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Research Article

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DETERMINANTS AFFECTING CONSUMER ATTITUDE TOWARD PURCHASE INTENTION OF READY TO COOK FOODS IN HO CHI MINH CITY

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ABSTRACT

With the growing urbanization and evolving consumer lifestyles in Vietnam, the demand for convenient yet health-conscious food options, such as ready-to-cook (RTC) products, has significantly increased. However, limited empirical research has explored the underlying factors that influence consumer attitudes and purchase intentions toward RTC foods in the Vietnamese urban context. This study aims to examine the impact of five key factors: price, packaging, food safety, convenience, and health consciousness on consumer attitudes, and further investigate how these attitudes affect their intention to purchase RTC products in Ho Chi Minh City. Grounded in the Theory of Planned Behavior (Ajzen, 1991), the research employs this theoretical framework to analyze consumer behavior and identify the most influential determinants. A quantitative approach was adopted, using structured questionnaires distributed through both online and offline channels. The collected data, consisting of 335 valid responses, were analyzed using SPSS and SmartPLS software, enabling robust statistical analysis and structural equation modeling to validate the proposed research model.

Keywords: Ready-to-cook food, Consumer Attitude, Purchase Intention, Price, Packaging, Safety, Convenience, Health Consciousness.

INTRODUCTION

Background

Recently, the ready-to-cook (RTC) food industryis experiencing a rapid growth which driven by changing lifestyles and consumer preferences(Contrive Datum Insights, 2023; Research and Markets, 2023). In 2022, the RTC industry valued at $170 billion and is expected to grow by 6.2% annually until 2030 (Statista, 2023). Factors led to this growth include:the demand of convenience due to busy schedules, changes in work patterns and the increasing in health awareness (Euromonitor International, 2022; Kantar Worldpanel, 2023).

In Vietnam, the RTC food industry has also expanded rapidly, especially during and after the COVID-19 pandemic (Nguyen, 2024). A report showed that the processed and RTC food sector reached $1.3 billion in 2022 whichreached an annual growth rate of 8-10% (Vietnam Report, 2023). From another research, it stated that 78% of urban consumers prefer foods that may reduce the cooking times (Nielsen Vietnam, 2021). Furthermore, according to Ipsos Vietnam (2022), the rising of consumer awareness in food safety also play a major role in consumer's choices which indicated that 85% of Vietnamese shoppers were satisfied to pay more for products that meet certified safety standards. In addition, the rise of e-commerce and modern retail plaforms have made RTC food products become more popular and accessible such as: ShopeeFood, GrabMart and along with supermarket chains such as VinMart , Co.opmart, Bach Hoa Xanh…etc that create significantly boost for online sales (Kantar Worldpanel, 2023).

Vietnam Report (2023) indicated RTC foods become a staple product in many Vietnamese households, especially urban areas like Hanoi City, Da Nang City, Ho Chi Minh City…etc. With ongoing urbanization and improvements in distribution, the RTC food market is expected to grow strongly in the upcoming years.

Ressearch Problem

The ready-to-cook (RTC) food industry was growing fast due to consumer preferences for convenience, health, and time-saving solutions (Statista, 2023). However, research on the main factors influencing consumer attitudes and purchase intentions in this context remains limited.

Previous studies have identified factors such as price, packaging, food safety, convenience, and health consciousness as influential (Euromonitor International, 2022; Ipsos Vietnam, 2022; Nielsen Vietnam, 2021). Yet, their specific impact on Vietnamese consumers, particularly in urban areas like HCMC, has not been clearly examined. At the same time, changes in digital retail and e-commerce are reshaping buying behavior, but these trends are under-researched.

This study aims to fill that gap by exploring how key factors affect urban consumers' attitudes and purchase intentions toward RTC food. The findings will help businesses and policymakers adapt to the evolving market and better meet consumer demands.

