



## Factors affecting students' intention to participate in the Vovinam Club at the University of Finance - marketing

Nguyen TU

Center for Physical Education, University of Finance - Marketing, Ho Chi Minh, Vietnam

### Abstract

This study investigates the determinants influencing university students' behavioral intentions to join traditional martial arts clubs, focusing on the Vovinam Club at the University of Finance - Marketing (UFM) in Vietnam. Drawing upon an extended framework of the Theory of Planned Behavior (TPB), the research incorporates two context-specific variables: Club Image & Marketing Communication, and National Pride. A sequential mixed-methods approach was employed, including preliminary qualitative interviews followed by a quantitative survey of 268 valid student responses collected across UFM campuses. Data was analyzed using reliability analysis, exploratory factor analysis (EFA), and multiple linear regression. The empirical results demonstrate that all five hypothesized factors exert statistically significant positive impacts on students' participation intentions, accounting for 58.7% of the total variance ( $R^2 = 0.587$ ). Notably, Attitude was found to be the most critical driver ( $\beta = 0.342$ ), closely followed by Club Image & Marketing Communication ( $\beta = 0.285$ ) and National Pride ( $\beta = 0.214$ ). Subjective Norms and Perceived Behavioral Control displayed weaker but significant effects. These findings provide valuable theoretical contributions to sports consumer behavior in higher education and offer actionable recommendations for university managers and club leaders to optimize recruitment strategies, enhance campus branding, and promote national cultural legacy among the youth.

**Keywords:** Behavioral intention, theory of planned behavior, Vovinam, club marketing, national pride, higher education, UFM.

### Introduction

In the contemporary educational landscape, higher education institutions are increasingly recognizing that academic excellence must be paired with physical development and mental well-being (Kilpatrick *et al.*, 2005) <sup>[6]</sup>. Physical activity is no longer viewed merely as an elective pastime, but as a core component of a holistic university education that fosters discipline, resilience, and stress management. Engaging in university sports clubs provides students with an invaluable ecosystem to balance their rigorous academic schedules, enhance social integration, and build critical soft skills such as teamwork and leadership (Eime *et al.*, 2013) <sup>[4]</sup>. Consequently, promoting active sports club participation has become a strategic priority for universities aiming to cultivate well-rounded graduates.

Among the various sports activities available, Vovinam, Viet Vo Dao, holds a unique and prestigious position as the official traditional martial art of Vietnam. Founded on the principle of the harmony between hard and soft, Vovinam delivers extensive physical benefits, including improved cardiovascular fitness, agility, and practical self-defense skills. Beyond physical conditioning, it serves as a profound tool for mental and ethical education, instilling core values of respect, perseverance, and national pride in its practitioners (Nguyen & Nguyen, 2022) <sup>[9]</sup>. Within the university ecosystem, Vovinam clubs act as vibrant cultural and athletic hubs, offering students a meaningful path to enhance both their physical health and their connection to national heritage.

Despite these documented benefits, university martial arts clubs, including the Vovinam Club at the University of Finance - Marketing, consistently face challenges regarding

sustained student enrollment. While students recognize the theoretical importance of martial arts, actual participation rates remain limited, and a substantial portion of the student body remains hesitant to formally register or maintain long-term commitment. This visible discrepancy highlights a critical problem: there is a lack of deep understanding regarding the underlying cognitive, social, and structural mechanisms that drive or hinder a student's decision-making process. Therefore, identifying and analyzing the specific determinants that shape students' behavioral intentions is essential to bridge the gap between awareness and active participation.

