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影響越南消費者化妝品購買行為的因素

Factors That Affect Cosmetic Buying Behavior of
Vietnamese Consumers

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MBA recommendation letter

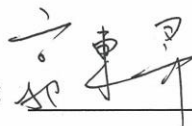
本校企業管理學系管理科學碩士班研究生 Nguyen Quynh Van (阮琮云) 君在本系修業 2 年，已經完成本系碩士班規定之修業課程及論文研究之訓練。

1、在修業課程方面：Nguyen Quynh Van (阮琮云) 君已修滿 36 學分，其中必修科目：經營專題、研究方法、決策專題、管理科學 等科目，成績及格(請查閱碩士班歷年成績)。

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本人認為 Nguyen Quynh Van (阮琮云) 君已完成南華大學企業管理學系管理科學碩士班之碩士養成教育，符合訓練水準，並具備本校碩士學位考試之申請資格，特向碩士資格審查小組推薦其初稿，名稱：Factors that affect cosmetic buying behavior of Vietnamese consumers.，以參加碩士論文口試。

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論文題目：影響越南消費者化妝品購買行為的因素

研究生：阮琮云

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論文摘要內容：

如今的化妝品成為世界各地女性不可或缺的產品。越南也不例外。越南化妝品市場吸引了眾多全球化妝品公司的大量投資。對累積適用數據進行了研究，以顯示越南化妝品市場的情況。本研究旨在確定廣告，口口相傳和消費者意識等因素對購買越南化妝品意圖的影響。本研究採用演繹法和定量法相結合的方法進行分析。與理論相比，它還對實際發現的含義给出了一些結論。從那裡可以帶來一些解決方案或考慮未來的其他一些研究方向。

關鍵詞：廣告、口碑、消費者感知、購買化妝品的意圖

Title of Thesis: Factors That Affect Cosmetic Buying Behavior of Vietnamese Consumers

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Name of Student: Nguyen Quynh Van

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ABSTRACT

Cosmetic nowadays becomes products are indispensables towards woman all over the world. And Vietnam is not an exception. Vietnamese cosmetic market is drawing in heaps of speculation lots of investment from many global companies of cosmetic. A research was made to accumulated applicable data to show a picture of cosmetic market in Vietnam. This study aims to determine the impact of factors such as advertising, word of mouth and consumer awareness on the intention to buy Vietnamese cosmetics. This research using a combination of deductive approach and quantitative method for analysis. It also gives some conclusions about the meaning of practical findings compared to theory. Through the test, the results is Word of Mouth has positive effect on Consumer Perception and Intention to Purchase Cosmetic Products. From there can bring some solutions or consider some other research directions in the future.

Keywords: Advertising, Word of Mouth, Consumer Perception, Intention to Purchase Cosmetic Products

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CHAPTER ONE

INTRODUCTION

1.1 Research Background and Research Motivation

Human instinct from the beginning always want to become perfect and create many different ways to express themselves, that's why one of the concern is physical attractiveness. Based on that demand, an important need of everybody was created called cosmetics. This industry has been developed with a high speed since twentieth century. Go with it, many organizations were born and always try to bring to customers various kinds of beauty items. But from the past few years, this growth slightly slow down in the beauty market of almost developed country (Lopaciuk & Loboda 2013). In this situations, oppose those country, beauty industry of the Asia was known as a new trend at an exponential rate. And Vietnamese market is considered to have a lot of potential. According to the report of the Vietnamese cosmetics industry, more than half of the country's population are young people who show interest in beauty products and services. According to estimates, the industry's average annual growth rate is up to 30% (Enternews VN, 2018). In particular, Vietnam also attracts foreign investors because of the large consumption market size.

Despite the fact that there are numerous research that have reported issues related to the Vietnamese business, there has only few leading studies on the cosmetic market. The aim of this research is to investigate customer's attitude towards the purchase of cosmetic products. The point is the connection between to have a comprehension of the Vietnamese cosmetic market, and exploring possible opportunities in the market.

The cosmetic market is increasingly expanding its attention to the segment of opulence and more essential items with the growth rate increasing

each year. Thus, leaders need to comprehend buying behavior for customers' cosmetic goods. Therefore, through this research, we will have an overview of Vietnam cosmetics market. Hence, researching the relationship between variables customer perceptions of Vietnamese toward the makeup and skincare items, and exploring the contrast between the impact of those variables and customer behaviors.

1.2 Research Objective

This paper helps to explore the influence of parameters related to the consumer's cosmetic consumption process. Since then, it is possible to discover and contribute useful information to help companies develop a more effective product promotion strategy by identifying consumer behavior. And furthermore to make sense of which reasons and factors have profoundly effects of Vietnamese consumers before settling on choice to utilize the cosmetics items or to purchase items. So, the investigation can allow recognizing more about behaviors' of consumer and purchasing assessment in cosmetic industry in Vietnam.

1.3 Subject and Research Scope

The study conducts literature reviews to build up the research hypotheses and framework. Collecting data by using questionnaires to test hypotheses and figure out the results and conclusions.

This research's key issues are examining the influence of important factors that affect Vietnamese consumers' purchasing behavior on cosmetic. In this study have total 4 variables: Advertising, Word of Mouth, Consumer Perception and Intention to Purchase Products. Dependent variables are Advertising and Word of Mouth. Independent variables are Consumer

Perception and Intention to Purchase Products. Testing location in Vietnam. This research using SPSS 20.0 to analyze the data.

1.4 The Procedure and Research Structure

Chapter one defines research background, research objectives, research scope and research constructure.

Chapter two presents the previous literature related to the Advertising, Word of Mouth, Consumer Perception, Intention to Purchase Products. In the end of the chapter, the following hypotheses are proposed due to the synthesis of previous research processes.

Chapter three identifies the research design together with the sampling plan, data collection process, software to measure dependent or independent variables along with data analysis techniques.

