

FACTORS INFLUENCING VIETNAM YOUTH'S PARTICIPATION IN THE NIGHTTIME ECONOMY

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ABSTRACT

This research examines the factors that influence the behavior of young Vietnamese participants in the nighttime economy (NTE). The established factors were based on the results of a questionnaire distributed among 405 young individuals living, learning, and working in Hanoi, Da Nang, and Ho Chi Minh City. The data obtained confirm the predictive power of the theory of planned behavior (TPB) model to describe the NTE participants' behavior. The study showed that perceived benefits directly influence NTE participation behavior and indirectly influence attitudes and the intention to participate; risk perception has only a direct effect on NTE participation behavior. One of the most significant factors in shaping behavioral intentions is financial readiness for consumption, which emphasizes the pragmatism and rationalism of NTE participants in spending their own money. In addition to being pragmatic and rational, the NTE participants' behavior is influenced by cultural opportunities and the development of nightlife facilities.

Keywords: Vietnam; nighttime economy; participation behavior; factors; Vietnam's youth

DOI: <http://dx.doi.org/10.15549/jeecar.v10i3.1376>

INTRODUCTION

Numerous studies have proven that effective management of the nighttime economy may contribute significantly to a city's development by improving the quality of life and enhancing its image in terms of safety and the diversity of cultural offerings. According to David Adam, a well-organized nighttime economy increases the happiness of city residents and attracts more tourists, thus forming a sustainable competitive environment. Cities with a well-organized nighttime economy will be considered the most competitive in the near future (Adam, 2022). In many countries, especially in the post-COVID-19 context, the NTE is becoming the primary driver for urban economic development. For example, the NTE for a metropolitan area such as New York City brings \$35.1 billion a year and provides

about 330 thousand jobs (NYC, 2023). In Sydney, the level of the nighttime economy is estimated to grow by 60% in 2026 compared to 2020 (MIPIM, 2020). Overall, the NTE accounts for about 3.8% of the Australian economy (Wade, 2019). NTE is the fifth largest industry in the United Kingdom, accounting for nearly 8% of employment and 6% of the nation's total annual income (NTIA, 2020). In Japan, NTE is projected to reach 400 billion yen in size by 2020 and accounts for approximately 4% of the country's economy (Deloitte Australia, 2019).

Vietnam has numerous advantages for the development of its NTE, including favorable natural conditions, a rich culture, excellent cuisine, pleasant nighttime weather, a high level of integration, and globalization. Vietnam has also been successful in promoting its image as a

safe, hospitable, and civilized nation, making it an attractive tourist destination. After a period of development, the NTE in Vietnam has created some initial foundations and springboards for later, more robust development. On July 27, 2020, the Prime Minister signed and published Decision No. 1129/QĐ-TTg approving the "Project on Developing the Nighttime Economy in Vietnam" in order to capitalize on the potential of early economic development (Giang, 2021). Vietnam's keen interest in this field is demonstrated by its efforts to capitalize on new economic development opportunities and improve the incomes and living standards of its citizens. When Vietnam adopts a new approach to its development structure, especially in the post-pandemic context, the NTE is anticipated to be a new growth engine.

The study contributes to bridging the gap in NTE research, as evidenced by the following points. First, (i) It is one of the first studies on the behavior of participants, particularly young people, with regard to how to use and experience nightlife products and services, an integral part of NTE, in night time economic activities in Vietnam. (ii) This research studies and applies the extended TPB model in the practical case of Vietnam. (iii) Quantitative analysis is used for the study's methodology – as Lin et al. (2022) note, qualitative research is commonly used in the study of NTE, whereas quantitative measures are required to facilitate planning, policy, and implications for stakeholders. (iv) The current research addresses the perceived benefits of NTE, which have been underemphasized in previous research (Pooley et al., 2017). Finally, (v) the study considers the case of Vietnam, a developing Asian country, whereas almost all previous research has focused only on developed countries.

