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Factors Impact On Repurchase Intention Green Cosmetics Of Consumers In Vietnam

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Abstract:
The purpose of this study is to evaluate the factors influencing the intention of Vietnamese consumers to repurchase green cosmetics. Research collects data through questionnaires and data processing through Smart PLS 4.1 software. The results of the study show that attitudes towards green cosmetics consumption, subjective standards and behavior control have a positive effect on the intention to repurchase green cosmetics of Vietnamese consumers.
Keywords: *Green cosmetics, repurchase intention, Vietnam*

1. INTRODUCTION

Today, the green cosmetics market is the second-largest organic industry after organic food in some countries such as the United States, which is also leading the global green cosmetics market. Statistics show that the international growth rate for green cosmetics is higher than the rate of conventional cosmetics (Fonseca-Santos et al., 2015).

Although consumer demand for ecological products in general is now widely recognized by marketers and organizations, scientific research is limited and, if any, has focused primarily on the food sector (Cervellon et al., 2011; Testa et al., 2013). This lack of scientific research leads to little evidence of consumers' underlying motivation to buy green cosmetics and what factors may be crucial for consumers to actually choose green cosmetics over conventional cosmetics.

Green cosmetics can offer a number of important benefits over conventional cosmetics, which makes research in this area just as important as research in the food sector. For example, research shows that some ingredients found in conventional cosmetics disrupt the hormonal system and increase the risk of cancer (Annis, 2011; Csorba & Boglea, 2011). Green cosmetic alternatives have been shown to have better safety measures than conventional cosmetics, meaning they are often manufactured with fewer synthetic or genetically modified ingredients (Annis, 2011; Kim &; Chung, 2011).

Previous studies that have really focused on consumer behavior in the field of green cosmetics have found conflicting results about what factors play a role in the decision-making process for green cosmetics: Tsakiridou et al. (2010) highlight that consumers are becoming more conscious of environmentally friendly production methods, This influences their purchasing decisions for green cosmetics. Kim and Chung (2011) advocate the influence of environmental consciousness. In contrast, Cervellon and Carvey (2011) as well as Ong (2012) found that environmental protection is not the motivation when buying green cosmetics. This underscores the fact that additional research is needed to better understand consumers of green cosmetics. In general, different studies have found that different factors can influence the purchase intention and actual buying behavior of green cosmetics, such as the variables of the theory of planned behavior (attitudes, subjective norms, and behavioral cognitive control), past behavior, health and environmental awareness, and product-related knowledge (Kim & Chung, 2021; Cervellon et al., 2011)

Many studies have shed light on users' purchase intentions for green products (Hakala et al., 2012). Studies show a positive relationship between intent, attitude and frequency of green product acquisition and consumption (Van Loo et al., 2013). There are many studies on green consumption from different perspectives, in which the factors affecting green consumption are of the most interest to researchers

However, to date, no study has combined all of the potential factors mentioned above to provide a complete picture of "green cosmetics consumers." To do so, this study uses both the theory of consumer value and the

theory of planned behavior as a theoretical framework to examine the influence of factors on the intention to buy green cosmetics.

2. LITERATURE REVIEW

2.1. Repurchase intention

Regarding the intention to acquire green cosmetics, recently, in a study by Aini and Paramita (2024), the authors have given the decisive factors to the intention to acquire green cosmetics through intermediaries, which are attitudes and behaviors towards vegan skincare products. The study collected data from 842,000 Instagram followers @thebodyshop and showed that attitudes mediate the impact between perceived value and perceived green value on the intention to buy green cosmetics. In the context of Vietnam, studies show that attitudes towards the importance of green products are positively associated with green purchasing behavior and intention (Nguyen et al., 2017). Kim and Chung (2011) revealed that a positive relationship exists between consumer attitudes and their intention to buy organic care cosmetics, which is agreed by studies (Chin et al., 2018). In particular, research by (Limbu et al., 2022) shows a positive relationship between attitudes and intentions to buy green cosmetics of Vietnamese consumers. Therefore, based on previous studies, it can be seen that consumer value has an influence on the intention to buy green cosmetics through intermediaries is the attitude towards buying green cosmetics. .

