

Factors Influencing Foreigners' Customer Intention to Purchase Vietnamese Traditional Instant Noodles: The Case of Ho Chi Minh City, Vietnam

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Abstract—Purpose: This research aims to determine the factors influencing customer intention of Vietnamese traditional instant noodles among foreign consumers in Ho Chi Minh City. **Methodology:** 395 samples were gathered, and SPSS was used to analyze the collected data. **Findings:** Drawing on the Theory of Reasoned Action (TRA), the research explores the impact of 1. Convenience (CO), 2. Product Attributes (PA), 3. Advertising (AD), and 4. Subjective Norms (SN) on Customer Intention (CI). The study finds out that all four factors, i.e., CO, PA, AD, and SN, significantly impact CI. **Research Limitations:** This study was restricted to foreigners living in Ho Chi Minh City, Vietnam. The accessible duration for data collection was from 01 November 2023 to 29 February 2024. **Originality/ Value:** The study contributes to understanding consumer preferences in the Vietnamese instant noodles market, a critical segment of the local food industry. Remarkably, the current research landscape on instant noodles lacks comprehensive studies investigating the intricate dynamics of foreign consumers' preferences and intentions in the Vietnamese market, making this study a pioneering venture into uncharted territory.

Keywords— custom intention, instant noodles, Theory of Reasoned Action, convenience, product attributes, advertising, subjective norms, Ho Chi Minh City, Vietnam.

I. INTRODUCTION

A. Background of the Study

Vietnam ranks as the third-largest consumer of instant noodles globally, trailing only China and Indonesia. In 2022, Vietnamese people consumed about 8.48 billion packs, making the country's per capita consumption the highest in the world at approximately 85 packs per person annually. The COVID-19 pandemic notably boosted global demand for instant noodles, driven by their convenience and affordability, and the global market is projected to grow to \$73.55 billion by 2026, largely fueled by demand across Asia (Vietnam Investment Review, 2023; Dang, 2023).

Locally, Vietnam's instant noodle market is fiercely competitive, with around 50 producers, including major players like Acecook Vietnam, Masan Consumer, and VIFON. Acecook and Masan hold a combined market share of about 33%, and unique offerings like rice noodles cater to Vietnamese taste preferences. The pandemic further increased local consumption, with instant noodles becoming a popular, budget-friendly choice during lockdowns (Vietnam Investment Review, 2023; Dang, 2023).

Instant noodles are produced as dried or fried blocks with seasoning packets for easy preparation, and they offer both taste and affordability, appealing to a wide range of consumers. Key factors such as taste, long shelf life, and low cost have contributed to their popularity. Rising living costs have influenced consumer preferences toward affordable food options like instant noodles, particularly during economic crises (Inoni, 2017; Tan et al., 2016). Additionally, studies highlight that factors such as age, gender, and profession may affect purchase intention for instant foods (Daneshvary, 2000).

Despite Vietnam's high demand for instant noodles, the country lacks a globally recognized signature product, unlike Japan's Cup Noodles or South Korea's Shin Ramyun. Popular flavors, such as Tom Chua Cay (a mix of shrimp and acidic flavors), are favored locally but are not strongly connected to traditional Vietnamese cuisine. Moreover, while instant noodles are widely consumed in Vietnam, little research has explored market segmentation, especially regarding foreign consumers' preferences. Previous studies have largely focused on packaging, texture, and nutritional value, but not from a segmentation perspective. This study aims to fill that gap by examining the factors influencing foreigners' purchase intentions for traditional Vietnamese instant noodles in Ho Chi Minh City. Using the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1975), the research explores how convenience, product attributes, advertising, and subjective norms shape these intentions, providing insights to enhance marketing strategies and boost sales of Vietnamese instant noodles both domestically and internationally.

B. Problem Statement

While previous studies have greatly advanced our understanding of instant noodles, a significant gap remains, particularly regarding the preferences and intentions of the expatriate community, especially in relation to Vietnamese traditional instant noodles. Most existing research focuses on local consumers, overlooking the unique dynamics that expatriates bring to the culinary landscape. This study aims to address this gap by exploring how foreign consumers in Ho Chi Minh City perceive and engage with Vietnamese traditional instant noodles, offering valuable insights into the intersection of global and local tastes, cross-cultural influences, and the distinct preferences of the expatriate community. In doing so, it contributes to a more

comprehensive understanding of the factors shaping consumer behavior in the instant noodle market.

