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Factors Affecting Bubble Milk Tea Consumption Among High School Students in Hanoi

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ABSTRACT

To study the factors affecting high school students' consumption behaviour of bubble milk tea in Hanoi, the research team conducted a survey on 265 students who currently study at high schools in Hanoi's inner city districts, and used SMARTPLS software to process collected survey data. The research showed that 3 factors taken into account all had an impact on the same direction. Particularly, "Attitude toward bubble milk tea consumption" (TD) had the biggest impact with the impact level being 0.365; followed by "Perceived behavioural control" (HV) and "Subjective norms" (CQ) with the respective figures being 0.288 and 0.162. There is no statistically significant difference in the decision to consume bubble milk tea between male and female students, and between students of different grades at high school. Based on the analysis results, the research team generated some discussions to attract students to consume more bubble milk tea.

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Introduction

Bubble milk tea is a drink made from green tea or black tea, and it has been developed at beverage stores in Taichung, Taiwan since the 1980s. In Vietnam, bubble milk tea attracted consumers varying in various age groups, especially the high school teenagers . Enjoying a cup of bubble milk tea can be seen as trendy, and shows personality. As a result, bubble milk tea is popular among students and gradually becomes a trend of the young.

This research studied the factors affecting high school students' consumption behaviour of bubble milk tea in Hanoi. By using desk research, the research team examines concepts and theories related to culinary motivations, attitudes, and behaviours. Afterward, the team conducted a sociological investigation by designing a 5-level scale survey on Google Form, and sent the survey directly to high school students in Hanoi's inner city districts using a convenient, random method. The factors affecting high school students' consumption behaviour of bubble milk tea included "Perceived behavioural control", "Subjective norms" and "Attitude toward bubble milk tea consumption". From analysis results, the research team generated some discussion to attract students to consume more bubble milk tea.

Theoretical Basis, Model and Research Hypothesis
The Young and Bubble Milk Tea Consumption Trends

The young are an age group in society, usually between 15 and 24 years old, as defined by the United Nations [1]. However, in different contexts, the young can be defined more broadly, including people between 12 and 30 years old. In fact, when studying the young in different countries, there is a difference in the local conception and age groups. In this research, the team focused on bubble milk tea consumption trends in the teenagers, specifically from 15 to 18 years old, as teenagers in this range are studying in high schools. With them, their own worldview has been formed to perceive and evaluate issues of life, study and daily activities. At the same time, they like to express their own strengths, like to learn, equip themselves with living capital, knowledge, and dare to face challenges to assert themselves. Consequently, young people easily follow cultural and lifestyle trends.

Bubble milk tea is a Taiwanese drink imported to Vietnam from the beginning of the 2000s. Bubble milk tea can be classified into two types: fruit-flavoured tea and milk tea. Bubble milk tea can use dairy or non-dairy creamers. Bubble milk tea is popular in Asian countries like China, Thailand, Malaysia, Philippines, Singapore and Vietnam.

Bubble milk tea is favoured by Vietnamese youth. Bubble milk tea shops appear virtually everywhere, especially near the schools, educational institutions which have a huge number of teenagers. Students having milk tea gossip outside the school are commonly seen in Vietnam. According to a survey by Lozi, in 2017, the bubble milk tea market in Vietnam witnessed a dramatic increase with 100 milk tea brands, including famous brands from Taiwan like Ding Tea, Gong Cha, BoBaPop or Gotcha, over 1500 sales points [2]. This survey also showed that milk tea had gradually

become a popular drink in Vietnam as 53% of the people surveyed confirmed they drink at least once a week [3].

