Research On Factors Affecting Gen Z's Intention to Buy Made-In-Vietnam Cosmetics: The Role of Social Media Marketing

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Abstract

To examine the factors affecting Gen Z's intention to buy Made in Vietnam cosmetics and the role of social media marketing on purchase intention, the research team analyzed data based on a survey of Gen Z young people in Vietnam. Data was collected from 141 young people, including 130 people who intended to/ had bought Made in Vietnam cosmetics, and were included in the analysis of influencing factors. Research data were cleaned and quantitatively analyzed using SMARTPLS software. Research results indicate factors: "Environment concern" (CFE), "Perceived behavioral control" (PBC) và "Subjective norms" (SS) have a positive impact on the "Intention to buy Made in Vietnam cosmetics" (IBVNC) of Vietnamese gen Z with impact coefficient respectively: 0.393, 0.340, 0.240, factor "Attitude towards Made in Vietnam cosmetics" (ATCVN) not statistically significant enough to conclude on the relationship with the IBVNC factor. In addition, the research results have shown that "Social media marketing" (SM) has a significant impact on "Environmental concern" (CFE), "Perceived behavioral control" (PBC), "Attitude towards Made in Vietnam cosmetics" (ATCVN), "Subjective norms" (SS) with impact factors respectively: 0.823;0.798; 0.766; 0.721, show that "Social media marketing" (SM) have an indirect influence on "Intention to buy Made in Vietnam cosmetics" (IBVNC). With the research results, the research team proposed some exchanges and discussions to enhance the role of social media marketing, while promoting the intention to buy Made in Vietnam cosmetics of young people.

Keywords: *Influencing Factors, Purchase Intention, Cosmetics, Made in Vietnam, Gen Z, Social Media Marketing.*

INTRODUCTION

The cosmetics market is growing and very competitive in the world. Countries with strong cosmetic market development such as Japan, Korea, Europe, America, and Vietnam are also considered a country with potential cosmetic markets. The Vietnamese cosmetics market is going through a period of strong development and diversification. With stable economic growth, increasing people's income, and increasing attention to self-care, the Vietnamese cosmetics market is becoming a bright spot in the global cosmetics industry. According to information from forecasting experts, within the next 10 years, the cosmetics market in Vietnam will continue to maintain a growth rate of about 15% - 20% per year. (vimaccos.vn, n.d)

Like Abera, a young Vietnamese brand has made an impressive mark in the international cosmetics and beauty market through cross-border e-commerce. Abera's products have made a positive impression on international customers on Amazon thanks to its sophisticated, methodical branding and "pragmatic" and effective specialty product strategy. (Linh Trang, 2024). The cosmetics market in Vietnam is affected by the development of social media marketing. The strong development of the digital age has promoted the growth of the cosmetics market in Vietnam. This has influenced and changed consumer shopping behavior. Users have more options in learning about and choosing products, services, or shopping channels that suit them shopping and paying for orders with just a few simple steps on their smartphone. At the same time, social media marketing also creates interest and stimulates consumers to interact more. Famous beauty bloggers encourage customers to consume. They often share beauty methods, and useful products... on major social networking platforms such as Facebook, TikTok, and Instagram. (Trinh Thu Huong, 2023)

In this study, we explored and analyzed the factors affecting the Intention to buy Made in Vietnam cosmetics of the Vietnamese Gen Z generation based on the theory of reasoned behavior (TRA) and the theory of planned

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behavior (TPB), adding the factors of environment concern and social media marketing. The research team examined the role of the factor "Social media marketing" on the factors "Attitude towards Made in Vietnam cosmetics of Vietnamese gen Z generation"; "Subjective norms", "Perceived behavioral control" and "Environment concern". At the same time, consider the level of influence of these factors on the Intention to buy Made in Vietnam cosmetics of the Vietnamese Gen Z generation. Thereby, the study proposes several solutions to promote the development of Made in Vietnam cosmetics in Vietnam.

Theoretical Basis and Research Model

Related Concepts

Cosmetics

The products we use every day such as Facial cleanser to wash our face, toothpaste to brush our teeth, sunscreen to protect our skin, shampoo and conditioner to soften our hair, and shower gel to clean bacteria and dust on our skin... are all cosmetics.

According to Article 2 of Circular 06/2011/TT-BYT dated January 25, 2011, of the Ministry of Health regulating Cosmetic Management: *A cosmetic product is a substance or preparation intended to be placed in contact with the external parts of the human body (skin, hair system, fingernails, toenails, lips and external genital organs) or with the teeth and oral mucosa with the main purpose of cleaning, perfuming, changing the appearance, form, correcting body odor, protecting the body or keeping the body in good condition.*

Common cosmetics include lipstick, mascara, eye shadow, foundation, blush, powder, facial cleanser and body lotion, shampoo, hair styling products (hair gel, hair spray…), and perfume. Cosmetics are products for external use only (for application).

Consumers' Purchase Intention

According to Nsairi (2012), the intention is a basic consumer behavior that involves the motivation to perform an action based on the outcome of a previous evaluation made by the consumer. Wu & Chen (2014) also argued that consumers' purchase intention is an important component in understanding how consumers' concerns and plans when thinking about forming a purchase behavior for a product or service if supported by adequate information, will develop well into positive buying behavior. Consumer purchase intention is influenced by various factors such as emotions, attitudes toward products, services, and brand loyalty. According to Ajzen (1991), Consumer purchase intention is directly influenced by "Attitude", "Subjective norms" and "Perceived behavioral control". In addition, the intention to buy a specific product will be influenced by many different factors. Thus, consumer purchase intention is the way consumers think and care about a certain product or service, which is the premise for consumers to form a purchase decision.

Social Media Marketing

Social media marketing is online platforms and social networking applications that allow users to create, share, exchange, and consume content and information with each other. Some popular examples of social media marketing include Facebook, Instagram, Twitter, LinkedIn, and YouTube và TikTok. According to Ismail (2017), social media marketing is one of the most powerful tools to indicate consumer behavior and is becoming more and more integrated into consumers' everyday lives, changing the way consumers and marketers communicate with each other. Nowadays, communication is done through social media marketing platforms to exchange information, concepts, and user-generated materials through networks, the Web, and Blogs (Bedard & Tolmie, 2018). According to Denegri-Knott (2006), social media marketing is an extremely important communication channel for creating content, sharing ideas, and expressing opinions and information.

Vietnamese Gen Z and Consumer Habits

Gen Z is a generation of smart consumers because thanks to their proficiency in information technology, Gen Z can easily research and evaluate products. They often see more realistic reviews from influential people on

social networks such as KOLs and influencers... When shopping online, they can go through websites, e-commerce platforms, mobile apps... to carefully consider their needs and whether the product is suitable for them or not, and also carefully consider the reviews of each person who has used the product.