2.2. Repurchase intention green cosmetics

Green acquisition intent is one of the elements of green behavior intent, which is an important factor that explains an individual's purchasing behavior towards a green product in the future. Green acquisition intention is the trend of consumers buying green products in the future. This behavioral intent is a strong indicator of future green purchasing behavior. Although this intent is not the same as the actual purchase, the green product acquisition intent can be used to determine the green buying behavior trend of customers. Green repurchase intent when compared to previous purchases is a relatively accurate method to predict customers' future green buying behavior. (Chaudhary & Bisai, 2018; Woo & Kim, 2019)

In fact, research on customer acquisition intent is important for green businesses and green products. One of the first models to explain purchase intent and behavioral intent in general is based on rational action theory and is further developed into planned behavior theory . With recent developments in consumer behavior research, as in the study of shows that consumer behavioral intentions are explained based on the quality of products and services. Research suggests that while product quality is what consumers experience in terms of performance, the value of a product is their assessment of the benefits that the product offers, the perceived value and quality of the product will impact customer satisfaction. Recent studies on green products have also verified the link between quality, perceived value, satisfaction, and behavioral intent.

2.3. Research hypothesis

Our research also shows a positive association between attitudes and frequency of buying and consuming green products. Indeed, the higher the level of positivity in consumers' attitudes towards buying and using green cosmetics, the more likely they are to be interested in and support the acquisition of green cosmetics. This result not only reflects consumers' deep interest in products that have a positive impact on the environment and personal health, but also highlights the important role of attitude in their purchasing decision-making process. This has also been agreed upon in the research of . From there, the study hypothesizes:

Hypothesis H1: consumer attitudes towards green cosmetics have a positive impact on the intention to buy green cosmetics

Behavioral cognitive control refers to possessing the resources, abilities, and opportunities that a person believes they have to perform a particular behavior. This factor compared to a person's attitude towards the performance of a behavior and subjective norms, not only affects the intention of the behavior but also the actual behavior. Previous studies have shown that consumers tend to be more willing to buy green products when they think they can control these uncontrollable external factors. Through my research, I have also reaffirmed the influence of cognitive behavioral control on the intention to buy green personal care products,

which can be understood to include green cosmetics. From there, the study hypothesizes: (Cent et al., 2022)

Hypothesis H2: Behavioral cognition control with green cosmetics has a positive impact on green cosmetics acquisition intention

According to , consumers tend to have a positive intention to buy a product if they notice that the things that are important to them have a positive attitude and opinion about the product. In addition, previous studies have also determined that subjective standards have a significantly positive relationship with purchase intention and purchase intention of green products and especially green products belonging to the cosmetics industry. (Ghazali et al., 2017; Yeon Kim & Chung, 2011) From there, the study hypothesizes:

Hypothesis H3: Subjective standards for green cosmetics have a positive impact on the intention to buy green cosmetics

3. RESEARCH METHODS

The study conducted sample selection by selective random sampling method and geographical stratification to both ensure the objectivity of the official quantitative data and ensure that the data obtained can be generally representative. The survey subjects must be people who have bought and used green cosmetics in Vietnam. With the support of green cosmetics distribution stores, the study was able to connect with consumers who had previously purchased products in-store and conduct surveys. Through this method, the survey cost has been more optimized and it is ensured that enough minimum research samples can be collected. The minimum study sample in this study is 800 to ensure reliability as recommended by Hair et al. (2017).

The survey forms have been distributed to customers of green cosmetics stores. The data is filtered and encrypted, leaving a formal study sample. With the support of Smart PLS 4.1 software, the research conducts tests and analyses.

Study period: 21/11/2024 - 25/02/2025 with a study sample of 872 observations.