A review of the current literature reveals a significant research gap in this domain. Prior academic studies on Vovinam have predominantly concentrated on its historical development, physical training methodologies, or the physiological and athletic performance of professional practitioners (Kim *et al.*, 2011) <sup>[7]</sup>. Very little empirical attention has been directed toward the psychological and behavioral aspects of sports selection, particularly regarding the intention to join traditional martial arts clubs in a higher education setting. Furthermore, while Western behavioral frameworks like the Theory of Planned Behavior (TPB) have been widely applied to generic sports, there remains a distinct scarcity of contextualized empirical evidence within Vietnam's unique socio-cultural and academic environment. To address these critical empirical gaps, this study is conducted with two primary objectives. First, it aims to systematically identify and measure the key factors that affect students' behavioral intentions to participate in the Vovinam Club at the University of Finance- Marketing. Second, this research seeks to construct and statistically validate an integrated conceptual model that combines

foundational behavioral theories with university-specific environmental factors, providing a robust empirical framework to explain student behavior in this context.

This study delivers meaningful contributions to both theory and practice. Theoretically, it expands the application of behavioral intention models to the niche sector of traditional martial arts within higher education, enriching the existing literature on sports marketing and student behavior in developing countries. Practically, the empirical insights gained from this research offer actionable guidelines for the UFM Board of Management, the Youth Union, and the Vovinam Club leadership. These findings will enable them to design more effective promotional campaigns, optimize training schedules, and implement student-centric strategies that effectively boost enrollment and foster a healthier, more dynamic campus lifestyle.

## Literature review and hypotheses development

### 1. Theoretical Background

#### 1.1. Behavioral Intention to Participate in Sports

In behavioral psychology, behavioral intention refers to an individual's conscious plan or self-instruction to perform a specific behavior (Ajzen, 1991) <sup>[1]</sup>. In the context of campus sports, student intention to participate represents the likelihood and willingness of a student to join, attend, and maintain membership in a university club. According to sports management literature, behavioral intention serves as the single most immediate and reliable predictor of actual registration and long-term athletic commitment (Kim *et al.*, 2011) <sup>[7]</sup>. Understanding the drivers of this intention allows student organizations to effectively tailor their recruitment and retention strategies.

#### 1.2. The Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), formulated by Ajzen (1991) <sup>[1]</sup>, is one of the most widely applied social cognitive frameworks used to explain and predict human behavior in physical education and sports. TPB posits that behavioral intention is determined by three independent core constructs: Attitude (ATT), Subjective Norms (SN), and Perceived Behavioral Control (PBC). While TPB has demonstrated high explanatory power across various generic exercise regimes, contemporary scholars suggest that incorporating industry-specific and cultural variables can significantly improve the model's predictive validity when applied to traditional sports in non-Western contexts (Downward & Rasciute, 2011) <sup>[3]</sup>.

## 2. Hypotheses Development

### 2.1. Attitude towards Vovinam Participation (ATT)

Attitude represents the degree to which a student evaluates the act of joining the Vovinam Club as favorable or unfavorable (Ajzen, 1991) <sup>[1]</sup>. When students hold a strong conviction that practicing Vovinam provides clear personal utility such as physical self-defense, cardiovascular health, stress relief, and mental clarity they develop a highly positive cognitive and affective attitude toward the club (Kilpatrick *et al.*, 2005) <sup>[6]</sup>. Previous studies consistently confirm that a positive attitude toward physical activity acts as a fundamental catalyst for generating strong participation intentions. Hence, the following hypothesis is proposed:

**H1:** Attitude towards Vovinam participation has a positive effect on students' intention to participate in the Vovinam Club.

### 2.2. Subjective Norms (SN)

Subjective norms capture the perceived social pressure exerted by influential individuals or reference groups regarding whether a student should or should not join the club (Ajzen, 1991) <sup>[1]</sup>. In a university environment, students' choices are heavily dictated by their immediate social circles, including close friends, roommates, family members, and classmates. Furthermore, the active encouragement from institutional entities, such as the UFM Youth Union and Student Association, creates an administrative and social atmosphere that validates club enrollment (Eime *et al.*, 2013) <sup>[4]</sup>. When a student perceives that their social network views Vovinam participation favorably, their intention to register increases. Thus, it is hypothesized:

**H2:** Subjective norms have a positive effect on students' intention to participate in the Vovinam Club.

### 2.3. Perceived Behavioral Control (PBC)

Perceived behavioral control reflects a student's perception of how easy or difficult it is to actively participate in the Vovinam Club, factoring in anticipated opportunities and operational barriers (Ajzen, 1991) <sup>[1]</sup>. For UFM students, internal and external resources such as time management amid heavy academic schedules, financial capability to afford uniform and club dues, and geographic convenience of the training facilities across various UFM campuses, represent critical control factors. If students believe they possess sufficient time, money, and easy access to the training grounds, their perceived control rises, directly strengthening their behavioral intention. Therefore, the following hypothesis is formulated:

**H3:** Perceived behavioral control has a positive effect on students' intention to participate in the Vovinam Club.

### 2.4. Club Image and Marketing Communication (CIM)

In a modern higher education setting, university clubs operate similarly to service brands that must compete for students' limited leisure time. Club Image refers to the overall psychological perception, prestige, and reputation of the Vovinam Club as perceived by the student body, while Marketing Communication encompasses the effectiveness of its promotional channels, digital media presence (e.g., Facebook fan page), and live demonstrations during campus events (Kotler & Fox, 2015) <sup>[8]</sup>. For students at a marketing-focused university like UFM, a professional, dynamic, and visually engaging brand presence significantly diminishes cognitive barriers and drives initial curiosity and enrollment intent (Arnett *et al.*, 2002) <sup>[2]</sup>. Based on this rationale, the study proposes:

**H4:** Club image and marketing communication have a positive effect on students' intention to participate in the Vovinam Club.

### 2.5. National Pride (NP)

National Pride is a distinct socio-cultural construct defined as the collective feelings of patriotism, cultural identity, and historical attachment toward domestic heritage assets (Kim *et al.*, 2011) <sup>[7]</sup>. Unlike imported modern sports, Vovinam is a deeply rooted cultural product of Vietnam ("Viet Vo Dao"). Practicing Vovinam is widely promoted as a tangible mechanism for national preservation and cultural legacy transmission among local youth (Nguyen & Nguyen, 2022) <sup>[9]</sup>. Students driven by a strong sense of national pride and

cultural identity are highly likely to display an inherent behavioral preference toward local martial arts over Western or other Asian disciplines. Consequently, the final hypothesis is presented:

**H5:** National pride has a positive effect on students' intention to participate in the Vovinam Club.

## Research methodology

### 3. Research Process and Sample Design

This study adopts a sequential mixed-methods research design, divided into two distinct phases: qualitative exploratory research and quantitative causal research.

**Qualitative Phase:** An initial qualitative study was conducted through focus group discussions and in-depth interviews with the Vovinam Club's management board and a small group of UFM students ( $N=10$ ). The objective was to contextualize the standardized international scales, refine the wording of the questionnaire, and ensure all items

aligned seamlessly with the specific academic and cultural environment of the University of Finance - Marketing (UFM).

**Quantitative Phase:** The primary quantitative phase relies on a structural questionnaire distributed via non-probability convenience and snowball sampling methods across various UFM campuses. According to Hair *et al.* (2010)<sup>[5]</sup>, the minimum sample size for exploration factor analysis (EFA) should follow the 5:1 ratio (minimum 5 observations per estimated item). Since this study utilizes 23 scale items, the minimum required sample size is  $23 \times 5 = 115$ . To achieve a higher statistical power and tolerate potential missing data, a total target sample of  $N \geq 250$  was established. Data is collected using an online survey (Google Forms) and analyzed using SPSS and AMOS software.

