gle/AyarvLt8N3yEjyxQA>).

The survey results show that, out of a total of 308 returned forms, 219 respondents were female, accounting for 71.1%, followed by 78 male respondents, accounting for 25.3%, and the remaining 11 were from respondents with non-specified gender.

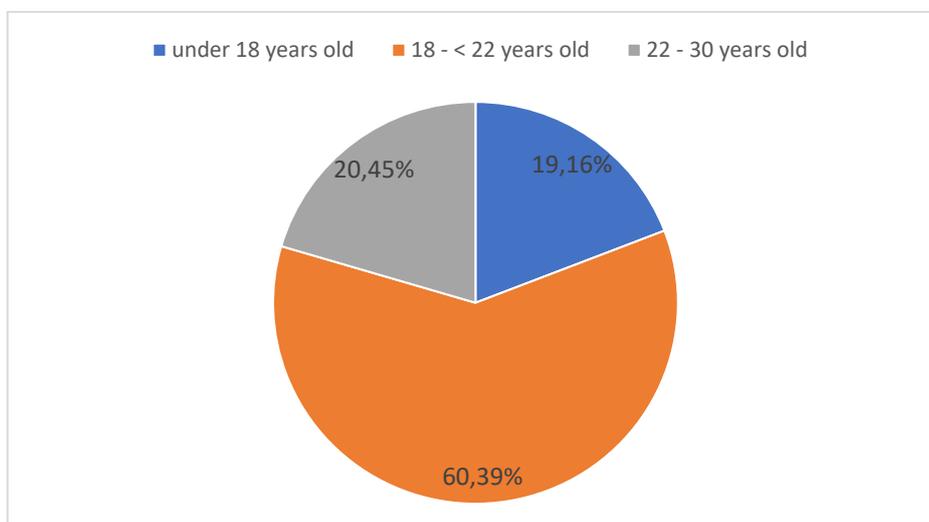
Chart 1. Gender of Survey Participants



Source: Survey Results

Regarding age, the majority are GenZ from 18 - < 22 years old (60.39%). This group starts to have financial plans and cares about personal interests and experiences but still receives parental support, so the interest in fast food is common. The under 18 years old group (19.16%) and 22-30 years old group (20.45%) have nearly equal proportions.

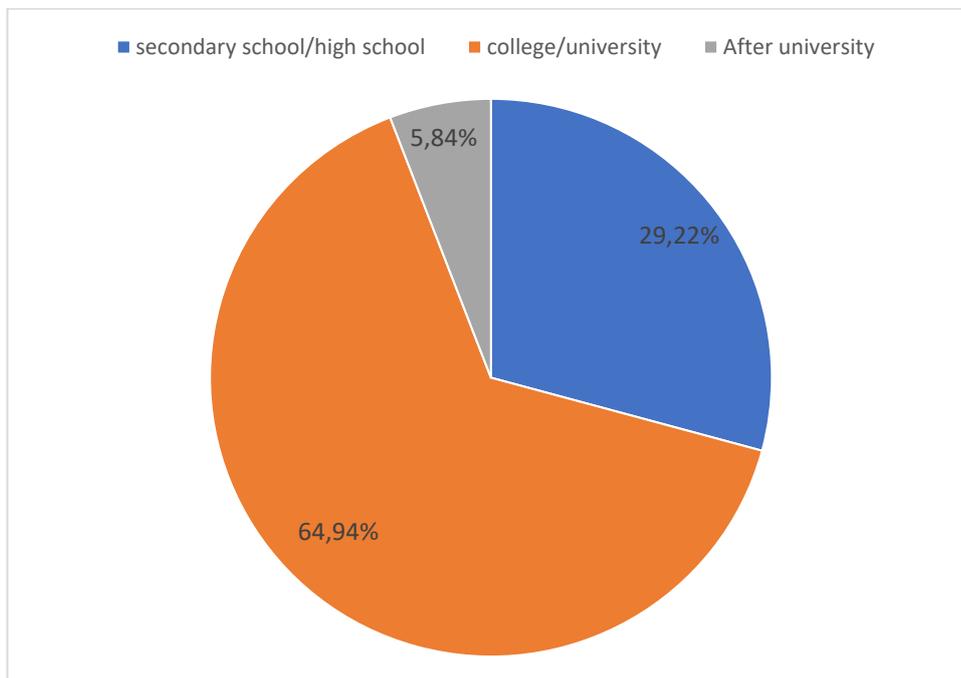
Chart 2. Age of Survey Participants



Source: Survey Results

Along with age is the level of education. College/University students makes up a fairly large proportion of 200 people (64.94%) because they have money and, care about personal hobbies and experiences.