Some Research Models on Behavioural Intentions
Theory of Reasoned Action (TRA)
Theory of Reasoned Action (TRA) was developed by Fishbein and Ajzen. Accordingly, An individual's decision to engage in a particular behaviour is based on their attitude and the outcomes the individual expects will come as a result of performing the behaviour [4].
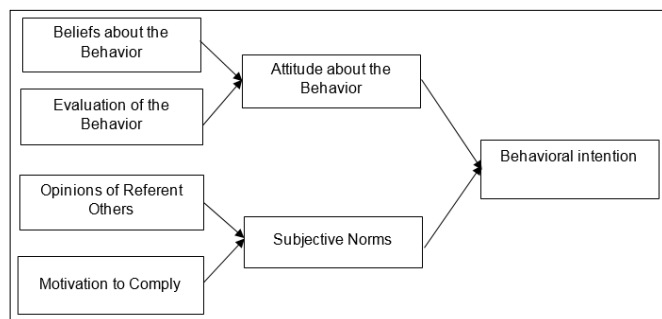

Figure 1: Theory of Reasoned Action (TRA) Model
Resource: Fishbein và Ajzen [4].

- **Consumers' attitude towards performance of behaviour:** Each individual's attitude is measured by the consumer's personal beliefs and evaluations toward the results of that behaviour. When having trust in the product, the consumers tend to promote the intention to use a business's products.
- **Consumers' subjective norms:** Consumers are affected by the attitudes of those around them such as friends and relatives involved in using the product and the consumer's motivation towards performing the behaviour desired by those around them

Theory of Planned Behaviour (TPB)
Theory of Planned Behaviour (TPB) was developed by Ajzen in 1991, with elaborating from the TRA and adding the factor of perceived behavioural control along with the two factors of attitude and subjective norm will affect consumers' behavioural intentions.

TPB explained human behaviour based on their intentions to do something particularly. TPB assumes that one's behavioural intention is shaped by three main factors, namely attitude, subjective norms and perceived behavioural control. These factors interact with each other and together predict one's behavioural intention, and the intention affects directly to actual behaviour. TPB helps understand better about how psychological and sociological factors affect human behaviour.
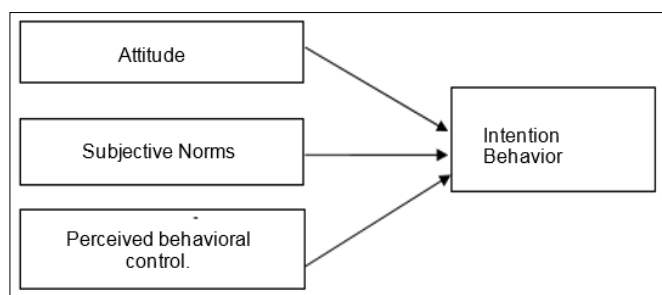

Figure 2: Theory of Planned Behaviour (TPB) Model
Resource: Ajzen, 1991

Attitude toward a behaviour can be understood as human feelings on the product or service, and their evaluation of that behaviour, which might be positive or negative, but all based on their awareness of an expected result.

Subjective norms mentioned personal awareness of social pressure to behave. This correlates with the ability to feel the pressure from the surrounding people and the awareness of criticism or approval level from the society.

Perceived behavioural control consisted of the self-control ability and self-awareness. Self-control ability correlates with personal belief about external impact, affecting their behaviours. Meanwhile, self-awareness is personal evaluation on personal ability in doing the action.

Proposing Research Model and Theory
Up to this point in time, TPB has been used as a basis for research consumption behaviour in different fields [5-9]. TPB is often studied in models explaining personal behaviour, personal intention which leads to final decision for individual behaviour. From the research and theoretical system, based on TPB, the research team proposed a research model:
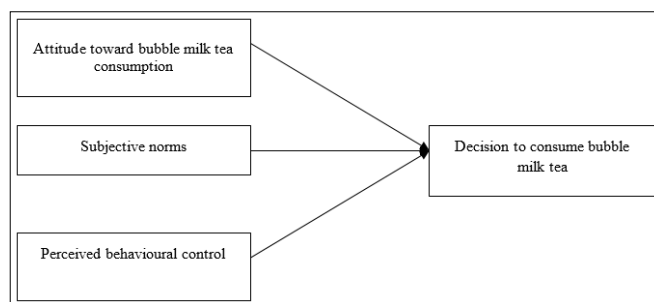

Figure 3: Proposed Research Framework
Source: Synthesized and proposed by the researchers

Research Hypothesis
Hypothesis H1: "Attitude toward bubble milk tea consumption" has the positive correlation effect to high school students' decision to consume bubble milk tea.
Hypothesis H2: "Subjective norms" has the positive correlation effect to high school students' decision to consume bubble milk tea.
Hypothesis H3: "Perceived behavioural control" has the positive correlation effect to high school students' decision to consume bubble milk tea.