Objectives of the study

This study aims to investigate the impact of five critical factors includes: price, packaging, food safety, convenience, and health consciousness towardconsumer attitudes in ready-to-cook (RTC) food market in Ho Chi Minh City. The research also examines the relationship between consumer attitudes and consumer purchase intention which may influence the framework. Data will be gathered through a structured questionnaire distributed to urban consumers in Ho Chi Minh City, using both online and offline channels. The collected data will then be analyzed using quantitative methods to test

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the proposed hypotheses and evaluate the relationships among the key variables.

The research findings seek to assess how these factors affect consumer attitudes which lead to consumer purchasing behavior in RTC food in the context of urbanization. Additionally, the study endeavors to identify the determinant factors significantly impactconsumerpurchase intention for RTC foods in order to provide practical insights for RTC food providers, food and beverage retailers and super market chains to adjust business strategies in order to supply and fulfill the needs of this growing market.

LITERATURE REVIEW

Ready-to-cook (RTC) food

According to Costa et al. (2001), the term "ready-to-cook" (RTC) described foods that require less for preparation steps (trimmed, shelled, peeled, cut, and cleaned) or prepared meals which simply need to be reheated but still need some or all of their ingredients to be cooked through. Pre-portioned products, recipes, and cooking tips ready to sent to any specific address that do provide home cooking in term of easy, quick, and uncomplicated (Levy, 2018). Yadav and Pimpale (2018) said consumers decided to purchase RTC foods in order to save time. From another point of view, there were many reasons that impact consumer purchase intention includes: flavor, affordable, familiar, convenientt, healthy, food hygiene and ease of preparation (Chaudhury, 2010).

Consumer Attitudes (CA)

Eagly and Chaiken (2007) defined the concept of attitude is the psychological process of assessing a particular thing favorably or unfavorably. Since attitudes are uncertain, the latent traits were accessed indirectly which usually captured by external observable stimuli (Ajzen 2005, 2). Besides, attitude examnines people's behavior perception in term of questioning whether peope are favorable of unfavorable (Hyland *et al.,* 2012). According to Tarkiainen and Sundqvist (2005), a state of individual's intention was strongly transformed from a positive attitude. From other point of view, Chen (2007) explained that consumer attitude mayexecute to purchase intention on a certain product based on personal needs and demands. In addition, expectations' and beliefs of certain products formed the basis of one's attitude toward his or her behavior (Ajzen, 1991; Tarkiainen and Sundqvist, 2005; Chen, 2007).

Purchase Intention (PI)

The concept of purchase intention defined as the propensity of customer who tend to develope the purchasing process through several phases and degrees of likelihood until they can purchase specific goods, services, or brands (Apasrawirote & Yawised, 2022). From other explanation, purchase intention was a personal conception that emerges when that person show his or her curious in certain product that lead to the desireable to try it out (Kotler, 2005). Similarly, Le (2022) said purchase intention is a result of transformation process of consumer in term of opinion into action of particular products or services. In contrast, Kim and Park (2023) revealed purchase intention is affected by the likelihood of positive branding, consumers' reaction and attachment to products or services. Furthermore, purchase intention was one of key factors to estimate the future revenues (Le, 2022).

PROPOSED RESEARCH MODEL

H1: Price positively affects Consumer Attitudes

Price plays a crucial role in shaping consumer behavior, particularly for ready-to-cook (RTC) products (Kleinhaml, 1982). Consumers often evaluate whether the benefits of a product are worth the cost, using price as a reference for perceived value and quality (Zeithaml, 1982; DiSantis *et al.,* 2013). A higher price can signal better quality, while affordability remains a practical concern. Research suggests that price significantly influences purchase intentions, especially in cost-sensitive markets like Vietnam (Albari, 2020; Veale & Quester, 2009). Therefore, understanding consumer price perception is essential in positioning RTC products competitively.

