



Factors affecting intent to use instant coffee from Vietnamese consumers

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Abstract

Coffee is an important product, accounting for 3% of Vietnam's GDP, the turnover of exports for many years has reached over \$3 billion. In recent years, although the world economy had many difficult times leading to a decrease in purchasing power, our country still maintained an encouraging growth rate of coffee exports - reaching 8.2% /Year with an average turnover of US\$3.13 billion/year for the period 2011-2018, representing 15% of the country's total agricultural exports. In this study, the authors looked at the effects of these factors on the instantaneous coffee sample itself. Our research results demonstrate that: (1) Perception desires to use, (2) Price collection of products, (3) Awareness of product quality, (4) Perceived control of behavior, (5) Business image, (6) Interest in promotions and advertising, (7) Take care of your health, (8) The magic of traditional coffee, (9) Intended use of instant coffee.

Keywords: instant coffee, purchase intention, influencing factors, Vietnam

Introduction

The Vietnamese coffee has a high yield, has its own delicious natural flavor, because of the favorable soil and climate. In particular, freeze-dried instant coffee is now a new trend in instant coffee worldwide. Basically, cold dried instant coffee has a higher repatriation rate than powder, dried coffee and dried chips, so the taste of this coffee is excellent and is positioned as high-quality instant coffee. Freeze-dried coffee is provided by being dried and repatriated at a low temperature, so it does not lose the aroma of the coffee and helps the product to have the same quality roasted coffee. Vietnam is a country with remarkable growth in the volume of coffee exports over the last few years, but the value of the product and the value of exports are not high. According to Business Times (2015), "in 2014 Vietnam exported over 1.6 million tons of coffee of all kinds, with an export turnover of about 3.6 billion USD", but like many other agricultural products. There are not many consumers in the world who know the name of Vietnamese coffee. This is a paradox; the main reason is that Vietnam exports mainly green coffee (raw coffee) and the in-depth treatment is still low. The main weakness of the coffee industry in Vietnam, according to experts, is that it cannot expand in-depth processing.

Since 2015, Vietnam has been officially part of the ASEAN Economic Community and several other free trade agreements. We are increasingly integrating with the world and opening the door for foreign goods and businesses to flood in, people's living standards have been improved, so the demand for food services is increasing, the requirements for quality and service are increasing service is getting better. The success of the development of the traditional coffee system in the country like Trung Nguyen, Phuc Long... along with the entry into the Vietnamese market world famous brands such as Starbucks, Gloria Jeans Coffee, The Coffee Bean, etc. & Tea Leaf... is proof of this. According to the United States Department of Agriculture (USDA), from 2011 to now, the world's annual coffee

consumption demand has increased steadily by about 1% (Vietnam coffee, 2016c), the coffee processing industry is always forecast to grow significantly and high value. As the main coffee producer, Brazil, Vietnam and Colombia continue to be the top three countries in terms of coffee production and export value. As a major coffee producer, Brazil, Vietnam and Colombia are still the top three countries in terms of coffee output and export value. Meanwhile, although only raw coffee is imported, but invested in deep processing technology, the coffee export value of Germany and Switzerland is also in the 4th and 5th positions in the world (Gia ca phe, 2014).

Together with Korea, Japan, Thailand and Malaysia, Vietnam is amongst the top five Asian countries in terms of instant coffee consumption. This demonstrates the high and growing demand for instant coffee. The expansion of the coffee retail sector will contribute to strong coffee consumption in the near future (Vietnam coffee, 2016b). Vietnam is among the top 5 countries in Asia in terms of instant coffee consumption, along with Korea, Japan, Thailand and Malaysia. It demonstrates that demand for instant coffee is high and growing. The expansion of the retail coffee industry will contribute to high coffee consumption in the near future (Vietnam coffee, 2016b).

Coffee in general or instant coffee in particular is a product belonging to the group of fast-moving consumer goods, offered for sale by businesses, agents and shops in the market, purchased by consumers for use, as gifts or purchased for others to use it to meet family preferences or usage needs or to meet the needs of others (Café, 2016; Instant coffee, 2016; Fast moving consumer products, 2016). In addition, according to the Food (2015) and Food (2016), Food is the product that people eat, drink, chew, suck, smoke fresh, raw or processed or stocked. Therefore, in order to contribute more scientific knowledge for the development of the coffee industry in general and instant coffee in particular, the author wishes to delve into the study of the intention to use instant coffee of the coffee industry consumers in Vietnam.