Research Methods
Based on theory basis and overall study on factors affecting behavioural intention, factors (independent variables) were inserted in are "Perceived behavioural control", "Subjective norms", and "Attitude toward bubble milk tea consumption". The survey was developed based on Likert scale 5-point with below points:
1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

After developing the survey, the research team conducted a pilot survey with 10 high school students in Hanoi. Preliminary survey results show that opinions agree with the factors included in the model.

Due to the time and resource limitation for the survey, the research team used convenience sampling. The sample size was determined according to the rules of Comrey and Lee, and also referred to the rules of Hoang and Chu Nguyen [10,11]. With 19 parameters (observable variables) needed to conduct factor analysis, the minimum number of samples needed is 19x5=95 observable samples; surveyed subjects were high school students in Hanoi. From the perspective of collecting as many observation samples as possible to ensure the stability of the impact, based on the ability to collect samples, the research team decided the number of ballots distributed to n=300. The survey were sent to the research subjects via online link: https://docs.google.com/forms/d/e/1FA IpQLSdw9VAr3JpBu0n2nJzPhhXPzPcb5oHaoHknbPj4c6Rw kf0-rQ/viewform?usp=sf_link, and directly to the subjects which can meet in person. The research team received 269 responses, in which 265 valid responses can be used as a database for analysis.

Data Processing Method
Quantitative research was conducted to process research data collected from the survey of high school students in urban districts of Hanoi city. Structural equation modelling had general form below:

QD = a*HV + b*CQ + c*TD

In which: HV, CQ and TD represented the nth influencing factors
a, b, c were parameters
SMARTPLS software was used to test hypotheses and evaluate the impact of factors.

Step 1: Evaluating Measurement Model
Evaluating measurement model based on examining values of reliability, quality of observed variable, convergence, and discriminant

Testing The Quality of Observed Variables (Outer Loadings)
Outer Loadings of observed variables are indicators showing the degree of association between observed variables and latent variables (proxy variables). Basically, outer loadings in SMARTPLS are the square root of the absolute value of R2 linear regression from the latent variables to the sub-observed variables.

Hair et al. suggest that the outer loadings should be greater than or equal to 0.708 observed variables that are quality [12]. To make it easier to remember, the researchers rounded off the threshold to 0.7 instead of the number 0.708.

Evaluating Reliability
Evaluating the reliability through SMARTPLS by two main indicators, Cronbach's Alpha and Composite Reliability (CR). Composite Reliability (CR) is preferred by many researchers over Cronbach's Alpha because Cronbach's Alpha underestimates the reliability compared with CR. Chin claims that in exploratory research CR must be over 0.6. For confirmed studies, the 0.7 threshold is the appropriate level of CR [13]. Other researchers agree that 0.7 is the appropriate threshold for the vast majority of cases such as [14,15].

Thus, the reliability through SMARTPLS is shown by Cronbach's Alpha ≥ 0.7 (DeVellis, 2021); Composite Reliability CR ≥ 0.7 [15].

Testing Convergence
Evaluating Convergence on SMARTPLS is based on Ave (Average Variance Extracted). Hock & Ringle claim that a scale reaches a convergence value if AVE reaches 0.5 or higher. This level of 0.5 (50%) means that the average latent variable will explain at least 50% of the variation of each sub-observed variable. Thus, convergence is evaluated by Average Variance Extracted AVE ≥ 0.5 [16].

Testing Discriminant Validity
Discriminant value is used to consider whether a research variable is really different from other research variables in the model. To evaluate the discriminant validity, said that considering two criteria including cross-loadings and the measurement of [17,18].

