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Determinants of Domestic Tourists' Intention to Consume Street Food: An Extended Theory of Planned Behavior Approach in Hanoi

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Abstract

Street food constitutes a distinctive component of urban tourism, offering cultural, experiential, and practical value while simultaneously raising concerns related to food safety and hygiene. Despite growing academic interest in street food consumption, existing research has predominantly focused on international tourists, leaving the behavioral mechanisms of domestic tourists underexplored. This study aims to examine the determinants of domestic tourists' intention to consume street food by applying an extended Theory of Planned Behavior (TPB) in the context of Hanoi, Vietnam. A quantitative survey was conducted with 328 domestic tourists who had experienced street food during their visits to Hanoi. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results confirm that the core TPB constructs—attitude, subjective norm, and perceived behavioral control—significantly influence street food consumption intention. In addition, contextual factors play a critical role: food safety perception strongly shapes both attitude and perceived behavioral control, while trust in vendors and convenience enhance perceived behavioral control. Street food experience positively influences attitude, albeit to a lesser extent. The findings demonstrate that domestic tourists' street food consumption intention is jointly determined by psychological evaluations and situational conditions. This study extends the TPB by integrating context-specific variables relevant to informal food consumption and contributes empirical evidence from an urban destination in an emerging economy. The results offer practical implications for managing street food as a tourism asset while addressing safety, trust, and accessibility concerns.

Keywords: Domestic tourists, Food safety perception, Street food consumption, Theory of Planned Behavior, Urban tourism.

1. Introduction

Street food has emerged as a central element of contemporary urban tourism and food tourism, particularly in destinations where everyday culinary practices are deeply embedded in local culture and public space. Beyond its functional role in meeting basic dietary needs, street food represents a form of cultural consumption through which tourists engage with local lifestyles, social interactions, and place-based identities (Hall & Sharples, 2003; Henderson, 2017). In recent years, scholars have increasingly recognized street food as a strategic tourism asset that contributes to destination image, experiential value, and tourist satisfaction, especially in urban contexts characterized by dense street life and informal food economies (Dursun, 2020; Lee & Kim, 2019).

At the same time, street food consumption is widely acknowledged as a risk-laden behavior. Concerns related to food safety, hygiene, environmental cleanliness, and regulatory oversight frequently shape tourists' perceptions and consumption decisions (Gupta, 2018; Seo & Lee, 2021; Phuong et al., 2025). These concerns are particularly pronounced in developing and emerging economies, where street food is often produced and sold in informal settings with limited infrastructure and uneven enforcement of food safety standards (FAO, 2024). As a result, tourists' intention to consume street food is typically formed through a complex evaluation process that balances perceived experiential benefits against perceived health and safety risks.

Although street food has attracted growing academic attention, much of the existing literature has focused on international tourists, emphasizing novelty seeking, cultural distance, food-related neophobia, and destination unfamiliarity (Alahakoon, 2019; Dursun, 2020; Quynh et al. 2023). Comparatively less attention has been paid to domestic tourists, despite the fact that they account for a substantial proportion of tourism demand in many destinations, particularly in large metropolitan areas and emerging economies (UNWTO, 2023).

Domestic tourists differ from international tourists in several important respects. They generally possess greater cultural familiarity, linguistic competence, and contextual knowledge of local food practices, which may reduce uncertainty and increase confidence in navigating informal food environments (Yadav & Pathak, 2016; Nguyen, 2024). At the same time, domestic tourists may exhibit heightened sensitivity to issues such as food safety, hygiene, and value for money, as their expectations are shaped by everyday consumption norms rather than by novelty alone (Chamoli & Juyal, 2019). These characteristics suggest that the determinants of street food consumption intention among domestic tourists may differ in both structure and relative importance from those identified for international visitors.

In urban destinations such as Hanoi, street food occupies a distinctive position at the intersection of everyday life and tourism. Hanoi's street food culture—characterized by open-air stalls, sidewalk dining, and strong links to neighborhood identity—has become an iconic feature of the city's tourism image. For domestic tourists, consuming street food in Hanoi often involves not only hedonic enjoyment but also emotional attachment, cultural nostalgia, and a sense of authenticity rooted in shared national and regional food traditions (Henderson, 2017; Trương & Nguyễn, 2023). These features make Hanoi a particularly relevant context for examining the behavioral mechanisms underlying domestic tourists' street food consumption.

To explain consumption-related intentions and behaviors, tourism and hospitality research has frequently relied on the Theory of Planned Behavior (TPB) (Ajzen, 1991). TPB posits that behavioral intention—the most immediate predictor of actual behavior—is jointly determined by three core constructs: attitude toward the behavior, subjective norm, and perceived behavioral control. Attitude reflects an individual's overall evaluation of performing a behavior; subjective norm captures perceived social pressure from important referent groups; and perceived behavioral control represents the perceived ease or difficulty of performing the behavior based on available resources and constraints.

TPB has demonstrated robust explanatory power across a wide range of tourism- and food-related behaviors, including local food consumption, sustainable food choices, restaurant selection, and tourism decision-making (Han & Kim, 2010; Yadav & Pathak, 2016; Li, 2024). In the context of food consumption, TPB is particularly useful because it accommodates both rational evaluations (e.g., perceived benefits and risks) and social influences, while also accounting for perceived constraints that may hinder behavior.

However, scholars have increasingly argued that TPB in its original form may not fully capture the contextual and experiential dimensions of food-related behavior, especially in informal and high-risk consumption settings such as street food (Conner, 2015; Ajzen, 2020). As a result, recent studies have advocated extending TPB by incorporating context-specific variables that reflect situational characteristics, perceived risk, and experiential value (Seo & Lee, 2021; Li, 2024).