In addition, Gen Z is a generation that tends to prioritize consuming environmentally friendly products. At the same time, Gen Z's shopping behavior is more about trends than buying for essential needs or products necessary for life. Therefore, research on current consumer trends, along with the intentions and consumer behavior of young people, plays an important role for businesses. (Trang Vu, n.d)

Behavioral Theory

Consumer behavior. Consumer behavior is the actions and decisions that individuals or households take when they select, purchase, use, and dispose of a product or service (Bhat, 2021). This behavior integrates ideas from many scientific fields including psychology, biology, chemistry, and economics. It draws on psychological principles to understand how individual motivations, perceptions, and attitudes shape consumer buying decisions. Biological factors such as physiological needs and sensory experiences also play a role in influencing consumer behavior. Economic theory helps explain how consumers allocate limited resources among competing demands, guiding businesses in pricing and product placement strategies (Radu, 2023).

Purchase intention. Purchase intention is a customer's readiness to buy a particular product or use a particular service. Purchase intention is a variable that depends on many external and internal factors. Purchase intention is a measure of a respondent's attitude toward purchasing a product or using a service (MBA School Team, 2021). By unlocking the mysterious power of purchase intent, companies can understand their customers' desires and shopping habits. With this information, companies can design targeted advertising campaigns and marketing messages to drive sales and strengthen customer loyalty (Bhasin, 2023).

Theory of reasoned action (TRA). The theory of reasoned action model (TRA) of Fishbein & Ajzen (1975) is concerned with consumer behavior as well as determining their behavioral tendencies, where behavioral tendencies are partly attitudes toward the behavior and partly subjective norms (The influence of others also leads to their attitudes). This model predicts and explains the tendency to perform a behavior by means of consumer attitudes toward the behavior rather than consumer attitudes toward the product or service.

Theory of planned behavior (TPB). The theory of planned behavior is a development and improvement of the theory of reasoned action (TRA) of Fishbein & Ajzen (1975) and is a commonly used theory when wanting to predict a specific behavior of any individual, it can be the behavior of choosing to buy a product, service... Factors influencing decisions are personal attitudes and subjective norms. In which, personal attitude is measured by beliefs and evaluations of the results of that behavior. Ajzen (1991) defines subjective norm as the perception that influencers will think that the individual should or should not perform a certain behavior. The theory of planned behavior also adds a third factor called perceived behavioral control. Perceived behavioral control is an individual's perception of the ease or difficulty of performing a behavior (related to the availability of necessary resources, knowledge, and opportunities to apply)

Overview of the cosmetics market made in Vietnam

The cosmetics market in Vietnam is currently ranked among the most dynamic in the region. According to Tuoi Tre newspaper, in the period 2018 - 2022 alone, the percentage of Vietnamese women regularly using beauty products increased from 76% to 86%. According to information from some electronic news sites, in the next 10 years, the cosmetics market in Vietnam will continue to maintain a growth rate of about 15% - 20% per year. In particular, Vietnam's skin care product market alone is estimated to reach a total value of about 850 million USD in 2019 and is expected to increase to 1,900 million USD by 2027 - corresponding to an average compound annual growth rate of about 11.7% in the period 2021 - 2027. (Trinh Thu Huong, 2023). Up to now, domestic brands in Vietnam have mainly focused on developing affordable product segments, with quality that meets the most basic beauty needs of consumers. However, it can be seen that currently the number of Vietnamese cosmetic brands participating in the market is increasing with diverse and unique cosmetic lines in terms of design that are not inferior to foreign brands, and the prices are reasonable. At the same time, an understanding of the market and characteristics of Vietnamese consumers is an advantage to help Vietnamese

cosmetic brands participate and dominate the market. Some domestic brands such as Thorakao, Saigon Cosmetic, Sao Thai Duong, Cocoon... are gradually starting to establish a certain position in the scale of the cosmetics market in Vietnam. (Trinh Thu Huong, 2023)

Research Overview

Some empirical studies indicate factors influencing the purchase intention of cosmetics by young people in particular and Vietnamese consumers in general. Research by Luu Phuong Quynh and Nguyen Thi Truc Ngan (2021) analyzed the influence of brand awareness and other factors on the cosmetics consumption intentions of women in Ho Chi Minh City. The results show that there are 4 factors affecting consumer intention: (1) Design style, (2) Perceived quality, (3) Subjective norms and (4) Brand awareness. In which, the factor "Design style" has the strongest impact. Research by Nguyen Hoai Tu Nguyen and Nguyen Thi Bich Ngoc (2021) analyzed factors influencing the purchase intention of cosmetics of female customers of Generation Z living in Ho Chi Minh City, namely price, product, sales promotion, brand, attitude, and reference group. The research results show that all factors of price, product, sales promotion, brand, attitude, and reference group have a positive relationship with the purchase intention of cosmetics of female customers of Generation Z living in the Ho Chi Minh City area. Among these factors, the factors that strongly influence the intention to buy cosmetics are brand, reference group, price, and product, the remaining two factors are attitude and sales promotion which have insignificant impact. Nguyen and Le (2019) analyzed the factors affecting the intention to buy organic cosmetics consumers in Ho Chi Minh City based on the theoretical model of planned behavior. The proposed research model includes 5 independent variables: Health awareness, environmental awareness, safety value awareness, quality awareness, and subjective norms. With a survey sample of 200 consumers, combined with quantitative research methods, the results showed that all 5 factors have an impact on consumers' purchasing intentions, in which, awareness of safety value is the factor with the strongest impact. Nguyen and Tran (2023) also pointed out 5 factors that positively influence consumers' intention to buy green cosmetics including Experience, perceived usefulness, electronic word of mouth, perceived product quality, and trust.

At the same time, many previous studies have also shown the role of social media marketing in the purchase intention of cosmetics of consumers as well as young people. Research by Tenzin Choedon, & Lee, Young-Chan (2020) shows the impact of social media marketing on the intention to purchase Korean cosmetics. The research results show that social media marketing has a positive relationship with social brand engagement (SBE), brand equity (BE), and purchase intention (PI). Gani, M. O., Roy, H., Rahman, M. S., Faroque, A. R., Gupta, V., & Prova, H. T. (2022) Research on the impact of social media marketing on consumers' intention to buy organic cosmetics. The research examines how social media marketing influences purchase intention. The research results show that social media marketing has a positive relationship with consumers' intention to buy organic cosmetics, and also show that purchasing decisions are influenced by social media marketing. Thus, social media marketing not only influences consumers' intentions but also positively influences their decision to purchase organic cosmetics.

Although many empirical studies indicate factors affecting the intention to buy cosmetics and mention the role of social media marketing in the intention to buy cosmetics of consumers in Vietnam and some other countries in the world, most of the research articles only mention factors affecting the intention to buy cosmetics of Vietnamese consumers or cosmetics in general, some articles mention vegan cosmetics or organic cosmetics but have not mentioned Made in Vietnam cosmetics. Therefore, the study aims to fill in the gaps of previous research. The research team analyzes the role of Social media marketing and factors influencing the Intention to buy Made in Vietnam cosmetics of Vietnamese Gen Z youth.