C. Research objective

To identify the primary factors influencing foreigner's customer intention to purchase Vietnamese traditional instant noodles in Ho Chi Minh City, Vietnam.

D. Research question

What are the primary factors influencing foreigner's customer intention to purchase Vietnamese traditional instant noodles in Ho Chi Minh City, Vietnam?

Are there relationships between factors of Convenience, Product Attributes, Subjective norms, Advertising, and Customer Intention of foreigners to purchase Vietnamese traditional instant noodles?

E. Research significance

This study on foreign customers' intentions to purchase Vietnamese traditional instant noodles offers valuable insights for Ho Chi Minh City's food industry. Understanding the factors shaping expatriates' choices enables local businesses to better cater to diverse tastes, enriching the city's culinary offerings and fostering cultural exchange. This research not only enhances the appeal of Vietnamese food culture for an international audience but also strengthens Ho Chi Minh City's attractiveness as a destination for expats globally.

II. LITERATURE REVIEW

A. Convenience

The growth of convenience foods like instant noodles is largely driven by factors such as time efficiency, financial savings, and ease of meal preparation (Brunner, 2016). Studies by Shin (2014), Atkins (2001), and Wales (2009) affirm that convenience is a core influence in food choices today, with instant noodles widely regarded as a go-to option for quick, simple meals. Tan et al. (2016) and Park et al. (2011) specifically highlight the minimal time and effort required to prepare instant noodles, making them ideal for consumers with limited cooking skills. Moreover, online platforms and traditional outlets, as noted by Lisa (2013) and Rose et al. (2011), have expanded access to convenience foods, further fueling demand in this industry (Wales, 2017).

B. Product attributes

Product attributes, such as flavor, packaging, and quality, are crucial in influencing consumer choices for instant noodles by catering to diverse needs and cultural preferences. Unique flavors like Korea's spiciness and Thailand's tom yum serve as significant purchase drivers (Faeem et al., 2020). Additionally, packaging—ranging from cups to bowls—enhances convenience and provides a competitive edge (Harwani, 2020). High quality, characterized by texture, color, and durability, also impacts consumer preferences, with brands focusing on equity and innovations like added nutrients to appeal to health-conscious buyers (Kotler, 2012; Hou, 2002). Collectively, these attributes enable companies to align

their products with market demands, enhancing global competitiveness.

C. Advertising

Advertising plays a crucial role in both shaping brand image and driving immediate sales, serving as a central tool in corporate communication strategies (Keller, 2012). Through various media like radio, print, internet, and television, corporations influence consumer behavior, as shown by studies on advertising's impact on choices and purchase patterns (Halford et al., 2007; Adekoya, 2011). Specifically, Tan et al. (2016) found advertising significantly influenced Malaysian students' intent to purchase instant noodles, a trend echoed internationally by researchers like Park and Lee (2013), Nguyen and Tran (2015), and Kumar and Gupta (2020), highlighting advertising's powerful effect on brand loyalty and purchase intentions across markets.

D. Subjective norms

Subjective norms, based on social influence from family, friends, and neighbors, play a critical role in shaping consumer intentions toward Vietnamese traditional instant noodles, as explained by psychological theories like the Theory of Reasoned Action (Ajzen & Fishbein, 1975) and the Theory of Planned Behavior (Ajzen, 1991). Research findings consistently highlight the strong impact of cultural and familial expectations (Eduardsah & Wartaka, 2018; Ali & Kerpčarová, 2019; Omazic, 2016), as well as peer influence (Tan et al., 2016), on consumer behavior, with parents and close friends notably affecting individuals' purchasing decisions.