In street food consumption, several contextual factors have been identified as particularly influential. Food safety perception has consistently emerged as a critical determinant shaping both attitudes and behavioral intentions, often exerting a negative influence when perceived risk is high (Gupta, 2018; Seo & Lee, 2021). Street food experience, encompassing sensory pleasure, atmosphere, social interaction, and cultural authenticity, has been shown to enhance hedonic value and foster positive attitudes toward consumption (Rewtrakunphaiboon, 2022; Wang et al., 2022).

In addition, trust in vendors plays a central role in informal food environments, where consumers frequently rely on visual cues, reputation, and social signals to assess safety and quality in the absence of formal guarantees (Seo & Lee, 2021). Convenience, including accessibility, speed of service, and affordability, further contributes to perceived behavioral control by reducing practical barriers to consumption, particularly in urban tourism contexts characterized by time constraints and dense itineraries (Ozcelik & Akova, 2021).

Despite growing recognition of these factors, empirical studies that systematically integrate them into a coherent behavioral framework—particularly for domestic tourists—remain limited. Moreover, few studies have examined how these contextual variables interact with the core components of TPB to shape street food consumption intention in urban destinations within emerging economies.

Based on the foregoing discussion, three key research gaps can be identified. First, the literature on street food consumption in tourism has disproportionately focused on international tourists, leaving domestic tourists underexplored. Second, although TPB has been widely applied in food and tourism research, its extension to street food consumption has often been partial or fragmented, with limited attention to trust, experience, and convenience as integrated contextual factors. Third, empirical evidence from urban destinations in emerging economies—where street food plays a particularly prominent socio-cultural and economic role—remains scarce.

To address these gaps, this study aims to examine the determinants of domestic tourists' intention to consume street food by applying an extended Theory of Planned Behavior in the context of Hanoi, Vietnam. Specifically, the study investigates (1) the effects of attitude, subjective norm, and perceived behavioral control on consumption intention, and (2) the roles of food safety perception, street food experience, trust in vendors, and convenience as contextual factors shaping these relationships.

This study makes several contributions. Theoretically, it extends TPB by incorporating context-specific variables relevant to informal food consumption in urban tourism, thereby enhancing the model's explanatory power. Empirically, it provides evidence from a major urban destination in an emerging economy, with a specific focus on domestic tourists. Practically, the findings offer insights for destination managers and policymakers seeking to leverage street food as a tourism asset while addressing food safety and trust concerns.

2. Literature Review and Hypothesis Development

2.1. Street Food Consumption in Tourism Contexts

Street food has increasingly been conceptualized as a distinctive tourism resource that combines culinary practices with urban culture, social interaction, and place-based experience. In tourism studies, street food is often associated with authenticity, informality, and cultural immersion, enabling tourists to access everyday local life beyond formal hospitality settings (Henderson, 2017; Dursun, 2020). Prior research indicates that street food

contributes to destination attractiveness and experiential value, particularly in urban environments where food consumption is closely embedded in public space and daily routines (Lee & Kim, 2019; Wang et al., 2022).
However, street food consumption is also characterized by heightened perceived risk, especially regarding food safety and hygiene. Unlike formal restaurants, street food vendors typically operate in informal settings with varying levels of regulatory oversight, which can amplify consumers' concerns about health, cleanliness, and service quality (Gupta, 2018; Seo & Lee, 2021). Consequently, tourists' decisions to consume street food often involve a trade-off between experiential benefits and perceived risks. This duality makes street food consumption particularly suitable for behavioral models that account for both attitudinal evaluation and perceived constraints.
While a growing body of literature has examined tourists' perceptions of street food, most empirical studies focus on satisfaction, experience quality, or destination image (Ozcelik & Akova, 2021; Rewtrakunphaiboon, 2022). Fewer studies explicitly investigate behavioral intention, especially among domestic tourists, using theory-driven frameworks. Addressing this gap requires a robust behavioral model capable of integrating psychological determinants and contextual factors.

2.2. Theory of Planned Behavior and Food-Related Consumption

The Theory of Planned Behavior (TPB) is one of the most widely applied frameworks for explaining intention and behavior in social sciences (Ajzen, 1991, 2020). TPB posits that behavioral intention is determined by three core components: attitude toward the behavior, subjective norm, and perceived behavioral control. The theory has been extensively validated across diverse consumption contexts, including food choice, restaurant selection, and tourism decision-making (Han & Kim, 2010; Yadav & Pathak, 2016; Li, 2024).

In food-related research, attitude reflects individuals' overall evaluation of consuming a particular type of food based on perceived benefits and drawbacks, such as taste, enjoyment, price, and health implications (Chamoli & Juyal, 2019). Subjective norm captures the perceived social pressure from important referent groups—such as family, friends, or online communities—to perform or avoid a behavior (Ajzen, 1991). Perceived behavioral control (PBC) refers to individuals' perceptions of their ability to perform the behavior, considering available resources, knowledge, and potential barriers.

Empirical evidence consistently shows that TPB explains a substantial proportion of variance in food consumption intentions, including local food consumption and eating-out behavior in tourism settings (Han & Kim, 2010; Yadav & Pathak, 2016). Accordingly, TPB provides a solid theoretical foundation for examining street food consumption intention.

2.2.1. Attitude and Intention

Attitude toward consuming street food is shaped by tourists' evaluations of experiential value (e.g., taste, enjoyment, authenticity) and perceived drawbacks (e.g., hygiene risk). Studies in food tourism consistently report a strong positive relationship between attitude and consumption intention (Lee & Kim, 2019; Seo & Lee, 2021; Phuong et al.,2025; Quynh et al., 2023). In the context of domestic tourism, where cultural familiarity is relatively high, positive attitudes toward street food are likely to translate directly into consumption intention.
H1: Attitude toward consuming street food positively influences domestic tourists' intention to consume street food.

2.2.2. Subjective Norm and Intention

Subjective norm reflects the influence of social referents, including family members, peers, and online communities. In tourism and food contexts, social recommendations and shared experiences often encourage individuals to try local or street food, even when perceived risk exists (Perrea et al., 2015; Davras & Özperçin, 2021). Although subjective norm is sometimes found to exert a weaker influence than attitude, it remains a significant predictor of intention in many TPB-based studies.