Literature review

Behavioural intent is defined as the client's subjective intention to perform a specific behavior or action. Behavioral intentions include and are measured through specific expressions: positive action intentions tend to attach consumers to products, increase purchases, speak well of products and suppliers, willing to pay a higher cost to use the product.

Researchers Shepherd and Stockley (1985) [32] and (1987) [33] studied intently to consume foods high in fat. According to TRA (Ajzen and Fishbein, 1980), the behavior of a person is informed or not, is determined by the interest or intention of a person to perform the action. Furthermore, according to this study, the subject's attitude plays an important role in controlling the individual's intent or interest. Meanwhile, Davis' (1989) TAM theory also suggests that people's attitudes will determine their intentions. Shepherd (1988) [34] and Tuorila (1987) examined the intention to use complete milk. Researchers Shepherd and Stockley (1985) [32] and (1987) examined the intent to consume high-fat foods.

Coffee is not only a refreshing beverage, coffee is a stimulating, natural and healthy beverage. Coffee also allows people to wake up, unwind, bring health to the people. According to the World Health Organization (WTO), regular coffee consumption does not cause cancers such as breast, prostate and pancreas, but helps reduce the risk of certain types of cancer such as liver and uterus. Vietnam coffee, 2016a).

According to Ajzen and Fishbein (2002), "intention is the best tool to predict behavior because the behavior of a person is determined by his intention to perform that behavior". The intention to use instant coffee is the issue that instant coffee producers and traders are most concerned about because it will help them discover trends in consumer behavior with the product. Intention plays a key role in influencing actual behavior, as well as establishing a strong and close relationship with actual behavior (Suki, 2011). The behavioral intentions of a person depend on two fundamental determinants: one of a personal nature (attitudes) and a social influence (subjective standards). The TRA model uses five concepts to predict behavior: behavioral beliefs, attitudes, normative beliefs, subjective standards, and behavioral intentions (Moraes *et al.*, 2006; Fishbein and Ajzen, 2011).

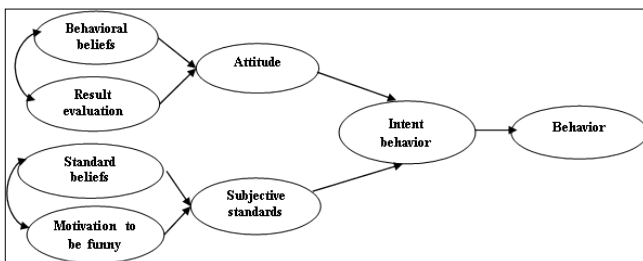


Fig 1: Theory of rational action (Ajzen, I. & Fishbein, M., 1975)

The Planned Behavior Model (TPB)

TPB expanded TRA by adding cognitive behavioral control constructs. The theory of planned behavior has also explained and predicted behavior very diverse, from the intention to reuse waste paper to the intention to use the computer software copyright for personal use, from intention to use new computer systems to intention to use

food and food safely... (Justin and Jyoti, 2012; Anssi and Sanna, 2005; Le Thuy Duong, 2014) [17, 7]. Researcher Axelson *et al* (1983) was successful in applying the intent to use foods in fast food restaurants.

The basic framework of The Theory of Planned Behavior (TPB):

- Behavior Stance: Adapted from TRA.
- Subjective regulations: Adapted from TRA.
- Cognitive control of behavior: Perception of ease or difficulty of behavior (Ajzen, 1991). In the context of information systems research, behavioral monitoring is defined as the perception of internal and external constraints on behavior (Taylor & Todd, 1995). However, individuals may not perform as expected by the criteria (Venkatesh 2000).