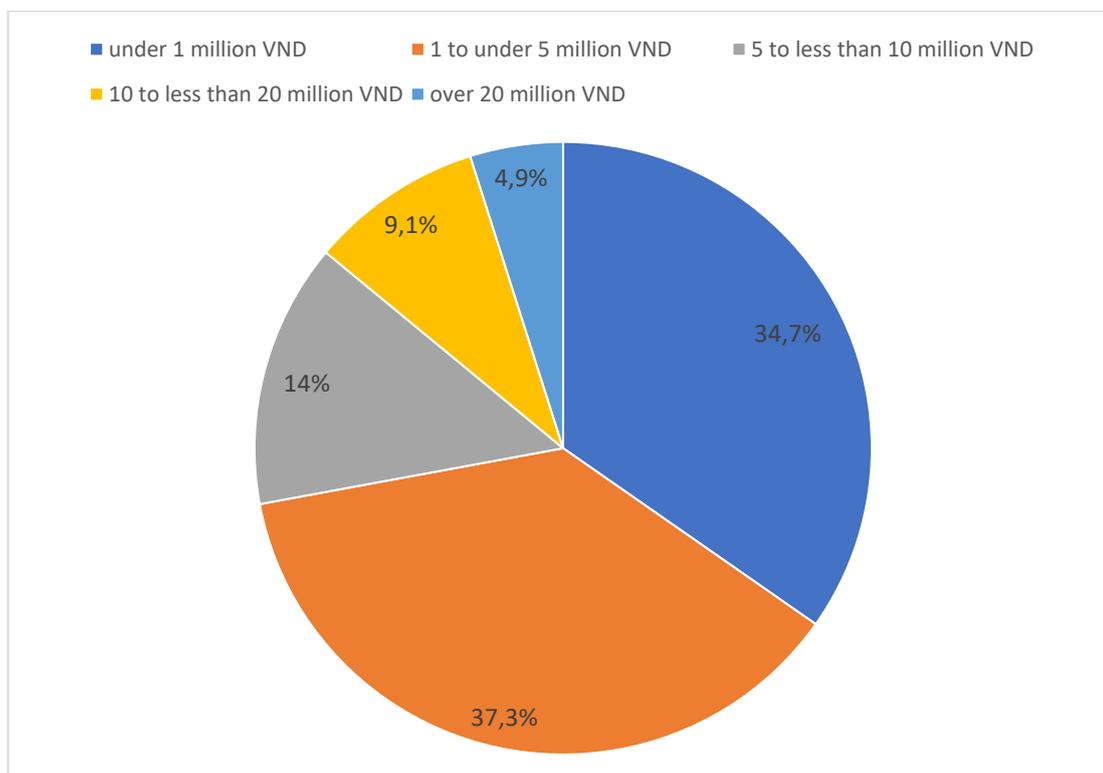
Chart 3. Education Level of Survey Participants



Source: Survey Results

Among the responses, the highest number of 115 were from the GenZ group with an average income ranging from 1 million to 5 million VND (37.3%), followed by GenZ with an average monthly income of less than 1 million VND (34.7%). This shows that the price of fast food products is suitable for the targetted customer group.

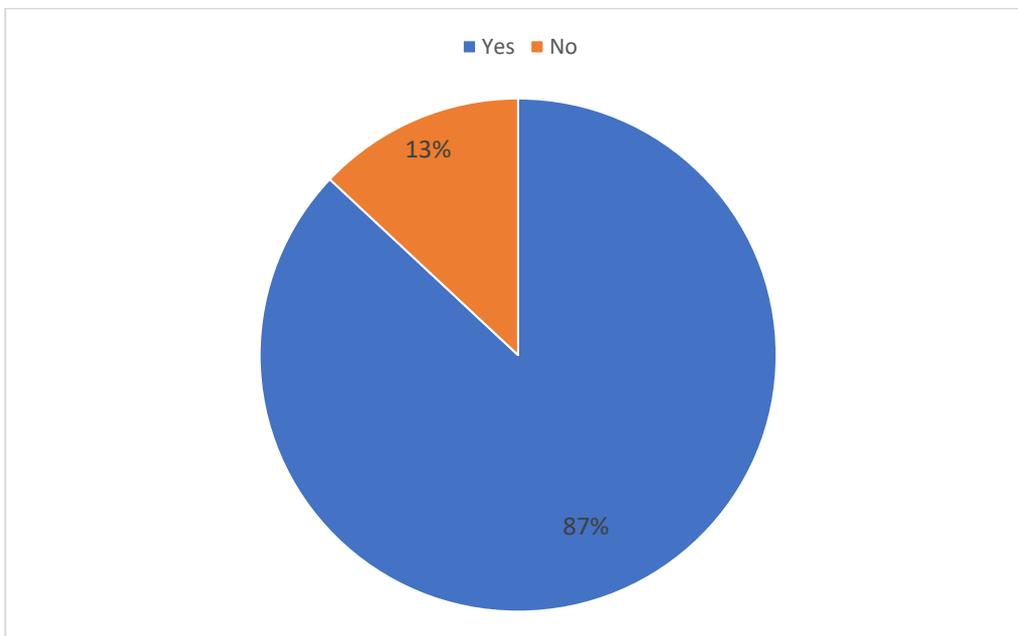
Chart 4. Monthly Income/Amount of Family Allowance of Survey Participants



Source: Survey Results

Fast food is no longer a novel dish, in the 308 survey forms, 268 know about fast food (87%) because fast food has become an indispensable part of modern life. Because of busy schedule and the need for quick, convenient eating, fast food has become a top choice for many people, especially young people. Currently, there are many fast food outlets such (KFC, Lotteria, Jolibee, Pizza Hut...) and food stalls on the sidewalk, or right next to school gates.