H_2: Subjective norm positively influences domestic tourists' intention to consume street food.

2.2.3. Perceived Behavioral Control and Intention

Perceived behavioral control captures tourists' perceptions of their ability to safely and conveniently consume street food, considering factors such as familiarity, financial resources, and access to information. Prior studies indicate that PBC is particularly important in risk-related consumption contexts, where confidence in one's ability to manage uncertainty can directly influence intention (Han & Kim, 2010; Chamoli & Juyal, 2019; Phuong etal., 2024).

H_3: Perceived behavioral control positively influences domestic tourists' intention to consume street food.

2.3. Extending TPB in the Street Food Context

Although TPB provides a robust core framework, scholars increasingly argue that its explanatory power can be enhanced by incorporating context-specific variables, particularly in informal and experiential consumption settings (Conner, 2015; Ajzen, 2020). In the context of street food, four contextual factors are especially salient: food safety perception, street food experience, trust in vendors, and convenience.

2.3.1. Food Safety Perception

Food safety perception refers to tourists' assessment of hygiene, cleanliness, and health risks associated with street food. Numerous studies identify food safety as a critical determinant shaping attitudes toward street food consumption (Gupta, 2018; Seo & Lee, 2021). When perceived safety is high, tourists are more likely to form positive attitudes; conversely, safety concerns can undermine favorable evaluations.

H_4: Food safety perception positively influences domestic tourists' attitude toward consuming street food.

In addition, food safety perception may affect perceived behavioral control. Tourists who believe that street food is safe are more likely to feel capable of managing potential risks, thereby enhancing their sense of control.

H_5: Food safety perception positively influences domestic tourists' perceived behavioral control.

2.3.2. Street Food Experience

Street food experience encompasses sensory pleasure, atmosphere, cultural authenticity, and social interaction associated with consuming food in street settings. Experiential value has been shown to play a key role in shaping tourists' attitudes and emotional responses to food consumption (Fields, 2003; Rewtrakunphaiboon, 2022). Positive street food experiences are therefore expected to foster favorable attitudes toward consumption.

H_6: Street food experience positively influences domestic tourists' attitude toward consuming street food.

Trust in vendors

Trust in vendors refers to tourists' confidence in the honesty, competence, and hygiene practices of street food sellers. In informal food environments, trust often substitutes for formal guarantees and reduces perceived uncertainty (Seo & Lee, 2021). Higher trust enables tourists to feel more capable of making safe choices, thereby strengthening perceived behavioral control.

H_7: Trust in street food vendors positively influences domestic tourists' perceived behavioral control.

Convenience

Convenience reflects the ease of accessing street food, including location, speed of service, affordability, and flexibility. Prior research highlights convenience as a key driver of food consumption in urban tourism, particularly under time constraints (Ozcelik & Akova, 2021). Convenience reduces practical barriers and enhances tourists' sense of control over the consumption process.

H_8: Convenience positively influences domestic tourists' perceived behavioral control.

2.4. Conceptual Framework

Based on the extended TPB and the hypotheses developed above, this study proposes a conceptual model in which attitude, subjective norm, and perceived behavioral control directly influence domestic tourists' intention to consume street food. Food safety perception and street food experience are modeled as antecedents of attitude, while food safety perception, trust in vendors, and convenience are modeled as antecedents of perceived behavioral control. This framework enables a comprehensive examination of both psychological and contextual determinants of street food consumption intention in an urban tourism context.

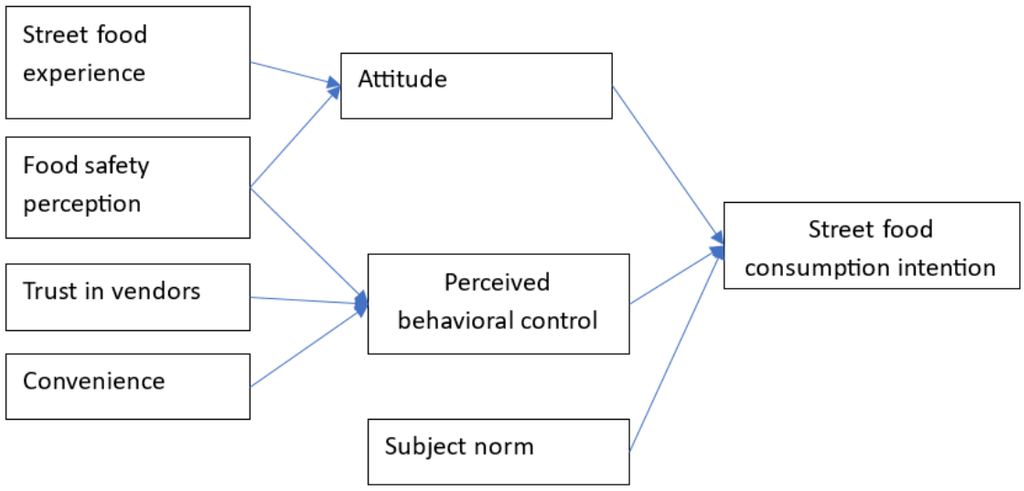

Figure 1. Proposal model.

3. Methodology

3.1. Research Design

This study adopts a quantitative, cross-sectional research design to examine the determinants of domestic tourists' intention to consume street food using an extended Theory of Planned Behavior (TPB). A survey-based approach was considered appropriate given the study's objective of testing theoretically derived hypotheses and estimating the strength of relationships among latent constructs (Hair et al., 2021).

The empirical context of the study is Hanoi, Vietnam, a major urban destination in an emerging economy where street food plays a prominent role in both everyday consumption and tourism experience. Focusing on domestic tourists allows the study to capture behavioral mechanisms within a relatively culturally familiar context, where consumption decisions are shaped not only by novelty but also by risk assessment, trust, and experiential expectations.