### 4. Measurement Scales

All constructs are measured using a standard 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The detailed measurement items are adopted and adapted from established prior academic literature as follows:

| Construct                                  | Code                         | Measurement Items                                                                                                                                                                                                                                                                                                                                                                            | Source                                                                              |
|--------------------------------------------|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Attitude (ATT)                             | ATT1<br>ATT2<br>ATT3<br>ATT4 | Practicing Vovinam is beneficial for my physical and mental health.<br>Joining the Vovinam club helps me relieve academic stress.<br>Learning Vovinam gives me valuable self-defense skills.<br>Overall, I think joining the UFM Vovinam Club is a positive and wise decision.                                                                                                               | Ajzen (1991) <sup>[11]</sup> ;<br>Kilpatrick <i>et al.</i> (2005) <sup>[6]</sup>    |
| Subjective Norms(SN)                       | SN1<br>SN2<br>SN3<br>SN4     | People who are important to me (family, close friends) think I should join the Vovinam club.<br>My classmates/peers encourage me to participate in university sports clubs<br>The UFM Youth Union and Student Association actively encourage students to join Vovinam.<br>I am influenced by my friends when choosing which campus club to join.                                             | Ajzen (1991) <sup>[11]</sup> ;<br>Eime <i>et al.</i> (2013) <sup>[4]</sup>          |
| Perceived Behavioral Control (PBC)         | PBC1<br>PBC2<br>PBC3<br>PBC4 | I have enough time to balance my academic schedule and participate in the Vovinam club.<br>The operational fees (uniforms, club dues) of the UFM Vovinam club are affordable for me.<br>The location and training facilities of the Vovinam club at UFM are highly accessible and convenient.<br>Whether I join the Vovinam club or not is entirely up to my own control.                    | Ajzen (1991) <sup>[11]</sup>                                                        |
| Club Image & Marketing Communication (CIM) | CIM1<br>CIM2<br>CIM3<br>CIM4 | The UFM Vovinam Club has a highly professional and prestigious image on campus.<br>The club's social media channels (e.g., Facebook fanpage) provide appealing and dynamic content.<br>The martial arts demonstrations performed by the club during university events are highly engaging.<br>Information regarding the club's recruitment schedules and benefits is clear and easy to find. | Arnett <i>et al.</i> (2002) <sup>[12]</sup> ;<br>Kotler & Fox (2015) <sup>[8]</sup> |
| National Pride(NP)                         | NP1<br>NP2<br>NP3            | I feel deeply proud of Vovinam as it is the traditional martial art founded by Vietnamese people.<br>Practicing Vovinam is a meaningful way for me to preserve and promote Vietnamese cultural identity.<br>I prefer choosing a traditional Vietnamese sport like Vovinam over foreign martial arts disciplines.                                                                             | Kim <i>et al.</i> (2011) <sup>[7]</sup> ;<br>Nguyen & Nguyen (2022) <sup>[9]</sup>  |
| Intention to Participate (IP)              | IP1<br>IP2<br>IP3<br>IP4     | I intend to register and join the UFM Vovinam Club soon.<br>I will try to attend the club's training sessions regularly.<br>I am willing to recommend the UFM Vovinam Club to my friends and classmates.<br>Participating in the Vovinam Club is one of my top extracurricular priorities this semester.                                                                                     | Ajzen (1991) <sup>[11]</sup> ;<br>Kim <i>et al.</i> (2011) <sup>[7]</sup>           |

### 5. Data Analysis Techniques

The collected quantitative data will be analyzed using a multi-step statistical process to guarantee reliability and validity:

1. Descriptive Statistics: To analyze the demographic profile of the respondents (gender, academic year, campus location).
2. Reliability Analysis (Cronbach's Alpha): Items with a corrected item-total correlation lower than 0.3 will be excluded, and a construct is deemed reliable if its Cronbach's Alpha coefficient is greater than or equal to 0.7.
3. Exploratory Factor Analysis (EFA): To condense and evaluate the preliminary construct validity of both independent and dependent variables.
4. Multiple Linear Regression / Structural Equation Modeling (SEM): To test the proposed hypotheses ( $H1$  to  $H5$ ) and determine which factor exerts the strongest influence on UFM students' behavioral intention.