Research Models, Hypotheses and Scales
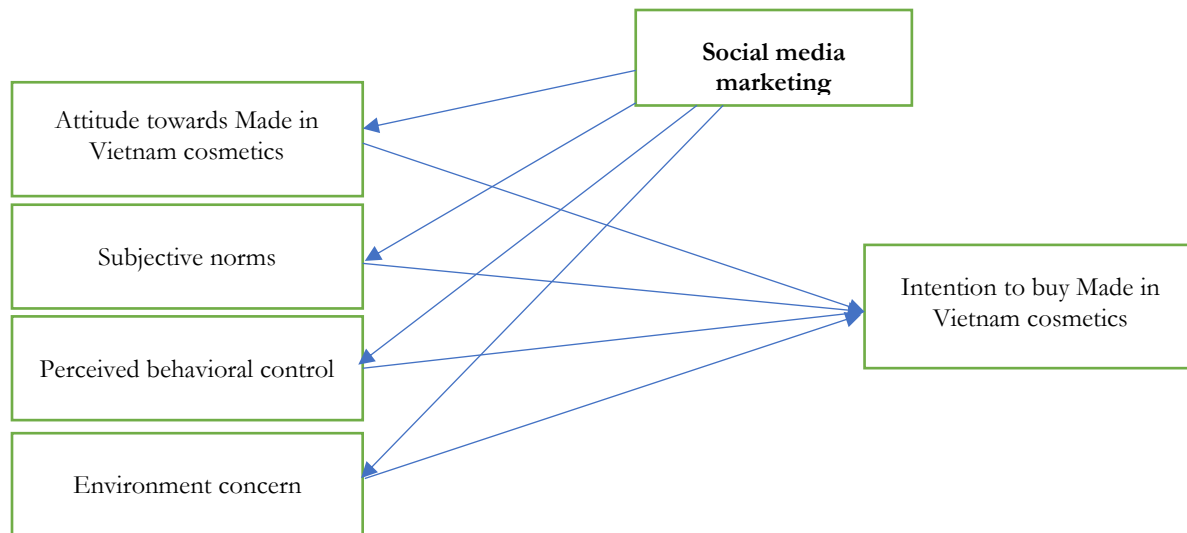
Research Model and Hypothesis

Figure 1. *Proposed Research Model*

Source: Research team proposal

Research Hypothesis

H1: Social media marketing (SM) has a positive correlation with Attitude towards Made in Vietnam cosmetics (ATCVN)

H2: Social media marketing (SM) has a positive correlation with Subjective norms (SS)

H3: Social media marketing (SM) has a positive correlation with environmental concern (CFE)

H4: Social media marketing (SM has a positive correlation with Perceived behavioral control (PBC)

H5: Attitude towards Made in Vietnam cosmetics (ATCVN has a positive correlation with Intention to buy Made in Vietnam cosmetics (IBVC)

H6: Subjective norms (SS) có mối quan hệ tương quan thuận chiều đến Intention to buy Made in Vietnam cosmetics (IBVC)

H7: Perceived behavioral control (PBC) has a positive correlation with the Intention to buy Made in Vietnam cosmetics (IBVC)

H8: Environment concern (CFE) has a positive correlation with Intention to buy Made in Vietnam cosmetics

RESEARCH METHODOLOGY

Data Collection Method

To study *"Factors affecting Vietnamese Gen Z's intention to buy Made in Vietnam cosmetics"*, The research team used two research methods: desk research (reviewing published documents in the media) and sociological survey (collecting response forms from target subjects). The data will be aggregated and analyzed by software like Excel, and SMARTPLS.

Using desk research methods, the research team reviewed documents on Made in Vietnam cosmetics, articles related to factors influencing the intention to buy cosmetics in general, and Made in Vietnam cosmetics in particular of Vietnamese youth published in the media, and examined the characteristics of Vietnamese Gen Z youth. From there, the research team proceeded to build a survey form to conduct a sociological investigation

on factors affecting the intention to buy Made in Vietnam cosmetics of Vietnamese Gen Z youth and the role of social media marketing in influencing purchase intention.

Regarding the sociological investigation method, the research team conducted a preliminary survey and discussed with people who were interested in and had used Made in Vietnam cosmetics. Discussing the use of a preliminary scale with factors influencing the Intention to buy Made in Vietnam cosmetics of Vietnamese Gen Z youth. The participants were free to express their opinions on aspects related to Made in Vietnam cosmetics. The sample size for the preliminary study was 10 people. The preliminary research results were used to complete the research questionnaire and research model. After having a complete survey, the research team sent and collected the survey via the link on Google Form

(https://docs.google.com/forms/d/e/1FAIpQLSccFGfl0u_L2mFymm0i1Z99Gr7af5up13cyK-TlFwNEYf6gqQ/viewform?usp=sf_link) with the target being young Vietnamese Gen Z people.

The data collection method was conducted by the research team based on the convenience sampling method and the "snowball" method (a method of finding the next subject based on the suggestion or introduction of the subject just interviewed) to ensure sufficient sample size as required. The number of survey ballots received was 141, of which 131 people knew about cosmetic products made in Vietnam, 10 people did not know. Of the 131 people who know about the product, 118 have used the product and 13 have never used the product. Of the 13 people who have never used the product, 10 intend to use the product, 2 will definitely use the product, and only 1 person said they will not use the product. Therefore, the number of young people who intend to/have bought Made in Vietnam cosmetics is 130, so the number of valid votes included in the quantitative analysis is 130.

Data Processing Method

Quantitative research methods were conducted to process data collected from a survey of factors affecting the Intention to buy Made in Vietnam cosmetics of Vietnamese Gen Z youth. SMARTPLS software is used to test hypotheses and evaluate the impact level of factors.

Step 1: Evaluation of Measurement Model

The measurement model was evaluated by examining the outer loadings, Cronbach's Alpha, convergence, and discriminant validity.

Step 2: Evaluation of Structural Model

After meeting measurement model requirements, the structural model was evaluated through path relationships, overall R-squared values, and effect size coefficients.