3.2. Measurement Development

Measurement items for the constructs were adapted from established scales in the tourism, hospitality, and food consumption literature to ensure content validity. All items were measured using a five-point Likert scale, ranging from 1 ("strongly disagree") to 5 ("strongly agree"), which is commonly used in behavioral intention research and facilitates respondent comprehension.

The core TPB constructs—attitude (ATT), subjective norm (SN), perceived behavioral control (PBC), and behavioral intention (INT)—were adapted from prior TPB-based studies in food and tourism contexts (Ajzen, 1991; Han & Kim, 2010; Yadav & Pathak, 2016).

The extended contextual constructs were operationalized as follows:

- Food safety perception was measured using items reflecting perceived hygiene, cleanliness, and health risk associated with street food consumption, adapted from Gupta (2018) and Seo and Lee (2021).

- Street food experience was measured through items capturing sensory enjoyment, atmosphere, cultural authenticity, and overall experiential value, drawing on Fields (2003), Lee and Kim (2019), and Rewtrakunphaiboon (2022).
- Trust in vendors was operationalized using items related to perceived honesty, reliability, and hygiene practices of street food sellers, adapted from Seo and Lee (2021).
- Convenience was measured using items reflecting accessibility, speed of service, affordability, and ease of consumption, adapted from Ozcelik and Akova (2021).

All measurement items were reviewed by tourism and hospitality scholars to ensure contextual appropriateness for domestic tourists in Hanoi. A pilot test with a small group of domestic tourists was conducted to assess clarity and wording, resulting in minor refinements to improve readability and relevance.

3.3. Data Collection and Sample Characteristics

Data were collected from domestic tourists who were visiting or had recently visited Hanoi and had been exposed to street food during their trip. A screening question was used at the beginning of the survey to ensure that respondents met these criteria.

A non-probability convenience sampling approach was employed, which is common in tourism research where a complete sampling frame is unavailable (Hair et al., 2021). Surveys were administered in popular tourist areas known for street food activities, as well as through online channels targeting domestic travelers.

A total of [N] valid responses were obtained after data cleaning and screening. This sample size exceeds the minimum requirements for Partial Least Squares Structural Equation Modeling (PLS-SEM), following both the "10-times rule" and more recent power analysis recommendations (Hair et al., 2021). The sample size was therefore considered adequate to ensure robust parameter estimation and hypothesis testing.

3.4. Data Analysis Technique

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. PLS-SEM was selected for several reasons. First, it is well suited for theory development and extension, particularly when the research model integrates multiple constructs and exploratory contextual factors (Hair et al., 2017). Second, PLS-SEM places greater emphasis on prediction and explained variance, which aligns with the study's objective of explaining tourists' consumption intention. Third, PLS-SEM is appropriate for models with complex relationships and does not require strict assumptions of multivariate normality (Hair et al., 2021).

The analysis followed a two-step procedure recommended in the PLS-SEM literature. First, the measurement model was assessed in terms of indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Second, the structural model was evaluated by examining path coefficients, statistical significance using bootstrapping, coefficient of determination (R^2), effect sizes (f^2), predictive relevance (Q^2), and overall model fit (SRMR).

Bootstrapping with 5,000 resamples was employed to assess the significance of hypothesized relationships, providing robust estimates of standard errors, t-values, and confidence intervals (Hair et al., 2021).

3.5. Ethical Considerations

Participation in the survey was voluntary and anonymous. Respondents were informed about the purpose of the study and assured that their responses would be used solely for academic research. No personally identifiable information was collected, and all procedures complied with ethical standards for social science research.

4. Results

4.1. Sample Characteristics

Table 1 presents the demographic profile and travel-related characteristics of the respondents (N = 328). Overall, the sample reflects a diverse and relevant representation of domestic tourists with substantial exposure to street food consumption in Hanoi.

In terms of gender, the sample is relatively balanced, with female respondents accounting for 53.7% and male respondents representing 45.1% of the sample, while a small proportion (1.2%) identified as other or preferred not to disclose their gender. This distribution suggests that the findings are not overly skewed toward a single gender group.

Regarding age, the majority of respondents were relatively young, with 69.5% under the age of 35. Specifically, respondents aged 25–34 constituted the largest group (40.2%), followed by those under 25 (29.3%). This age profile is consistent with prior tourism and food consumption studies, which often report higher engagement in street food consumption among younger and middle-aged travelers who tend to be more open to informal dining experiences.

With respect to education level, more than two-thirds of the respondents held at least a bachelor's degree, including 51.8% with a bachelor's degree and 14.6% with a postgraduate degree. This relatively high educational attainment suggests that the respondents are likely to possess sufficient cognitive and informational resources to evaluate food safety, experience quality, and other factors examined in the extended Theory of Planned Behavior model.

In terms of monthly income, the largest proportion of respondents reported an estimated income of 10–20 million VND per month (44.5%), followed by those earning below 10 million VND (22.0%) and 20–30 million VND (22.0%). This distribution indicates that the sample includes a broad range of income levels, reflecting the accessibility of street food consumption across different socioeconomic groups.

Regarding place of residence, respondents were drawn from multiple regions across Vietnam. While residents of Hanoi accounted for 37.8% of the sample, a substantial proportion came from other northern provinces (34.1%), central Vietnam (15.9%), and southern Vietnam (12.2%). This regional diversity supports the relevance of the sample for examining domestic tourists rather than local residents only.

In terms of travel frequency, most respondents had visited Hanoi multiple times in the past five years, with 40.2% reporting two to three visits and 24.4% reporting four to five visits. This pattern suggests a relatively high level of destination familiarity, which is particularly relevant when examining perceived behavioral control and trust in street food vendors.

Finally, respondents reported frequent engagement with street food during their most recent trip to Hanoi. Nearly half of the sample (43.3%) consumed street food three to five times, while 28.0% reported six to ten occasions. This high level of consumption experience indicates that respondents were well positioned to provide informed evaluations of street food safety, experience, convenience, and trust.

Table 1. Sample characteristics (N-328).