E. Theory Of Reasoned Action

The Theory of Reasoned Action (TRA), formulated by Icek Ajzen and Martin Fishbein in 1975, is a seminal conceptual framework that has profoundly shaped the understanding of human behavior, particularly in decision-making. At its core, TRA posits that individuals are rational actors who make deliberate choices based on their attitudes, beliefs, and subjective norms. This theory is illustrated in Figure 2.1 below.

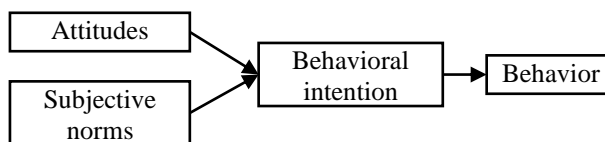


Figure 2.1: Theory of Reasoned Action model

Other variables that could contribute to the TRA model were recommended by Ajzen & Fishbein (1975), if only they influence intention and behavior.

F. Hypothesis Development

Hypothesis 1: The factor of Convenience has a significant effect on foreigners' Customer intention to purchase Vietnamese traditional instant noodles.

Hypothesis 2: The factor of Product attributes has a significant effect on foreigners' Customer intention to purchase Vietnamese traditional instant noodles.

Hypothesis 3: The factor of Advertising has a significant effect on foreigners' Customer intention to purchase Vietnamese traditional instant noodles.

Hypothesis 4: The factor of Subjective norms has a significant effect on foreigners' Customer intention to purchase Vietnamese traditional instant noodles.

G. Conceptual Framework

This study will assess the factors influencing foreigners' intention to purchase Vietnamese traditional instant noodles in Ho Chi Minh City, Vietnam, based on the Theory of Reasoned Action (TRA) model by Ajzen & Fishbein (1975). The independent variables identified for this research include 1. Convenience, 2. Product attributes, 3. Advertising, and Subjective norms, while the dependent variable is the Customer intention of foreigners towards Vietnamese instant noodles.

The researchers established the conceptual framework as presented in Figure 2.2 below.

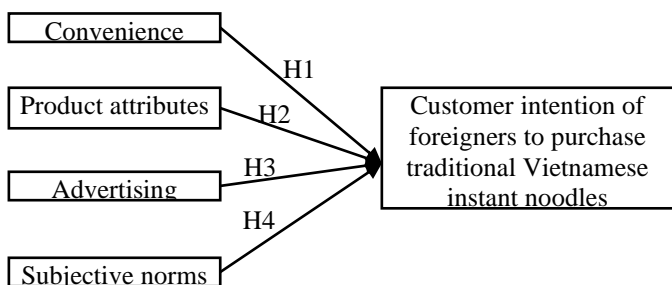


Figure 2.2: Conceptual Framework

III. RESEARCH METHODOLOGY

A. Target population

The study aims to identify the primary factors influencing foreign customers' intention to purchase Vietnamese traditional instant noodles in Ho Chi Minh City, Vietnam. Therefore, the target population for this study was foreigners in Ho Chi Minh City, Vietnam specifically to obtain the necessary correspondents. The official population of foreigners living in Ho Chi Minh City, Vietnam as of the date of this paper is unknown.

B. Sample size

According to Yamane (1967), for an unknown population, on the assumption that the size of the target population for this paper is over 100,000, the sample size shall be in the range of ±5% of 400. The 395 samples are suitable, and this number of samples was collected and usable for data analysis.

C. Research instruments

This research used a questionnaire generated by Google Forms, which was distributed and spread in the most popular Facebook group for expatriates in the city, namely "Expats in Ho Chi Minh City (Saigon) Vietnam" to collect the correspondents. The group was accessible from 01 November 2023 to 29 February 2024. This method of electronic

questionnaire facilitates spreading and obtaining quick responses from the target respondents (Chiang et al., 2015).

The questionnaire includes questions for demographic factors of gender, age group, education, and occupation, followed by Convenience, Product Attributes, Advertising, Subjective Norms, and Customer Intention. The questions for independent variables of Convenience, Product Attributes, Advertising, Subjective Norms, and the dependent variable of Customer Intention were closed-ended and must be selected answers under a 5-point Likert scale to rate including 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. The survey items of the questionnaire were referred to, adopted, and adapted from previous research for the eligibility of validity and reliability, as presented in Table 3.1 and Table 3.2 below.