RESEARCH RESULTS

Descriptive Statistics of Survey Participants

Table 1. Descriptive statistics of survey participants

Gender	Number of people	Tỷ lệ (%)	Income	Number of people	Percentage (%)
Male	18	13.7	Under1 million VND	18	13.7
Female	112	85.5	1 to under 3 million VND	42	32.1
Not specified	1	0.8	3 to under 5 million VND	30	22.9
Total	*131*	*100*	5 to under 10 million VND	21	16
Education level	**Number of people**	**Tỷ lệ (%)**	10 to under 15 million VND	10	7.6
High school	13	9.9	15 to under 20 million VND	2	1.5
University	103	78.6	Over 20 million VND	8	6.1

Postgraduate	4	3.1	*Total*	*131*	*100*
Working	11	8.4	**Used to use Made in Vietnam cosmetics**	**Number of people**	**Percentage (%)**
Total	*131*	*100*	Yes	118	90.1
Area of residence	**Number of people**	**Percentage (%)**	No	13	9.9
Urban	96	73.3	*Tổng*	*131*	*100*
Suburban	35	26.7	**Know about Made in Vietnam cosmetics**	**Number of people**	**Percentage (%)**
Total	*131*	*100*	Yes	131	92.9
Aging	**Number of people**	**Percentage (%)**	No	10	7.1
1997-200	14	10.7	*Total*	*141*	*100*
2001-2005	104	79.4			
2006-2012	13	9.9			
Total	*131*	*100*			

Source: The research result

About the number of people who know about Made in Vietnam cosmetics. Of the 141 survey participants, 131 answered yes (92.9%); and 10 survey participants answered no (7.1%).

On the educational level of survey participants. Of the 131 survey participants, 13 were in high school (9.9%); 103 were in university (78.6%); 4 were in postgraduate study (3.1%); and 11 were working (8.4%).

About the gender of the survey participants. Of the 131 survey participants, 112 were female (85.5%); 18 were male (13.7%); and 1 survey participant did not specify gender (0.8%).

About the age of survey participants. Of the 131 survey participants, 14 were born between 1997 and 2000 (10.7%); 104 were born between 2001 and 2005 (79.4%); and 13 were born between 2006 and 2012 (9.9%).

About the monthly income of survey participants. Of the 131 survey participants, 18 had a monthly income of less than VND 1 million (13.7%); 42 had a monthly income of VND 1 to less than VND 3 million (32.1%); 30 had a monthly income of VND 3 to less than VND 5 million (22.9%); 21 had a monthly income of VND 5 to less than VND 10 million (16%); 10 had a monthly income of VND 10 to less than VND 15 million (7.6%); 2 had a monthly income of VND 15 to less than VND 20 million (1.5%); and 8 survey participants had a monthly income of more than VND 20 million (6.1%).

About the living area of the survey participants. Of the 131 survey participants, 96 lived in the inner city (73.3%); and 35 lived in the suburbs (26.7%).

About the number of people who have or have not used Made in Vietnam cosmetics. Of the 131 survey participants, 118 had used/were using (90.1%), and 13 survey participants had never used/were not using (9.9%).

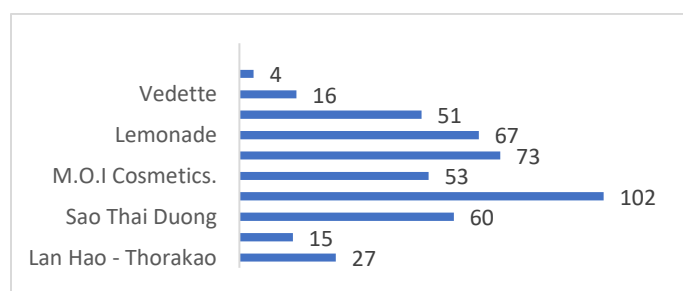## The trend of consuming Made in Vietnam cosmetics among Vietnamese Gen Z youth

Figure 2. Made in Vietnam cosmetic brands

Source: The research result

Of the 131 survey participants, 27 people knew about Lan Hao - Thorakao brand (accounting for 20.6%); 15 people know about Saigon Cosmetic (11.5%); 60 people know about Sao Thai Duong (45.8%); 102 people know about Cocoon cosmetics (77.9%); 53 people know about M.O.I Cosmetics (40.5%); 73 people know about Decumar (55.7%); 67 people know about Lemonade (51.1%); 51 people know about Co Mem Homelab (38.9%); 16 people know about Vedette cosmetics; and 4 people know about other product brands (3.1%).
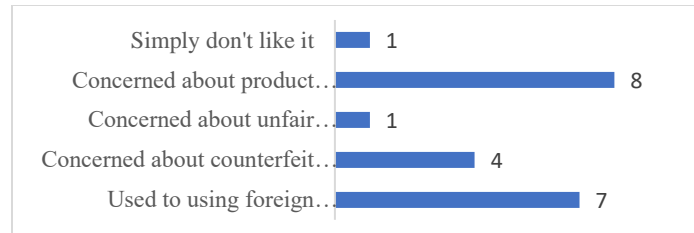

Figure 3. *Reasons not to buy Made in Vietnam cosmetics*

Source: The research result

Of the 13 people who participated in the survey but have never used Vietnamese cosmetics, 7 people said the reason was because they were used to using foreign cosmetics (53.8%); 4 people were concerned about counterfeit goods (30.8%); 1 person was concerned about unfair competition (7.7%); 8 people were concerned about product quality (61.5%); and 1 person said they simply did not like it (7.7%).
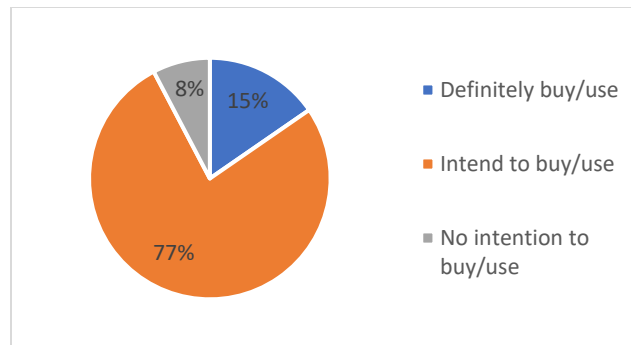

Figure 4. *Future trends in using Made in Vietnam cosmetics*

Source: The research result

Of the 13 survey participants who have never used Vietnamese cosmetics, 2 people are sure to buy/use Vietnamese cosmetics in the future (15.4%); 10 people intend to buy/use (76.9%); and 1 person has no intention to buy/use (7.7%). From the survey data, it can be seen that the majority of survey participants who have never used Vietnamese products intend to buy/use them in the future.
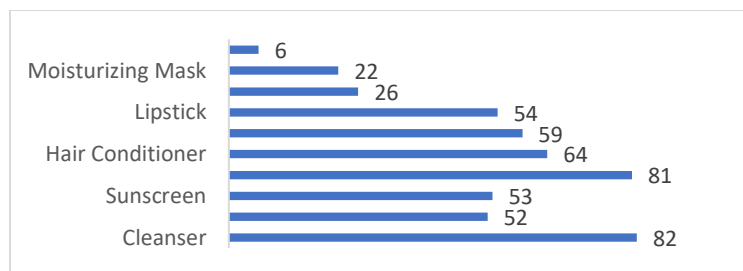