Demographic variables	Category	Frequency (n)	Percentage (%)
Gender	Male	148	45.1
	Female	176	53.7
	Other / Prefer not to say	4	1.2
Age	Under 25	96	29.3
	25–34	132	40.2
	35–44	64	19.5
	45–54	28	8.5
	55 and above	8	2.4
Education level	High school or below	42	12.8
	Vocational/College diploma	68	20.7
	Bachelor's degree	170	51.8
	Postgraduate degree	48	14.6
Monthly income (approx., million VND)	Below 10	72	22
	10–20	146	44.5
	20–30	72	22
	Above 30	38	11.6
Place of residence	Hanoi	124	37.8
	Northern provinces (excluding Hanoi)	112	34.1
	Central Vietnam	52	15.9
	Southern Vietnam	40	12.2
Frequency of visits to Hanoi (past 5 years)	Once	68	20.7
	2–3 times	132	40.2
	4–5 times	80	24.4
	More than 5 times	48	14.6
Frequency of street food consumption in Hanoi (most recent trip)	1–2 times	54	16.5
	3–5 times	142	43.3
	6–10 times	92	28
	More than 10 times	40	12.2

4.2. Measurement Model Assessment

Table 2 reports the outer loadings of the measurement items for all latent constructs included in the extended Theory of Planned Behavior model. Outer loadings were examined to assess indicator reliability, which reflects the extent to which each observed variable adequately represents its underlying construct.

Following established guidelines for PLS-SEM, outer loading values of 0.70 or higher were considered indicative of satisfactory indicator reliability, as such values suggest that the construct explains more than 50% of the variance in the indicator (Hair et al., 2021). Indicators with loadings slightly below this threshold were evaluated in conjunction with their theoretical relevance and the overall reliability and validity of the construct.

The results in Table 2 show that all retained indicators exhibit acceptable to high outer loadings, ranging from 0.701 to 0.955. Specifically, items measuring attitude (ATT) demonstrate consistently strong loadings (0.726–0.773), indicating that the selected items reliably capture respondents' overall evaluations of street food consumption. Similarly, the indicators for behavioral intention (INT) show high loadings (0.787–0.890), reflecting a strong and coherent measurement of intention to consume street food.

For perceived behavioral control (PBC) and subjective norm (SN), all indicators load above the recommended threshold, with values ranging from 0.758 to 0.828. These results suggest that respondents perceived the items within each construct as conceptually consistent representations of perceived control and social influence, respectively.

The constructs representing contextual factors also demonstrate strong indicator reliability. Convenience (CON) exhibits particularly high outer loadings (0.727–0.955), indicating that accessibility, ease, and practicality are salient and clearly perceived dimensions among domestic tourists. Street food experience (EXP) items show high loadings (0.733–0.904), underscoring the importance of experiential attributes such as sensory enjoyment and atmosphere in the street food context.

With regard to food safety perception (FS), the outer loadings range from 0.701 to 0.953, suggesting that perceptions of hygiene and safety are well captured by the selected indicators. Although one item loads at the lower bound of acceptability, it was retained due to its conceptual relevance and its contribution to the construct's overall convergent validity. Finally, indicators measuring trust in vendors (TRU) demonstrate satisfactory loadings (0.734–0.824), confirming that trust is a well-defined construct in this study.

Overall, the outer loading results indicate that all measurement items demonstrate adequate indicator reliability, and no further item removal was necessary at this stage. These findings support the appropriateness of the measurement model and provide a solid foundation for subsequent assessments of internal consistency reliability, convergent validity, and discriminant validity.

Table 2. Outer loadings.

	ATT	CON	EXP	FS	INT	PBC	SN	TRU
ATT1	0.773							
ATT2	0.726							
ATT3	0.769							
ATT4	0.769							
CON1		0.727						
CON3		0.955						
CON4		0.796						
EXP1			0.903					
EXP2			0.733					
EXP3			0.904					
EXP4			0.758					
FS1				0.778				
FS3				0.953				
FS4				0.701				
INT1					0.787			
INT2					0.782			
INT3					0.846			
INT4					0.890			
PBC1						0.761		
PBC2						0.758		
PBC3						0.780		
PBC4						0.767		
SN1							0.781	
SN2							0.828	
SN3							0.822	
TRU1								0.738
TRU2								0.734
TRU3								0.792
TRU4								0.824

Internal consistency reliability and convergent validity were assessed to further evaluate the quality of the measurement model. As recommended in PLS-SEM literature, Cronbach's alpha (CA) and composite reliability (CR) were used to assess internal consistency reliability, while average variance extracted (AVE) was employed to examine convergent validity (Hair et al., 2021).

Regarding internal consistency reliability, the results presented in Table 3 indicate that all constructs demonstrate satisfactory reliability. Cronbach's alpha values range from 0.741 to 0.852, exceeding the minimum recommended threshold of 0.70, thereby indicating acceptable internal consistency across all latent constructs. In addition, composite reliability values (ρc) range from 0.845 to 0.897, further confirming a high level of reliability. As expected in PLS-SEM applications, CR values are consistently higher than Cronbach's alpha values, reflecting the fact that CR does not assume equal indicator loadings and is therefore a more appropriate reliability measure in this context.

With respect to convergent validity, all constructs achieve AVE values above the recommended cutoff value of 0.50, with values ranging from 0.577 to 0.691. These results indicate that each latent construct explains more than half of the variance in its associated indicators, thereby satisfying the criterion for convergent validity. Constructs such as convenience (AVE = 0.691), street food experience (AVE = 0.686), and behavioral intention (AVE = 0.685) exhibit particularly strong convergent validity, suggesting that the indicators for these constructs are highly representative of their underlying concepts.

Overall, the results provide strong evidence that the measurement model demonstrates adequate internal consistency reliability and convergent validity. Together with the satisfactory indicator reliability reported earlier, these findings confirm that the latent constructs are measured reliably and accurately, allowing the analysis to proceed to the assessment of discriminant validity and the structural model.