The research model is as follows:

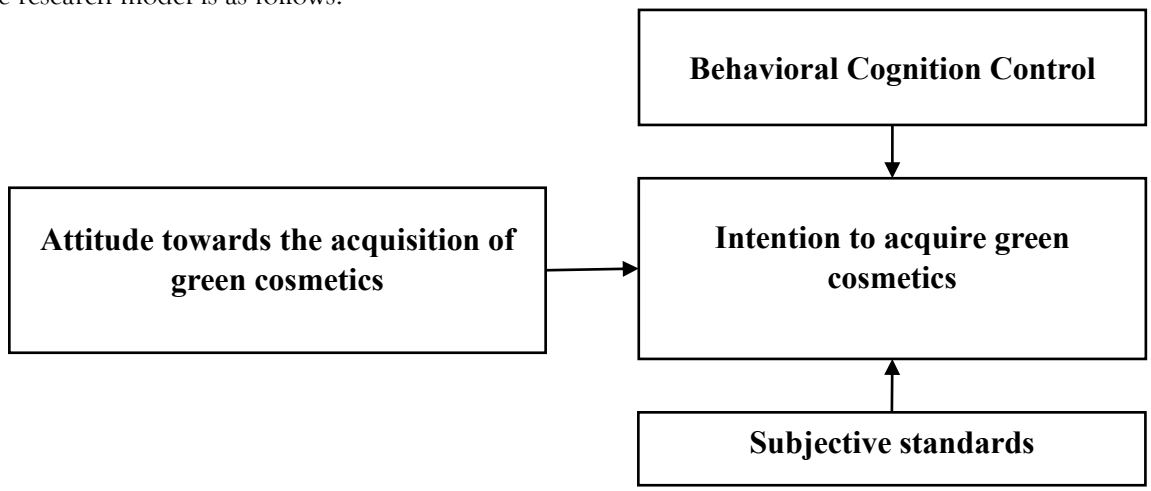

Fig. 1. Research Model

In which:

The Behavioral Cognitive Control **Variable**, developed based on the study of five items measured on a Likert scale from 1 to 5, ranging from very disagreeable to completely agree. (Ghazali et al., 2017)

The Attitude **Towards Green Cosmetics Acquisition**, developed based on a study of five items measured on a Likert scale of 1 to 5, ranged from very disagreeable to completely agree. (Ghazali et al., 2017)

The Subjective Standard **Variable**, developed based on the study of 4 items measured on a Likert scale from 1 to 5, ranging from very disagreeable to completely agree. (Ghazali et al., 2017)

The Green Cosmetic Acquisition Intention **Variable**, developed based on the study of 8 items measured on the Likert scale from 1 to 5, respectively, ranges from very disagreeable to completely agree. (Ghazali et al., 2017)

Analytical Techniques:

The reliability of the scale was evaluated through Cronbach's Alpha coefficient and the sum variable correlation coefficient proposed by Hair et al. (2017). The Cronbach's Alpha coefficient needs to be greater than 0.7 and the total variable correlation coefficient needs to be greater than 0.3 to ensure the reliability of the scale (Hair et al., 2017).

Evaluation of the measurement model: In this step, the research conducts an evaluation of the quality of the measurement model, thereby calibrating the research model accordingly.

(1) Convergence value: the outer loading is used to evaluate the convergence of an item with a minimum value of 0.7 as proposed by Henseler et al. (2009). If the item has an external load factor less than 0.7, it should be removed to ensure the convergence value of the scale (Henseler et al., 2009). In addition, to assess the degree of convergence of the items that make up that factor, the AVE coefficient is used to evaluate with a minimum threshold of 0.5 as proposed by Hair et al. (2017).

(2) Aggregate reliability: As proposed by Hair et al. (2019), the rho_A factor can be used to evaluate the aggregate reliability of the scale. A rho_A value between 0.7 and 0.95 will both represent a scale that ensures the reliability of the scale, and that there is no excess that occurs when items are too closely correlated in a factor (Hair et al., 2019).

4. RESEARCH RESULTS

As proposed by Henseler et al. (2009), items with an outer loading value of less than 0.7 will be discarded, the outer loading values have been checked, and none of the values violate the criteria of Henseler et al. (2009). Therefore, the convergence value will be evaluated for variables (first-order structure) through the AVE coefficient (Average Variance Extracted) as proposed by Hair et al. (2019). The results of estimating the AVE coefficients of Smart PLS software show that the AVE values in this study are all greater than 0.5 with the smallest value being 0.614, ensuring the convergence value as proposed by Hair et al. (2019).