Cross-loading coefficients are often the first approach to evaluating the discriminant validity of indicators (observed variables) [19]. The load factor of the observed variable (indicator) linked in the factor (latent variable) should be greater than any of its cross-load factors (its correlation) in the other factors.

Fornell and Larcker recommend that discriminant is ensured when the square root of AVE for each latent variable is higher than all correlations between latent variables. In addition, Henseler & et al used simulation studies to demonstrate that discriminant validity is better evaluated by the HTMT index that they developed [18].

With the HTMT index, Garson said that the discriminant validity between two latent variables is guaranteed when the HTMT index is less than 1 [20]. Henseler & et al (2015) propose that if this value is below 0.9, the discriminant validity will be guaranteed. Meanwhile, Clark & Watson and Kline used a stricter standard threshold of 0.85. SMARTPLS preferred a threshold of 0.85 in the evaluation [21,22].

Testing Multicollinearity
In this study, the author uses a scale related to multicollinearity as a variance magnification factor (VIF). Very high levels of multicollinearity are indicated by VIF values >= 5; the model does not have multicollinearity when VIF indicators < 5 [12].

Step 2: Evaluating Structural Model
After evaluating the satisfactory measurement model, evaluate the structural model through the impact relationship, path coefficient, R squared, and f squared.

Evaluating Impactful Relationships
To evaluate impact relationships, use the results of Bootstrap analysis. Based mainly on two columns (1) Original Sample (normalised impact factor) and (2) P Values (sig value compared to 0.05 significance level).
- Original Sample: Standardised impact factor of the original data. SMARTPLS have no unstandardized impact factor.
- Sample Mean: The average standardised impact factor of all samples from Bootstrap.
- Standard Deviation: Standard deviation of the standardised impact factor (according to the original sample).
- T Statistics: Test value t (test student the meaning of the impact).
- P Values: The significance level of the T Statistics. This significance level is considered with comparative thresholds such as 0.05, 0.1, or 0.01 (usually used as 0.05).

Evaluating the level of interpretation of the independent variable for the dependent variable by R2 coefficient (R square). To evaluate the R2 coefficient, we will use the results of the PLS Algorithm analysis. The R2 value evaluates the predictive accuracy of the model and shows the level of interpretation of the independent variable for the dependent variable. R square is between 0 and 1, the closer to 1 indicates the more independent variables that account for the dependent variable [19].

Testing The Differential Impact of Qualitative Factors
Used the Independence-Sample T-test and One-Way ANOVA test to consider the differential impact of qualitative factors such as gender, grade towards bubble milk tea consumption behaviour of high school students.

Research Result
Research Sample Description
In 265 responses received, there were 175 female students (66%) and 90 male students (34%). Because of using convenience sampling, the number of female students interesting in and willing to answer was higher, so there is a gender gap among survey participants.
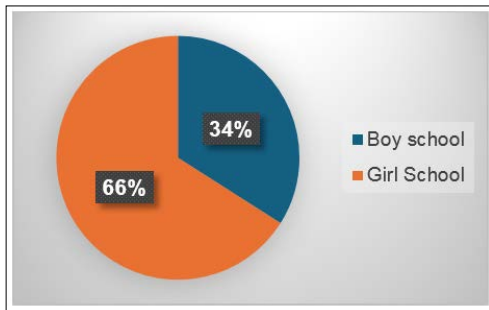

Figure 4: Gender of Survey Participants
Resource: Survey result

As for the grade, the research team focused on high school students in Hanoi. Among 265 responses, there were 92 students at 10 grade (34.7%); 108 students at 11 grade (40.4%) and 66 students at 12 grade (24.9%).
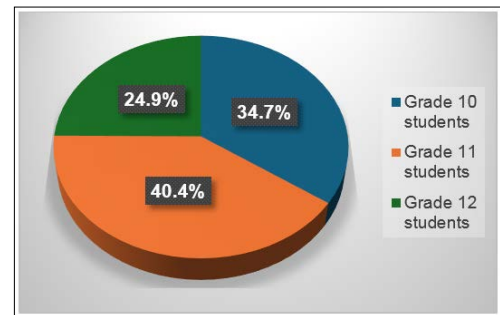

Figure 5: Grade of Survey Subjects
Resource: Survey result

Test Results
Assessing The Quality of Observable Variables in Measurement Model Result
• Testing the quality of observable variables
The quality of observable variables was evaluated through outer loadings and shown in Table 1.