Table 3. Reliability (CR, CA).

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ATT	0.756	0.757	0.845	0.577
CON	0.792	1.172	0.869	0.691
EXP	0.852	0.893	0.897	0.686
FS	0.770	1.162	0.856	0.668
INT	0.845	0.845	0.897	0.685
PBC	0.767	0.769	0.851	0.588
SN	0.741	0.749	0.852	0.657
TRU	0.780	0.809	0.856	0.598

Discriminant validity was further assessed using the Fornell–Larcker criterion, which remains a commonly reported approach in PLS-SEM studies alongside more recent methods such as HTMT. According to the Fornell–Larcker criterion, discriminant validity is established when the square root of the average variance extracted (AVE) of each construct is greater than its correlations with all other constructs in the model (Fornell & Larcker, 1981).

As shown in Table 4, the square roots of AVE (displayed on the diagonal) for all latent constructs exceed the corresponding inter-construct correlations (off-diagonal elements). This result indicates that each construct explains more variance in its own indicators than it shares with other constructs, thereby satisfying the Fornell–Larcker criterion for discriminant validity.

Specifically, the constructs representing the core components of the Theory of Planned Behavior—attitude, subjective norm, and perceived behavioral control—exhibit square root AVE values that are substantially higher than their correlations with other constructs. This finding suggests that respondents clearly distinguished between evaluative judgments, perceived social pressure, and perceived control when forming intentions to consume street food.

Similarly, the extended contextual constructs—food safety perception, street food experience, trust in vendors, and convenience—also demonstrate adequate discriminant validity. Despite conceptual relatedness among some of these variables (e.g., food safety perception and trust, or convenience and perceived behavioral control), the results show no evidence of excessive construct overlap. This indicates that respondents were able to differentiate between safety-related evaluations, experiential aspects, trust-based judgments, and practical considerations in the street food consumption context.

Table 4. Discriminant validity.

	ATT	CON	EXP	FS	INT	PBC	SN	TRU
ATT	0.759							
CON	0.366	0.831						
EXP	0.151	0.104	0.828					
FS	0.550	0.359	0.109	0.817				
INT	0.567	0.587	0.142	0.604	0.828			
PBC	0.370	0.599	0.059	0.331	0.514	0.766		
SN	0.324	0.363	0.037	0.317	0.522	0.278	0.811	
TRU	0.260	0.368	0.014	0.242	0.519	0.335	0.326	0.773

A bootstrapping procedure with 5,000 resamples was employed to generate standard errors, t-values, and p-values for all hypothesized paths. The results of the structural model analysis are presented in Table 5. The three core constructs of the Theory of Planned Behavior—attitude (ATT), subjective norm (SN), and perceived behavioral control (PBC)—all exhibit positive and statistically significant effects on domestic tourists' intention to consume street food.

Specifically, attitude toward street food consumption has a strong positive effect on intention ($\beta = 0.352$, $t = 8.234$, $p < 0.001$), providing support for H1. This result indicates that favorable evaluations of street food substantially increase domestic tourists' intention to consume street food in Hanoi.

Subjective norm also exerts a significant positive influence on intention ($\beta = 0.326$, $t = 7.747$, $p < 0.001$), supporting H2. This finding suggests that perceived social pressure from important referent groups, such as family, friends, or peers, plays an important role in shaping street food consumption intention.

Similarly, perceived behavioral control has a significant positive effect on intention ($\beta = 0.294$, $t = 6.270$, $p < 0.001$), supporting H3. This result indicates that domestic tourists who perceive greater control over street food consumption—such as the ability to assess safety, access vendors, and manage potential risks—are more likely to intend to consume street food.

Regarding the extended TPB relationships, the results reveal that food safety perception plays a particularly prominent role. Food safety perception has a strong positive effect on attitude ($\beta = 0.540$, $t = 16.813$, $p < 0.001$), supporting H4, and a positive effect on perceived behavioral control ($\beta = 0.118$, $t = 2.378$, $p = 0.017$), supporting H5. These findings highlight the dual role of food safety perception in shaping both evaluative and control-related beliefs toward street food consumption.

Street food experience has a positive effect on attitude ($\beta = 0.092$, $t = 1.940$, $p = 0.052$). Although this relationship is marginally significant at the 10% level, it still provides partial support for H6, suggesting that experiential aspects such as sensory enjoyment and atmosphere contribute to positive attitudes toward street food, albeit to a lesser extent than food safety perceptions.

With respect to perceived behavioral control, trust in vendors shows a significant positive effect ($\beta = 0.117$, $t = 2.386$, $p = 0.017$), supporting H7. This result indicates that trust in street food vendors enhances tourists' confidence in their ability to consume street food safely and effectively.

Finally, convenience emerges as the strongest predictor of perceived behavioral control ($\beta = 0.513$, $t = 13.232$, $p < 0.001$), providing strong support for H8. This finding underscores the importance of accessibility, ease of consumption, and practical convenience in facilitating street food consumption among domestic tourists.

Table 5. Bootstrapping results.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
ATT -> INT	0.352	0.353	0.043	8.234	0.000
CON -> PBC	0.513	0.515	0.039	13.232	0.000
EXP -> ATT	0.092	0.097	0.047	1.940	0.052
FS -> ATT	0.540	0.544	0.032	16.813	0.000
FS -> PBC	0.118	0.119	0.050	2.378	0.017
PBC -> INT	0.294	0.294	0.047	6.270	0.000
SN -> INT	0.326	0.326	0.042	7.747	0.000
TRU -> PBC	0.117	0.122	0.049	2.386	0.017

Overall, the structural model results provide substantial empirical support for the proposed extended TPB framework. All hypothesized relationships are supported at conventional significance levels, with the exception of the relationship between street food experience and attitude, which is supported at a marginal level. The findings indicate that domestic tourists' intention to consume street food is jointly shaped by psychological determinants (attitude, subjective norm, and perceived behavioral control) and contextual factors (food safety perception, trust, and convenience).