H2: Packaging positively affects Consumer Attitudes

Packaging is more than a container - it communicates product quality, convenience, and brand image (Khan, S. K., 2016; Parry, 2001). For RTC food, especially in urban markets, practical and appealing packaging directly impacts consumer attitudes (Khan, 2016; DiSantis, 2013). Features such as resealable packs, visual appeal, and eco-friendly materials enhance usability and perception (Aydin & Özer, 2019; Prakash & Pathak, 2017). Effective packaging can lead to higher consumer trust and stronger purchase intentions, especially when the food itself is not immediately visible, making first impressions crucial (DiSantis *et al.,* 2013; Islam *et al.,* 2021).

H3: Safety positively affects Consumer Attitudes

Food safety is a growing concern among consumers, especially amid rising incidents and media coverage of food-related risks (Hsu *et al.,* 2019; Hossain & Rahman, 2021). Key indicators of food safety include appearance, ingredients, and preparation methods. With increasing awareness and health literacy, consumers place high importance on products that ensure safety and hygiene. In the RTC segment, this concern becomes more pronounced due to the minimal processing done at home. As a result, strong safety standards can positively shape consumer attitudes and trust.

H4: Convenience positively affects Consumer Attitudes

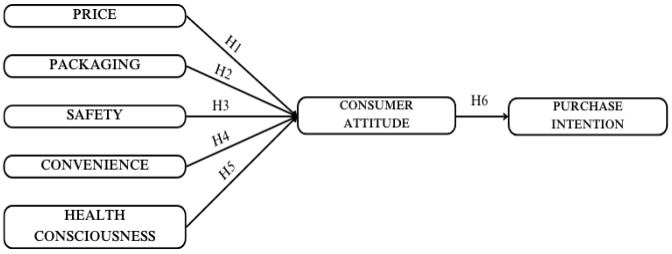
Convenience is one of the primary motivations for choosing RTC food, especially among time-constrained urban consumers (Steptoe *et al.,* 1995; Babu *et al.,* 2021). Factors such as ease of preparation, minimal cooking skills required, and time savings strongly influence attitudes toward RTC options. Studies show that consumers, particularly working professionals and busy families, value the ability to prepare meals quickly without compromising on taste or nutrition (McKinsey, 2019; Prasad & Aryasri, 2008). Thus, promoting convenience can significantly enhance product appeal.

H5: Health Consciousness positively affects Consumer Attitudes.

Health-conscious consumers actively seek food options that align with their wellness goals. They prefer products that are natural, minimally processed, and free from harmful additives (Devcich *et al.,* 2007; WHO, 2020). RTC meals perceived as healthy, offering balanced nutrition with clear labeling, are likely to generate more favorable consumer attitudes. This segment of consumers also tends to be more informed and engaged with food choices, making health-related messaging a powerful tool for influencing buying behavior (Tran *et al.,* 2020; Roddy *et al.,* 1996).

H6: Consumer Attitudespositively affects Purchase Intention

Attitude is a key predictor of behavioral intention, including the decision to purchase RTC food. According to the Theory of Planned Behavior, attitudes are shaped by beliefs, values, and prior experiences, and they directly influence intentions (Fishbein & Ajzen, 1975; Ajzen, 1991). A positive attitude toward RTC food based on trust, quality, and satisfaction, leads to stronger intentions to buy. Understanding this link helps marketers design better communication and product strategies that align with consumer expectations and preferences.



METHODOLOGY

Research Design

This study adopts a quantitative research approach as it allows for objective measurement and statistical analysis of factors influencing consumers' purchase intentions for ready-to-cook (RTC) food. Quantitative research provides a structured and systematic way to collect numerical data, ensuring reliability, validity, and generalizability of findings to a larger population (Creswell & Creswell, 2018). Besides, the ability to extend findings to broader groups is one of the primary advantages of employing quantitative approaches (Munther Mohammad Zyoud *et al.,* 2024). Using representative samples and statistical techniques, researchers can draw conclusions about broader populations from a subset of data (Kothari, 2004). By using standardized processes and quantifiable measurements, researchers can also reduce subjectivity and bias and improve the accuracy and reliability of their conclusions (Carmines and Zeller, 1979).