THEORETICAL BACKGROUND AND HYPHOTHESIS

Theoretical Background

The majority of NTE-related research has centered on the formulation of relevant strategies, policies, and plans with an emphasis on urban governance and maintenance of law and order (Pooley et al., 2017). In particular, research on NTE focuses on four groups: (i) Planning and development (policy formulation and planning for urban renewal and economic

growth); (ii) regulation and management (nightlife regulations and legal regulations related to business licenses, crime, disorder, noise, environment, and safety issues); (iii) deviance and limitation (analysis of the behavioral patterns of nightlife participants and the social phenomena accompanying the emergence of NTE from sociological perspectives); and (iv) exclusiveness (addressing nightlife barriers such as socioeconomic status, age, gender, cultural differences, and religious affiliation) (Philpot et al., 2019; Wolifso & Drozdewsk, 2017; Yeo & Heng, 2014). The development of some NTEs is still in its infancy, meaning that participants may be required to assume a pioneering role due to potential risks. An essential element of a successful NTE is the presence of individuals who are ideally of varying ages, professions, and backgrounds (Rowe et al., 2008). The group promises, however, that the behavioral aspect of the participants, particularly younger players, will have a role in driving the necessary creative action for community development. Little research has been conducted on the promising but challenging NTE participation (Pooley et al., 2017). Understanding and attracting young people to participate in NTEs is a positive development for a variety of reasons, including (i) young people today have a high level of interest and participation in economic and political activities; (ii) young people are more receptive to new and innovative ideas than older generations; and (iii) young people's identities are constructed in part by and through their experiences as consumers of nightlife (Hadfield & Measham, 2009).

Hypothesis Development

Attitude

Attitude refers to the extent to which a person has a favorable or unfavorable view of certain behaviors (Ajzen, 1991). In this study, attitude refers to young adults' positive or negative evaluations of nighttime economic activities. Therefore, the following research hypothesis is suggested:

H1: Attitude positively influences young people's intention to participate in NTE.

Subjective Norms

Subjective norms are the influence of perceived social pressure on the execution of an action (Ajzen, 1991). Numerous studies have demonstrated that subjective norms have a direct impact on intention to act (Kim & Chung, 2011; Usman & Yenita, 2019).

In this study, subjective norms are defined as perceived social pressures, opinions, and/ or beliefs of those close to an individual, including family members, friends, and others (Mancha & Yoder, 2015). Consumers are more likely to engage in nighttime economy activities or services if their relatives, friends, family, and coworkers use, encourage, support, and suggest their participation. The more support participants receive from multiple sources, the greater the likelihood that they will develop behavioral intentions. Based on this, the following hypothesis is proposed:

H2: Subjective norms positively influence young people's intention to participate in NTE.

Perceived Behavioral Control

Perceived behavioral control is an individual's perception of a particular behavior's ease or difficulty; it refers to people's confidence in their ability to perform the behavior (Ajzen, 1991). Controlling factors from the outside or the inside (hobbies, finances, knowledge, etc.) can immediately cause participants to act contrary to their intentions or pre-planned actions. The greater a person's behavioral control, the fewer obstacles there will be in forming the intention to engage in consumption and use of services in the nighttime economy:

H3: Perceived behavioral control has a positive influence on young people's intention to participate in NTE.

H4: Perceived behavioral control has a positive influence on young people's NTE participation behavior.

Perceived Benefits

Prior research has demonstrated that perceived benefits have a positive correlation with attitudes that lead to actual intentions and behaviors (Nguyen et al., 2022; Ismawati, Neskrodieva & Pustovhar, 2023). The nighttime economy can provide consumption opportunities for participants through a variety of activities. NTE can attract, have a competitive

advantage, and compete based on price, and quality-related factors, which include non-price components such as the experience and satisfaction of the participants (Guizzardi & Mariani, 2021). In this study, the decision of young people to participate in the nighttime economy is based on their perceptions of its benefits, as articulated in the following research hypotheses:

H5: Perceived benefits positively influence young people's attitude to participate in NTE.

H6: Perceived benefits positively influence young people's intention to participate in NTE.

H7: Perceived benefits positively influence the behavior of young people to participate in NTE.

Perceived Risks

In a variety of contexts, prior research has demonstrated that risk perception has a negative effect on behavioral attitudes. Risks associated with NTE include traffic insecurity, crime, anti-social behavior, and alcohol-related disruptive behavior. Furthermore, the risk of becoming a victim of sexual assault is associated with alcohol abuse, especially for women (Philpot et al., 2019). It has also been shown that poor management and lax monitoring of substance use can contribute to violence (Schnitzer et al., 2010). Consequently, the following three hypotheses concerning risk perception are proposed:

H8: Perceived risks negatively influence young people's attitude to participate in NTE.

H9: Perceived risks negatively influence young people's intention to participate in NTE.

H10: Perceived risks negatively influence the behavior of young people to participate in NTE.