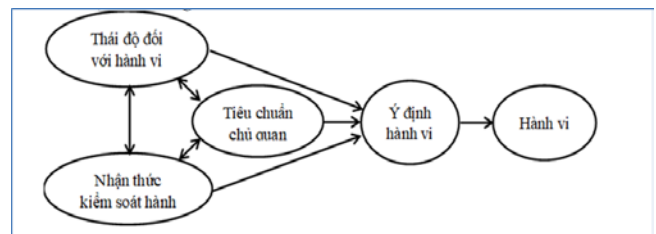


Fig 2: The Theory of Planned Behavior, (Ajzen, I., 1991)

With the development of information technology, TAM has been applied in many studies on the acceptance of online learning systems (Šumak, Heričko, Pušnik, & Polančič, 2011), community online learning (Liu, Chen, Sun, Wible, & Kuo, 2010), wireless LAN (local area network) (Yoon & Kim, 2007), PDA (personal digital assistant) (Chang, Yan, & Tseng, 2012) and blended learning (Tselios, Daskalakis, & Papadopoulou, 2011). The results of these studies indicate that the TAM can effectively predict and explain the uptake of IT by users.

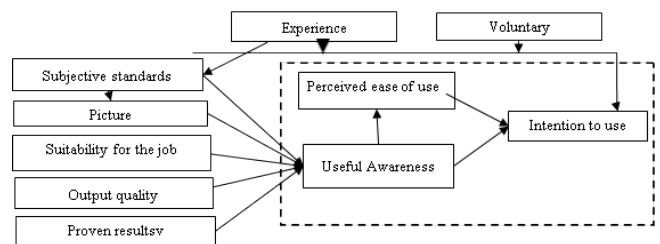


Fig 3: Technology Acceptance Model (TAM 2) (Venkatesh and Davis, 1996)

Research model and hypothesis

Research hypothesis

Table 1: Factors affecting intention to use instant coffee

1	Perceive convenience in use	Anssi và Sanna (2005) [7]
2	Perception desires to use	Huang và Dang (2014)
3	Price collection of products	Sahni (1994)
4	Awareness of product quality	Lee và cộng sự (2009)
5	Perceived control of behavior	Ajzen (2002a)
6	Business image	Nguyen và LeBlanc (1998)
7	Interest in promotions and advertising	Wray và cộng sự (2005)
8	Take care of your health	Oude Phuis (1989)
9	The magic of traditional coffee	Vinaresearch, (2013)
10	Intended use of instant coffee	Holak và Lehmann (1990)

▪ Perception convenience in use

The perceived convenience of using instant coffee is that consumers believe it is easy to make and use instant coffee. It will take little time and effort to prepare, which will help consumers save time and control themselves (Vinaresearch, 2013) ^[40]. The perceived convenience of use scale retrieved from Anssi and Sanna (2005) ^[7]. Hence, the author suggests the following hypothesis:

H1: *Perception convenience in use and intention to use instant coffee are positively correlated.*

▪ Perception desires to use

The qualitative research by Nestle Vietnam and Taylor Nelson, Vietnam (2002) ^[26] and the survey on the instant coffee market Vinaresearch (2013) ^[40] provides the motives and purposes for using instant coffee, including concentration, anti-drowsy, use when the mood is bored, relieve stress, and increase the excitement. The cognitive motivation scale used was based on the study by Cardello (1995) ^[11], Huang and Dang (2014). Therefore, the author proposes the following hypothesis:

H2: *Perception desires to use and intent to use instant coffee has a positively correlated.*

▪ Price collection of products

According to Kotler *et al.*, (2001) ^[18], the price is how much a consumer must pay to own a product. Chin *et al.*, (2016) ^[12] suggest that high price is a factor that prevents Taiwanese customers from using Starbucks coffee. Research by Lee *et al.*, (2014) ^[22] shows that consumers are ready to pay for safe coffee. The perceived scale of the product selling price extracts from the study of Sahni, (1994) ^[28]. Therefore, the author proposes the following hypothesis:

H3: *Price collection of products and intend to use instant coffee positively correlated.*

▪ Awareness of product quality

The perception of product quality is understanding and trust in the product by consumers. Perceived producing quality plays a key role in consumer guidance (Olsen, 2002). Vinaresearch (2013) ^[40] also identified the quality of the product that is of most interest to Vietnamese consumers when buying instant coffee. The perceived quality scale comes from the study by Dickieson and Arkus (2009) ^[14], Ai Huu Tran (2017) ^[5]. Therefore, the author proposes the following hypothesis:

H4: *Awareness of product quality and intent to use instands coffee has positively correlated.*

▪ Perceived control of behavior.