TABLE 3.1: Questionnaire instrument

Section	Item No.	No. of Items
1	Demographic	13
2	Convenience	5
3	Product Attributes	5
4	Advertising	5
5	Subjective norms	5
6	Customer Intention	5
	Total Items	38

TABLE 3.2: Questionnaire constructs

Measurement of Constructs	Studies adopted and adapted from
Customer Intention (Dependent variable) I intend to eat Vietnamese instant noodles because it tastes good. I intend to eat Vietnamese instant noodles because of my family and friends. I intend to eat Vietnamese instant noodles because it is easy to cook. I intend to eat Vietnamese instant noodles because of its advertising. I intend to eat Vietnamese instant noodles because I don't know how to cook.	Ajzen (2005), Miller (2005), Wang & Yang (2008), Gretna (2015), Shin et al., (2014), Tjiptono (2007), Keller (2012), Tan et al. (2016)
Convenience (Independent variable) I like to eat Vietnamese instant noodles because I lack of time to cook. I like to eat Vietnamese instant noodles because I lack of cooking skills to cook my own meal. I like to eat Vietnamese instant noodles because it can save my time. I like to eat Vietnamese instant noodles because it is my quick meal solution when I am hungry at home. I like to eat Vietnamese instant noodles because I no need to collect various ingredients and cleaning before and after the meal.	Shin et al., (2014), Atkins & Bowler (2001), Wales (2009), Tan et al. (2016)
Product attributes (Independent variable) I like the taste of Vietnamese instant noodles. I like to eat Vietnamese instant noodles because the price is affordable. I like Vietnamese instant noodles favor. I like to eat Vietnamese instant noodles because I can save some money. I like the texture of the Vietnamese instant noodles for any of my brand.	De Boer et al. (2004), Tjiptono (2007), Noda et al., (2006), Fu (2008), Lam et al., (2004), Natadajaja (2003), Hou (2002), Sug et al. (2009), Winichagoon et al. (2006), Tan

	et al. (2016)
Advertising (Independent variable) Television advertisement influences me to eat Vietnamese instant noodles. Instant noodle advertises in newspaper influence me to eat Vietnamese instant noodles. Instant noodle advertises in internet influence me to eat Vietnamese instant noodles. Instant noodle advertises in magazines influence me to eat Vietnamese instant noodles. Instant noodle advertises in radio influence me to eat Vietnamese instant noodles.	Adekoya (2011), Halford et al. (2007), Tan et al. (2016)
Subjective Norms (Independent variable) My mother influences me to eat Vietnamese instant noodles. My father influences me to eat Vietnamese instant noodles. My sister influences me to eat Vietnamese instant noodles. My brother influences me to eat Vietnamese instant noodles. My close friend influences me to eat Vietnamese instant noodles.	Ajzen (2005), Haley & Jahns (2011), Silk (2011), Scaglioni et al. (2008), Savage et al. (2007), Tan et al. (2016)

D. Data analysis

The software Statistical Package for the Social Sciences (SPSS) was used to analyze the collected data. The researchers sequentially applied Frequency analysis, Reliability Statistics of Cronbach's Alpha, Descriptive analysis, Pearson correlation coefficient, and Multiple Regression Analysis (MRA) to analyze the obtained data, determine the relationship between independent and dependent variables, and conclude this study's Conceptual Framework Model and hypothesis.

IV. RESEARCH FINDINGS

The profiles of respondents to this study were displayed in a statistical analysis of frequency and percentage, as shown in Table 4.1 below.