Perceptions of Cultural Development

"Project on Developing the Nighttime Economy in Vietnam" (No. 1129/QĐ-TTg) (Giang, 2021) focuses on the development of cultural facilities (theatres, cinemas, museums, galleries, exhibition centers, and art objects), catering, trade, and tourist services at night. In fact, however, only night catering and trade are now

available in Vietnam (Huong, 2021). Undeveloped culture reduces the interest of local youth and, to an even greater extent, tourists in nightlife. At the same time, according to Hofstede's typology, the Vietnamese culture is a pragmatic one with a high degree of the "restrained" attribute, and a propensity to saving and rationalism (Hofstede Insights, 2023). These national characteristics make it likely that there is a lack of demand for cultural facilities. To investigate the influence of the development of the perception of cultural values on the behavioral intentions of young people in Vietnam, the following hypotheses have been put forward:

H11: Positive perception of the development of cultural values positively influence young people's intention to participate in NTE.

H12: Positive perception of the development of cultural values positively influence the behavior of young people to participate in NTE.

H13: Positive perception of the development of cultural values positively influence the Perceived benefits of young people to participate in NTE.

Perceptions of the Quality and Importance of Nighttime Facilities

Nighttime facilities refer to transportation infrastructure, medicine, and law enforcement. The limited functioning of civil transport at night and the high cost of vehicle parking are weak points in the Vietnamese NTE (Huong, 2021). As suggested by the following hypotheses, these factors reduce the intention, perceived benefits, and behavior of young people to participate in the NTE. The development of medicine and law enforcement at night also has an indirect effect on the intention and behavior of young people through the reduction of perceived risks:

H14: Perceptions of the quality and importance of nighttime facilities positively influence young people's intention to participate in NTE.

H15: Perceptions of the quality and importance of nighttime facilities positively influence the behavior of young people to participate in NTE.

H16: Perceptions of the quality and importance of nighttime facilities

negatively influence the perceived risks of young people to participate in NTE.

H17: Perceptions of the quality and importance of nighttime facilities positively influence the perceived benefits of young people participating in NTE.

Financial Readiness for Consumption

The Vietnamese propensity to invest and save as a national characteristic necessitated the expansion of the list of factors potentially influencing NTE behavior to include the factor of financial readiness for consumption (willingness to spend money, especially on entertainment):

H18: Financial readiness for consumption positively influence young people's intention to participate in the NTE.

H19: Financial readiness for consumption positively influence the behavior of young people to participate in the NTE.

Intention

In the TPB model, the intention to participate is believed to be an intermediate premise for forming actual behavior; the greater the intention to participate, the greater the likelihood that the behavior will be performed. Strength of intention captures the motivating factors that influence people's behavior and reflects the amount of effort individuals are willing to expend. Intention and actual behavior are highly correlated – a better understanding of intention leads to a better understanding of behavior, leading to the final hypothesis of this study (Kim & Chung, 2011; Usman & Yenita, 2019; Nguyen et al., 2022):

H20: Intention to participate has a positive influence on young people's NTE participation behavior.

RESEARCH METHODS

The study was based on the Theory of Planned Behavior (TPB) (Ajzen, 1991). The TPB model is widely employed and has been demonstrated to be effective in predicting and explaining behavior across a wide range of domains. According to the theory, behavioral intentions can be accurately predicted based on attitudes toward a particular behavior, subjective norms, and perceived behavioral control. In addition, perceptions of benefits and risks, financial

readiness for consumption, perception of the development of cultural values, and perception of the quality and importance of nighttime facilities are included as connecting factors to the NTE model to make it more realistic. The list of additional factors is based on national

characteristics, priorities, and problems of NTE development in Vietnam. From this, the following research model is proposed (Figure 1).