+ Reliability

In terms of reliability, the criteria used for evaluation include Cronbach's Alpha, rho_A, Composite Reliability (Hair et al., 2019). According to the proposal of Hair et al. (2019), these values must be greater than 0.7 and less than 0.95 at the same time to ensure reliability in measuring the research variables. The results show that the first-order structures ensure a high level of reliability.

+ Differentiation value

The differentiation value was evaluated through the HTMT coefficient as suggested by Henseler et al. (2015). The HTMT values need to be less than 0.85 to ensure that the structures will not have significant duplication resulting in deviations in the final result estimate. The results of estimating the HTMT coefficient are all less than 0.85 with the largest value being 0.840, thus satisfying the differentiation value of the structures (Henseler et al., 2015).

To evaluate the multi-collinear problem, this study uses the VIF coefficient with the criterion that the VIF coefficient needs to be less than 5 as proposed by Hair et al. (2017). The results show that the VIF coefficients are all less than 5, thus ensuring the multi-collinear problem in this study.

+ R-square: The R-square determinant represents the model's explanation of the changes in the factors in the model. The results show that the volatility of green cosmetics Acquisition Intention is explained by 41% by the model. This is a relatively good result, equivalent to the level of explanation in the model of Ghazali et al. (2017) of 42.3%. In addition, the study model also explained 56.2% of the change in attitudes towards the acquisition of green cosmetics. This result is better than the model of Ghazali et al. (2017) when the explanation level of the model is only 43.9%. Thus, the results of the R-Square coefficient show that the quantitative model used in this study is relatively suitable for the research context in Vietnam.

+ f-square: The f-square coefficient represents the level of impact of factors in the structural model after being standardized. An f-square coefficient < 0.02 will represent a negligible impact while an f-square > 0.15 will represent a very strong impact (Hair et al., 2019). The result of the impact from attitude to the intention to buy green cosmetics is a very strong impact when there is a coefficient of f-square = 0.270 > 0.15 (Hair et al., 2017).

+ Model fit: The suitability of the model is evaluated through the SRMR coefficient proposed by Hu & Bentler (1999), where an SRMR value < 0.08 will indicate that the proposed structural model is suitable. The results show that the SRMR coefficient in both the estimation and saturation models is less than 0.08, which ensures the conformity of the model (Hu & Bentler, 1999).

Thus, the analysis of the quality evaluation of the linear structure model shows that the criteria considered are satisfactory, through which the model can be used to conduct further evaluation (Hair et al., 2019). In the next section, the hypotheses will be tested through model estimation and testing of statistical hypotheses. The results of the study show that all 3 factors, namely attitude, subjective standards and behavioral cognitive control, have a positive impact on the intention to buy green cosmetics. Of these 3 factors, the impact from attitude is the strongest (impact coefficient = 0.427) and the impact from the other 2 variables is weaker and equal. These results all support the H1, H2, and H3 hypotheses. The positive impact of attitudes on green cosmetics acquisition intentions was similar to the results of (Van Loo et al. (2013), Kim & Chung (2011), Tarkiainen & Sundqvist (2005). The positive impact of subjective criteria on the intention to acquire green cosmetics, although contrary to the results of Ghazali et al. (2017), is similar to the results of Al-Swidi et al. (2014), Chen (2007), Smith & Paladino (2010), Kim & Chung (2011). Finally, the positive impact of cognitive behavioral control on green cosmetics acquisition intention also supports the results of previous studies such as Chen (2007), Gracia & de Magistris (2008); Kim & Chung (2011).