TABLE 4.1: Frequency Analysis of the Respondents (n=395)

Demographics		Frequency	(%)
Gender	Male	209	52.9%
	Female	186	47.1%
Age group	Under 18	8	2.0 %
	18-25	60	15.2 %
	25-35	176	44.6 %
	35-above	151	38.2 %
Education	High school graduate or less	8	2.0%
	College/ University graduate	218	55.2%
	Master/ PhD graduate	169	42.8%
Occupation	Student	8	2.0%
	Employee/ Professional	149	37.7%
	Freelancer	91	23.0%
	Entrepreneur	147	37.2%
Total		395	100%

The survey was distributed to the "Expats in Ho Chi Minh City (Saigon) Vietnam" Facebook group, with responses from 52.9% males and 47.1% females. The majority of participants were expatriates between the ages of 25 and 35 (44.6%) or 35 and above (38.2%). In terms of education, 55.2% of respondents held a Bachelor's degree, while 42.8% had a

Master's or PhD. Regarding occupation, the survey primarily gathered responses from employed professionals (37.7%), entrepreneurs (37.2%), and freelancers (23%). The findings suggest that the survey targeted a well-educated and diverse professional demographic.

TABLE 4.2: Cronbach's Alpha Reliability Statistics

Constructs	Variable	Cronbach's Alpha (C.R)
Convenient	Independent	.869
Product Attributes	Independent	.865
Advertising	Independent	.861
Subjective Norms	Independent	.869
Customer Intention	Dependent	.872

Cronbach's Alpha Reliability Statistics are used to assess the reliability and validity of the observed variables representing the independent and dependent factors in reflecting the features of the parent factor. The Cronbach's Alpha (C.R) values for Convenience, Product Attributes, Advertising, Subjective Norms, and Customer Intention are successively .869, .865, .861, .869, and .872. These values, all > 0.7, indicate strong reliability for all variables.

TABLE 4.3: Qualitative Interpretation of 5-Point Likert Scale Measurements

Level of agreement	Likert-Scale	Likert Scale interval	Level of Interpretation
Strongly disagree	1	1.00 – 1.80	Very low
Disagree	2	1.81 – 2.60	Low
Neutral	3	2.61 – 3.40	Moderate
Agree	4	3.41 – 4.20	High
Strongly agree	5	4.21 – 5.00	Very high

The questionnaire used a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Mean scores were interpreted as follows: 1.00–1.80 for "Strongly Disagree," 1.81–2.60 for "Disagree," 2.61–3.40 for "Neutral," 3.41–4.20 for "Agree," and 4.21–5.00 for "Strongly Agree" (adapted from Pimentel, 2010). This scale effectively categorizes respondents' intentions toward Vietnamese instant food products.

Descriptive statistics were used to identify trends in respondents' ratings for each independent and dependent variables as below.

TABLE 4.4: Mean and Standard Deviation of Independent variables

Constructs	Mean	S.D.	Level of agreement
Convenience (CO)			
CO1. I like to eat Vietnamese instant noodles because I lack of time to cook.	4.27	0.880	Strongly agree
CO2. I like to eat Vietnamese instant noodles because I lack of cooking skills to cook my own meal.	4.19	0.902	Agree
CO3. I like to eat Vietnamese instant noodles because it can save my time.	4.26	0.863	Strongly agree
CO4. I like to eat Vietnamese instant noodles because it is my quick meal solution when I am	4.24	0.898	Strongly agree

hungry at home.			
CO5. I like to eat Vietnamese instant noodles because I no need to collect various ingredients and cleaning before and after the meal.	4.27	0.886	Strongly agree
Average	4.244	0.7179	Strongly agree
Product Attributes (PA)			
PA1. I like the taste of Vietnamese instant noodles.	4.22	0.898	Strongly agree
PA2. I like to eat Vietnamese instant noodles because the price is affordable.	4.23	0.871	Strongly agree
PA3. I like the Vietnamese instant noodles favour.	4.19	0.871	Agree
PA4. I like to eat Vietnamese instant noodles because I can save some money.	4.20	0.896	Agree
PA5. I like the texture of the Vietnamese instant noodles for any of my brand.	4.23	0.859	Strongly agree
Average	4.213	0.7086	Strongly agree
Advertising (AD)			
AD1. Television advertisement influences me to eat Vietnamese instant noodles.	4.20	0.874	Agree
AD2. Instant noodle advertises in newspaper influence me to eat Vietnamese instant noodles.	4.20	0.913	Agree
AD3. Instant noodle advertises in internet influence me to eat Vietnamese instant noodles.	4.26	0.872	Strongly agree
AD4. Instant noodle advertises in magazines influence me to eat Vietnamese instant noodles.	4.26	0.875	Strongly agree
AD5. Instant noodle advertises in radio influence me to eat Vietnamese instant noodles.	4.17	0.894	Agree
Average	4.218	0.710	Strongly agree
Subjective Norms (SN)			
SN1. My mother influences me to eat Vietnamese instant noodles.	4.24	0.870	Strongly agree
SN2. My father influences me to eat Vietnamese instant noodles.	4.22	0.902	Strongly agree
SN3. My sister influences me to eat Vietnamese instant noodles.	4.18	0.900	Agree
SN4. My brother influences me to eat Vietnamese instant noodles.	4.28	0.892	Strongly agree
SN5. My close friend influences me to eat Vietnamese instant	4.25	0.918	Strongly agree