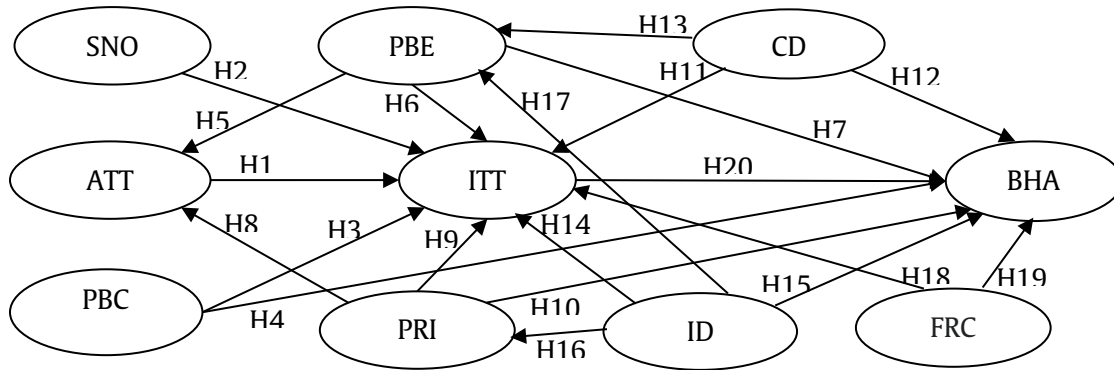


Figure 1: Model of evaluating factors affecting behavioral intention of Vietnam's youth.

Notes: ATT is attitude towards NTE, SNO is subjective norms, PBC is perceived behavioral control, PBE is perceived benefits, PRI is perceived risks, CD is the perception of cultural values development, ID is the perception of the quality and importance of nighttime facilities, FRC is financial readiness for consumption, ITT is intention and BHA is behavior

A structured questionnaire (Google Form, 2023) was used to collect data and test the proposed hypothesis using the survey method. The entries for each construct were developed based on a review of the literature and adaptations of previous papers on planned behavior to determine the perceived benefits and risks of individuals. The questionnaires were modified based on discussion with ten economic experts who are currently researching or implementing projects related to the development of the NTE and youth-related activities. All scales used by the author to measure research variables consist of five levels, ranging from "strongly disagree" to "strongly agree." A pilot study with 30 participants was also conducted in order to make any necessary modifications to the questionnaire.

The study was conducted using the survey method through July-December 2022 on a sample of 550 respondents. The survey participants are young Vietnamese people who are currently employed or enrolled in school and residing in Ho Chi Minh City, Hanoi, and Da Nang. These are the three geographical and economic centers of Vietnam, representing the three regions of North, Central, and South. In this study, young adults between the ages of 18 and

35 were identified. At this age, they already possess adequate cognitive and behavioral abilities, as well as the physical and financial means. The authors define data collection areas in each locale, which consist of venues and public areas that host nighttime activities such as pedestrian areas, food streets, cafes, night markets, and shopping malls. Respondents were selected at random. The questionnaire was sent to those who agreed to participate in the survey (Google Form, 2023). The distribution of 550 questionnaires resulted in some invalid responses, such as missing values or scores that were identical. These responses were eliminated from the final sample to prevent bias. Consequently, 405 respondents qualified for the analysis.

The representativeness of the results of the survey is evidenced by the following: the size of the sample population, which is statistically significant with $p=0.05$ (Taherdoost, 2017); randomness in the formation of the sample; representation of different geographic regions; gender diversity; inclusion of respondents with different income levels in the sample; anonymity of the questionnaire; and reliability of the questionnaire, proven using Cronbach alpha coefficient.

The study employed both exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). The Kaiser-Meyer-Olkin (KMO) and Bartlett tests were utilized to determine the ability to use factor analysis. For exploratory factor analysis to validate the suitability of the factors, SPSS was utilized. SmartPLS software is utilized to assess the impact of factors using the method of structural equations.

RESULTS

The result of the demographic profile indicates that the gender of respondents was unevenly distributed, representing 59.5% male and 40.5% female. The dominant age group of respondents is between 18-25 years old, followed by 26-30 years old, and 31-35 years old, respectively. A majority of respondents are self-employed, officers, and students. The income of the majority of respondents is between 10 and 15 million VND per month, followed by less than 10 million VND per month.

The results of applying the exploratory and confirmatory factor analysis allowed for the factors (Table 1) that influence the behavioral intentions of young people in the nighttime economy to be determined, as well as to determine their values for modeling by structural equations. All of the investigated factors satisfy the requirements for internal consistency. The item-total correlation of each factor is greater than 0.3 (Table 1). All KMO coefficients are greater than 0.5, the p-value (Bartlett test) is lower than 0.05, the total explanatory variance (TVE) is greater than 50%, and the loading coefficients of the items in each structure are all greater than 0.5 (Bernard et al., 2020). The fundamental established factors are identical to those in the original research model; only those variables that do not have significant factor loadings with the highlighted factors were eliminated.