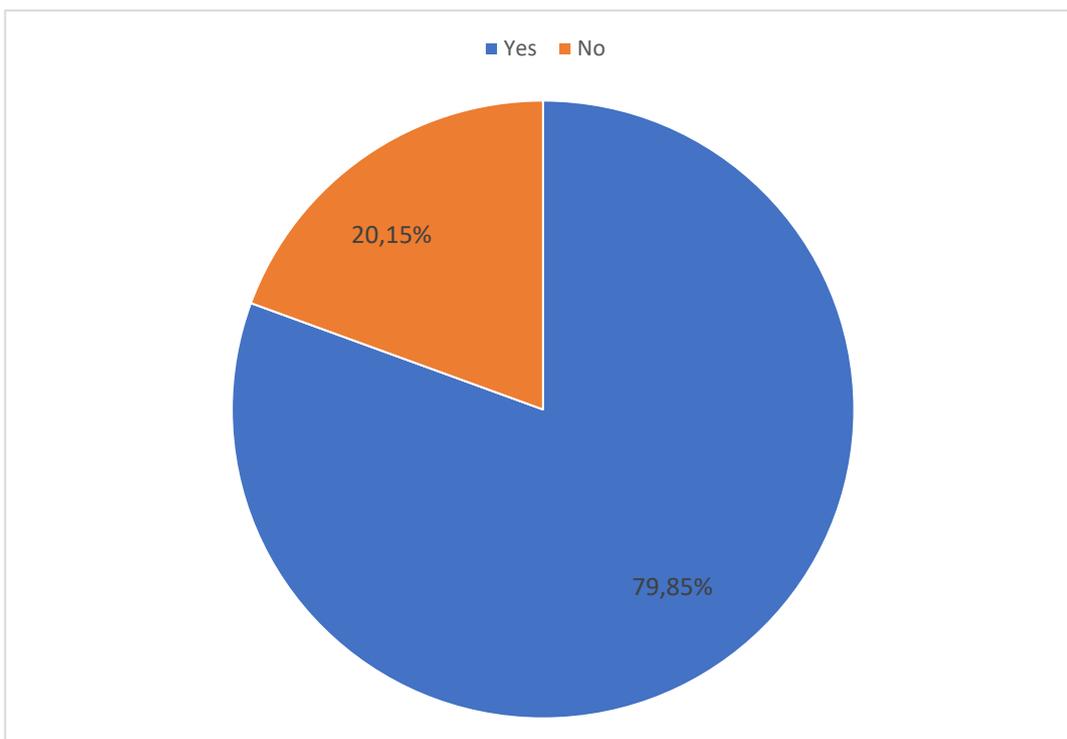
Chart 5. Understanding of the Fast Food Market of Survey Participants



Source: Survey Results

While no longer a novelty, many hesitate to consume fast food. Among the 268 people who know about fast food, 214 people use/consume Fast food (79.85%) and 54 people choose not to use/consume Fast food (20.15%) Main reasons include diet or health issues, the quality of fast food, or preferences...

Chart 6. Trend of Using/Consuming Fast food of Survey Participants



Source: Survey Results

4.3. Research Model Test Results

4.3.1. Evaluation Results of the Quality of Observed Variables in the Measurement Model

Quality Test of Observed Variables

After running the model for the first time, the observed variable CCQ1 has an outer loadings coefficient lower than 0.7, and the observed variables CLSP4, and TT3 have a VIF coefficient greater than 5, thus, are excluded from the model. The model was run a second time, and the quality of observed variables was evaluated through the outer loadings coefficient. The quality of the observed variables affecting the decision to buy fast food of Gen Z in Vietnam is shown in Table 2.

Table 2. Outer loadings coefficient of factors affecting the decision to buy fast food of Gen Z in Vietnam

	CCQ	CLSP	GC	NTKS	QD	TD	TT
CCQ2	0.868						
CCQ3	0.889						
CCQ4	0.869						
CLSP1		0.904					
CLSP2		0.842					
CLSP3		0.784					
CLSP5		0.883					
CLSP6		0.885					
GC1			0.885				
GC2			0.918				
GC3			0.898				
GC4			0.858				
NTKS1				0.928			
NTKS2				0.906			
NTKS3				0.878			
NTKS4				0.931			
QD1					0.917		
QD2					0.911		
QD3					0.922		
TD2						0.835	
TD3						0.902	
TD4						0.844	
TT1							0.920
TT2							0.932
TT4							0.929
TD1						0.846	

Source: Test results from the research team

Reliability Test of the Scale:

The reliability of the scale of factors affecting the decision to buy fast food of Gen Z in Vietnam on SMARTPLS is evaluated through two main indicators, Cronbach’s Alpha and Composite Reliability (CR).