There is no doubt about the importance of controlling behavior in practice. The availability of resources and opportunities will determine, in part, the capacity for action. According to Ajzen (1991), perceived behavioral control is defined as an individual's perception of the ease or difficulty of wanting to engage in a particular behavior. In the context of Vietnam, with a long-standing traditional culture and habit of using coffee, if consumers are able to decide for themselves and easily use instant coffee, the actual behavioral intention is greater. The cognitive scale of behavioral control is based on the study by Ajzen (2002a). Therefore, the author proposes the following hypothesis:

H5: *Perceived control of behavior and the intention to use instant coffee is positively correlated.*

▪ Business image

In another related study, Ai Huu Tran (2019) ^[6] also demonstrated that consumers readily accept advertisements that are somewhat exaggerated, such as the best or the top, the best of brands more reputable business. In many previous empirical studies such as research by Hung (2012), research by Huang and Dang (2014), the study by Chin *et al* (2016) ^[12]. Also identified product brands. According to Nguyen and LeBlanc (1998) ^[24], the images represent the relationship between the brand (brand) and the customer associated with the brand's attributes (brand). The corporate image is built based on the scale of Nguyen and LeBlanc (1998, quoted in Chu Tien Dat, 2014, p. 92) ^[24]. Therefore, the author proposes the following hypothesis:

H6: *Corporate image and intention to use instant coffee are positively correlated.*

▪ Interest in promotions and advertising.

According to Philip Kotler, "Advertising is any paid form of non-personal presentation and promotion of an idea, product or service and paid for by an identified sponsor." Advertising and promotions are an important marketing tool that helps manufacturers achieve their communication goals. Help inform products and services, create attention, interest, arouse and create demand for new products, increase sales, maintain market share and expand (Belch and Belch, 2004) ^[9]. Besides, advertising also provides consumers with business activities (Kotler *et al.*, 2001) ^[18]. The advertising and promotion scale extracts from the study of Wray *et al.* (2005) ^[42]. Therefore, the author proposes the following hypothesis:

H7: *Interest in the promotion and advertising with the intention to use instant coffee are positively correlated.*

▪ Take care of your health

Justin and Jyoti (2012) ^[17] studied the relationship between interest in health benefits and intention to use food of Indian consumers. Research results show that consumers have a high interest in foods that bring health benefits. In other words, the more individuals care about their own health, the more they need to find healthy foods. The scale of interest in health benefits extracts from the study of Oude Ophuis (1989). Therefore, the author proposes the following hypothesis:

H8: *Take care of your health and intention to use instant coffee are positively correlated.*

▪ The magic of traditional coffee

Instant coffee now and in the near future, following the inevitable development trend of society, will be a popular drink in Vietnam next to the tea. According to market research company Mintel (UK), the rate of using instant coffee in Vietnam still has many opportunities for growth, accounting for about 34% of total retail sales of Vietnamese coffee in 2016. However, Consumption culture and traditional coffee usage habits, the familiar strong taste of traditional coffee will hinder the intention to switch to using instant coffee of each individual. Vinaresearch (2013) ^[40]. The impact of past frequent actions (habits) on actual intentions and behaviors has been demonstrated and tested in many studies (Ajzen, 1991). That scale of the attractiveness of traditional coffee is proposed by the author based on the definition of Jones *et al.* (2000), research by Vinaresearch (2013) ^[40] and Ajzen (1991). Therefore, the

author proposes the following hypothesis:

H9: The attractiveness of traditional coffee and intention to use instant coffee are negatively correlated.