## Results

### 1. Demographic Profile of Respondents

Out of 300 questionnaires distributed online and offline across various campuses of the University of Finance - Marketing (UFM), a total of 268 valid responses were retained for final analysis, yielding an effective response rate of 89.3%. The demographic characteristics of the sample are detailed below:

### 2. Scale Reliability Analysis

The 23 items representing five independent constructs and one dependent construct were subjected to Cronbach's Alpha reliability testing. The results indicate highly satisfactory internal consistency across all measurements, as all Cronbach's Alpha coefficients vastly exceeded the mandatory threshold of 0.70, and no item exhibited a corrected item-total correlation below 0.30.

### 3. Exploratory Factor Analysis (EFA)

Exploratory Factor Analysis using the Principal Component extraction method with Varimax rotation was executed separately for the independent variables and the dependent variable.

Independent Variables: The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy achieved an excellent value of 0.856 (greater than 0.50), and Bartlett's Test of Sphericity was highly significant ( $\chi^2=2845.34$ ,  $p<0.001$ ). Five distinct components were extracted, accumulating a total variance explained of 68.42% (exceeding the 50% threshold). All 19 items loaded cleanly onto their respective conceptual factors

with factor loadings higher than 0.50, verifying robust convergent and discriminant validity.

Dependent Variable: The EFA for the Intention to Participate (IP) construct revealed a KMO of 0.812 ( $p<0.001$ ), extracting a single factor that accounted for 72.15% of the total variance, with all four items demonstrating factor loadings above 0.75.

| Demographic Variable | Category              | Frequency | Percentage (%) |
|----------------------|-----------------------|-----------|----------------|
| Gender               | Male                  |           |                |
|                      | Female                | 118       | 44.0%          |
|                      |                       | 150       | 56.0%          |
| Academic Year        | Freshmen (1st year)   | 92        | 34.3%          |
|                      | Sophomores (2nd year) | 88        | 32.8%          |
|                      | Juniors (3rd year)    | 63        | 23.5%          |
|                      | Seniors (4th year)    | 25        | 9.4%           |
| Primary Campus       | District 7 Campus     | 145       | 54.1%          |
|                      | Phu Nhuan Campus      | 78        | 29.1%          |
|                      | Thu Duc Campus        | 45        | 16.8%          |

| Construct                                  | Number of Items | Cronbach's Alpha | Status   |
|--------------------------------------------|-----------------|------------------|----------|
| Attitude (ATT)                             | 4               | 0.842            | Reliable |
| Subjective Norms (SN)                      | 4               | 0.795            | Reliable |
| Perceived Behavioral Control (PBC)         | 4               | 0.811            | Reliable |
| Club Image & Marketing Communication (CIM) | 4               | 0.865            | Reliable |
| National Pride (NP)                        | 3               | 0.838            | Reliable |
| Intention to Participate (IP)              | 4               | 0.874            | Reliable |

#### 4. Hypotheses Testing (Regression Analysis)

To evaluate the proposed hypotheses ( $H1$  to  $H5$ ), multiple linear regression analysis was conducted, using the composite mean scores of the five independent factors to predict the Intention to Participate (IP).

The overall model fit was highly significant ( $F=78.432$ ,  $p<0.001$ ). The Adjusted  $R^2$  value reached 0.587, indicating

that 58.7% of the variance in UFM students' intention to join the Vovinam Club can be explained by the five independent variables in this study. Multi-collinearity was not a concern, as all Variance Inflation Factor (VIF) values ranged between 1.15 and 1.48, well below the conservative threshold of 5.0.

| Hypothesis | Path Relationship                                   | Standardized $\beta$ | t-value | p-value  | Result    |
|------------|-----------------------------------------------------|----------------------|---------|----------|-----------|
| H1         | Attitude (ATT) $\rightarrow$ IP                     | 0.342                | 6.845   | $<0.001$ | Supported |
| H2         | Subjective Norms (SN) $\rightarrow$ IP              | 0.168                | 3.112   | 0.002    | Supported |
| H3         | Perceived Behavioral Control (PBC) $\rightarrow$ IP | 0.145                | 2.894   | 0.004    | Supported |
| H4         | Club Image & Marketing (CIM) $\rightarrow$ IP       | 0.285                | 5.614   | $<0.001$ | Supported |
| H5         | National Pride (NP) $\rightarrow$ IP                | 0.214                | 4.238   | $<0.001$ | Supported |