Table 3. Reliability coefficient (Cronbach’s Alpha) and Composite Reliability of factors affecting the decision to buy fast food of Gen Z in Vietnam

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
CCQ	0.848	0.848	0.908	0.767
CLSP	0.912	0.918	0.934	0.741
GC	0.912	0.914	0.938	0.792
NTKS	0.932	0.932	0.951	0.830
QD	0.904	0.905	0.940	0.840
TD	0.879	0.881	0.917	0.735
TT	0.918	0.919	0.948	0.860

Source: Test results from the research team

According to Table 3, after analyzing the reliability test using Cronbach’s Alpha coefficient, the results for each factor are as follows: Subjective Norm (CCQ) achieved 0.848; Product Quality (CLSP) achieved 0.912; Price (GC) achieved 0.912; Behavior Control Perception (NTKS) achieved 0.932; Attitude towards Fast Food (TD) achieved 0.879; Convenience (TT) achieved 0.918; Decision to Buy Fast Food of Gen Z in Vietnam (QD) achieved 0.904. Thus, all scales satisfy the condition > 0.7 (DeVellis, 2012) and do not violate any exclusion rules, so no variables are excluded and can be accepted in terms of reliability.

The Composite Reliability (CR) of all observed variables is also > 0.7 (Bagozzi & Yi, 1988) (Table 3). Therefore, the scale is reliable, meaningful for analysis, and used in the next factor analysis.

Convergence:

According to the data analysis results in Table 3, the Average Variance Extracted (AVE) of the factors: Subjective Norm (CCQ) achieved 0.767; Product Quality (CLSP) achieved 0.741; Price (GC) achieved 0.792; Behavior Control Perception (NTKS) achieved 0.830; Attitude towards Fast Food (TD) achieved 0.735; Convenience (TT) achieved 0.860; Decision to Buy Fast Food of Gen Z in Vietnam (QD) achieved 0.840. Thus, the Average Variance Extracted (AVE) of all variables is > 0.5 (Hock & Ringle, 2010), indicating that the model satisfies the conditions for convergence.

Discriminant Validity:

The results in Table 4 demonstrate the discriminant validity assessment of the research model using the Fornell-Larcker criterion The cross-loading coefficient and the discriminant validity are both acceptable.

Table 4. Fornell-Larcker criterion of the research model on factors affecting the decision to buy fast food of Gen Z in Vietnam

	CCQ	CLSP	GC	NTK S	QD	TD	TT
CCQ	0.876						
CLSP	0.687	0.861					
GC	0.708	0.766	0.890				
NTKS	0.713	0.780	0.781	0.911			
QD	0.665	0.774	0.816	0.800	0.916		
TD	0.748	0.781	0.763	0.807	0.775	0.857	
TT	0.665	0.660	0.819	0.782	0.760	0.721	0.927

Source: Test results from the research team

f² Value

The f² value represents the impact of the structure (factor) when removed from the model.

Table 5. Summary Table of f² Values

	CCQ	CLSP	GC	NTK S	QD	TD	TT
CCQ					0.002		
CLSP					0.047		
GC					0.085		
NTKS					0.041		
QD							
TD					0.025		
TT					0.020		

Source: Test results from the research team

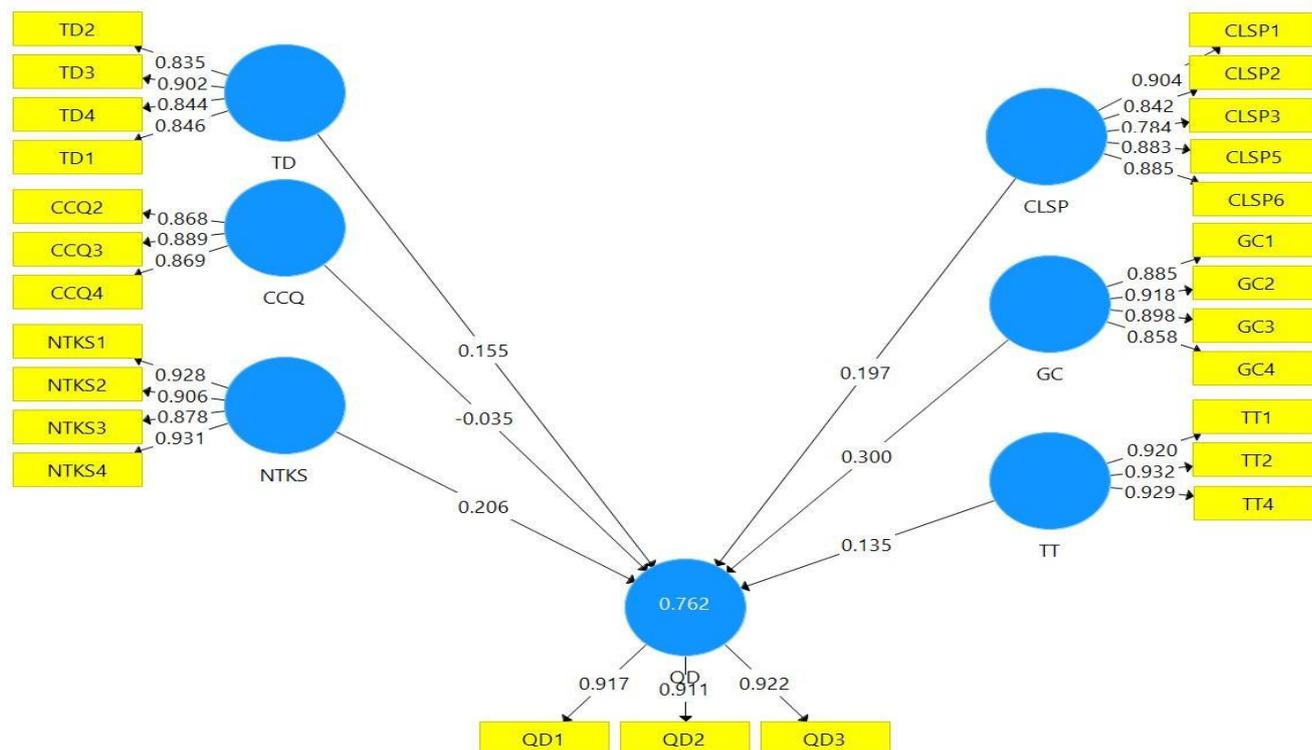
In this model, as shown in Table 5, we see that the factors : Product Quality (CLSP) achieved 0.047; Price (GC) achieved 0.085; Behavior Control Perception (NTKS) achieved 0.041; Attitude towards Fast Food (TD) achieved 0.025; Convenience (TT) achieved 0.020. They have a small impact on Vietnamese Gen Z’s decision to buy fast food (QD) (with 0.02 < f² < 0.15). The Subjective Norm factor (CCQ) (0.002) has f² < 0.02 and is considered to have no impact on QD.