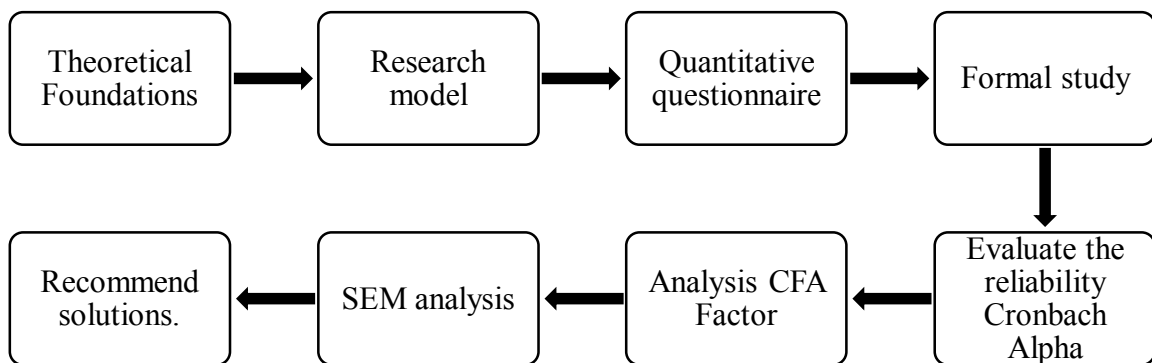


Figure 1.1 Research process.

Source: Original Study

Chapter four deals with statistical tables describing the test results and factor test tables as well as reliability. Finally, discuss the results of the hypotheses.

Chapter five summarizes the results of the research paper, thus proposing directions for future researchers.



CHAPTER TWO

LITERATURE REVIEW

2.1 Cosmetic Market in Vietnam

The representative of Market Research Company Nielsen said that the population of Vietnam has reached over 100 million people, ranking 14th in the world. Of which, about 60% are under the age of 35. On the other hand, per capita income in Vietnam is increasing rapidly in the past time, currently estimated at 53.5 million dong/year (Equivalent to \$ 2,385, up 170 USD (compared to 2016). Only import and export turnover of cosmetics in the country has increased rapidly from 3 billion USD in 2016 to 6 billion USD in 2017, of which 95% is imported cosmetics. It is forecasted that by 2020, the middle class, who spend heavily on cosmetics, will increase rapidly, to 33 million. That is when the economy grows high with GDP increasing by over 6% and the number of young people under 35 making up over 60% of the population. The Vietnamese cosmetic market is considered to have a lot of potential when the per capita spending on cosmetics is only 4 USD/person/year. This figure is much lower than Thailand's average of 20 USD/person/year. A report from Mintel shows that the Vietnamese cosmetic market is expected to reach \$ 2.35 billion by 2018. This figure in 2016 is \$ 1.78 billion, which means Vietnam is the world's fastest growing country in the cosmetics industry.

Another report by Euromonitor pointed out that the growth of the retail market in recent years is showing signs of slowing down. The reason is that the development of many items has reached saturation point. The domestic production units facing the challenge must innovate and be creative to attract

new customers, as well as to improve their competitiveness compared to foreign giants.

However, with a population of more than 90 million people, Vietnam is still considered a potential market in the Asia-Pacific region, according to the report "The level of excitement of the market Asia-Pacific retail "from CBRE. The increasing participation in many free trade agreements, as well as the strong development of marketing and distribution activities, is expected to help open up opportunities for the domestic cosmetics industry.

2.2 Definition of Research Construct

2.2.1 Advertising

The core idea for forming a purchase intention has been presented in a non-personal way of advertising. To better understand, through different data sources, advertising is understood to share data about goods through non-personal ways that are often paid by donors (Datta, 2008). Therefore, Ayanwale et al. (2005) composed advertising as a form of non-personal payment, where ideas, concepts, products or services and information are promoted through the media (Intuitive, Verbal & Written) to convince or influence behavior. Advertising is trying to spread the largest data on items in the target market. Therefore, becoming more popular is the purpose of advertising (Ramaswami & Namakumari, 2004). Advertising is done to make the similarity, appeal and effectiveness of buying in a positive way. A compelling hypothesis about advertising is often used to understand buying behavior is attitude towards advertising. Attitudes towards branding are influenced by effective and final advertising that promotes buying intent (Goldsmith & Lafferty, 2002). Ideally, the decision to buy a product is a buyer's behavior (Jamaar et al., 2003). Advertisers are using a variety of techniques to effectively convey commercial messages to make purchasing

decisions. Assessing the viability of advertising and the evolution of steps, for example, the attention, desire and decision to buy a hierarchical impact model is often used (Cavill & Bauman, 2004; Grover & Vriens, 2006).

Based on research by Pope (2009), customer behavior can be governed by advertising and will motivate customers to buy those products. Repetition in advertising affects the minds of customers to help them remember the product and buy it back in the future.

2.2.2 Word of Mouth

In 1967, Johan Arndt was a pioneer in word of mouth research (WOM) that gave the definition of WOM as follows: Direct verbal communication between a recipient and a communicator regarding a label certain brands, products, or services and recipients are aware that the sender's messages are non-commercial. Traditional word of mouth has the following characteristics: (1) communication between individuals, (2) commercial content (Talking about Products or Services) and (3) communicators with no commercial purpose. According to Silverman (1997) defines word of mouth as a form of information about products, services or ideas among people who are not related to the company that provides the product or service. According to Patton (2000), the definition of word of mouth is a message about an organization's product or service, which includes the belief and quality of products or services transmitted from one person to another. Stokes and Lomax (2000) argue that word of mouth is an effective way of communicating among individuals in relation to certain products and services.

Word of mouth is seen as an informal form of marketing by business organizations when they indirectly use their customers to become spokespersons and communicators about their products (Westbrook, 1987).