Figure 5. Made in Vietnam cosmetic products have been purchased

Source: The research result

Of the 118 people who have used/are using Made in Vietnam cosmetics, 82 people bought Facial Cleanser (69.5%); 52 people bought Toothpaste from Made in Vietnam cosmetic products (44.1%); 53 people bought Sunscreen (44.9%); 81 people bought Shampoo (68.6%); 64 people have purchased Hair Conditioner (54.2%); 59 people have purchased Body wash (50%); 54 people bought Lipstick (45.8%); 26 people bought Powder (22%); 22 people bought Moisturizing mask (18.6%); and 6 people had other answers (4.8%).
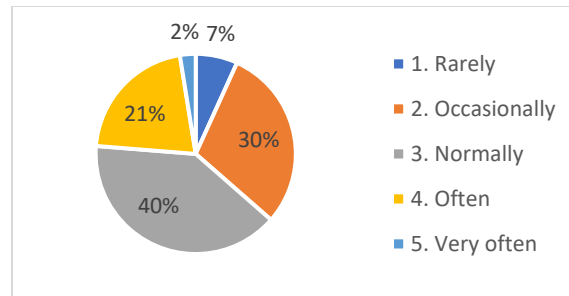

Figure 6. Frequency of using made-in-Vietnam cosmetic products

Source: The research result

Of the 118 people who have used/are using Made in Vietnam cosmetics, 8 people rarely use Made in Vietnam cosmetics (6.8%); 35 people occasionally use (29.7%); 3 people said the frequency of using Vietnamese cosmetic products is Normal (39.8%); 25 people Regularly use (21.2%); and 3 people Very regularly use Made in Vietnam cosmetics (2.5%).
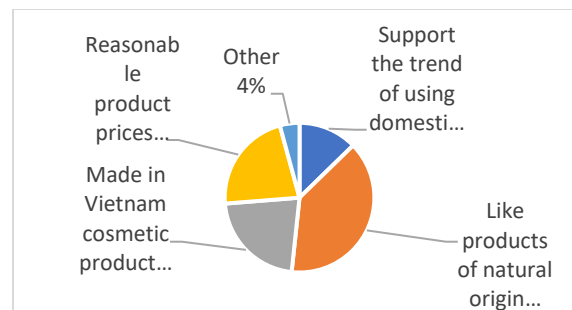

Figure 7. Purpose of using made-in-Vietnam cosmetic products

Source: The research result

Of the 118 people who have used/are using Made in Vietnam cosmetics, 15 people bought them to support the trend of using domestic products (12.7%); 46 people bought them because they like products of natural origin (39%); 26 people think that Made in Vietnam cosmetics are suitable for Vietnamese people (22%); 26 people think that the price of the product is suitable (22%); and 5 people have other purposes of use (4%).

Results of testing the influence of factors on the intention to buy Made in Vietnam cosmetics of Vietnamese Gen Z youth

Results of assessing the quality of observed variables in the measurement model

Quality control of observed variables

Table 2. Outer loadings of factors affecting the Intention to buy Made in Vietnam cosmetics of Vietnamese Gen Z youth

	ATCVN	CFE	IBVC	PBC	SM	SS
ATCVN2	0.924					
ATCVN3	0.889					
ATCVN4	0.907					
ATCVN5	0.878					

CFE1		0.836				
CFE2		0.927				
CFE3		0.926				
CFE4		0.945				
IBVC1			0.952			
IBVC2			0.963			
IBVC3			0.961			
PBC1				0.922		
PBC2				0.928		
PBC3				0.925		
PBC4				0.907		
SM1					0.864	
SM2					0.930	
SM3					0.932	
SM4					0.898	
SS1						0.936
SS2						0.912
SS3						0.925
SS4						0.940
ATCVN1	0.871					

Source: Test results of the research team

The quality of observed variables is assessed through the outer loadings. The results from Table 2 show that the outer loadings of all total correlation coefficients of variables affecting Intention to buy Made in Vietnam cosmetics (all > 0.7) (Hair & et al, 2016) show that the observed variables are significant.

Testing the reliability of the scale

Assessing the reliability of the scale of factors affecting intention to buy Made in Vietnam cosmetics on SMARTPLS through two main indexes: Cronbach's Alpha and Composite Reliability (CR).

Table 3. Reliability coefficient (Cronbach's Alpha) and composite reliability (Composite Reliability) of factors affecting Intention to buy Made in Vietnam cosmetics

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
ATCVN	0.937	0.938	0.952	0.799
CFE	0.930	0.934	0.950	0.828
IBVC	0.956	0.957	0.971	0.919
PBC	0.940	0.942	0.957	0.847
SM	0.927	0.928	0.949	0.822
SS	0.946	0.949	0.961	0.862

Source: Test results of the research team

According to Table 3, after analyzing the reliability test using Cronbach's Alpha coefficient of the factor, the results show that all scales satisfy the condition > 0.7 (DeVellis, 2012) and do not violate any rule of eliminating variables, so no variables are eliminated and can be accepted in terms of reliability.

The composite reliability (CR) of all observed variables was also > 0.7 (Bagozzi & Yi, 1988) (Table 3). Therefore, the scale is reliable, has analytical significance, and is used in the next factor analysis.

Convergence

According to the data analysis results in Table 3, the average variance extracted (AVE) index of all variables is > 0.5 (Hock & Ringle, 2010), which shows that the model satisfies the convergence conditions.

Discriminant Validity

The results in Table 4 on the Fornell-Larcker index of the research model of factors influencing Intention to buy Made in Vietnam cosmetics all ensure discrimination because all the square root AVE values on the diagonal are higher than their off-diagonal values. Therefore, in terms of discriminant validity, the two criteria including cross-loading coefficient and Fornell and Larcker criteria have satisfied the condition.

Table 4. Fornell-Larcker index of the research model of factors affecting the Intention to buy Made in Vietnam cosmetics of Vietnamese Gen Z youth

	ATCVN	CFE	IBVC	PBC	SM	SS
ATCVN	0.894					
CFE	0.747	0.910				
IBVC	0.759	0.829	0.958			
PBC	0.760	0.741	0.798	0.920		
SM	0.766	0.823	0.912	0.798	0.907	
SS	0.800	0.719	0.755	0.646	0.721	0.928

Source: Test results of the research team

f² function value

The f² function value represents the influence level of the structure (factor) when removed from the model. The f² values correspond to 0.02, 0.15, and 0.35, which represent small, medium, and large effect sizes (Cohen, 1988) of the exogenous variable, respectively. If the effect size < 0.02, then there is no effect.

Table 5. Summary table of f² values

	ATCVN	CFE	IBVC	PBC	SM	SS
ATCVN			0.000			
CFE			0.250			
IBVC						
PBC			0.195			
SM	1.421	2.107		1.751		1.084
SS			0.090			

Source: Test results of the research team

In this model, in Table 5 we see:

The impact of SM on:

+ ATCVN: The f² value of the SM variable is 1.421 (f² value>0.35), so the influence of SM on ATCVN is large.