Table 1: Reliability of factors determining the behavior of young people in Vietnam at night

Constructs	Cronbach's Alpha	Corrected-item total correlation minimum	KMO	p-value	Factor loading minimum	TVE (%)
ATT	0.754	0.497	0.733	0.000	0.582	57.823
SNO	0.781	0.520	0.767	0.000	0.553	61.310
PBC	0.811	0.603	0.776	0.000	0.707	63.914
PBE	0.799	0.531	0.815	0.000	0.596	55.480
PRI	0.835	0.520	0.787	0.000	0.642	67.253
CD	0.823	0.611	0.773	0.000	0.711	66.257
ID	0.815	0.605	0.739	0.000	0.705	63.722
FRC	0.831	0.623	0.801	0.000	0.713	67.105
ITT	0.842	0.641	0.811	0.000	0.726	67.885
BHA	0.785	0.530	0.749	0.000	0.701	60.874

Notes: ATT is attitude towards NTE, SNO is subjective norms, PBC is perceived behavioral control, PBE is perceived benefits, PRI is perceived risks, CD is perception of the development of cultural values, ID is a perception of the quality and significance of nightlife facilities, FRC is financial readiness for consumption, ITT is intention, and BHA is behavior

Fornell and Larcker's (1981) criterion was utilized to establish discriminant validity. The square root of the average variance extracted (AVE) for each latent variable (factor) exceeded the correlation coefficient between that variable and all other latent variables (Table 2).

Table 2: Discriminant Validity of factors determining the behavioral intentions of young people in Vietnam at night (Fornell–Larcker Correlation Matrix)

Factor	ATT	SNO	PBC	PBE	PRI	CD	ID	FRC	ITT	BHA	Discriminant Validity
ATT	0.765										Yes
SNO	0.374	0.782									Yes
PBC	0.468	0.417	0.802								Yes
PBE	0.641	0.264	0.475	0.750							Yes
PRI	0.228	0.058	0.088	0.434	0.824						Yes
CD	0.302	0.113	0.163	0.405	0.274	0.783					Yes
ID	0.268	0.210	0.062	0.167	0.404	0.104	0.801				Yes
FRC	0.204	0.155	0.205	0.300	0.288	0.227	0.201	0.812			Yes
ITT	0.532	0.408	0.557	0.562	0.185	0.402	0.436	0.601	0.822		Yes
BHA	0.541	0.480	0.552	0.525	0.574	0.400	0.408	0.655	0.748	0.778	Yes

Note: The diagonal elements shown in bold are the square root of the average variance extracted. The remaining values in the table are the correlation coefficients between the factors.

The discriminant validity of factors satisfies the requirements for internal consistency, allowing them to be applied to the method of structural equations to test the hypotheses of the study. The

hypothesis testing results are presented in Table 3.

Table 3: Structural Model of assessing the influence of factors on the formation of behavioral intentions of young people in Vietnam at night

Hypothesis	Path Coefficients	Standard Deviation	T-values	Result	
H1	Attitude -> Intention	0.158	0.057	2.765*	Supported
H2	Subjective Norms -> Intention	0.156	0.053	2.934**	Supported
H3	Perceived Behavior Control -> Intention	0.281	0.063	4.461***	Not supported
H4	Perceived Behavior Control -> Behavior	0.152	0.047	3.237**	Supported
H5	Perceived Benefits -> Attitude	0.667	0.040	16.753***	Supported
H6	Perceived Benefits -> Intention	0.291	0.063	4.621***	Supported
H7	Perceived Benefits -> Behavior	0.178	0.046	3.881***	Supported
H8	Perceived Risks -> Attitude	-0.062	0.043	1.444	Not Supported
H9	Perceived Risks -> Intention	-0.011	0.048	0.234	Not Supported
H10	Perceived Risks -> Behavior	-0.125	0.040	3.096**	Supported
H11	Perception of the development of cultural values -> Intention	0.154	0.043	2.930**	Supported