Research Method and Sample Size

The research employed a quantitative method to explore determinant factors influencing urban consumers' attitudes and purchase intentions toward ready-to-cook (RTC) food in Ho Chi Minh City. The target population comprised urban residents, primarily aged 18 to 40, including university students, young professionals, and small families who frequently buy food from modern retailers and e-commerce platforms. Older consumers aged 40–50 and above, such as office workers and working parents, were also included to capture broader market perspectives. Both male and female consumers were considered to ensure a balanced view of the purchasing behaviors in the RTC food market.

The sample size opted by using Cochran's formula in order to estimate appropriate the sample sizes among large populations(Cochran, 1977). Based on a 95% confidence level, 5% margin of error, and maximum variability (p = 0.5), the ideal sample size was calculated to be approximately 384 participants (Cochran, 1977). Data was conducted through a structured survey using a 5-point Likert scale, measuring perceptions of price, packaging, food safety, convenience, and health consciousness. The questionnaire was distributed to both online and offline. Google form is conducted to share via email, zalo, facebook which targeted in urban lifestyle groups/communities. Offline surveys are sent out to potential participants at supermarkets and convenience stores within Ho Chi Minh City. Collected data was analyzed by using descriptive and interential statistics in order to ensure the accuaracy and validity of findings.

DATA ANALYSIS AND RESULT

Demographics and Representative Samples

Over a period of more than three weeks, data was collected through both online and offline survey distribution channels. Out of 345 completed questionnaires, 10 responses (2.9%) were excluded as they did not meet the study's sampling criteria, specifically, the respondents had neither heard of nor used ready-to-cook (RTC) food products. Consequently, 335 valid responses (97.1%) were retained for analysis using SPSS version 26.0 and SMARTPLS version 4.0. These participants formed the core dataset for examining demographic characteristics and evaluating the factors influencing purchase intentions toward RTC foods.

The demographic breakdown reveals a dominant representation of young adults and female participants. Females made up 62.1% of the sample, while males accounted for 37.9%. In terms of age, the majority fell within the 18–29 range, with the 24–29 group comprising 36.1% and the 18–23 group 34.9%, reflecting the survey's university-based distribution. Regarding occupation, students represented the largest segment (36.7%), followed by office workers (29.6%), with the remainder consisting of workers (16.4%), housewives (10.4%), and a small number of government employees, service workers, and freelancers. This occupational structure suggests a predominantly youthful, early-career respondent profile.

In terms of living arrangements and income, most respondents reported living with a partner (44.5%), followed by those living alone (31%), with friends (14%), and with family (10.4%). Monthly income levels were primarily concentrated in the lower brackets, with 37.3% earning 5–10 million VND, 24.2% earning 1–5 million VND, and 22.7% earning 10–20 million VND. As for experience with RTC foods, 68.1% of participants had used such products before, while 31.9% had heard of them but never tried them. These figures indicate a high level of market awareness and point to strong potential for RTC product growth in urban Vietnamese settings.

Information	Demographic	Frequency	Percent
Gender	Female	208	62.1
	Male	127	37.9
Age	18-23 years old	117	34.9
	24-29 years old	121	36.1
	30-35 years old	59	17.6
	36-40 years old	29	8.7
	Above 40 years old	9	2.7
Job	Student	123	36.7
	Office worker	99	29.6
	Worker	55	16.4
	Housewife	35	10.4
	Government employee	9	2.7
	Service worker	7	2.1
	Freelancer	7	2.1
Living Situation	Living alone	104	31
	Living with a friend	47	14
	Living with a partner	149	44.5
	Living with family	35	10.4
Monthly income	Below 1 million VND	36	10.7
	1- 5 million VND	81	24.2
	5 -10 million VND	125	37.3
	10 - 20 million VND	76	22.7

	Above 20 million VND	17	5.1
Usage of Ready-to-Cook Foods	Have used	228	68.1
	Have heard but not used	107	31.9

Reliability Analysis Using Cronbach's Alpha

The reliability test results show that all of the "Corrected Item-Total Correlation" values for all of the survey's measurement scales were higher than the 0.3 cutoff, satisfying the internal consistency requirement. Additionally, all of the research model's observed variables had "Cronbach's Alpha" coefficients above 0.7, indicating a satisfactory degree of dependability. Notably, with Cronbach's Alpha values of 0.966 and 0.947, respectively, the variables SA (Safety) and PI (Purchase Intention) obtained the greatest reliability scores. These findings demonstrate that both constructs have a high degree of internal consistency and are in good agreement with the test items that correspond to them.