+ CFE: The f² value of the SM variable is 2.107 (f² value>0.35), so the influence of SM on CFE is large.

+ PBC: The f² value of the SM variable is 1.751 (f² value>0.35), so the influence of SM on PBC is large.

+ SS: The f² value of the SM variable is 1.084 (f² value>0.35), so the influence of SM on SS is large.

Impact on IBVC: The f2 values of the variables CFE and PBC are 0.250 and 0.195 respectively, showing that the influence of these variables on IBVC is at an average level (**0.15<f² value<0.35**). The f² value of the SS variable is 0.090, showing that the influence of this variable on IBVC is small. The f² value of the ATCVN variable is 0.000, showing that this variable has no effect on IBVC because **(f² value <0.02)**

Impact Assessment Results Using Structural Model

Assessing influential relationships

The relationship and level of influence of factors affecting the intention to buy Made in Vietnam cosmetics of Vietnamese Gen Z youth on SMARTPLS is shown in Figure 8.
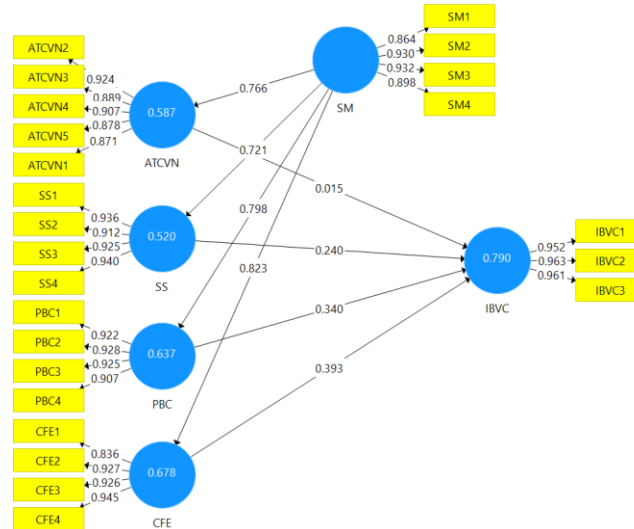

Figure 8. Factors affecting the intention to buy Made in Vietnam cosmetics of Vietnamese Gen Z youth

Source: SMARTPLS test results of the research team

The results of Bootstrap analysis to evaluate the influence relationships are shown in Table 6.

Effect of SM variable:

+ The variable Social media marketing (SM) affects the variable "Attitude towards Made in Vietnam cosmetics" (ATCVN) with an influence coefficient of 0.766 and has a P Values <0.05, which reflects that the SM factor is statistically significant enough to show the relationship to ATCVN. *(Hypothesis H1 is accepted).*

+ The variable Social media marketing (SM) affects the variable "Environmental concern" (CFE) with an influence coefficient of 0.823 and has a P Values <0.05, which reflects that the SM factor is statistically significant enough to show the relationship to CFE *(Hypothesis H2 is accepted).*

+ The variable Social media marketing (SM) affects the variable "Perceived behavioral control" (PBC) with an influence coefficient of 0.798 and has a P Values <0.05, which reflects that the SM factor is statistically significant enough to show the relationship to PBC *(Hypothesis H3 is accepted).*

+ The variable Social media marketing (SM) affects the variable "Subjective norms" (SS) with an influence coefficient of 0.721 and has a P Values <0.05, which reflects that the SM factor is statistically significant enough to show the relationship to SS *(Hypothesis H4 is accepted).*

Impact on IBVC variables: The variables "Environmental concern" (CFE) with an impact coefficient of 0.393; "Perceived behavioral control" (PBC) with an impact coefficient of 0.340; "Subjective norms" (SS) with an impact coefficient of 0.240 and these factors have P Values <0.05; this reflects that these factors are statistically significant enough to show a positive relationship with Intention to buy Made in Vietnam cosmetics (*Hypotheses H6, H7, H8 are accepted*). The variable "Attitude towards Made in Vietnam cosmetics" (SS) has P Values > 0.05,

so it is not statistically significant enough to show the relationship affecting Intention to buy Made in Vietnam cosmetics (*Hypothesis H5 is not accepted*)

Table 6. Structural model path coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
ATCVN => IBVC	0.015	0.014	0.093	0.166	0.868
CFE => IBVC	0.393	0.399	0.100	3.943	0.000
PBC => IBVC	0.340	0.326	0.118	2.882	0.004
SM => ATCVN	0.766	0.764	0.048	15.880	0.000
SM => CFE	0.823	0.824	0.039	20.909	0.000
SM => PBC	0.798	0.795	0.049	16.444	0.000
SM => SS	0.721	0.722	0.061	11.809	0.000
SS => IBVC	0.240	0.249	0.105	2.295	0.022

Source: SMARTPLS test results of the research team

The test results in Table 6 show that with 95% confidence, we can get the regression equation as follows:

ATCVN=0.766*SM

CFE=0.823*SM

PBC=0.798*SM

SS=0.721*SM

IBVC=0.393*CFE + 0.340*PBC + 0.240*SS

Evaluate the overall coefficient of determination R^2

The result of the PLS Algorithm analysis gives an R^2 value, reflecting the level of explanation 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 model's goodness of fit to the data (the model's explanatory capability). According to Hair & et al (2010), the R-square value is 0,75, 0,50, or 0,25.

Table 7. Coefficient of the level of explanation of the independent variable for the dependent variable (R Square)

	R Square	R Square Adjusted
ATCVN	0.587	0.584
CFE	0.678	0.676
IBVC	0.790	0.783
PBC	0.637	0.634
SS	0.520	0.516

Source: Test results of the research team

The results from Table 7 show that:

ATCVN: R^2 is 0.587 and adjusted R^2 is 0.584, so the SM variable in the model explains 58.7% of the variation in the ATCVN variable.

CFE: R^2 is 0.678 and adjusted R^2 is 0.676, so the SM variable in the model explains 67.8% of the variation in the CFE variable.

PBC: R^2 is 0.637 and adjusted R^2 is 0.634, so the SM variable in the model explains 63.7% of the variation in the PBC variable.

SS: R^2 is 0.520 and adjusted R^2 is 0.516, so the SM variable in the model explains 52.0% of the variation in the SS variable.

IBVC: R^2 is 0.790 and adjusted R^2 is 0.783, so the variables CFE, PBC, and SS explain 68.9% of the variation in the variable IBVC.

Evaluate reliability index (SRMR)

Standardized Root Mean Square Residual (SRMR) Index: This index indicates the suitability of the research model. According to Hu & Bentler (1999), Typically a suitable model will have an SRMR value less than 0.08 or 0.1.