4.3.2. Results of Correlation Assessment by Structural Model

Evaluation of Relationship

The relationship and contribution of factors affecting the decision to buy fast food of Gen Z in Vietnam on SMARTPLS is represented by Figure 2.

Figure 2. Factors influencing the decision to buy fast food of Gen Z in Vietnam



Source: Test results from the research team using SMARTPLS

The results of the Bootstrap analysis are shown in Table 6. Accordingly, the variables: Product Quality (CLSP); Price (GC); Behavior Control Perception (NTKS); Attitude towards Fast Food (TD) influences "Decision to Buy Fast Food of Gen Z in Vietnam (QD)" these factors have P Values <0.05; Convenience (TT) has P Values <0.1, this reflects these factors are statistically significant to show positive correlation to the decision to buy fast food of Gen Z in Vietnam (Hypotheses H1, H3, H4, H5, H6 are accepted). The "Subjective Norm" factors have P Values > 0.1, this reflects that this factor is not statistically significant to be related to the decision to buy fast food of Gen Z in Vietnam (Hypothesis H2 is not accepted).

Table 6. Path Coefficient of the Structural Model

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
CCQ -> QD	-0.035	-0.036	0.051	0.688	0.492
CLSP -> QD	0.197	0.197	0.070	2.824	0.005
GC -> QD	0.300	0.302	0.077	3.913	0.000
NTKS -> QD	0.206	0.212	0.074	2.800	0.005
TD -> QD	0.155	0.152	0.071	2.182	0.030
TT -> QD	0.135	0.128	0.070	1.925	0.055

Source: Test results from the research team using SMARTPLS

The test results in Table 6 show that, at 95% confidence level, "Price" (GC) has the strongest positive relationship with the decision to buy fast food of Gen Z in Vietnam with a value of 0.3; followed by the factor "Behavior Control Perception" (NTKS) with a value of 0.206; the factor "Product Quality" (CLSP) has a value 0.197; the factor "Attitude towards Fast Food" (TD) has a value of 0.155; With a 90% confidence level,

the factor "Convenience" (TT) has a value of 0.135. The "Subjective Norm" (CCQ) factor is not statistically significant enough to conclude that it influences the dependent variable "Decision to Buy Fast Food of Gen Z in Vietnam" (QD).

Thus, we have the following regression equation:

$$QD = 0.197*CLSP + 0.3*GC + 0.206*NTKS + 0.155*TD + 0.135*TT$$

Evaluation of the overall determination coefficient R2 (R square)

The results of the PLS Algorithm analysis give the R2 value, reflecting the predictive ability of the independent variable towards the dependent variable. According to Hair & et al (2010), R-square value should be at 0.75, 0.50 or 0.25.

Table 7. Coefficient of determination of the independent variable for the dependent variable (R Square)

	R Square	R Square Adjusted
QD	0.762	0.755

Source: Test results from the research team

The results from Table 7 show that R² equals 0.762 and the adjusted R² equals 0.755, which are suitable for this research case. Thus, the independent variables in the model predict 76.2% of the "Decision to Buy Fast food of Gen Z in Vietnam".

Evaluation of the Reliability Index (SRMR)

According to Hu & Bentler (1999), typically a suitable model will have an SRMR value less than 0.08.