Table 1: Outer Loadings of Factors Affecting Bubble Milk Tea Consumption Behaviour of High School Students

	Subjective norms	Perceived behavioural control	Attitude toward bubble milk tea consumption	Decision to consume bubble milk tea
CQ1	0.757			
CQ2	0.804			
CQ3	0.795			
CQ4	0.765			
CQ5	0.848			
HV1		0.837		
HV2		0.850		
HV3		0.876		
HV4		0.850		
QD1			0.759	
QD2			0.877	
QD3			0.846	
QD4			0.826	
QD5			0.728	
TĐ1				0.797
TĐ2				0.864
TĐ3				0.826
TĐ4				0.864
TĐ5				0.830

Resource: Research team's test results

Table 1. Informed that outer loadings of all total variable correlation coefficients of factors affecting bubble milk tea consumption behaviour was bigger than 0.7, which means observable variables were meaningful and can be tested and analysed in the next steps [12].

Testing the Reliability of the Scale
Testing the scale reliability of factors affecting high school students' bubble milk tea consumption behaviour in Hanoi on PLS-SEM through two main indexes, which were Crobach's Alpha and Composite Reliability (CR).

Table 2: Reliability Index (Crobach's Alpha) and Composite Reliability of Factors Affecting Bubble Milk Tea Consumption Behaviour of High School Students

	Crobach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Subjective norms	0.854	0.859	0.895	0.631
Perceived behavioural control	0.876	0.877	0.915	0.728
Attitude toward bubble milk tea consumption	0.867	0.869	0.904	0.655
Decision to consume bubble milk tea	0.893	0.898	0.921	0.700

Resource: Research team's test results

According to Table 2, after testing the scale reliability by Crobach's Alpha coefficient of observable variables, the results were: "0.854 for "Subjective norms", 0.876 for "Perceived behavioural control", 0.867 for "Attitude toward bubble milk tea consumption" and 0.893 for "Decision to consume bubble milk tea". Thus, all measurement scales satisfied the condition, bigger than 0.7 (DeVellis, 2021), and did not violate any rules for eliminating variables. Therefore, no variables are eliminated and can be trusted.

Composite Reliability (CR) of all observable variables was also bigger than 0.7 (Table 2), so the scale was reliable, had analytical significance and was used in the analysis in the next steps [15].

Convergence
As the results of data analysis shown in Table 2, the Average Variance Extracted (AVE) index of "Subjective norms" was 0.631, "Perceived behavioural control" was 0.728, "Attitude toward bubble milk tea consumption" was 0.655 and "Decision to consume bubble milk tea" was 0.700. Accordingly, the average variance extracted index AVE (Average Variance Extracted) of all variables is > 0.5 (Hock & Ringle, 2010), which shows that the model satisfies the convergence conditions.

Discriminant Validity and Multicollinearity Assessment
The results in Table 3 of the Fornell-Larcker criterion of the model research factors affecting consumption behaviour of bubble milk tea of high school students in Hanoi. Factors included in the model all meet the demand of discrimination because all on-diagonal AVE square root values are higher than their off-diagonal values [18].

Table 3: Fornell-Larcker Criterion of the Model Research Factors Affecting Bubble Milk Tea Consumption Behaviour of High School Students

	Subjective norms	Perceived behavioural control	Attitude toward bubble milk tea consumption	Decision to consume bubble milk tea
Subjective norms	0.795			
Perceived behavioural control	0.342	0.853		
Attitude toward bubble milk tea consumption	0.327	0.405	0.809	
Decision to consume bubble milk tea	0.183	0.171	0.443	0.837

Resource: Research team's test results
The results of testing the HTMT index in Table 4 also show that the HTMT values of the factors in the research model are all < 0.85. Thereby it can be confirmed that the factors included in the model ensure discrimination (Henseler & et al, 2015).