Notably, food safety perception and convenience play particularly influential roles in shaping attitude and perceived behavioral control, respectively, highlighting the importance of contextual conditions in informal food consumption settings. These results confirm the suitability of the extended TPB model for explaining street food consumption intention in an urban tourism context and provide a robust basis for the subsequent discussion of theoretical and practical implications.

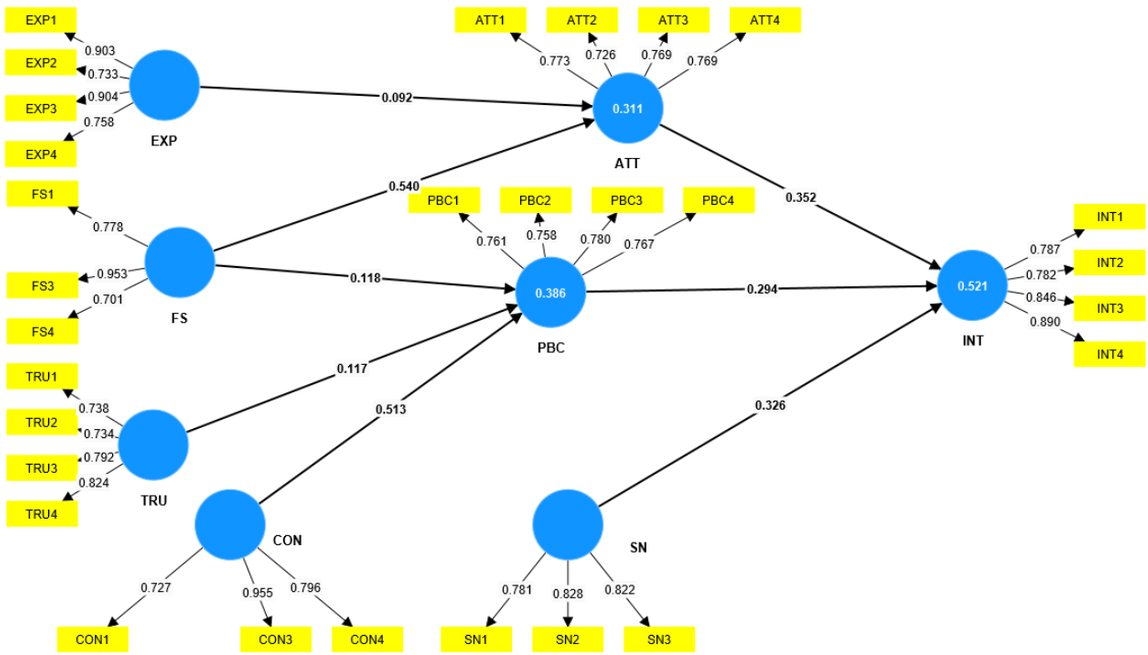

Figure 2. Structure model.

5. Discussion

This study aimed to explain domestic tourists' intention to consume street food in an urban tourism context by applying an extended Theory of Planned Behavior. The results provide several important insights into the psychological and contextual mechanisms underlying street food consumption and contribute to the growing body of literature on food tourism and informal food consumption.

5.1. The Role of Core TPB Constructs

Consistent with the Theory of Planned Behavior, the findings confirm that attitude, subjective norm, and perceived behavioral control all exert significant positive effects on domestic tourists' intention to consume street food. This result reinforces the robustness of TPB in explaining food-related behavioral intentions in tourism contexts, as reported in previous studies on local food consumption and dining behavior (Han & Kim, 2010; Yadav & Pathak, 2016; Chamoli & Juyal, 2019).

Among the three TPB components, attitude emerges as the strongest predictor of intention. This finding suggests that domestic tourists' decisions to consume street food are primarily driven by their overall evaluations of street food, including perceived taste, enjoyment, cultural value, and overall attractiveness. This result is consistent with prior research indicating that positive attitudes toward local or street food strongly predict consumption intention, particularly when consumers are culturally familiar with the food context (Lee & Kim, 2019; Seo & Lee, 2021). In the context of Hanoi, where street food is deeply embedded in everyday life and cultural identity, favorable attitudes appear to translate directly into stronger consumption intentions.

Perceived behavioral control also plays a significant role in shaping intention, highlighting the importance of tourists' confidence in their ability to safely and conveniently consume street food. This finding aligns with earlier studies emphasizing the role of perceived control in risk-related consumption settings, where individuals must assess their ability to manage uncertainty and potential negative outcomes (Han & Kim, 2010; Chamoli & Juyal, 2019). For domestic tourists, familiarity with local food practices and prior experience with street food may enhance perceived control, thereby facilitating consumption intention.

Subjective norm, while slightly weaker than attitude and perceived behavioral control, remains a significant predictor of intention. This result suggests that social influence—stemming from family, friends, and broader social networks—continues to shape food-related decisions in tourism contexts. The finding is consistent with previous research demonstrating that social recommendations and shared experiences can encourage individuals to try street food, even in the presence of perceived risks (Perrea et al., 2015; Davras & Özperçin, 2021). In domestic tourism, social norms may be reinforced through collective travel, shared memories, and online word-of-mouth.

5.2. The Importance of Contextual Factors in the Extended TPB Model

Beyond the core TPB constructs, the results underscore the critical role of contextual factors in shaping domestic tourists' street food consumption intention. Among these factors, food safety perception emerges as

particularly influential. The strong positive effect of food safety perception on attitude indicates that concerns about hygiene and health remain central to tourists' evaluations of street food. This finding is consistent with prior studies highlighting food safety as a key determinant of street food consumption, especially in informal food settings where regulatory oversight may be perceived as limited (Gupta, 2018; Seo & Lee, 2021).