Furthermore, just one item, PA5, shows a "Cronbach's Alpha if Item Deleted" value (0.87) that marginally surpasses the variable's initial Cronbach's Alpha value (0.86). However, the possible removal of PA5 would only provide a slight modification (a difference of 0.01) because it still satisfies the requirements of having a Corrected Item-Total Correlation > 0.3 and a Cronbach's Alpha > 0.7. As such, it can be affirmed that none of the observed variables or survey items were excluded from the dataset or the questionnaire during the analysis process.

	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
PR1	.765	.840	PR: 0.883
PR2	.812	.798	
PR3	.743	.862	
PA1	.739	.821	PA: 0.860
PA2	.748	.818	
PA3	.689	.829	
PA4	.767	.814	
PA5	.435	.870	
PA6	.544	.859	
SA1	.918	.956	SA: 0.966
SA2	.921	.954	
SA3	.942	.939	
CO1	.839	.907	CO: 0.930
CO2	.825	.912	
CO3	.848	.904	
CO4	.829	.910	
HC1	.824	.904	HC: 0.926
HC2	.885	.885	
HC3	.816	.907	
HC4	.787	.917	
CA1	.838	.895	CA: 0.923
CA2	.767	.918	
CA3	.852	.890	
CA4	.835	.896	
PI1	.855	.935	PI: 0.947
PI2	.789	.941	
PI3	.827	.938	
PI4	.793	.941	
PI5	.809	.939	
PI6	.854	.935	
PI7	.827	.938	

Exploratory Factor Analysis EFA

Factor loading, or factor weight, reflects the correlation between an observed variable and its associated factor. Higher loadings indicate stronger relationships, with 0.5 considered the threshold for a high-quality variable, although a minimum of 0.3 is acceptable (Hair et al., 2010). In this study, a stricter threshold of 0.5 was applied to ensure only high-quality observed variables were included. As a result, two variablesPA5 and PA6, were identified for removal due to their factor loadings falling below this threshold.

Following the elimination of PA5 and PA6, the remaining 29 observed variables underwent a second round of exploratory factor analysis (EFA). The Kaiser-Meyer-Olkin (KMO) value of 0.908 and a significant Bartlett's Test ($p < 0.05$) confirmed the suitability of the data for factor analysis. The results showed that all 29 variables had factor loadings above 0.5 and could be grouped into seven distinct factors, completing a successful refinement of the measurement model.

"Kaiser-Meyer-Olkin Measure of Sampling Adequacy"		**0.908**
"Bartlett's Test of Sphericity"	**"Approx. Chi-Square"**	9266.956
	"df"	406
	"Sig."	<.001