Table 4: HTMT Values of Factors in the Research Model

	Heterotrait-monotrait ratio (HTMT)
Subjective norms <-> Perceived behavioural control	0.393
Subjective norms <-> Attitude toward bubble milk tea consumption	0.208
Subjective norms <-> Decision to consume bubble milk tea	0.375
Perceived behavioural control <-> Attitude toward bubble milk tea consumption	0.189
Perceived behavioural control <-> Decision to consume bubble milk tea	0.466
Attitude toward bubble milk tea consumption <-> Decision to consume bubble milk tea	0.495

Resource: Research team's test results

Multicollinearity Assessment

The test results show that the Inner VIF index assessing multicollinearity between latent variables is < 5, indicating that there is no multicollinearity phenomenon [12].

Table 5: Inner VIF Index of Factors in the Research Model

	VIF
Subjective norms → Decision to consume bubble milk tea	1.153
Perceived behavioural control → Decision to consume bubble milk tea	1.148
Attitude toward bubble milk tea consumption → Decision to consume bubble milk tea	1.049

Resource: Research team's test results

Results of Assessing Level of Influence Using Structural Model

•   Assessing influence relationship

As for the relationship and influence level of factors affecting bubble milk tea consumption behaviour of high school students in Hanoi on SMARTPLS is shown on Figure 6.
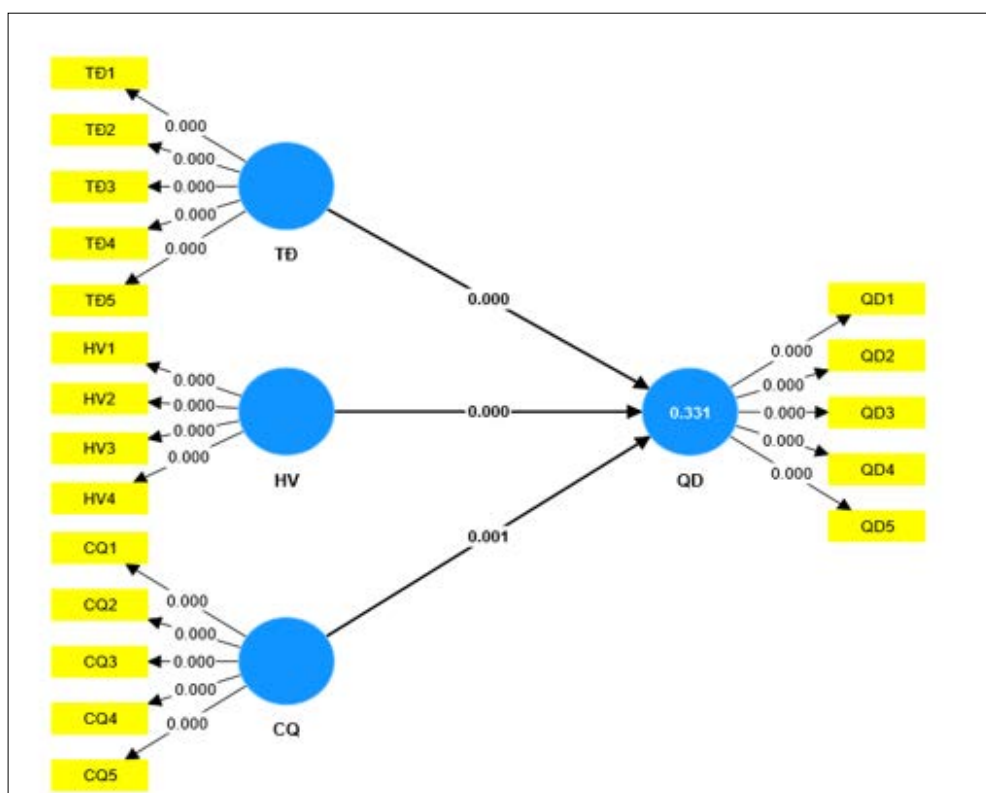