Table 3: Continued

Hypothesis		Path Coefficients	Standard Deviation	T-values	Result
H12	Perception of the development of cultural values -> Behavior	0.153	0.041	2.924**	Supported
H13	Perception of the development of cultural values -> Perceived Benefits	0.150	0.040	2.750*	Supported
H14	Perception of the quality and importance of nighttime facilities -> Intention	0.159	0.053	2.951**	Supported
H15	Perception of the quality and importance of nighttime facilities -> Behavior	0.157	0.049	2.933**	Supported
H16	Perception of the quality and importance of nighttime facilities -> Perceived Risks	-0.152	0.051	2.758*	Supported
H17	Perception of the quality and importance of nighttime facilities -> Perceived Benefits	0.069	0.055	1.455	Not Supported
H18	Financial readiness for consumption -> Intention	0.268	0.042	4.758***	Supported
H19	Financial readiness for consumption -> Behavior	0.283	0.044	4.759***	Supported
H20	Intention -> Behavior	0.586	0.042	13.838***	Supported

Notes: * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

The positive effect of attitude on NTE intention is revealed in Table 3 (Coefficient = 0.158, $t = 2.765$, $p = 0.006$), indicating that Hypothesis 1 is supported. This result conformed to earlier findings (Kim & Chung, 2011; Ghazali et al. 2017). According to Hypothesis 2 and the findings of Kim and Chung (2011), the subjective norm was positively associated with the intention of young people to participate in nighttime activities (Coefficient = 0.156, $t = 2.934$, $p = 0.004$). Nevertheless, this contradicted the findings of Ghazali et al. (2017). Hypotheses 3 (Coefficient = 0.281, $t = 4.461$, $p = 0.000$) and 4 (Coefficient = 0.152, $t = 2.237$, $p = 0.001$) were supported, indicating a significant positive influence of perceived behavioral control on the intention and behavior of young individuals toward NTE.

The fifth, sixth, and seventh hypotheses predicted that perceived benefits would have positive effects on attitudes, intentions, and behaviors regarding NTE. The effect is statistically significant with $p = 0.000$.

Referring to the role of perceived risks as stated in hypotheses 8, 9, and 10, perceived risks were

anticipated to have negative effects on the attitude, intention, and behavior of young people toward NTE. Only one of the three hypotheses was supported by test results. Hypothesis H10 was therefore supported (Coefficient = -0.125, $t = 3.096$, $p = 0.002$), whereas hypotheses H8 and H9 were rejected ($p > 0.05$).

Hypotheses H11-H13 were confirmed, with a significance level of $p = 0.05$. The nighttime functioning of cultural facilities, such as theaters, cinemas, museums, galleries, exhibition centers, and art venues, increases interest in the NTE. At the same time, the influence of the cultural development factor on intention and behavior is less statistically significant than the influence of perceived benefits on intention and behavior. This means that young people are more interested in entertainment and recreation than in cultural development.

Infrastructure development also positively affects intention and behavior, confirming hypotheses 14 and 15. At the same time, the factor of perception of the quality and significance of nighttime infrastructure is evaluated as a moderating factor, which by itself

does not represent a benefit as it does not satisfy the wishes of NTE participants, as evidenced by the rejection of hypothesis H17. For NTE safety, infrastructure development has a more significant impact ($p = 0.04$) because it involves more convenient and safer transportation services, medical care, and law enforcement.

The confirmation of hypotheses 18 and 19 testifies to the importance of the factor of financial readiness for consumption in the formation of the behavioral intentions of NTE participants. The influence of this factor on intention and behavior is more significant compared to the TPB components (Ajzen, 1991).

As predicted by hypothesis 20, there was a positive relationship between intention and behavior (Coefficient = 0.586, $t = 13.838$, $p = 0.000$), correlating with previous findings.

The adequacy of the built models is evidenced by the statistical significance of the factors influencing the behavioral intentions of young people in Vietnam at night, proved by t -values, the absence of multicollinearity in the model, and the tendency of ICSF Criterion, ICS Criterion, and Maximum Residual Cosine to zero (values of these indicators do not exceed 2.6×10^{-5}).

DISCUSSION AND IMPLICATIONS

Theoretical Implications

As NTE plays an increasingly important role in the economy, comprehending its constituents, particularly the group of individuals who represent the demand side for NTE activities, is essential. Current research focuses on young participants, a subset of participants who can contribute significantly to the vitality of the NTE, thereby shaping its future. The present research makes a significant contribution to the existing literature on the NTE by revealing the role of extrinsic and intrinsic factors in participants' motivation, intentions, and behaviors to participate in NTEs. It is founded on the TPB theory and the literature on perceived benefits and perceived risks, including the NTE stimulants and destimulants in Vietnam. The findings bolster the predictive power of attitudes, subjective norms, and perceived behavioral control, and investigate the predictive power of the TPB model by adding financial readiness for consumption, perceived benefits and risk, perceptions of the development of cultural values, and perceptions of the quality and

importance of nighttime facilities. Among TPB constructs, perceived behavioral control was the most significant predictor of intention to participate, in contrast to previous studies that highlighted the importance of attitude. Subjective norms and attitudes have an indirect effect on behavior through intention, whereas perceived behavioral control has both a direct and indirect effect on actual behavior through intention.