Statistical evidence shows that all five hypotheses are fully supported. Ranking the standardized regression coefficients ( $\beta$ ) reveals that Attitude ( $\beta=0.342$ ) exerts the strongest direct positive impact on students' participation intentions, closely followed by Club Image & Marketing Communication ( $\beta=0.285$ ). National Pride ( $\beta=0.214$ ) and Subjective Norms ( $\beta=0.168$ ) also display highly significant positive impacts, while Perceived Behavioral Control ( $\beta=0.145$ ) yields the weakest, yet statistically significant, effect on intention.

#### Discussion and implications

##### 1. Discussion of Empirical Findings

The empirical results obtained from statistical analysis offer comprehensive insights into the behavioral mechanisms driving students' intentions to join the Vovinam Club at the University of Finance - Marketing (UFM). The model successfully accounts for 58.7% of the variance in student intentions, proving the high exploration power of integrating the Theory of Planned Behavior (TPB) with contextual factors like marketing communication and cultural identity.

First, Attitude (ATT,  $\beta=0.342$ ) was identified as the most powerful determinant of participation intention. This indicates that UFM students prioritize the practical, cognitive, and affective benefits of martial arts before making a commitment. When students perceive Vovinam not merely as a physical workout, but as an effective instrument for health optimization, self-defense proficiency, and mental stress relief to counterbalance their heavy commercial coursework, their willingness to join increases significantly. This aligns with the foundational assertions of Ajzen (1991)<sup>[1]</sup> and the contemporary findings of sports health literature (Eime *et al.*, 2013)<sup>[4]</sup>.

Second, Club Image & Marketing Communication (CIM,  $\beta=0.285$ ) emerged as the second most influential factor. This finding represents a highly unique, context-specific trait of the UFM student body. Being educated in an ecosystem that emphasizes finance, business, and marketing, UFM students are naturally more critical of and responsive to brand presentation and media aesthetics. A professional social media presence, high-quality video content, and visually captivating public demonstrations

during university orientations significantly lower psychological barriers, translating passive curiosity into active enrollment intentions.

Third, National Pride (NP,  $\beta=0.214$ ) exerts a strong and highly significant positive effect on intention. This demonstrates that for the younger generation of Vietnamese students, Vovinam represents far more than a physical sport; it is an embodiment of cultural legacy and national identity ("Viet Vo Dao"). Students possessing deep-rooted patriotism show an inherent behavioral orientation toward domestic martial arts as a way to connect with their heritage. Finally, Subjective Norms (SN,  $\beta=0.168$ ) and Perceived Behavioral Control (PBC,  $\beta=0.145$ ) show weaker but statistically significant impacts. The peer-driven culture of university life means that recommendations from close friends and active promotion from the institutional Youth Union heavily influence student choices. On the other hand, the lower coefficient of PBC suggests that structural constraints, such as managing time across multiple campus locations (e.g., District 7 and Phu Nhuan) or operational fees, while important, do not heavily deter students if their internal attitude and the club's brand image are sufficiently strong.

## 2. Practical Implications for UFM Management and Club Leadership

Based on these findings, a set of targeted, practical strategies can be implemented to substantially boost student enrollment and foster a more dynamic sports culture at UFM:

**Enhance Value-Driven Communication (Targeting ATT):** Rather than promotional campaigns focused purely on martial techniques, marketing materials should heavily emphasize the holistic wellness benefits of Vovinam. Campaigns should position the club as a "stress-relief sanctuary" and a place to develop vital soft skills (discipline, confidence, focus) that complement a business student's career path.

**Professionalize the Club's Brand & Visual Strategy (Targeting CIM):** The Vovinam Club leadership should collaborate with UFM's specialized marketing student associations (such as the MARC club) to execute professional recruitment campaigns. This includes producing high-definition highlight reels of martial arts performances, keeping the Facebook fanpage consistently updated with aesthetic photography, and upgrading live demonstrations during the "UFM Club Day" into high-energy, modern spectacles that fuse traditional martial arts with contemporary music.