Table 8. Standardized Root Mean Square Residual Reliability Index (SRMR)

	Saturated Model	**Estimated Model**
SRMR	0.049	0.098

Source: Test results of the research team

The SRMR research results in Table 8 of the research model with the Saturated Model is 0.042 smaller than 0.08; the Estimated Model is 0.096 smaller than 0.1. Therefore, this model is suitable for data analysis.

SOME DISCUSSION

ATCVN=0.766*SM; CFE=0.823*SM; PBC=0.798*SM; SS=0.721*SM

The research results show that with 95% confidence, the variable "Social media marketing" (SM) affects the variable "Attitude towards Made in Vietnam cosmetics" (ATCVN) with an influence level of 0.766, showing that when Social media marketing increases by 1 unit, attitude towards Made in Vietnam cosmetics increases by 0.766 units. The variable "Social media marketing" (SM) affects the variable "Environment concern" (CFE) with an impact rate of 0.823, showing that when Social media marketing increases by 1 unit, Environment concern increases by 0.823 units. The variable "Social media marketing" (SM) affects the variable "Perceived behavioral control" (PBC) with an impact rate of 0.798, showing that when Social media marketing increases by 1 unit, Perceived behavioral control increases by 0.798 units. The variable "Social media marketing" (SM) affects the variable "Subjective norms" (SS) with an influence level of 0.721, showing that when Social media marketing increases by 1 unit, Subjective norms increase by 0.721 units.

IBVC=0.393*CFE + 0.340*PBC + 0.240*SS

At the same time, the research results also show the factors "Environmental concern" (CFE); "Perceived behavioral control" (PBC), and "Subjective norms" (SS) have an impact on the "Intention to buy Made in Vietnam cosmetics of gen Z" (IBVC) with the influence coefficients of 0.393; 0.340; 0.240 respectively, showing that when environment concern increases by 1 unit, intention to buy Made in Vietnam cosmetics increases by 0.393 units; when perceived behavioral control increases by 1 unit, Intention to buy Made in Vietnam cosmetics increases by 0.340 units, and when Subjective norms increase by 1 unit, Intention to buy Made in Vietnam cosmetics increases by 0.240 units.

The mean scores of the observed variables are shown in the figures below:

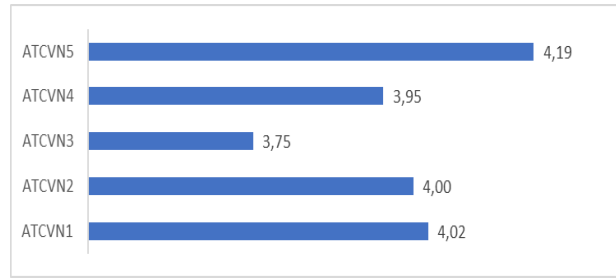(1)   Factor "Attitude towards Made in Vietnam cosmetics"

(2)

Figure 9. The average score of observed variables of the factor "Attitude towards Made in Vietnam cosmetics"

Source: The research result

The survey results show that the observed variables ATCVN1, ATCVN2, ATCVN3 ATCVN4, and ATCVN5 of the factor "Attitude towards Made in Vietnam cosmetics" have an average score value of about 3.75-4.19. Although the model results show that the variable "Attitude towards Made in Vietnam cosmetics" is not statistically significant enough to show a positive relationship with purchase intention, however, according to the survey, the observed variables of the attitude factor all have average values at the threshold of agreement with the statements included in the survey about attitudes towards cosmetics products made in Vietnam.
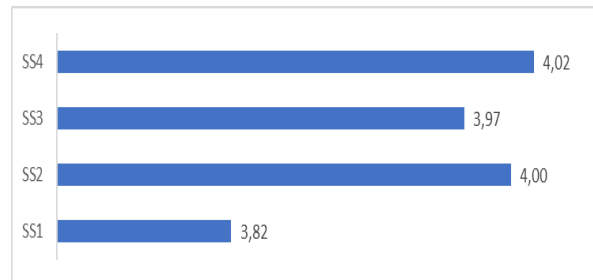
(3)　　　Factor "Subjective norms"

Figure 10. The average score of the observed variables of the factor "Subjective norms"

Source: The research result

The survey results show that the observed variables SS1, SS2, SS3, and SS4 of the factor "Subjective norms" are all at the threshold of agreeing with values around 3.82-4.02. At the same time, quantitative research results also show that Subjective norms have a positive impact on purchase intention. It can be seen that the influence of people around also plays an important role in the intention to buy Made in Vietnam cosmetics for young people.
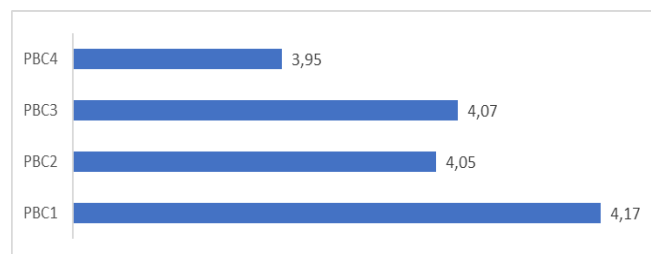
(4)　　　Factor "Perceived behavioral control"

Figure 11. The average score of observed variables of the factor "Perceived behavioral control"

Source: The research result

The survey results show that the observed variables PBC1, PBC2, PBC3, and PBC4 of the variable "Perceived behavioral control" are all at the threshold of agreeing with values around 3.95-4.17. Thus, the factors of

financial potential, time, and ability of consumers also play a decisive role in the intention to buy Made in Vietnam cosmetics of Gen Z.
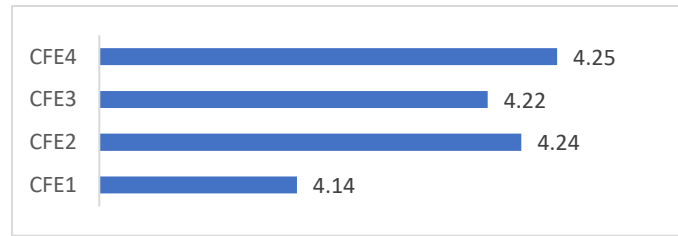
(5)   Factor "Environment concern"

Figure 12. The average score of the observed variables of the factor "Environmental concern"

Source: The research result

The survey results show that the observed variables CFE2, CFE3, and CFE4 of the variable "Environment concern" are all at the strongly agree response threshold with values in the range of 4.22-4.25, only the observed variable CFE1 has a response threshold at the agreed level (4.14).
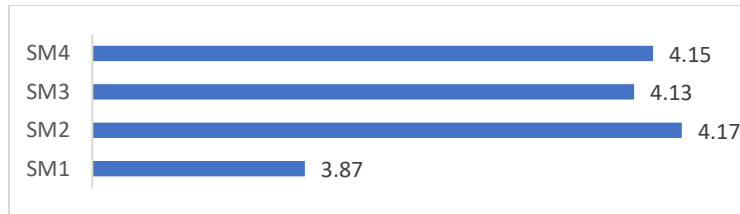
(6)   Factor "Social media marketing"