2.2.3 Consumer Perception

The perception defined by Walters et al (1988) suggests that all perceptions are through sensory senses for certain things, events, or relationships. More concretely, awareness occurs when information is received to the brain then goes through the coding and classification process and from there they are carried a certain meaning (Van der Walt, 1991). Experiencing many different studies have come to the conclusion, whether communication takes place effectively or not is dominated by the cognitive process. In the communication process, between communicators and recipients of information can have different opinions (Aaker et al, 1986). According to Schiffman et al (1997), two people may have different perceptions about the same problem although being put together in the same context and subject to the same external impact. The problem here is that each person has different reference frames (Expectations, Needs, etc.), leading to them receiving, arranging and analyzing them, resulting in separate results. This may prove that individuals act on the basis of their perceptions and not on external objective reality. Since then, Schiffman has come to the conclusion that in order to determine the factors affecting customer acceptance, marketers must have an understanding of the perception for each individual.

Information Acceptance Model (IAM) of Sussman and Siegal (2003) are used extensively in studies of online communication (Chen W, 2011; Cheung et al, 2008). The author said that to accept one certain information, first of all the recipient must evaluate the level of usefulness when continuing receive that information. This evaluation is based on two factors: the quality of reasoning and suggestions out of other streams inside that message. The quality of the reasoning considered as the nature of information in when suggestions outside the thread are related problems are not the main topic of

messages (Petty & Cacioppo, 1986). When the individual is willing to be aware and able understand the reasoning, the words in the message, the quality of the argument will be determined determine the level of influence of information; reverse when an individual has no motivation or Inability to understand the reasoning in the message, the suggestions are out of line The other will determine the level of influence information (Petty & Cacioppo, 1986). Job Refer to the out-of-line suggestions with an assessment of the attractiveness, interest and excitement trust the news source.

Consumer perception is a procedure to receive, sort and delete data that is affecting consumers to purchase any item (Strydom et al., 2000). Based on the perception of consumers Brady and Cronin (2001) is done by the functional and technical qualities of an item. It also involves five characteristics of value, for example, considerable quality, reliability, sympathy, assurance, responsiveness. According to Wilson, if an enterprise knows how to organize service delivery that can make consumers feel satisfied and loyal, it will meet the consumer experience of their wishes according to their wishes (Wilson, et al., 2008). After consuming a service or observing their buying behavior can estimate consumer perceptions of quality (Plamer & Osummer Neill, 2003). In the minds of customers, Crosby and colleagues, (2003) argue that awareness is created and kept up. Hsieh and Kai Li (2008) argue that customers' impressions of the association's PR activities are a premise of loyalty.

2.2.4 Intention to Purchase Cosmetic Products

According to Hsu (1987); Dodd et. al. (1991); Blackwell et. al. (2001) and Shao et.al. (2004), purchase intention can be known as: (1) customers readiness to think about purchasing; (2) purchasing intention in the coming times and the last (3) choice of thinking if customers should buy it again or

not. Thus, buying intention is about the consumer's sense subjectively after the general assessment to purchase an items.

Going to the final purchase decision, consumers in turn go through five steps: receiving problems, collecting problem-related data, comparing and choosing between issues, making decisions whether or not to purchase and ultimately consumer behavior after purchase (Engel, Blackwell & Miniard, 1995). According to research by Mowen and Minor (2001), deciding whether to buy products is the result of a series of brain processing. According to English, et al. (1995) added that the intention to buy is divided into partial intentional purchase, intentional purchase and unintentional purchase. Intentional purchase is when consumers have gone through all the steps of receiving problems, analyzing information, comparing choices to lead to buying decisions before consumers enter the store. Everything is planned in advance. In contrast to this, unintentional purchasing is analyzed that all stages of problem solving, information analysis and selection comparison are not planned in advance. It happens when the buyer enters the store and starts receiving information from the brands as well as the product catalog contained within. The final classification is the intention to purchase with a purposeful purpose. This can be understood as lovers only identify a piece of information about the product they want to buy, but not fully understand the whole and decide to buy what kind of product.

In addition, what clearly influences consumers' buying decisions is the unpredictable and emotional impacts of consumers (Kotler, 2003). The emotions and attitudes of consumers are affected by following the wishes of the accompanying person (Voluntary or Involuntary), leading to a change in inherent purchasing decisions. Regarding the unpredictable agent due to the sudden external impact affecting the purchasing decision, such as the change in market prices or the appearance of a new product line similar to products

consumers want to buy (Dodds et al., 1991). Personal preferences as well as buyer's experiences are considered to be an extremely important personal factor to predict consumer behavior (Fishbein & Ajzen, 1975).

The intention to buy and decide to buy is two things that cannot be separated. The interest of customers as well as the way customers respond to products or customer feedback after buying is a premise to predict their buying behavior (Fishbein & Ajzen, 1975).

Every human behavior comes from the reference frame of each person. The frame of reference may include obsession, special interest or experience experienced, sometimes the buyer's reference frame may be changed under the influence of the outside. From that reference framework, consumers in turn experience the above five stages to make a final purchase decision (Zeithaml, 1988; Dodds et al, 1991; Schiffman & Kanuk, 2000; Yang, 2009).

In addition, one of the factors affecting attention in the short term and providing positive results for purchasing decisions is advertising (Chi, et al, 2009). Advertising messages given on public information such as television or newspaper and magazine publications help increase the contact rate between consumers and products that the company is promoting. From there, it is possible to create and change consumer awareness of products. As mentioned above, human reference framework includes personal love as well as purchasing experience, so products that bring familiarity will create great sympathy for consumers (Kamins & Marks, 1991, Laroche, et al, 1996).

2.3 Hypotheses Development

2.3.1 Advertising on Consumer Perception

Advertising is a process of creative endeavor to influence customers' thoughts about a specific item, thereby changing the perception of that item in the customer's mind. Appeal advertising acts as a provider to arouse

motivations in the spirit of customers when buying goods. Advertising consists of two parts: feeling and sensible call. Often, the ad will emphasize the advantages of the item or its use while on the other hand it is an emotional attraction when meeting the mental, emotional and social requirements of customers (Gunjan Baheti, 2012).