noodles.			
Average	4.233	0.7258	Strongly agree

The results indicate that all four independent factors significantly influence foreign customers' intentions to purchase Vietnamese traditional noodles. Each variable received strong mean scores on the 5-point scale: Convenience (4.244), Product Attributes (4.213), Advertising (4.218), and Subjective Norms (4.233), all surpassing the 4.21 threshold on the Likert Scale, signaling a "Strongly Agree" response. Additionally, the low standard deviations (0.7179, 0.7086, 0.71, and 0.7258) suggest consistent agreement, highlighting the positive and significant impact of these factors on customers' purchasing intentions.

TABLE 4.5: Mean and Standard Deviation of Dependent variable

Constructs	Mean	S.D.	Level of agreement
Customer Intention (CI)			
CI1. I intend to eat Vietnamese instant noodles because it tastes good.	3.78	1.166	Agree
CI2. I intend to eat Vietnamese instant noodles because of my family and friends.	3.67	1.183	Agree
CI3. I intend to eat Vietnamese instant noodles because it is easy to cook.	3.77	1.161	Agree
CI4. I intend to eat Vietnamese instant noodles because of its advertising.	3.74	1.219	Agree
CI5. I intend to eat Vietnamese instant noodles because I don't know how to cook.	3.77	1.119	Agree
Average	3.747	0.9522	Agree

The descriptive analysis of the dependent variable shows that respondents generally agree that Convenience, Product Attributes, Advertising, and Subjective Norms significantly influence their intention to purchase Vietnamese traditional noodles. The overall average mean score is 3.747, with a standard deviation of 0.09522, reflecting a strong "Agree" level. Among these factors, Product Attributes and Convenience are the strongest influences, with mean scores of 3.78 and 3.77, respectively, while Advertising and Subjective Norms follow closely at 3.74 and 3.67. These findings suggest that Product Attributes and Convenience play a key role in shaping customer preferences, indicating that marketing strategies should focus on enhancing these factors.

TABLE 4.6: Pearson correlation coefficient

	CI	CO	PA	AD	SN	
CI	Pearson Correlation	1	.573	.598	.584	.586
	Sig. (2-tailed)		.000	.000	.000	.000
	N	395	395	395	395	395

The Pearson correlation analysis revealed a positive correlation between the dependent variable Customer Intention (CI) and the independent variables Convenience (CO), Product Attributes (PA), Advertising (AD), and Subjective Norms (SN), with correlation coefficients (r) of

0.573, 0.598, 0.584, and 0.586 > 0, respectively. The significance levels (Sig. value) for all correlations were 0.000 < 5%, indicating a statistically significant relationship between Customer Intention and the independent variables.

Multiple Regression Analysis (MRA) is used to examine the relationship between a dependent variable and multiple independent variables, predicting the dependent variable based on the independent variables' values (Cohen et al., 2003).