In addition, food safety perception also positively influences perceived behavioral control, suggesting that when tourists perceive street food as safe, they feel more capable of managing potential risks associated with consumption. This dual effect reinforces the notion that food safety functions not only as a risk factor but also as a facilitator of confidence and control in consumption decisions. The result extends previous findings by demonstrating that food safety perceptions play both evaluative and control-related roles within the TPB framework.

Street food experience shows a positive but comparatively weaker effect on attitude, reaching marginal significance. While experiential attributes such as sensory enjoyment, atmosphere, and cultural authenticity are important components of street food consumption, this result suggests that for domestic tourists, experiential value alone may not be sufficient to strongly shape attitudes unless accompanied by assurances of safety and reliability. This finding contrasts with some studies focusing on international tourists, where novelty and experiential appeal often play a more dominant role (Rewtrakunphaiboon, 2022; Wang et al., 2022). The difference highlights the importance of distinguishing between domestic and international tourist segments in street food research.

Trust in vendors significantly enhances perceived behavioral control, supporting the view that trust acts as a critical mechanism for reducing uncertainty in informal food environments. This finding aligns with Seo and Lee (2021), who argue that in the absence of formal guarantees, consumers rely on trust-related cues—such as vendor reputation, cleanliness, and local patronage—to assess safety and quality. In the Hanoi context, trust appears to empower domestic tourists by increasing their confidence in making appropriate consumption choices.

Finally, convenience emerges as the strongest predictor of perceived behavioral control. This result underscores the practical and utilitarian dimension of street food consumption in urban tourism. Accessibility, speed of service, and affordability significantly reduce perceived barriers and enhance tourists' sense of control. This finding is consistent with prior research emphasizing convenience as a key driver of food consumption in time-constrained urban travel settings (Ozcelik & Akova, 2021). For domestic tourists, street food's convenience complements its cultural and experiential appeal, making it an attractive dining option during travel.

5.3. Theoretical Implications

The findings of this study offer several theoretical contributions. First, the results reaffirm the applicability of the Theory of Planned Behavior in explaining street food consumption intention, while demonstrating that the model's explanatory power can be enhanced by incorporating context-specific variables. Second, the study highlights the importance of distinguishing between evaluative factors (e.g., attitude), control-related factors (e.g., perceived behavioral control), and contextual conditions (e.g., food safety, trust, convenience) in informal food consumption settings.

Moreover, by focusing on domestic tourists, this study extends the existing literature, which has largely centered on international tourists. The results suggest that domestic tourists place greater emphasis on safety, trust, and control than on novelty-driven experiential factors, offering a more nuanced understanding of street food consumption behavior in urban tourism contexts.

6. Conclusion

This study set out to examine the determinants of domestic tourists' intention to consume street food in an urban tourism context by applying an extended Theory of Planned Behavior. Using empirical evidence from Hanoi, Vietnam, the findings provide a comprehensive understanding of how psychological determinants and contextual factors jointly shape street food consumption intention among domestic tourists.

6.1. Summary of Key Findings

The results confirm that the core components of the Theory of Planned Behavior—attitude, subjective norm, and perceived behavioral control—are significant predictors of domestic tourists' intention to consume street food. Among these, attitude and perceived behavioral control play particularly prominent roles, indicating that favorable evaluations of street food and confidence in one's ability to manage consumption conditions are central to intention formation.

Beyond the core TPB constructs, the study highlights the importance of contextual factors in informal food consumption settings. Food safety perception emerges as a critical determinant, influencing both attitude and perceived behavioral control. This finding underscores the centrality of hygiene and safety considerations in shaping domestic tourists' evaluations of street food. Trust in vendors and convenience further enhance perceived behavioral control, suggesting that confidence in vendors and ease of access substantially reduce perceived barriers to consumption. While street food experience positively influences attitude, its effect is comparatively weaker, indicating that experiential appeal alone may be insufficient to drive intention without assurances of safety and reliability.

Overall, the findings demonstrate that domestic tourists' street food consumption intention is the outcome of an interaction between psychological evaluations, social influences, perceived control, and situational conditions, reinforcing the value of an extended TPB framework in explaining behavior in informal food and urban tourism contexts.

6.2. Practical Implications

The findings offer several practical implications for destination managers, policymakers, and stakeholders involved in the development and management of street food as a tourism product. First, improving food safety standards and hygiene practices is essential not only for protecting public health but also for fostering positive attitudes and enhancing tourists' perceived control. Second, building and maintaining trust in street food

vendors—through transparent practices, vendor training, and visible compliance with safety guidelines—can significantly increase tourists' confidence in consuming street food. Third, preserving and enhancing the convenience of street food, such as accessibility, affordability, and speed of service, remains crucial for sustaining its appeal in urban tourism settings.

These implications suggest that effective street food management should adopt a holistic approach that balances safety regulation, experiential quality, and practical convenience, rather than focusing on any single dimension in isolation.

6.3. Theoretical Contributions

From a theoretical perspective, this study contributes to the literature by extending the Theory of Planned Behavior to the context of street food consumption among domestic tourists, a segment that has received limited attention in prior research. The integration of food safety perception, trust in vendors, street food experience, and convenience demonstrates how context-specific variables can enhance the explanatory power of TPB in informal and risk-related consumption environments. Furthermore, the findings highlight important differences between domestic and international tourists, suggesting that future behavioral models should account for varying degrees of cultural familiarity and risk perception.

6.4. Limitations and Future Research Directions

Despite its contributions, this study has several limitations. First, the use of a cross-sectional design limits the ability to infer causal relationships. Future research could employ longitudinal or experimental designs to examine changes in street food consumption intention over time. Second, the study focuses on a single urban destination, which may limit the generalizability of the findings. Comparative studies across different cities or countries could provide deeper insights into contextual variations. Third, while this study concentrates on intention, future research could incorporate actual consumption behavior to further validate the extended TPB framework.

In addition, future studies may explore other relevant factors, such as emotions, habits, or moral norms, to further enrich the understanding of street food consumption in tourism. Examining differences between domestic and international tourists within a unified model would also be a promising direction for future research.

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