Research models

From the above research hypotheses, the author generalizes the following research model:

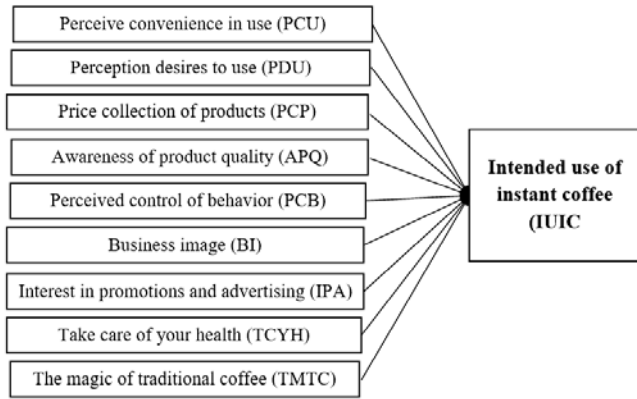


Fig 4: Research models

3.3. Intention to use instant coffee

The dependent variable, the intention to use instant coffee, is the ability and individual will of consumers to give preference, prioritizing their choice with instant coffee instead of traditional coffee. The intention to use scale inherits and promotes the study of the intention to use safe, coffee by Lee et al (2014) [22].

4. Methodology

Qualitative research

Interviewed consumers who have used instant coffee for many years with open-ended questions to collect initial data to identify factors influencing intention to use instant coffee. Group discussion (30 people with good knowledge of the research issue) and face-to-face interviews with experts in purchasing and using instant coffee, adjustment and in-depth interviews with purchasing and sales managers, using instant coffee by semi-structured interview method to clarify qualitative research results.

Quantitative research

Build a scale and determine the level of factors affecting the actual intention to use instant coffee. Primary data used in the study were obtained through direct interviews with questionnaires sent to 420 consumers who had experience using instant coffee in Ho Chi Minh City, with a convenient sampling method. The results after distributing the questionnaires were reduced to only 406 tables suitable for data analysis using SPSS and AMOS software.

The first step is to confirm the reliability, convergent validity, and discriminant validity of the measurement scales, through Cronbach's alpha reliability calculation, EFA factor analysis by Factoring Axis Analysis procedure incorporate Promax rotation. The second step is to test the structural relationships between the concepts through SEM linear structural model analysis to evaluate the model. The steps are performed by software SPSS 23, AMOS 23.

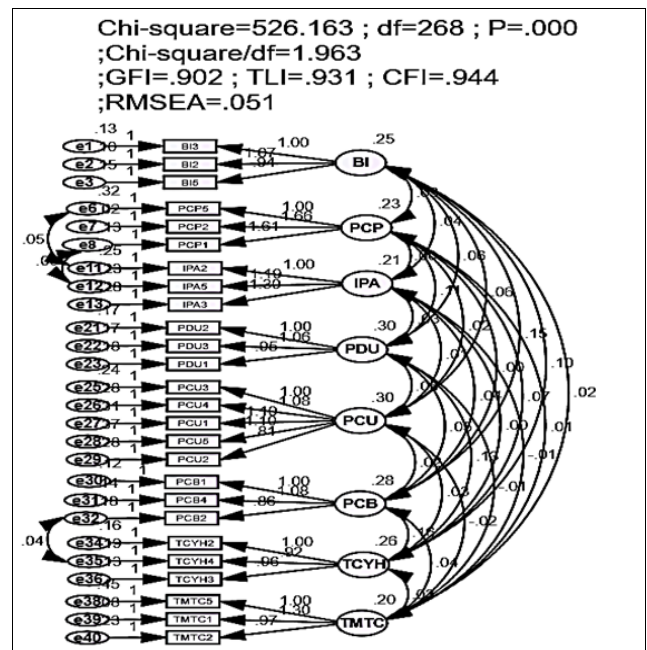
Analysis EFA

The results of EFA analysis show that there are 9 factors extracted at eigenvalue which is 1.183 Total variances extracted = 72.736% (> 50%). KMO coefficient =.735 (>

0.5); Statistical significance of Bartlett test with Sig = .000 (<0.05). The transmission coefficients of all variables are greater than 0.5. Therefore, these observed variables satisfy the conditions and are used for CFA analysis.