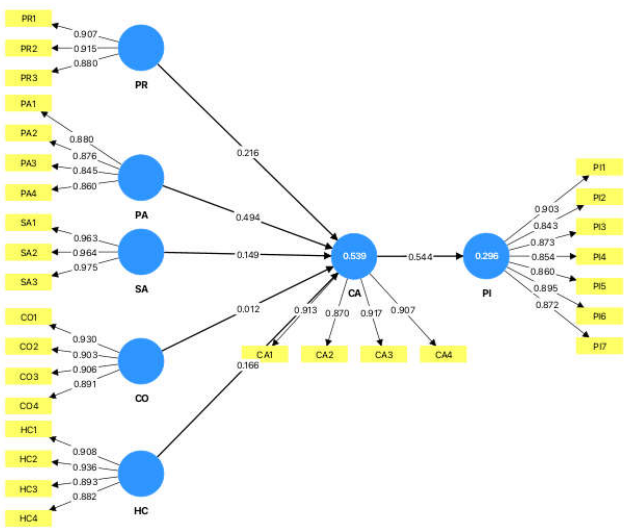
Construct Reliability and Validity

In this study, the measurement model was assessed using three key indicators: Outer Loading, Composite Reliability (CR), and Average Variance Extracted (AVE). Outer Loading values, calculated through SmartPLS, reflect the strength of association between observed and latent variables, with a threshold of 0.708 considered acceptable (Hair et al., 2016). After removing two low-performing items (PA5 and PA6), all remaining observed variables exceeded this threshold, with SA3 achieving the highest loading (0.975), indicating that the latent construct SA explains 95% of its variance. For scale reliability, CR was used instead of Cronbach's Alpha due to its greater accuracy in PLS-SEM. All constructs exceeded the minimum CR value of 0.7 (Chin, 1998), confirming high internal consistency, with SA showing the highest reliability (CR = 0.967). Regarding convergent validity, all AVE values were above the required 0.5 threshold (Hock & Ringle, 2010), signifying that each latent variable explains at least 50% of the variance in its indicators. Notably, SA also had the highest AVE (0.936), confirming its strong convergent validity. Overall, the measurement model demonstrated high reliability and validity, supporting the use of all observed variables in further analysis.

Variables (Cronbach's Alpha)	Items	Outer Loading
Price (*Cronbach's Alpha = 0.884; CR = 0.889; AVE = 0.811)*		
PR1	Reasonable price is a key factor to me when looking for ready to cook foods.	0.907
PR2	To make sure I'm getting the most for my money, I always compare the pricing of ready to cook foods at various stores.	0.915
PR3	To take advantage of sales, I will choose ready-to-cook foods at various stores.	0.880
Packaging (*Cronbach's Alpha = 0.889; CR = 0.905; AVE = 0.749)*		
PA1	The color of packaging influences my intention.	0.880
PA2	The package's label is important to me.	0.876
PA3	The quality of packaging material is important to me.	0.845
PA4	The packaging design influences my intention.	0.860

Safety (*Cronbach's Alpha = 0.966; CR = 0.967; AVE = 0.936)*		
SA1	Hygiene of of ready-to-cook food is very importatn to me.	0.963
SA2	The processing methods used in ready-to-cook food play significant role to me.	0.964
SA3	The quality of ingredients use in ready to cook foods are very important.	0.975
Convenience (*Cronbach's Alpha = 0.930; CR = 0.965; AVE = 0.824)*		
CO1	Ready-to-cook food is convenient.	0.930
CO2	Ready-to-cookfood is available at many supermarkets/ stores/restaurants.	0.903
CO3	Ready-to-cook foods take less of time comsuming.	0.906
CO4	Cleaning up after using ready-to-cook food is simple and hassle-free.	0.891
Health Consciousness (*Cronbach's Alpha =0.926; CR =0.928; AVE =0.819)*		
HC1	Ready-to-cookfoods provides neccessary nutritions.	0.908
HC2	Ready-to-cook foods mostly use fresh ingredients.	0.936
HC3	Ready-to-cook foods provide quality meal without food preservatives.	0.893
HC4	Ready-to-cook foods maintain personal health.	0.882
Consumer Attitude (*Cronbach's Alpha = 0.923; CR = 0.924; AVE = 0.813)*		
CA1	I enjoy using ready-to-cook food.	0.913
CA2	I find ready-to-cook food visually appealing.	0.870
CA3	It ispractical to consume ready-to-cook food.	0.917
CA4	When cooking, I prioritize ready-to-cook options.	0.907
Purchase Intention (*Cronbach's Alpha = 0.947; CR = 0.952; AVE = 0.760)*		
PI1	I plan to buyready-to-cook food because it meets my quality expectations.	0.903
PI2	I intend to buy ready-to-cook food due to the varity of menu.	0.843
PI3	I prefer to buy ready-to-cook food because I perceive it as a healthier option.	0.873
PI4	I plan to buy ready-to-cook food because it suits with my lifestyle.	0.854
PI5	I intend to buy ready-to-cook food due to itsfrequent promotions.	0.860
PI6	I intend to buy ready-to-cook food as it provides quality standard of meals.	0.895
PI7	I intend to buy ready-to-cook foods as they are now also available in level of quality cuisines.	0.872