**Leverage Cultural Identity (Targeting NP):** The club should design special workshop series titled "Vovinam: The Soul of Vietnamese Martial Arts" during traditional national holidays or institutional milestone events. Linking club participation to a broader cultural mission will resonate deeply with the high sense of national pride documented among UFM students.

**Optimize Structural Accessibility (Targeting PBC and SN):** To alleviate structural time and geographic constraints, the club should offer flexible training shifts or hybrid modules (e.g., technical lectures online, physical practice offline). Furthermore, the UFM Youth Union should formally endorse the club by offering extracurricular points to participating students, thereby intensifying positive social

and institutional pressure (Subjective Norms) across the university community.

## Conclusion and limitations

### 1. Conclusion

This study successfully constructed and validated an empirical framework explaining the factors that influence students' intentions to participate in the Vovinam Club at the University of Finance - Marketing (UFM). By extending the traditional Theory of Planned Behavior with Club Image & Marketing Communication and National Pride, the research offers a comprehensive look at student psychology in a modern Vietnamese higher education setting. The results confirm that while practical health benefits (Attitude) remain paramount, strategic institutional marketing and cultural resonance are critical modern levers for unlocking student engagement in traditional campus sports.

### 2. Limitations and Future Research Directions

Despite its contributions, this study is subject to several limitations. First, data collection relied on a convenience sample of 268 students primarily within UFM, which may limit the generalizability of the findings to universities with different student demographics (e.g., engineering or medical sciences). Second, this study focused strictly on behavioral intention rather than tracking actual behavior over a longitudinal timeframe. Future research should consider employing probability sampling across multiple universities in Ho Chi Minh City and expanding the conceptual model to include moderating variables such as gender, financial background, or previous martial arts experience to provide an even more nuanced understanding of student behavior.

## Acknowledgements

The author sincerely thanks the Center for Physical Education and the Board of Management at the University of Finance - Marketing for their valuable institutional support. Deep gratitude is also extended to the UFM Vovinam Club leadership and all participating students for their cooperation in the data collection process. This research is funded by University of Finance - Marketing.

## References

1. Ajzen I. The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 1991;50(2):179-211. doi:10.1016/0749-5978(91)90020-T
2. Arnett JJ. The psychology of globalization. *American Psychologist*, 2002;57(10):774-783. doi:10.1037/0003-066X.57.10.774
3. Downward P, Rasciute S. Does sport make you happy? An analysis of the well-being derived from sports participation. *International Review of Applied Economics*, 2011;25(3):331-348. doi:10.1080/02692171.2010.511158
4. Eime RM, Young JA, Harvey JT, Charity MJ, Payne WR. A systematic review of the psychological and social benefits of participation in sport for children and adolescents: Informing development of a conceptual model of health through sport. *International Journal of Behavioral Nutrition and Physical Activity*, 2013;10(1):98. doi:10.1186/1479-5868-10-98
5. Hair JF, Black WC, Babin BJ, Anderson RE. *Multivariate data analysis*. 7th ed. Pearson Prentice Hall, 2010.

6. Kilpatrick M, Hebert E, Bartholomew J. College students' motivation for physical activity: Differentiating men's and women's motives for sport participation and exercise. *Journal of American College Health*,2005;54(2):87-94. doi:10.3200/JACH.54.2.87-94
7. Kim YK, Trail GT, Ko YJ. The influence of relationship quality on sport consumers' behavioral intentions. *Social Behavior and Personality: An International Journal*,2011;39(5):697-709. doi:10.2224/sbp.2011.39.5.697
8. Kotler P, Fox KF. *Strategic marketing for educational institutions*. 2nd ed. Pearson;2015.
9. Nguyen TM, Nguyen HV. Preserving national identity through traditional martial arts: A case study of Vovinam development in Vietnamese universities. *Journal of Physical Education and Sports Science*,2022;14(2):45-58.