Analysis CFA

Regarding the overall quality of the fit, the linear structural analysis shows that this model has a statistical chi-square value of 526.163 with 160 degrees of freedom and p = .268. The relative square chi in degrees of liberty CMIN/def is 1963 (< 0.2). Other indicators include TLI = 0.931 (> 0.9), CFI= 0.944 (> 0.9), GFI = 0.902 (> 0.9) and RMSEA = 0.051 (< 0.08). Therefore, it is appropriate for market data. This also allows us to draw conclusions on the unidirectional character of the observed variables. As far as the convergent value is concerned, the standardized weights of the scales are all > 0.5 and have a statistical significance of p < 0.5, so that the scales reach a convergent value. Therefore, the components: (1) Perceive convenience in use (PCU), (2) Perception desires to use (PDU), (3) Price collection of products (PCP), (4) Interest in promotions and advertising (IPA), (5) Perceived control of behavior (PCB), (6) Business image (BI), (7) Take care of your health (TCYH), (8) The magic of traditional coffee (TMTC).



(Source: authors' own calculations in SPSS Amos 23.0)

Fig 5: The model CFA

Table 2: Results of estimating the causal relationship between the factors of intention to use instant coffee

			Estimate	S.E.	C.R.	P
PCP	<-->	PCU	.032	.014	2.346	.019
PCP	<-->	BI	.027	.018	1.570	.116
IPA	<-->	TCYH	.051	.014	3.555	***
IPA	<-->	BI	.076	.016	4.888	***
TCYH	<-->	PCB	-.036	.011	-3.362	***
TCYH	<-->	BI	-.032	.012	-2.578	.010
PCU	<-->	TMTC	.034	.013	2.611	.009
PCB	<-->	BI	.035	.012	2.912	.004

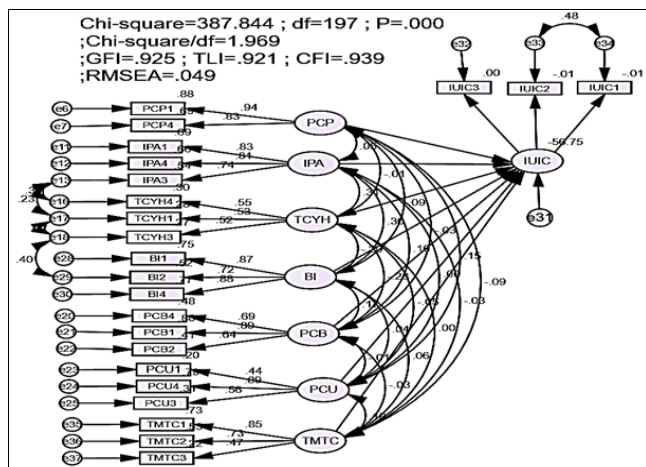
(Source: authors' own calculations)

Structural Equation Model Results

The research model includes 9 concepts, after CFA and

SEM testing there are seven satisfactory concepts, including seven independent concepts: (1) Perceive convenience in use (PCU), (2) Price collection of products (PCP), (3) Interest in promotions and advertising (IPA), (4) Perceived control of behavior (PCB), (5) Business image (BI), (6) Take care of your health (TCYH), (7) The magic of traditional coffee (TMTC). In contrast, the Intended use of instant coffee (IUIIC) is a dependent concept.

The results show that this model has a chi-squared value of 387,844 with 197 degrees of freedom ($p = 0.000$). The relative squared value of degrees of freedom CMIN/def is 1.969 (< 0.2). Other indicators include: GTI = 0.925 (> 0.9), TLI = 0.921 (> 0.9), CFI = 0.939 (> 0.9), and RMSEA = 0.049 (< 0.08). Therefore, this model achieves compatibility with the collected information. Factors include Price collection of products (PCP), (ES = 0.670, P = 0.000); Take care of your health (TCYH), (ES = 0.265, P = 0.032; Perceive convenience in use (PCU), (ES = 0.176, P = 0.022; Perceived control of behavior (PCB), (ES = 0.130; P = 0.019); Business image (BI), (ES = 0.099; P = 0.012); the magic of traditional coffee (TMTC), (ES = 0.034, P = 0.033) and Interest in promotions and advertising (IPA (ES = -0.088, P = 0.048).