Figure 6: Motive Factors Affecting Bubble Milk Tea Consumption Behaviour of High School Students in Hanoi

Resource: Research team's test results by SMARTPLS

Bootstrap test result to evaluate the influence relationship is shown in Table 6. Accordingly, all three factors included in the model had a positively correlated influence on bubble milk tea consumption behaviour of high school students in Hanoi. Specifically:

Subjective norms had positively correlated influence on bubble milk tea consumption behaviour of high school students in Hanoi (t = 3.270; p<0.05) with influence level being 0.162; Theory H2 was accepted.

Perceived behavioural control had positively correlated influence on bubble milk tea consumption behaviour of high school students in Hanoi (t = 4.291; p<0.05) with influence level being 0.288; Theory H3 was accepted.

Attitude toward bubble milk tea consumption had positively correlated influence on bubble milk tea consumption behaviour of high school students in Hanoi (t = 7.219; p<0.05) with influence level being 0.365; Theory H1 was accepted.

Table 6: Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((|O/STDEV|)	P values
Subjective norms → Decision to consume bubble milk tea	0.162	0.167	0.049	3.270	0.001
Perceived behavioural control → Decision to consume bubble milk tea	0.288	0.287	0.058	4.921	0.000
Attitude toward bubble milk tea consumption → Decision to consume bubble milk tea	0.365	0.366	0.050	7.219	0.000

Resource: Research team's test results by SMARTPLS
The results in Table 6 showed that with reliability of 95%, factor "Attitude toward bubble milk tea consumption" (A) had the biggest impact as the impact level was 0.365, followed by "Perceived behavioural control" and "Subjective norms" with the respective figures being 0.288 and 0.162. From the test results, the standardised regression equation is presented as follows:

QD = 0.365*TD + 0.288*HV + 0.162*CQ
Evaluating the Overall Coefficient of Determination R2 (R square)
PLS Algorithm test result for R2 value, reflects the explanation level of the independent variable for the dependent variable. The R2 index measures the overall coefficient of determination (R-square value), which is an index to measure the degree of model fit of the data (the model's explanatory ability). According to Hair & et al (2010), R-square values are suggested at 0.75, 0.50 or 0.25.

Table 7: Summary Table of R2 Value

	R-square	R-square adjusted
Decision to consume bubble milk tea	0.331	0.323

Resource: Research team's test results

The data in Table 7 showed R2 adjusted the representative factor "Bubble milk tea consumption behaviour of high school students" to 0.323, so the independent variables have explained 32.3% of the variation (variance) of the dependent variable. Using bubble milk tea by high school students in Hanoi. That also shows that the remaining 67.7% is from systematic errors and from other factors outside the model and the above research model is considered appropriate.

Testing Differential Impact of Qualitative Factors
• Testng differential impact of gender

The gender variable had 2 values, so the research team used the Independence-Sample T-test to examine the average impact between the two groups. The results are shown in Table 8.

Table 8: Testng Differential Impact of Gender Result
Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
QD Equal variances assumed	.235	.628	1.468	263	.143	.13435	.09151	-.04584	.31454
Equal variances not assumed			1.443	171.552	.151	.13435	.09310	-.04941	.31811

Resource: Research team's test results by SPSS 20

The test results showed that: Sig value at Levene's Test = 0.628 > 0.05 showed that the variance between the two genders, Male and Female, was identical, the T-Test sig value can be used in the Equal variances assumed row. In the row Equal variances assumed, the value of Sig = 0.143> 0.05 can be concluded: There was no statistically significant difference in the decision to consume bubble milk tea between male and female students.

Testng Differential Impact of Grade
The grade variable had 3 values, so the research team used the One-Way ANOVA test to consider the average impact between groups. The results are shown in Table 9.