Advertising shapes people's behavior through awareness. Awareness is a person's perception of data transmitted through it. These perceptions are seen personally through senses, recognition, consideration, memory, thinking and understanding aspects of customer mental awareness is the best way to attract consumers (Sandra Jakštienė, 2008). The purpose of advertising is to transmit information to long distances. Distributed objects have been used to focus on advertising. Through advertising consumer behavior formed and they inspired to buy those items. Experts found that repetition in advertising hit consumers' psychology, which also helped them remember the item and bought it again (Pope, 2009). Thus, we propose:

H1: Advertising will positively affect to Consumer Perception

2.3.2 Advertising on Intention to Purchase

Advertising is a process of creative endeavor to influence customers' thoughts about a specific item, thereby changing the perception of that item in the customer's mind. Appeal advertising acts as a provider to arouse motivations in the spirit of customers when buying goods. Advertising consists of two parts: sensory and reasonable appeal. Often, the ad will emphasize the advantages of the item or its use while on the other hand it is an emotional attraction when meeting the mental, emotional and social requirements of customers (Gunjan Baheti, 2012).

The frequency of advertising as well as the quality of the advertising is influenced by the cost of investing in advertising. When the company invests

more in advertising, this can affect consumers' minds. The big investment means that the company is very focused on the brand and can carry the implication that product quality will be better than those with low investment. (Kirmani & Wright, 1989).

Investment for advertising has an impact on customers' perceptions. In other words, when investors spend as much money focusing on their advertising, consumers have more expectations and interest in products or services (Kirmani & Wright, 1989; Yoo, Donthu & Lee, 2000; Moorthy & Zhao, 2000). Advertising inherently plays a huge role when conveying information of products as well as creating an attraction to attract consumers. When investors spend a large amount of money on advertising, this will create expectations and illusions in consumers' perceptions of the quality and content of the product. Consumers will easily pay more attention to that product and expect more for the brand. Some previous research results on advertising indicate that consumer interest in advertising may repeat for an ad that is similar and persuasive to buy that product. In theory, when consumers have a good impression of an action or event, it is easier to make a decision to take that action. This study will try to show that advertising can really change customers' perceptions and motivate consumers to buy more. Hence, we proposed:

H2: Advertising will positively affect to Intention to Purchase Cosmetic Products.

2.3.3 Consumer Perception on Intention to Purchase

Women today are constantly being reminded of what is considered beautiful. Generally, in thinking buying cosmetic items, customers buyers perambulate five stage of customer decision making process which is require acknowledgment, data seek, assessment of options, buying choices, and

purchasing demeanor (Armstrong & Kotler, 2010). The purchasers typically will perceive an issue when they sense a distinction among their actual state and some need state. In this process, they will look data related to the cosmetic items and these procedures are connected to the recognition in terms of choosing the data and allocated their meaning. Then, that will prompt how they acknowledge the items. Perception is the mental factor which impacts customer buying conduct, and also the procedure personal, arranges and deciphers the data they get from the outside (Sheth et al, 2004). Their habits and activity will be impacted by customer thinking because customers build choices based on what they perceive instead of target reality so for marketers, perception has strategic implications (Schiffman & Kanuk, 2010). After getting adequate data, customers will single out a set of procedure characteristics to differentiate among other choices. For example, customers might search for features like price and qualities before buying the item or utilize these things ascribes or other variables assessing the standard. Consequently, the perception and accept on the corresponding significance of cosmetic items characteristics as collated may impact them buying the item. In general, customers amid their decision-making process rely on various item characteristics before choosing the cosmetic items. After buying process, the customer will make a decision buying products or not based on the experience about satisfied or dissatisfied feeling.

According, the intention to buying skincare items perception would be impacted by perception, that's why it's very important to investigate which of the factors provide most impacts. Fundamentally, buying intention speaks to thought of customers like what they will get (Blackwell et. al, 2001).

As indicated by Brown (2003), intention of customers to purchase assured item shows higher genuine purchasing rates than those consumers who demonstrate that they have no intention of purchasing. Increasing

demand for cosmetic items, the first stage is customer's intention of buying skincare products. Anyhow, intention don't really compare with actual buying. As per Niessen and Hamm (2008), there is a big gap between stated and actual buying behavior. The consequences in their investigation demonstrated that half of customers say they purchase items, but in actuality just 15% buying what they say. Since there are few of specialists researching the purchase behaviour in the context of cosmetic items, it is critical to investigate the customer real buying behaviour in this research.

Making buying decision, consumers must go through an extremely complex process of awareness. Purchase intent is established through receiving information as well as comparisons and is also affected by external factors. The intention to buy has a strong ability to motivate customers to buy products (Ghosh, 1990). When a customer's perception has identified and intends to buy a product, this will continually urge them to make a purchase decision until they actually perform the behavior. However, this does not mean that customers' perceptions cannot be changed. On the contrary, there are many factors affecting consumers to change their buying intentions, such as the value, design as well as the price of the item (Zeithaml, 1988 & Grewal et al, 1998). When strongly influenced by external factors, customers become disinclined to motivate their intention to purchase and this will cause buyers to abandon the decision to buy.