(Source: authors' own calculations in SPSS Amos 23.0)

Fig 6: The model structure after final calibration in SEM

Table 3: Results of estimating the causal relationship between the factors of intention to use instant coffee (Source: authors' own calculations)

	Relationship		Estimate	S.E.	C.R.	P	Label
IUIIC	<---	PCP	.670	.052	12.860	***	Yes
IUIIC	<---	IPA	-.088	.061	-1.447	.048	Yes
IUIIC	<---	TCYH	.265	.124	2.146	.032	Yes
IUIIC	<---	PCB	.130	.069	1.888	.019	Yes
IUIIC	<---	PCU	.176	.077	2.290	.022	Yes
IUIIC	<---	BI	.099	.057	1.742	.012	Yes
IUIIC	<---	TMTC	.034	.047	.717	.033	Yes

The bootstrap method is usually used to test the model estimates, with the pattern repeatedly being N =1000. The estimation results for 1000 samples averaged together with the deviations are presented in Tab. 4. CR has a very small absolute value, thus, it can be stated that the deviation is very low, while also being not statistically significant at the 95% confidence level. Thus, we can conclude that the model estimates can be trusted.

Table 4: Results estimated by means of bootstrap, N = 1000

Parameter	SE	SE-SE	Mean	Bias	SE-Bias	CR
PCP	0.06	0.001	0.393	0.004	0.002	0.5
IPA	0.03	0.001	0.262	0.001	-0.001	-1
TCYH	0.032	0.001	0.109	0.004	0.001	0.25
PCB	0.026	0.001	0.158	-0.001	0.001	-1
PCU	0.037	0.001	0.122	0.001	0.001	1
BI	0.023	0.001	0.249	-0.001	0.001	-1
TMTC	0.055	0.001	0.303	0.001	0.002	2

(Source: authors' own calculations)

Conclusion

Discussion of the obtained results

From the theoretical model of planned behavior TPB, empirical studies and from the results of some qualitative studies conducted in Vietnam in the field of food and coffee, the research results of the thesis, compared with the results of previous related studies, analyzed in Vietnamese conditions as follows:

By means of Independent-Sample T-test with sex variable and ANOVA method of analysis of variance with variables of age, income and education, the above research results show that intents to use instant coffee of consumers regardless of their demographic characteristics such as age, sex, education and income. On the other hand, research results also determine the intended use of instant coffee by consumers, whether or not consumers have used instant coffee.

The H1 hypothesis indicates that the perceived convenience when using instant coffee and the intention of using instant coffee are positively linked. In other words, if consumers understand the practical value of instant coffee. Instant coffee for themselves during use, their intention to use instant coffee will be elevated. This result is also in line with research results from Hung (2012), Huang and Dang (2014). That's also one of the reasons consumers have and are going to move to instant coffee. Therefore, companies that produce, process and trade instant coffee must promote propaganda so that consumers can increasingly see and feel the valuable value they get when using instant coffee.

The H2 hypothesis indicate a positive link between the perceived motivation to use instant coffee and the intention to use instant coffee. Reasons for use (Cardello, 1995) [11] and market survey on instant coffee powder Vinaresearch (2013) [40] gives motives and purposes for us: Instant coffee is coffee in the form of a packet of powder mixed from Coffee powder with additives such as sugar, milk or chocolate. Moreover, instant coffee contains caffeine, so drinking coffee will help keep you awake and create energy to work. Caffeine also contributes to improving diseases like diabetes, parkinsonism neurological diseases. However, instant coffee has many disadvantages: it causes more rapid psychological dependence than coffee beans and has an adverse effect on the human nervous system.

The H3 hypothesis indicates that the perception of the selling price of the product is the perceived price, the perceived convenience of use (Anssi & Sanna, 2005) [7], the perception of quality (Dickieson & Arkus, 2009) [14]. Another advantage is that instant coffee is cheap, brews fast, and gives you the opportunity to feel sober in the blink of an eye. Instant coffee is at a reasonable price, just about anybody can afford it. Instant coffee has a long shelf life, too. You can gradually use a coffee jar up to two months before they lose their taste and flavour. These factors play

an important role in the food information retrieval process on which the intention to use is formed and are believed to have a direct impact on the intention to use and ignore the mediating role of the attitude factor.