Table 1. Results of estimation and verification of direct impacts

	Impact Coefficient	Standard deviation	T Statistics	P Values
Attitude → Intention to Repurchase	0.427	0.024	17.601	0.000
Perceived behavioural control → Intention to Repurchase	0.203	0.025	8.109	0.000
Subjective norms → Intention to Repurchase	0.233	0.025	9.295	0.000

Source: research results compiled from Smart PLS

Thus, attitude is a strong predictor of the intention to buy green cosmetics. Therefore, management activities aimed at increasing the intention to acquire green cosmetics should focus on enhancing the positive attitude of consumers towards this product. Attention should be paid to increasing the knowledge of green cosmetics, awareness of health benefits, and pleasure as they serve as the main premise for consumer attitudes.

Subjective standards are confirmed to be a factor that has a positive impact on consumers' intention to buy green cosmetics in Vietnam. This factor refers to the cognitive social pressure to perform/experience or not perform a particular behavior (Ajzen, 1991). When individuals are in groups, there are certain rules or norms or beliefs about proper consumer behavior. The results of the study are similar to the views of Dang and Vuong (2015). They emphasize that customers tend to have a positive intention to buy a product if they notice that the products that are important to them have a positive attitude and opinion about it. Previous studies by Al-Swidi et al. (2014); Smith and Paladino (2010) on organic products, Han and Chung (2014) on organic clothes and Kim and Chung (2011) on organic body lotion and shampoo also affirmed that subjective standards have a significant positive effect on the intention to buy green products.

In addition, for green cosmetics, the study of the impact of subjective standards on consumers' purchase intention is lower than their attitude. This can be explained by the number of consumers when asked that they care more about their personal feelings and thoughts about the product than they care about what the people around them think about the product. Others also emphasized that making decisions based on personal preferences makes them happier. Besides, listening to the opinions of those around them also helps

them be more confident when making purchasing decisions. Moreover, when researching the acquisition motive, it means that the customers asked have used and are familiar with green cosmetics. While the level of impact from reference groups such as friends, family, and colleagues often occurs during the initial selection and decision-making phase. Therefore, the subjective benchmark factor in the study has a relatively low impact on the intention to buy green cosmetics of Vietnamese customers.

In addition, behavioral control awareness has also been confirmed to have a positive impact on the intention to buy green cosmetics. This finding is similar to the views of Gracia and de Magistris (2008); Kim and Chung (2011). Furthermore, they argue that this factor affects not only behavioral intentions but also actual behavior. However, the current study found that the effectiveness of cognitive behavioral control is quite low.

5. CONCLUSION

Current research contributes to the rationale through 3 main aspects. Firstly, the study uses the theory of planned behavior (Ajzen, 1991) and the confirmation-expectation theory to study the factors influencing the intention to buy green cosmetics of Vietnamese consumers. The theoretical framework in this study expands on previous studies that emphasize that attitudes, subjective standards, and behavioral cognitive control have a positive impact on customers' intention to buy green cosmetics. At the same time, the study offers a new approach when considering the complex nature of these concepts in the context of green cosmetics consumption in Vietnam. This contributes to adding a theoretical basis to previous studies.(Oliver, 1977)

Second, research to build a model of synthesis of factors affecting the intention to buy green cosmetics. The study examines and measures the relationship between attitudes, subjective standards, and behavioral cognitive control to consumers' purchase intentions. The test results highlight that attitude is the main driver of customer acquisition intent. This finding contributes to strengthening the evidence suggesting that customer attitude concerns are an effective construct that can strengthen the theoretical framework of green consumption. The attitude factor presented in this study suggests the direction of further research and testing on the involvement of individual attitudes in purchasing decisions for green cosmetics in particular and green products in general.

Third, the current study recognizes the mediating role of attitudes in the relationship between consumer values and consumer purchase intentions. Consumption values include emotional value, safety value, environmental value, social value, and functional value. The powerful influence of these consumption values, especially emotional value and safety value, underscores the unique contribution of current research.

The findings of the study bring many interesting practical contributions related to the consumption of green cosmetics in Vietnam. First, the study suggests that attitude is the main driver of the intention to buy green cosmetics. Individuals who have a positive attitude towards green cosmetics are more likely to consume this product. This implies that solutions to improve the intention to acquire green cosmetics in Vietnam should focus on improving consumer attitudes towards this product. Besides, this implication can also be applied to developing countries with a similar context.

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