Clients who have higher purchasing inspiration and needs of a thing may grow their purchasing expectation. Buy expectation was likewise called the ability to purchase. It implies 3 the likelihood of a customer who needs to buy an item (Dodds, Monroe, & Grewal, 1991). It likewise assumes a vital job in purchaser's purchasing basic leadership process. In a shopping circumstance, individuals who want an item or have some uncommon inspiration could expand their aims to pick an item and settle on a buying choice. Shoppers

think of some as angles when they are picking a healthy skin item, for example, value, quality, execution, or their inclinations. These viewpoints will influence their impression of the item and afterward they choose whether to get it. Buyer's general view of an item is called seen esteem. Researchers have characterized seen esteem. Dodds and Monroe (1985) characterized that apparent esteem is a tradeoff between the quality view of the item and the time and cash buyer expected to spend. The blend of purchaser's impression of item quality and the time and cash she/he have to spend to get the item is seen esteem. Zeithaml (1988) communicated that "apparent esteem is the shopper's general appraisal of the utility of an item dependent on view of what is gotten and what is given (p.3)." when a client is purchasing a thing, he/she will evaluate what they will get and relinquish. That is the reason the apparent esteem could affect clients' impression of a skincare item and their purchasing expectations. Chen and Dubinsky (2003) asserted that apparent esteem was viewed as a solid indicator of shoppers' eagerness to purchase. It implies purchaser's apparent esteem genuinely impacts buy expectation and saw esteem can likewise enable makers to change their item to expand customer's buy aim. A few methodologies examined the impacts of customer's apparent incentive on unmistakable/elusive item or administration quality. For example, Babin and Attaway (2000) researched the impacts of store climate on client buy conduct and Sanchez, Callarisa, Rodriguez and Moliner (2006) investigated the effects of apparent incentive on buying the travel industry item. Healthy skin item is a sort of unmistakable item. One of those methodologies which is utilized to examine shopper's apparent estimation of substantial item is the PERVAL scale, created by Sweeney and Soutar (2001). The scale isolated apparent incentive into four measurements: useful esteem (Value Esteem for Cash), utilitarian esteem (Execution Quality), enthusiastic esteem, and social esteem. The scale incorporated the elements which may

influence purchaser's goal when they are obtaining an item. This examination in this way applies the PERVAL scale to explore the effects of purchaser's apparent incentive on buy aim toward healthy skin items.

Customers have to face to many choices related to the product when buying items. And their buying intention is an area broadly talked about in this chapter. Buying intention is one of the parts of purchaser perceive conduct on how an individual plans to purchase an unique brand.

Customer comments are an essential element in the process of selecting and making customer decisions. The model of the relationship between cost and feel of Dodds and Monroe (1985) is based on consumer buying trends. At the same time, the perceived value and intention to purchase are closely related through the proven scientific report of Chong Yang and Wong (2003). This report indicates that the buyer's trust will fully determine the perception that leads to a perceived value that will affect the intention to purchase. Sharing the same view, Thaler (1985) also agreed that the perceived value of customer perception is an extremely important start of the phase sequence that leads to the intention of purchasing customers.

The connection between customer perception fit and buying intention. Czellar (2003) assessed examines performed from 1978 to 2001 on buyer state of mind towards brand extensions. Czellar recommended that when customers accepted both extended and original brand items have appropriate fit expansions, customers have a tendency to be decidedly influenced by their state of mind towards the extended brand. It is settled that the similitude between broadened items and core-brand items under a customer subjective mentally is the most essentials variable in deciding if expanded items are acknowledged or not. A few research additionally announced that the higher the apparent likeness between the brand expansions and the parent brand the higher the intention to buying the extensions (e.g, Boush et al. 1987; Aaker &

Keller, 1990; Keller & Sood, 2003, 2004; Hansen & Hem, 2004). Rangaswamy et al. (1993) and Park et al. (1991) expressed that in order to trigger buying intention of broadened items, the important thing is corebrand and expanded item customer perception fit. Customer recognition fit is the basic factor deciding buy aim of expanded items (Tauber, 1988). Advertising is continually conveyed to customers, notice them of the expenses and advantages of items; in any case, because of time and space impediments the customers are regularly unfit to completely assess this data. Consequently, certain "clues" of perception fit that guide assurance of value (Particularly of a Core Brand) are fundamental (Bottomley & Doyle, 1996; Bottomley & Holden, 2001; Echambadi et al, 2006). Bhat and Reddy (2001) confirmed that when customer perception fit increase, customers tend to exchange acknowledgment from normal brand to expanded items. Morrin (1999) additionally showed that when customer cognitive there are fit relationship between expanded items and normal brand items, a more prominent buying intention for those extended items is figured it out. Extended fit will likewise influence the classification of well-known brands. So, I accept that perception of consumers with regard to makeup products will support cosmetic customer's intention to buy new makeup items. The under hypotheses was proposed based on the above discussion:

H3: Consumer Perception will positively affect to Intention to Purchasae Cosmetic Products.

2.3.4 Effecting of Word of Mouth on Consumer Perception

One of the most important factors affecting the adoption of new products is word of mouth (WOM) (Bone, 1995; Duhan, Johnson, Wilcox & Harrell, 1997). Usefulness of information referring to judgment of an individual that the use of new information contribute to improving decision or administrative

efficiency dynamic (Cheung et al., 2008). Sussman and Siegal (2003) stated that the usefulness of information is can be seen as a major component in the work Predict the ability to accept information and include ideas plan to buy goods (Lee & Koo, 2015) because of children People tend to combine the information they have think is useful. Especially in the social network environment Assembly, customers will face a large amount Word of mouth (Chu & Kim, 2011), therefore their ability to accept and apply when found A useful information is great. People who use social media, whether intentional or not The comments leave a lot of information on the Internet, and Many previous studies have also shown that WOM affect consumers' intention to purchase used (See-To & Ho, 2014). However, not All oral information on social networks is available affect purchase intent, and impact level is very diverse (Yang, 2012). Based on research developed by Erkan and Evans (2016), researched This research proposes hypotheses that customers There is a high level of WOM information application tend to buy higher. Hence, we creat a hypotheses:

H4: Word of Mouth will positively affect to Consumer Perception

2.3.5 Effecting of Word of Mouth on Intention to Purchase Cosmetic products

Chevalier and Mayzlin study photos of consumer reviews of book sales at Amazon.com and BarnesandNoble.Com shows that improvement in hitting the price of a book leads to an increase in sales at the site That web, and the impact of 1-star rating (Negative) is greater than the impact of 5-star rating (Positive). Consumer characteristics are a collection of the most complex variables regarding the impact of WOM on purchasing decisions, specialties That point includes: experience and knowledge, attention to products, awareness of risks, bias toward confusion, literature chemical, gender. WOM

is a form of face-to-face communication between acquaintances know each other, and trust can be built more easily based on knowledge, so the information conveyed is more likely to be used used in buying decisions (Doney & Cannon in 1997; Cermark in 1994; Holdford 2004; Miller & Baseheart in 1969; Niininen, Buhalis 2007). Jermy Leeuwis (2009) gives a model of research on the impact of WOM comes to the intention of purchasing WOM recipients, specifically research Factors affecting the impact of WOM to decide on the purchase Music products of consumers. The interest in products means the level of awareness of consumers use about the importance and relevance of products based on desires and their own values (Zaichkowsky, 1985). When the level of interest is higher, consumers tend to search for product information and analyze information is taken more seriously. Consumers buy products with a higher level of interest will often spend more time and energy amount to search for word of mouth information online. And WOM may have many important influences on consumer buying decisions When consumers buy products with a higher degree of interest. Therefore, it can be hypothesized that:

H5: Word of Mouth will positively affect to Intention to Purchase Cosmetic Products

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Model

Based on the above research hypotheses development, this study develops a research framework as shown in Figure 3.1.

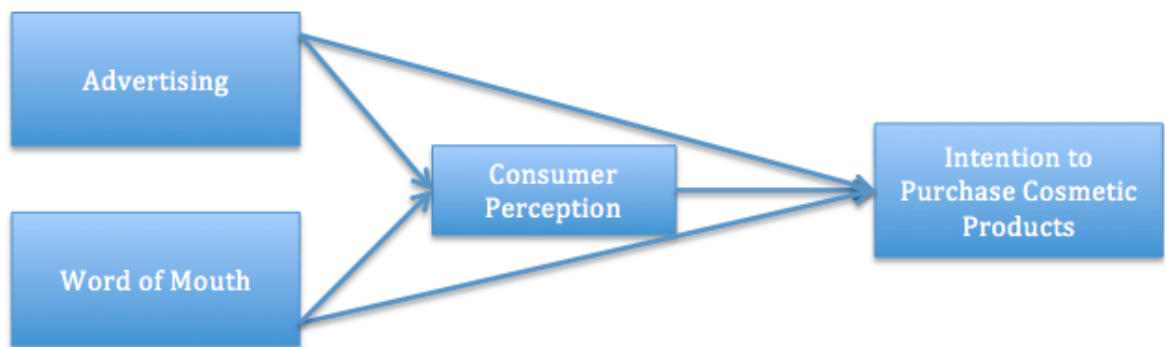


Figure 3.1 Research Model

Source: Original Study

3.2 Research Design

Research design is a plan, structure and research strategy to answer research questions. Research design includes detailed plans for data collection, measurement and analysis. Research design is the beginning of a research process that helps the researcher to go in the right direction and complete the plan. The research design that creates the foundation of the entire study will be carried out while helping the researcher to do the job easily in a systematic orientation. Research work will begin after the research design is completed.

3.2.1 Quantitative Research

Quantitative research is to collect and test data depending on market information. The driving force behind quantitative research is to make statistical survey decisions using practical techniques to process information and information. The nature of quantitative investigation is to collect information from the market, process this information through conventional practical techniques, reproduce or run information processing programs and make decisions.

Information collection strategy:

There are two strategies needed to accumulate information: awareness and testing through surveys. Check this study through questionnaires.

3.2.2 Descriptive Research

Descriptive research is used to describe population characteristics (Zikmund, 2003) and describes the conditions that are accessible in contrast to decoding and judgment (Creswell, 1994). The basic goal of descriptive research is to confirm developed hypotheses that reflect current circumstances. Moreover, descriptive studies depend on some past insights into the idea of exploration problems (Zikmund, 2003).

In this study, descriptive analysis was used to understand the characteristics of each variable. First, the online respondents profile will be illustrated using descriptive statistical techniques according to the frequency of distribution. Then, the study will show the average deviation and standard deviation of each variable.

3.3 Sampling and Data collection

The questionnaire is designed in English and then professionally translated into Vietnamese. In this study, all the participants voluntarily participated. The survey will be conducted by sending questionnaires to respondents. Roscoe (1975) recommended that the appropriate sample size is larger than 30 and less than 500 because larger sample size can generate more accurate data (Malhotra et al., 2006). Questionnaires were distributed to the target respondents. The aim of this research is the theoretical model, measuring all the constructs to test the hypotheses. The quantitative data will gather through questionnaire survey from customers who lived in Ha Noi and Ho Chi Minh City, Vietnam in recent years.

3.4 Research Hypotheses

This study identified 4 research constructs and assessing the relationships among constructs. These construct are Advertising, Word of Mouth, Consumer Perception, Intention to Purchase Products. For each construct, the detailed of questionnaire items are shown in Appendix.

Based on the result of literature review that have discussed on chapter 2, 4 research hypotheses are developed in the current study for the further empirical validation. In general, the hypotheses are as follow:

H1: Advertising will positively affect to Consumer Perception.

H2: Advertising will positively affect to Intention to Purchase Cosmetic Products.

H3: Consumer Perception will positively affect to Intention to Purchase Cosmetic Products.

H4: Word of Mouth will positively affect to Consumer Perception.

H5: Word of Mouth positively affect to Intention to Purchase Products.

3.5 Questionnaire Design

Questionnaires are at the core of a survey. The survey results depend very much on the questionnaire that this conversation script. Therefore, the most basic stages in research are questionnaire design.