Table 9: Testng Differential Impact of Grade Result
Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
.601	2	262	.549

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.471	2	.736	1.477	.230
Within Groups	130.507	262	.498		
Total	131.978	264			

Resource: Research team's test results by SPSS 20

According to the test results in Table 9, the Sig value of Test of Homogeneity of Variances is 0.549 > 0.05, proving that there is no statistically significant difference in variance between groups of values. Continuing to use the F test in the Anova table, the Sig value of the F test is 0.230> 0.05, so it can be determined that there is no statistically significant average difference between the value groups. In other words, there is no statistically clear difference in the decision to consume bubble milk tea between high school students in different grades.

Discussing Research Results and Some Recommendations
Test results showed, with reliability of 95%, factors included in the model had equal influence in the same direction to bubble milk tea consumption behaviour of high school students in Hanoi. Particularly, "Attitude toward bubble milk tea consumption" (TD) had the biggest impact with impact level being 0.365, which means as attitude toward bubble milk tea consumption increases by 1 unit, the student's decision to consume bubble milk tea increases by 0.365 units. Next is "Perceived behavioural control" (HV) with impact level being 0.288, which means as perceived behavioural control of bubble milk tea consumption increases by 1 unit, the student's decision to consume bubble milk tea increases by 0.288 units. Last but not least is "Subjective norms" (CQ) with impact level being 0.162, which means as subjective norms of bubble milk tea consumption increases by 1 unit, the student's decision to consume bubble milk tea increases by 0.162 units. Besides, the test result showed that there is no statistically significant difference in the decision to consume bubble milk tea between male and female students; between students of different grades in high school.

From the test result, the research team came up with some recommendations:
Consuming bubble milk tea drinks is considered a trend in the awareness of young people, thereby also being a form of self-

expression. Therefore, the attitude factor towards bubble milk tea consumption has the strongest influence. To attract more students to consume bubble milk tea products, suppliers need to increase communication activities promoting the image of bubble milk tea consumption on mass media, especially on Facebook. or tiktok, instagram, KOLs, KOC...; Create a stylish, stylish image when using this product

High school students are influenced by many objective factors such as living and learning environment; the influence of peers. Besides, with the desire to express personality and show that one's grasp of trends is ahead of their peers, eye-catching and trendy images make a strong impression on young people. Therefore, to develop this product line, manufacturers and suppliers need to design packaging and cups with many images that make a strong impression at first sight.

High school students are wavering, meaning they can, "easy come, easy go", so regularly changing and refreshing products is also a decisive factor in the consumption behaviour of this target group.

Perceived behavioural control refers to the individual's beliefs about external influences that can influence the behaviour and the individual's assessment of his or her ability to perform that behaviour. bubble milk tea is a drink directly related to human health, so to create consumer confidence, first of all, production facilities and suppliers need to ensure food hygiene and safety. Thereby, it not only complies with the law but also gives students and their parents a feeling of safety and peace of mind when consuming the product. Only then will they spend money to consume bubble milk tea products. In addition, establishments selling bubble milk tea products also need to set selling prices suitable for high school students whose finances still depend on their families and parents.

Subjective norms relate to the ability to feel pressure from people around about a behavior. When an individual's siblings or friends consume bubble milk tea products, it will be an image that urges that individual to also consume the product. High discounts if buying in groups or in large quantities are necessary to attract children to participate [23-32].

Conclusion
This research examines three factors (independent variables) that affect the decision to consume bubble milk tea among high school students in Hanoi. Research results show that all three factors included in the model have the same impact. Among them, the factor "Attitude towards consuming bubble milk tea" has the strongest influence; Next is the factor "Perceived behavioural control", and finally the factor "Subjective norm". The research results also show that there is no statistically significant difference in the decision to consume bubble milk tea. between male and female students; between students of different grades in high school. However, the adjusted R^2 test results reflect that the factors included in the model only explain 32.3%. The variation of the dependent variable is the decision to consume bubble milk tea of high school students in Hanoi, the remaining 67.7% is from systematic errors and from other factors outside the model This explanation is still quite limited, possibly because the sample size is not large enough, the survey scope is not wide enough, or modern consumer behaviour has changed significantly. This is a suggestion for further research Based on the analysis results, the research team has some discussions and recommendations to attract more students to consume bubble tea.

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