TABLE 4.7: Multiple Regression Analysis (MRA) results
Model Summary^b

Model	R	R Square	Adjusted R Square
1	.865 ^a	.748	.745

a. Predictors: (Constant), SN, AD, CO, PA

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	267.135	4	66.784	289.109	.000 ^b
Residual	90.089	390	.231		
Total	357.225	394			

a. Dependent Variable: CI

b. Predictors: (Constant), SN, AD, CO, PA

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	Sig.
(Constant)	-3.444	.213		.000
1 CO	.433	.036	.326	.000
PA	.442	.037	.329	.000
AD	.426	.037	.318	.000
SN	.400	.036	.305	.000

a. Dependent Variable: CI

The MRA results show an Adjusted R Square value of 0.745, meaning the independent variables explain 74.5% of the variation in the dependent variable, with the remaining 25.5% attributed to other factors. The F-test value of 289.109 and Sig. value (F- test) of 0.000 (< 5%) indicate that the model is statistically significant and effectively explains the variation in the dependent variable.

TABLE 4.8: Result of Research Hypothesis and Relationship Levels

Hypotheses	β*	Sig.	VIF	Results
H1. The factor of Convenience has a significant effect on foreigners' Customer intention	.326	.000	1.148	Accepted (strong and positive)
H2. The factor of Product Attributes has a significant effect on foreigners' Customer intention	.329	.000	1.193	Accepted (strong and positive)
H3. The factor of Advertising has a significant effect on foreigners' Consumer intention	.318	.000	1.176	Accepted (strong and positive)
H4. The factor of Subjective Norms has a significant effect on foreigners' Customer intention	.305	.000	1.196	Accepted (strong and positive)

*: Standardized Coefficients Beta

The multiple regression analysis shows that the independent factors—Convenience (CO), Product Attributes (PA), Advertising (AD), and Subjective Norms (SN)—are statistically significant with a Sig. value of 0.000 (< 5%), indicating a reliable impact on Customer Intention (CI) at a 95% confidence level. The standardized regression equation is: $CI = 0.326*CO + 0.329*PA + 0.318*AD + 0.305*SN$. The Standardized beta coefficients (β) indicate that Product Attributes have the most significant positive impact on Customer Intention, followed closely by Convenience, Advertising, and Subjective Norms. The Collinearity Statistics show that VIF values of CO, PA, AD, and SN are 1.148, 1.193, 1.176 and 1.196 (< 2), confirming no multicollinearity and that the independent variables explain the variance in the dependent variable.

V. CONCLUSION

This study examines key factors positively impacting foreign consumers' intentions to purchase Vietnamese traditional instant noodles in Ho Chi Minh City, focusing on Convenience, Product Attributes, Advertising, and Subjective Norms. Findings confirm that all four factors have a significant positive relationship with purchase intention, aligning with prior research on consumer behavior in instant foods.

- **Convenience:** A strong positive impact of convenience on customer intention (Mean = 4.244, C.R. = .869 > 0.7, $r = .573 > 0$, $\beta = .326$, Sig. = .000 < 5%) supports findings by Srinivasan & Shende (2016) and Wales (2017). For expatriates, convenience in preparation and accessibility makes instant noodles an appealing choice amid busy schedules (Testa et al., 2021).
- **Product Attributes:** Product attributes also exhibit a significant positive relationship with purchase intention (Mean = 4.213, C.R. = .865 > 0.7, $r = .598 > 0$, $\beta = .329$, Sig. = .000 < 5%). Attributes such as taste, flavor, and price are pivotal, with culturally aligned flavors and affordable pricing enhancing appeal for expatriates (Faheem et al., 2020; Lam et al., 2004).
- **Advertising:** The study shows a positive relationship between advertising and customer intention (Mean = 4.218, C.R. = .861 > 0.7, $r = .584 > 0$, $\beta = .318$, Sig. = .000 < 5%), consistent with research by Keller (2012) and Adekoya (2011). Advertising helps shape foreign consumers' preferences, making instant noodles more appealing by highlighting product value and familiarity (Halford et al., 2007).
- **Subjective Norms:** Finally, subjective norms also exert a positive influence on purchase intention (Mean = 4.233, C.R. = .869 > 0.7, $r = .586 > 0$, $\beta = .305$, Sig. = .000 < 5%). Social expectations from family and peers encourage consumer choices, especially among expatriates adjusting to a new cultural setting (Omazic, 2016; Ali & Kerpčarová, 2019). Tailoring marketing to reflect these norms enhances brand engagement and loyalty.