Hypothesis H4 stipulates that perceived behavioral control and the intention to use instant coffee are positively linked. Cognitive control of behavior refers to the extent to which a person believes they can have some behavior. Cognitive behavioral control is related to the perception of an individual's ability to perform the behavior (Justin and Jyoti, 2012) ^[17] In other words, consumers are aware of their intention to use instant coffee. The user experience is influenced by five factors: perceived convenience of using the product, subjectivity, corporate marketing efforts, interest in health benefits, and the amount of instant coffee. The fuller the information, the greater the intent to use instant coffee from consumers (Lee *et al.*, 2014) ^[22].

The H5 hypothesis indicates that the business image and the intention of using instant coffee are positively linked. The image plays an important role in influencing consumer behavioral intentions by choosing instant or traditional coffee (Huang and Dang, 2014). Instant coffee needs to position and build its image on the basis of important product attributes, instant coffee has its own characteristics that have different benefits from traditional coffee, helping consumers to easily recognize faces. According to Nguyen and LeBlanc (1998) ^[24], the images represent the relationship between the brand (brand) and the association of the client with the attributes of the brand.

The H6 hypothesis states that interest in the promotion and advertising and intent to use instant coffee are positively associated. The way in which consumers approach, evaluate, choose, and purchase products and services are changing rapidly, and as such, communication programs need to constantly adjust to keep up with that change. The results of the analysis show that business commercialization efforts play a significant role in promoting behavioral trends. This is consistent with the research by Nguyen and LeBlanc (1998) ^[24], Wray *et al* (2005) ^[42].

The H7 hypothesis indicates that the health benefits and intention of instant coffee use are positively correlated. This is consistent with research by Lee *et al.*, (2014) ^[22] in Le Thuy Huong (2014). When consumers are interested in health benefits, households will tend to look for food that is safe to use, looking for foods with many health benefits when used. Instant coffee is considered a clean product, so the more consumers care about the health benefits, the more they intend to use instant coffee instead of using traditional coffee because when they realize the Health benefits that instant coffee brings, they are willing to give up some personal preferences for health reasons.

The H8 hypothesis indicates that the appeal of traditional coffee and the intention to use instant coffee are adversely linked. Of the seven factors influencing the intention to use instant coffee that the study identified, only this factor constitutes a barrier variable. This result is consistent with the findings from qualitative and secondary information on the topic. Traditional coffee has its own special taste and Vietnamese consumers have also shaped a long-time coffee consumption "culture". The habit of "sipping, enjoying" a cup of coffee has been deep-rooted in the subconscious of consumers. At the same time, due to the culture and consumption habits, the convenience of the coffee shop system, the "toad" shop, the mobile point of sale, and the

delivery of the traditional coffee business has become a "barrier" major transformation" from traditional coffee to instant coffee.

▪ Implications for practical trading

In Viet Nam, coffee plays a very important role in agriculture in particular and in the national economy in general. Coffee is important both economically and socially and politically. Coffee is one of the main exports to Vietnam. However, the export turnover did not meet expectations, increased slowly or decreased, the sustainability was not high because most of the green coffee output is used for export at very low prices and completely depends on the producer imports and changes in world prices, whereas the cost of instant coffee is high.

Vietnamese coffee has its own special natural flavor. Vietnam has developed a culture of coffee consumption, with the exception of tea, the traditional beverage. Investing in processing technology to increase the value of coffee, promoting domestic consumption to build a Vietnamese coffee brand in the world coffee market is a sustainable direction that has been approved by many domestic and foreign experts positively. Instant coffee is attracting large domestic and foreign manufacturers because it matches the fast-consumption trend of young people and the habit of drinking instant coffee has been gradually shaped by consumers and the value of instant coffee. Exports are very cost-effective.

Understanding the market and consumers in order to offer suitable products will be an important factor for enterprises producing and trading in instant coffee to maintain competitiveness, development, and is a premise. It is important for companies to build brands to grow in the global market, promoting their forces in available raw materials and abundant human resources. Consideration should therefore be given to the use of instant coffee by Vietnamese consumers.

▪ Limitations of the topic

Although some specific results have been obtained, presented above, the study cannot avoid certain limits which should be the subject of further research, complements, and improvements.

The study has only identified 7 influencing factors and only explained 75.3% of the change in the intention to use instant coffee of Vietnamese consumers, still 34.7% of the variation of intention to use instant coffee is explained by other unspecified factors.

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