Structural Model Assessment (Hypothesis Testing)



Research Hypotheses	Conclusion
H1	Accepted
H2	Accepted
H3	Accepted
H4	Rejected
H5	Accepted
H6	Accepted

CONCLUSIONS AND IMPLICATIONS

This study aimed to investigate the primary factors influencing the purchase intention of urban consumers in Ho Chi Minh City (HCMC), Vietnam, toward ready-to-cook (RTC) food. Guided by the Theory of Planned Behavior (TPB), it examined how five core variables price, packaging, food safety, convenience, and health consciousness, affect consumer attitudes, and in turn, how these attitudes shape purchase intention. The analysis revealed that consumer attitude is a strong mediator, with packaging and attitude itself showing the strongest direct impacts on purchase behavior. Other factors like health consciousness, price, and food safety had smaller but significant effects, while convenience was found to be statistically insignificant.

Theoretically, this study extends the application of TPB to a Vietnamese urban context, addressing gaps in existing literature that had primarily focused on Western or generalized Asian populations (Ajzen, 1991; Wang *et al.,* 2016). The study reinforces TPB's core claim that attitudes predict behavioral intention and adds nuance by identifying packaging and health consciousness as dominant antecedents. Interestingly, the lack of impact from convenience diverges from earlier studies (e.g., Babu *et al.,* 2021), suggesting that convenience is now seen as a baseline rather than a differentiator in post-pandemic consumer behavior. This implies the need for updating TPB to account for changing consumer expectations in digitized and transitional markets.

By localizing the TPB framework within Vietnam's unique socio-cultural and economic landscape, the study highlights how urbanization, digital transformation, and increased health awareness shape consumer choices. Future theoretical advancements may benefit from incorporating cultural dimensions such as collectivism (Hofstede, 2001), food heritage, or digital trust (Yadav & Pimpale, 2018) to create models that are more culturally sensitive and relevant to Southeast Asian consumer contexts. This localized understanding allows for more accurate predictions and richer theoretical development in transitional economies.

From a managerial standpoint, the findings offer clear strategic directions for RTC food brands and retailers. Packaging emerged as the most influential factor, emphasizing the need for investment in visual design, functionality, and sustainable materials, especially in online retail where packaging is the primary touch point. Additionally, brands should highlight health benefits such as natural ingredients, nutrition transparency, and preservative-free formulas. While price remains important, the focus should shift toward demonstrating value-for-money rather than competing solely on cost. Emotional branding, consistent quality, and trust-building through customer reviews and influencer marketing are also essential to strengthen consumer attitudes and drive purchase intentions.

The study also reveals that convenience no longer plays a significant role in shaping consumer attitudes, indicating a shift in baseline expectations. As a result, RTC brands should go beyond "easy to cook" messaging and focus on enhancing the overall user experience

through packaging innovations, fast preparation, and lifestyle alignment. This means rethinking how products are marketed and designed to appeal not just to convenience, but to values and emotional connections.

Despite its contributions, this study has limitations. Its findings are geographically restricted to HCMC and may not generalize to rural areas where RTC food access and behavior differ. Future research should expand sampling to include diverse regions and demographics. The reliance on self-reported surveys and convenience sampling may introduce bias; future studies could employ observational or randomized sampling methods. Furthermore, the exclusion of emotional and cultural factors may limit the model's depth. Incorporating constructs like food involvement or digital influence, especially in light of rising food delivery platforms and social media, would enhance explanatory power. Lastly, longitudinal studies could track how attitudes evolve over time, particularly in post-pandemic or economic downturn contexts.

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