The questionnaire is a measurement tool that includes a series of objective or subjective questions (Open Questions), such as: true/false questions, multiple choice questions, fill-in questions; ask short answers, hierarchical evaluation questions, matrix questions, self-argument questions ... These type of measurement tools often combine different types of items in the same scale, even in the same domain. In addition, the questionnaire should just express the noteworthy and require question keeping in mind the end goal to assemble the important information. Also, the discovering, wellsprings of information, format, request and stream of the inquiries are the basic factors in outlining the survey. It was vital that the survey configuration was alluring and clear keeping in mind the end goal to urge respondents to top off and return back to researcher. The questionnaire was composed in English, after that it was translated to Vietnamese. To make sure it has same meaning, a group of two doctoral degree candidates who major in business administration and good at English as well as Vietnamese are invited to discussed and translated each question into Vietnamese. The unclear and incorrect translations were removed. The final questionnaire in Vietnamese was completed after being carefully discussed and modified.

3.6 Constructs Measurement

This study proposed 5 research constructs and assessing the relationships among constructs. All the items use the seven-point Likert scale to measure from 1= strongly disagree to 7= strongly agree. These construct are:

Advertising, Word of Mouth, Consumer Perception, Intention to Purchase Cosmetic Products. For each construct, the detail of questionnaire items are shown:

3.6.1 Advertising

This dimension of Advertising will be measured by 7 items. The questionnaires as below:

Table 3.1 Measurement of Advertising

A1	Advertisement is the most useful tool to help me get information about cosmetic products.
A2	Advertising influences me the most to try a new product.
A3	Advertising influences me the most to purchase a new product.
A4	If I don't watch cosmetic advertisement when I buy a product, I worry about my decision.
A5	Advertisement has impact on my shopping cosmetic products.
A6	I buy cosmetic products which are best-selling brands, as advertised.
A7	I trust advertisement mostly to purchase my cosmetic products.

Source: Original Study

3.6.2 Word of Mouth

This dimension of Word of Mouth will be measured by 10 items. The questionnaires as below:

Table 3.2 Measurement of Word of Mouth

WOM1	Words of friends and familiars has impact on my shopping cosmetic products.
WOM2	WOM is the most useful tool to help me get information about cosmetic products.
WOM3	WOM influences me the most to try a new product.
WOM4	WOM influences me the most to purchase a new product.
WOM5	To make sure I buy the right product, I often read other consumer's product reviews.

Table 3.2 Measurement of Word of Mouth(Continue)

WOM6	When I buy a new product, consumers' product reviews make me confident in purchasing the product.
WOM7	I will recommend my friend to buy the product at the website I have shopped before.
WOM8	I feels satisfied after buying cosmetic products by review from people.
WOM9	After purchasing product I like to give (positive or negative) feedback for other customers.
WOM10	I trust in post-purchase feedback given by other customers.

Source: Original Study

3.6.3 Consumer Perception

This dimension of Consumer Perception will be measured by 4 items. The questionnaires as below:

Table 3.3 Measurement of Consumer Perception

CP1	I never buy new cosmetic products I don't know anything about.
CP2	I like the idea of using cosmetic products.
CP3	I like to experiment with new cosmetic products.
CP4	To me, using cosmetic products is pleasurable.

Source: Original Study

3.6.4 Intention to Purchase Products

This dimension of Intention to Purchase Products will be measured by 7 items. The questionnaires as below:

Table 3.4 Measurement of Intention to Purchase Products

PS1	My willing to buy cosmetic products is very high.
PS2	I always buy cosmetic products if I have opportunity.
PS3	I have high intention to purchase cosmetic products.
PS4	I have strong possibility to purchase cosmetic products.
PS5	I intend to buy new cosmetic products in the future.

Table 3.4 Measurement of Intention to Purchase Products(Continue)

PS6	I will make every effort to purchase cosmetic products.
PS7	I have seriously thought of buying more cosmetic products.

Source: Original Study

3.7 Data Analysis Procedure

Data analysis simplifies the way toward separating and surveying information to shape a kind of finding or results.

Gathering the information that associated to the subject under thoughts is the motivation behind this analysis. The objective of definitely choosing the data analysis investigation is to decipher the significance of unrefined data into critical information for support, investigation, and examination aims. It is organized that a quantifiable package to be used for this methodology. Clarifying examination, factor examination, unfaltering quality test and inferential examination will be used to break down the data.

To execute the goals of this study and test the theories, the gathered information will be analyzed using SPSS 23.0 software. Shown below are the dissociation of the following data.

3.7.1 Descriptive Analysis

In this study, descriptive statistical analysis will be used to understand the characteristics of each variable. Firstly, respondent's profile will be point out by using descriptive statistic techniques in terms of frequency of distribution. Then, the mean and standard deviation will be illustrated by this research.

3.7.2 Frequency Distribution

Frequency distribution is an arrangement of information composed by condensing the conditions a particular estimation of a variable happens (Zikmund, 2003). According Zikmund (2003), frequency distribution fit to nominal or ordinal scale. The explanation of frequency is to outline how every now and again every responses come. Starting there forward, data will arrange into repeat table which consolidated the rates for each one of the characteristics related with that variable (Malhotra, 2007).

3.7.3 Factor Analysis and Reliability Tests

The reliability of the scale is assessed by internal consistent method via Cronbach's Alpha coefficient. Using Cronbach's Alpha reliable coefficient method before analyzing the EFA factor to eliminate unsuitable variables because these garbage variables can generate false factors (Nguyen Dinh Tho & Nguyen Thi Mai Trang, 2009).

Cronbach's Alpha reliability coefficient only indicates whether the measures are interlinked; but do not indicate which observed variables need to be removed and which observation variables need to be kept. At that time, the calculation of the correlation coefficient between the total variable will help eliminate any observed variables that do not contribute much to the description of the concept of measurement (Hoang Trong & Chu Nguyen Mong Ngoc, 2005).