Table 8. Standardized Root Mean Square Residual (SRMR) Reliability Index

	Saturated Model	Estimated Model
SRMR	0.072	0.072

Source: Test results from the research team

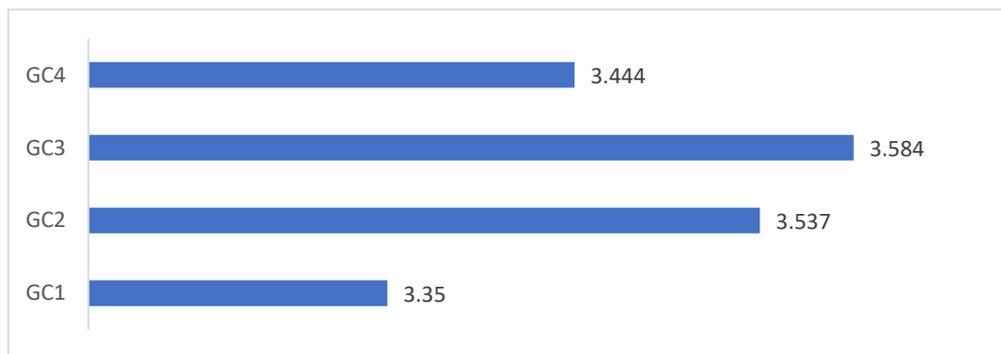
The SRMR results in Table 8 of the research model are 0.072, which is less than 0.08. Therefore, this model is suitable for analysis.

5. Discussion of Research Results:

Among the 6 factors considered, 4 factors are at the 5% significance level (95% confidence) showing an impact on the decision to buy fast food of Gen Z in Vietnam. Specifically, the "Price" (GC) factor has the strongest influence on the decision to buy fast food of Gen Z in Vietnam with a value of 0.3, meaning that when the price increases by 1 unit, the decision to buy increases by 0.3 units; followed by the "Behavior Control Perception" (NTKS) factor with a value of 0.206, meaning that when behavior control perception increases by 1 unit, the decision to buy increases by 0.206; the "Product Quality" (CLSP) factor has a value 0.197, meaning that when product quality increases by 1 unit, the decision to buy increases by 0.197; the "Attitude towards Fast Food" (TD) factor has a value of 0.155, meaning that when the attitude towards fast food increases by 1 unit, the decision to buy increases by 0.155 units; With a 90% confidence level, the "Convenience" (TT) factor has a value of 0.135, meaning that when convenience increases by 1 unit, the decision to buy increases by 0.135 units.

"Price" (GC) has the strongest impact on the decision to buy fast food of Gen Z in Vietnam.

Figure 7. Average score value of the "Price" scale

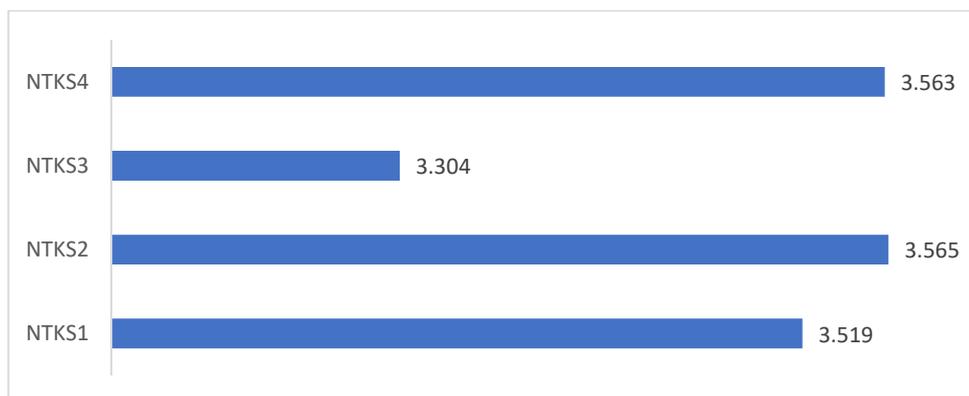


Source: Compilation, calculation from survey results

For the "Price" factor, the three scales "Competitive fast food prices" GC2, "Price affects my decision to buy fast food" GC3 and "I am willing to pay extra to buy higher quality fast food" GC4, are rated as "Agree" by the survey participants, indicate that the price of fast food greatly influences the purchasing decision of Gen Z in Vietnam. Therefore, it is necessary to continue improving the quality of food to meet customer needs. In addition, "The price of fast food is commensurates with the quality of the product" GC1 is rated as "Normal", showing that Gen Z in Vietnam has varied thoughts about the relationship between price and quality of fast food. This may be because they are not satisfied with the current price considering the quality of the product they receive, so fast food stores need to improve quality and adjust prices to suit customers.

The "Behavior Control Perception" (NTKS) factor ranks second in influencing the decision to buy fast food of Gen Z in Vietnam.

Figure 8. Average score value of the "Behavior Control Perception" scale



Source: Compiled and calculated from survey results

Based on the three scales "I believe I can afford Fast food" (NTKS1), "There are many opportunities for me to buy Fast food" (NTKS2), and "Buying Fast food is completely within my financial capability" (NTKS4), all have average threshold scores of 3.519, 3.565, and 3.563 respectively at the "Agree" level. This shows that the decision to buy Fast food is not only based on the "Price" factor but also personal financial capability and shopping opportunities. GenZ in Vietnam has a positive attitude towards buying Fast food and they are willing to spend on it. Therefore, Fast food businesses need to seize the opportunity to expand the market to meet the needs and preferences of GenZ in Vietnam, while providing various attractive shopping opportunities to attract these customers. In addition, "I am willing to spend a sum of money to buy Fast food" (NTKS3) is rated at the "Normal" level, showing that although they are willing to spend on Fast food (NTKS3), they also want to get value for the money they spend. Therefore, businesses in the Fast food industry should not only focus on providing products at a competitive price but should also invest in improving product quality and services, providing the best shopping experience for customers.