Notably, the perception of risk has only an effect on behavior directly to the participation behavior of youth in NTEs, whereas perceived benefits have a positive effect on behavior both directly and indirectly via the mediating role of attitudes and behavioral intentions. Thus, the perception of benefits has a greater and more diverse impact than the perception of risk, which is regarded as an impediment to youth participation in nighttime economic activities. Risk perception did not help predict the attitudes and intentions of young people toward NTE participation, which is a very unique characteristic of this particular object.

One of the most significant factors in shaping the behavioral intentions of young people in Vietnam is financial readiness for consumption, which emphasizes the pragmatism and rationality of NTE participants in terms of spending their own money. In addition to pragmatism and rationalism, the behavior of NTE participants is influenced by cultural opportunities and the availability of nightlife facilities.

Lastly, this study contributed to the literature by demonstrating that the TPB model can be used to examine how young people in Vietnam, a developing country that has been largely ignored in the research, respond to the NTE.

Managerial Implications

The NTE generates a continuous rotation that enables the economy to operate at a maximum and is anticipated to make a significant contribution to the economy. These contributions will also bring about significant changes in the domestic service and tourism industries, thereby providing new impetus for economic recovery and growth, particularly after the recession from the ongoing COVID-19 pandemic. The findings of this study are applicable to businesses, households, marketers, and managers, as they provide valuable insights

into the determinants of NTE attendance behavior among young people.

Managers should use multimedia channels to raise awareness of nighttime economic activities, especially among young people and tourists. The mass media can frequently target young people and those with a lot of influence over them, such as family members and friends, because subjective norms positively affect intents and behaviors. When determining whether to participate in and spend money on NTE activities, stressing individual independence and autonomy is vital, as behavioral control has a favorable influence on NTE participation. Awareness-raising programs, activities for all ages, security measures, and crime prevention increase participants' attitudes, intents, and behaviors.

The factor of financial readiness for consumption, along with perceived risks, are important to the NTE. The factor of perception of the quality and importance of nightlife infrastructure to form the behavioral intentions of young people necessitates the establishment of a legal corridor to build a safe and alluring atmosphere for NTE operations. Additionally, pricing situations must be carefully managed, and control of security, order, and safety must be further bolstered. Investing in public transport systems and creating synchronous infrastructure – including social security and health systems – as well as enhancing comprehensive access and operational safety activities at night are necessary. On top of that, avoiding risks that could arise and negatively impact the experience of participants is crucial.

Along with pragmatism and rationalism, the behavior of NTE participants is influenced by the possibility of cultural development, which establishes a need to expand the range of cultural services provided at night, for example, the smooth functioning of theatres, cinemas, museums, galleries, exhibition centers, and art venues.

The results of this study suggest that managers and businesses should interact with young respondents on Facebook, Twitter, and Instagram, which are popular social media platforms among this age group. Sharing and disseminating information on online platforms such as eWOM also has a significant impact on the perceptions and actions of young people.

LIMITATIONS AND DIRECTIONS FOR FUTURE RESEARCH

This study has limitations that must be considered and expanded upon in future research. First, this study only focuses on young people, so the ability to generalize will be greater if future studies continue with an expanded sample structure in terms of age groups, or with a more representative sample. Second, the study focuses on the participation behavior of Vietnamese or local tourists. Meanwhile, the annual number of international visitors to Vietnam is very high and contributes significantly to the growth of the NTE. Research can be expanded to examine the behavior of international tourist groups and compare the behavior of various subjects. Third, future studies could investigate the relationship between the NTE and tourism activities and assess the effect of NTE on tourism activities. The lack of studies on the relationship between risk perception and public participation intention necessitates the development and experimental testing of a comprehensive framework. In addition, research from a risk perception perspective can aid in elucidating the internal logic underlying the influence of perceived risk on public attitudes and participation intentions. Fifth and finally, other variables, such as education level, understanding, and income level, can be included as moderators in the model because different attendee backgrounds can elicit diverse responses and provide policymakers, regulators, and businesses with greater insight.

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