Figure 13. The average score of observed variables of the factor "Social media marketing"

Source: The research result

The survey results show that the observed variables SM1, SM2, SM3, and SM4 of the variable "Social media marketing" are all at the threshold of agreeing with values in the range of 3.87-4.17.
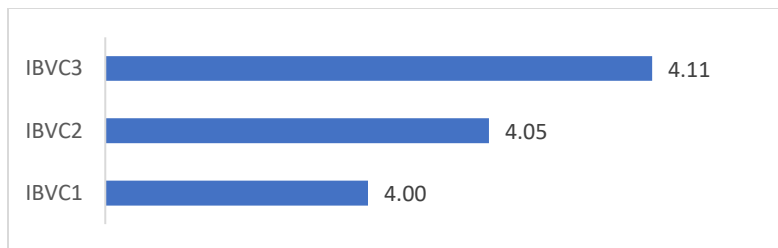

Figure 14. The average score of observed variables of factor "Intention to buy Made in Vietnam cosmetics"

Source: The research result

The survey results show that the observed variables IBVC1, IBVC2, and IBVC3 of the factor "Intention to buy Made in Vietnam cosmetics" are all at the threshold of agreeing with values around 4.00-4.11. Although the quantitative research results do not indicate a direct impact of social media marketing on Intention to buy Made in Vietnam cosmetics. However, the SM variable has a positive impact on the variables "Subjective norms", "Perceived behavioral control", and "Environment concern", showing that the SM variable has an indirect impact on Gen Z's Intention to buy Made in Vietnam cosmetics through the above-mentioned intermediate variables.

With the collected results, the research team has presented some discussions to promote young people's awareness and raise their awareness about consuming Made in Vietnam cosmetic products based on the analysis of influencing factors, especially the "Social media marketing" factor as follows:

Factor "Environment concern" has a positive impact on Gen Z's Intention to buy Made in Vietnam cosmetics. Therefore, Vietnamese cosmetic enterprises need to have social and humane programs about the importance of caring for the environment and the awareness of young people towards the environment. Businesses can collaborate with influencers and schools to promote activities such as "The origin of green cosmetics", "How chemical cosmetics harm the environment and animals", "How humanity in the beauty industry can save your money"; "How do green cosmetic products affect the body, health, and beauty of the human body differently from conventional chemical cosmetics" … with posters and videos with high visual value. That will attract young people who have a certain interest in the environment. Besides, Vietnamese cosmetic manufacturers also need to focus on promoting cosmetics of natural origin, safe for the environment and humans, without chemicals that negatively affect human health. From there, it will win the sympathy of consumers, especially smart consumers like Vietnamese Gen Z.

Factor "Perceived behavioral control" also plays a positive role in influencing the Intention to buy Made in Vietnam cosmetics of Vietnamese youth. Therefore, manufacturers also need to thoroughly research and exploit the conditions of consumers, especially young people in terms of financial capacity and potential, in order to segment customers, thereby being able to offer product segments suitable to the capabilities of each young person and each target group. When young people have enough potential and ability to buy products that suit their needs and potential, they will tend to buy Made in Vietnam cosmetics in the future. Thus promoting the intention to buy cosmetic products made in Vietnam of Vietnamese Gen Z.

Factor "Subjective norms" has an impact on the intention to buy Made in Vietnam cosmetics. Therefore, we can see the role of people around in Gen Z's Intention to buy Made in Vietnam cosmetics. The reason is that today's youth, mainly Gen Z, have the habit of consuming according to trends and are easily influenced by the consumer behavior of those around them, especially friends, relatives, and influential people. Therefore, to promote the intention and behavior of consuming Made in Vietnam cosmetics, manufacturing enterprises need to link with brands, KOLs, and KOCs based on affiliate marketing to deeply impact the target audience of Gen Z consumers. When choosing influencers to promote domestic cosmetics, promoting the characteristics and benefits of Vietnamese people using Vietnamese products will encourage young people to trust and use the products more in the future with the diversity of Vietnamese cosmetics.

Factor "Social media marketing", Although the quantitative research results do not show the direct impact of social media marketing factors on the intention to buy Made in Vietnam cosmetics of young people. However, social media marketing has an indirect impact on purchase intention through the factors "Subjective norms", "Perceived behavioral control" and "Environment concern". Therefore, if we maximize the social media marketing factor, it will help promote consumers' Intention to buy Made in Vietnam cosmetics more strongly. The reason is that in the age of technology, and the target audience of the article is Gen Z, who have many characteristics in their purchasing intentions and behaviors, especially the purchasing habits based on knowledge on social networks and online instead of buying directly like traditional customers. Therefore, businesses producing and trading Made in Vietnam cosmetics need to promote communication in all aspects, create coverage, and reach customers widely through platforms such as Facebook, Instagram, and TikTok. In addition, it is necessary to apply social media marketing in measuring and analyzing information, needs, and potential of customers to be able to segment products suitable to the financial conditions of consumers. In particular, because the Social media marketing factor has an impact on environmental concerns, the creation of content and images related to Made in Vietnam cosmetics needs to focus on quality content, associated with environmental factors, and green living... Some effective social media marketing strategies that can be applied include collaborating with influencers to promote Made in Vietnam cosmetics (influencer marketing); using paid advertising to reach target audiences quickly (Paid advertising)... to promote the Intention to buy Made in Vietnam cosmetics among young people.

Factor "Attitude towards Made in Vietnam cosmetics" Although there is not enough statistical significance to show a positive relationship with intention to buy Made in Vietnam cosmetics among young people. However, the average score values of the observed variables of this factor are all at the threshold of agreement with the given statements. Therefore, manufacturers and businesses trading Made in Vietnam cosmetics need to have ways to create a good first impression of the product and business on consumers in terms of price, product quality, service quality, reputation, etc. to create a good impression, from which consumers, especially Gen Z, will have a good attitude towards Made in Vietnam cosmetics, increasing the possibility of buying Made in Vietnam cosmetics.

CONCLUSION

The study points out the factors affecting the intention to buy Made in Vietnam cosmetics of Vietnamese Gen Z youth. Through the survey results, the data was analyzed using a combination of qualitative and quantitative research methods. The research team identified the factors influencing and the level of influence on the intention to buy Made in Vietnam cosmetics of Vietnamese youth. The results of the study are consistent with previous empirical studies. At the same time, the article also contributes and provides some exchanges and discussions to promote the intention to buy and consume Made in Vietnam cosmetics in particular, and green cosmetic products, in general, to improve and enhance environmental quality, towards green development and sustainable development, ensuring safety for consumers' health and beauty and enhancing competitiveness, developing Vietnam's domestic cosmetics industry in the international market.

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