"Product Quality" (CLSP) has the third highest influence on GenZ Vietnam's decision to buy Fast food.

Figure 9. Average score of the "Product Quality" scale

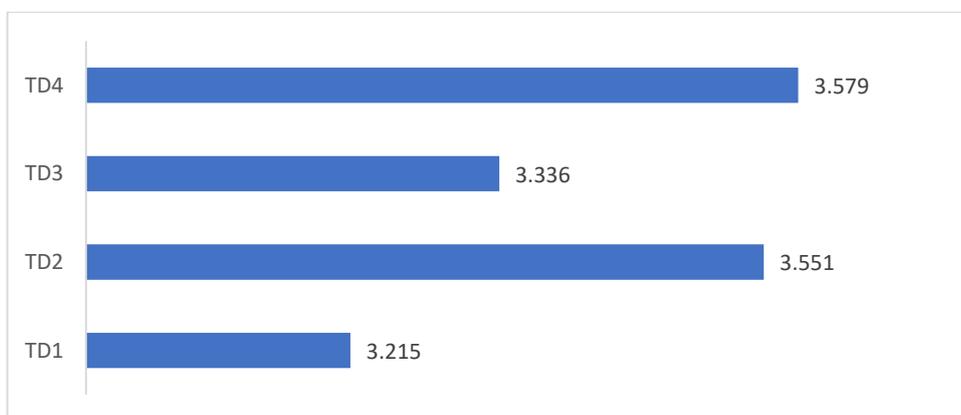


Source: Compiled and calculated from survey results

For this factor, only the scale "I find the taste of Fast food wonderful" (CLSP3) is at the "Agree" level with a score of 3.603. This shows that taste is an important factor for GenZ when choosing to buy Fast food. They highly appreciate the taste of the product and consider it as one of the deciding factors to purchase. Therefore, Fast food businesses should focus on investing in researching and developing the taste of the product, ensuring that they always provide the most delicious and alluring products to customers. The remaining four scales "I find the quality of Fast food is relatively good" (CLSP1), "I find the nutritional value of Fast food is relatively high" (CLSP2), "Fast food is safety and hygienic" (CLSP4) and "Fast food is prepared within a day" (CLSP5) are all at the "Normal" level, showing that GenZ Vietnam also cares about the quality of Fast food. Therefore, Fast food businesses need to improve and enhance the quality of their products to meet the needs and expectations of GenZ Vietnamese customers.

"Attitude towards Fast food" (TD) is the fourth factor influencing GenZ Vietnam's decision to buy Fastfood.

Figure 10. Average score of the scale "Attitude towards Fast food"



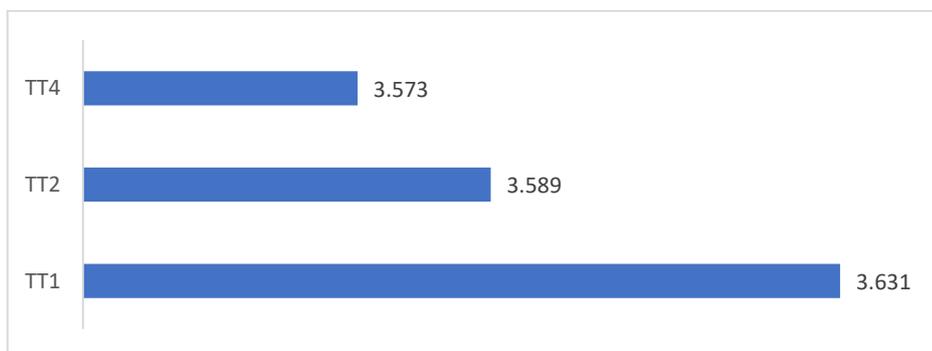
Source: Compiled and calculated from survey results

Among the four scales of the attitude factor towards Fast food, the two scales "I find Fast food very appealing" (TD2) and "I like the idea of consuming fast food and engaging in Fast food business" (TD4) are both at the "Agree" level. This shows that Vietnamese GenZ has a positive attitude towards Fast food. They are not only consumers but may potentially be involved in the Fast food industry in the future. The remaining two scales "I find Fast food as a good choice for a meal" (TD1) and "I always have a positive attitude towards Fast food" (TD3) are both at the "Normal" level, showing that Vietnamese GenZ has a neutral attitude towards choosing Fast food as a meal choice (TD1) and Fast food in general (TD3). This could suggest that, although they like Fast food and find it delicious, they recognize that eating Fast food should not become a daily habit. They could be seeking a balance between enjoying Fast food and maintaining

a healthy diet. Therefore, Fast food businesses may want to consider developing new products or improving their current products to include faster food options while still retaining nutritional value.

"Convenience" (TT) has the fifth highest influence on GenZ Vietnam's decision to buy Fast food.