VI. IMPLICATIONS

The research highlights the strong influence of convenience, product attributes, advertising, and subjective norms on foreign customers' intentions to purchase Vietnamese traditional instant noodles in Ho Chi Minh City. These insights align with existing studies on consumer behavior, while also providing a targeted understanding of the local market's needs and preferences.

Vietnam's culinary heritage, famous worldwide for dishes like phở and bún bò, offers a unique opportunity to introduce traditional flavors in instant form for expatriates and tourists. To meet this demand, businesses should prioritize maintaining the authentic taste, flavor, and texture of these dishes by using quality, traditional ingredients. Expanding their reach through strategic partnerships, customer loyalty programs, and continuous product innovation will further enhance consumer engagement. Collaborations, special promotions, and product innovations in flavor and packaging can help increase brand visibility and strengthen customer loyalty. Additionally, competitive pricing and widespread distribution through well-known retail chains and e-commerce platforms are crucial to ensuring these products integrate into expatriates' daily lives.

Effective marketing should leverage social media platforms like YouTube, Instagram, and TikTok, creating engaging content that emphasizes the convenience and appeal of Vietnamese instant noodles. Working with influencers and encouraging user-generated content can build excitement, expand brand recognition, and foster a sense of community. Tailoring campaigns to reflect regional tastes and supporting social responsibility initiatives can further connect with consumers. By combining these strategies, Vietnamese traditional instant noodles can position themselves as a popular choice among expatriates, driving both local and international growth and enriching Ho Chi Minh City's dynamic culinary scene.

VII. LIMITATIONS

While this study has provided valuable insights into the customer intention of foreign residents in Ho Chi Minh City regarding Vietnamese traditional instant noodles, it is crucial to recognize several limitations that may have influenced the findings. *First*, the sample size and diversity of the participants could be expanded to provide a more comprehensive understanding of the diverse expatriate population in the city. A larger and more diverse sample would enable a broader perspective on their culinary choices. *Second*, cultural factors play a significant role in shaping culinary customer intention. While this study slightly touches on cultural aspects, a more culturally focused investigation could offer a richer understanding of how cultural backgrounds influence the preferences of foreign residents. *Third*, external factors, such as economic conditions and global events, were not explicitly examined in this study but may impact customer intention. Future research could focus on these external factors and their influence on culinary choices. *Lastly*, this study specifically focuses on Ho Chi Minh City. While the findings have broader implications, future studies might explore the customer intention of foreign

residents in other cities or regions of Vietnam, considering regional variations in culinary choices. Despite the various limitations, the findings of this study provide a useful basis for further exploration and analysis.

VIII. RECOMMENDATIONS

Building on this research, further studies could deepen our understanding of foreign residents' intentions in Ho Chi Minh City toward Vietnamese traditional instant noodles. *First*, exploring the impact of economic conditions, global events, environmental factors, cultural factors, and sociodemographic factors (i.e. gender, age, education, occupation, income, etc.) that may influence the customer intention of expatriates could offer a deeper understanding of their culinary choices. *Secondly*, comparative studies that examine the customer intention of foreign residents in different cities or regions within Vietnam could highlight regional variations in culinary choices. This research could provide insights into how local and regional factors impact the preferences of expatriates. *Third*, qualitative research such as in-depth interviews and ethnographic studies could be conducted to gain deeper insights into the emotions, experiences, and stories behind expatriates' choices and intentions regarding traditional Vietnamese instant noodles. *Lastly*, an evaluation of a customer behavior model could widen the understanding of the choices and behaviors of foreign residents in Ho Chi Minh City.

ACKNOWLEDGMENT

I express my sincere gratitude to my advisor, Dr. Bordin Phayaphrom, at the Advanced Executive Management School (ADVEX), for his invaluable guidance, encouragement, and expertise throughout my research journey. His mentorship and introduction to essential tools were instrumental in completing this research. I also wish to thank my university, the University of Geomatika Malaysia, for its academic support and all research participants for their cooperation. Finally, I am deeply grateful to my family, friends, and colleagues at Deloitte Vietnam Tax Advisory Company Limited, whose unwavering support made this achievement possible.

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