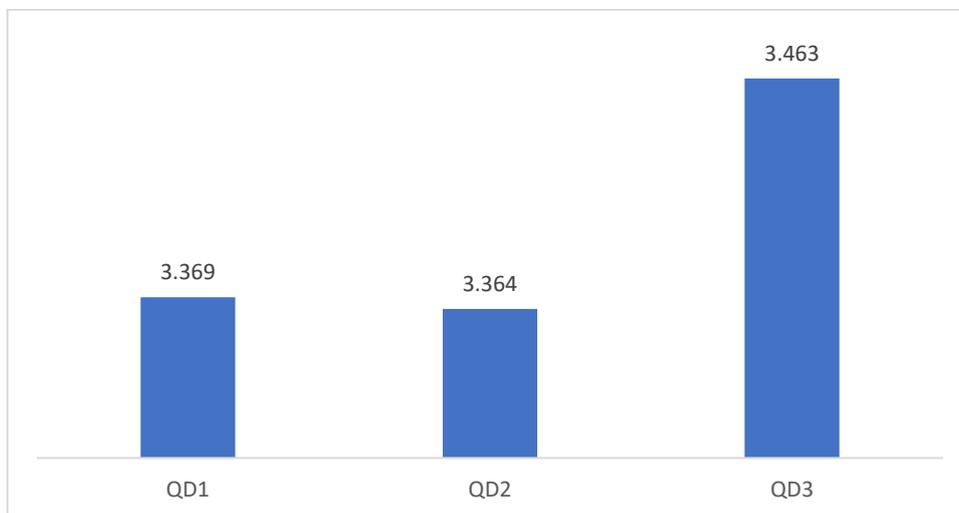
Figure 11. Average score of the "Convenience" scale



Source: Compiled and calculated from survey results

For this factor, all three scales are rated at the "Agree" level by GenZ, with the factor "Buying Fast food saves me time" (TT1) having the highest rating of 3.631, the factor "I can buy Fast food products anywhere" (TT2) at 3.589, and "Fastfood is usually available in the stores where Ishop" (TT3) at 3.573. This suggests that to attract GenZ customers, Fast food businesses need to ensure that their products are easily accessible and convenient to purchase. This could include expanding the store network, enhancing delivery services, and optimizing the shopping process to save customers time. In addition, offering a variety of products that meet the needs and preferences of customers is important not only to meet customer demand but also to create a better shopping experience for them.

Figure 12. Average score of the scale "Decision to buy Fast food"



Source: Compiled and calculated from survey results

Among the three scales considered in the model, only the scale QD3 "I believe that consuming Fast food is very convenient" is rated at the "Agree" level, while the scales QD1 "I decide to consume Fast food" and QD2 "I would recommend my relatives, friends, and colleagues to use Fast food" are at the "Normal" level. This shows that although Fast food is convenient and appealing, Vietnamese GenZ still has other concerns or reasons that make them not fully ready to accept and promote this product. Therefore, Fast food businesses need to understand these concerns and find ways to address them to attract and retain GenZ customers.

- Improve customer service and promotional programs: In the modern business world, customer service plays an important role in building and maintaining the success of a business. Good customer service creates

a good experience for customers, making them feel satisfied and want to return. Businesses need to focus on providing products with high quality, quick service, along with the friendliness and dedication of staff. In addition, caring for post-purchase customer by resolving complaints, answering queries, and receiving feedback from customers is also necessary. These factors altogether create good customer service, helping businesses attract and retain customers, while also creating a difference compared to rivals. In addition, organizing attractive promotional programs is also an effective way to attract new customers and boost sales. As a result, businesses can enhance prosperity and sustainability in the increasingly fiercely competitive market.

- Develop products and expand network: Fast food businesses need to continuously develop products and expand their network. Product development helps to not only meet the diverse needs of customers but also create a difference compared to competitors. Expanding the network not only enables businesses reach more customers but also boosts revenue and profit. However, expansion needs to be carried out strategically to ensure effectiveness and sustainability. These efforts will help businesses compete more effectively in the increasingly fierce market.

- Utilize technology and optimize the shopping process: Businesses need to Utilize technology and optimize the shopping process. Making use of technology, such as using mobile apps to order online, not only enables customers to shop more conveniently but also helps businesses improve efficiency and increase revenue. Simultaneously, optimizing the shopping process, such as reducing waiting time and enhancing service efficiency, will help enhance customer experience and their satisfaction. These improvements will help businesses compete more effectively in today's fast food market.

Conclusion:

The research results initially indicate the influence of various factors on the decision to purchase Fast food among the GenZ group in Vietnam. The study, with a small sample size of only 308 valid responses for factor analysis, along with the convenience and randomness of the survey, is a limitation in terms of sample size and response quality. In addition, with six factors included in the model, only 76.2% of the "Decision to buy Fast food of GenZ Vietnam" is explained. Furthermore, there are five statistically significant factors, one factor is not statistically significant to conclude about the level of influence. This suggests that there are other factors that will affect the decision to buy Fast food of GenZ Vietnam. The research results are considered an orientation for further studies on the Decision to buy Fast food of GenZ in general and GenZ Vietnam in particular. In the future, the research team can expand the survey, supplement research factors and select, filter survey subjects purposefully to increase the sample size and quality of survey responses, as well as the explanatory ability of the model.

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