The criteria used when performing scale reliability assessment: Types of observed variables with small variable-total correlation coefficients (Less than 0.3). The criteria for selecting a scale when Alpha reliability is greater than 0.6 (The Greater Alpha, the Higher the Internal Consistency Reliability) (Nunally, 1978; Peterson, 1994; Slater, 1995; according to Hoang Trong & Chu Nguyen Mong Ngoc, 2005). Observed variables with small-total

correlation (Less than 0.4) are considered as garbage variables, and will be removed and accepted when Alpha reliability factor is satisfactory (Greater than 0.7). Based on the above information, the study conducted a measurement of scale based on the following criteria: Types of observed variables with variable-total correlation coefficients smaller than 0.4 (these are variables that do not contribute much to the description of the concept of measurement and many previous studies that have used this criterion). Choose a scale with reliability Alpha greater than 0.6 (the concepts in this study are relatively new to the research subjects when participating in the answer.)

3.7.4 Hypotheses Testing Techniques

This report has applied path modeling algorithm Partial Least Squares for measurement models and structural models. PLS is less restrictive for conventional distribution assumptions, limiting sample sizes according to Karin (2009) and multi-community status compared to other options (Ribink, Liligander & Streakens, 2004; Anderson & Swaminathan, 2011).

These R^2 coefficients are considered to be significant at medium level according to Schroer and Herterl (2009), these R^2 coefficients will be considered moderate. Avex of the structures must be higher than the benchmark of 0.5. The coefficients Alpha and Cronbach must meet criteria 0.7. CR must be greater than 0.6. And finally the goodness of the appropriate index (GoF) is considered large if it is greater than 0.36, averaging between 0.25 and 0.36 and is considered small in the range of 0.10 (Schroer et al, 2009).

CHAPTER FOUR DATA ANALYSIS AND RESULTS

4.1 Descriptive Analysis

The respondents' characteristics are displayed in Table 4.1. Three major categories: (1) gender (2) incomes and (3) education were collected and measured.

Table 4.1 Characteristic of Respondents in this research (n=245)

Item	Description	Frequency	Percentage (%)
Gender	Male	74	30.2
	Female	171	69.8
Incomes (USD)	< \$300	76	31.02
	\$300~\$500	68	27.76
	\$500~\$700	47	19.18
	>\$700	54	22.04
Education	High School	17	7.05
	Bachelor	136	55.51
	Master	66	26.94
	PhD.	21	8.57
	Others	5	2.04

Source: Original Study

4.2 Measurement Results for Relevant Research Variables

The descriptive statistics of the questionnaire items is presented in Table 4.1. The descriptive statistics identifies the mean value, and standard deviation of the research questionnaire. Table 4.2 also illustrates the description of each item. This descriptive analysis recruits 7 items for

advertising, 10 items for word of mouth, 4 items for customer perception, 7 items for intention to purchase cosmetic products.

The mean value and standard deviation describe the tendency of the participants for each relevant construct. It is said that what the advertising our questionnaire participants are going to be, what the questionnaire word of mouth tend to be, etc. The overall tendency of our questionnaire participant's opinions are summarized in Table 4.2.

Table 4.2 Descriptive Analysis for questionnaire items

Research Items		Mean	Std. Dev
Research Construct: Advertising			
A1	Advertisement is the most useful tool to help me get the information about cosmetic products.	5.4508	1.38244
A2	Advertising influences me the most to try a new product.	5.3648	1.37068
A3	Advertising influences me the most to purchase a new product.	5.2664	1.33901
A4	If I don't watch cosmetic advertisement when I buy a products, I worry about my decision.	5.3934	1.35511
A5	Advertisement has impact on my shopping cosmetic products.	5.5041	1.39516
A6	I buy cosmetic products which are best-selling brands, as advertised.	5.4385	1.43742
A7	I trust advertisement mostly to purchase my cosmetic products.	5.4713	1.31906
Research Construct: Word of Mouth (WOM)		Mean	Std. Dev
WOM1	Words of friends and familiars has impact on my shopping cosmetic products.	5.2992	1.50604
WOM2	Word of Mouth is the most useful tool to help me get information about cosmetic products.	5.4303	1.39392

Table 4.2 Descriptive Analysis for questionnaire items(Continue)

Research Items		Mean	Std. Dev
Research Construct: Word of Mouth (WOM)			
WOM3	Word of Mouth influences me the most to try a new product.	5.3074	1.38175
WOM4	Word of Mouth influences me the most to purchase a new product.	5.4631	1.29047
WOM5	To make sure I buy the right products, I often read other consumer's product reviews.	5.4426	1.35202
WOM6	When I buy a new products, consumers' product reviews make me confident in purchasing the product.	5.5246	1.23537
WOM7	I will recommend my friend to buy the product at the website I have shopped before.	5.3607	1.31509
WOM8	I feels satisfied after buying cosmetic products by review from people.	5.5861	1.20901
WOM9	After purchasing a product, I like to give (positive or negative) feedback for other customers.	5.4877	1.33482
WOM10	I trust in post-purchase feedback given by other customers.	5.5246	1.30660
Research Construct: Consumer Perception		Mean	Std. Dev
CP1	I never buy new cosmetic products I don't know anything about.	5.5123	1.22888
CP2	I like the idea of using cosmetic products.	4.7869	1.58132
CP3	I like to experiment with new cosmetic products.	4.6557	1.72501
CP4	To me, usng cosmetic products is pleasurable.	4.9836	1.63291
Research Construct: Intention to Purchase Products		Mean	Std. Dev
PS1	My willing to buy cosmetic products is very high.	4.6434	1.72846
PS2	I always buy cosmetic products if I have opportunity.	4.5943	1.76013

Table 4.2 Descriptive Analysis for questionnaire items(Continue)

Research Items		Mean	Std. Dev
Research Construct: Intention to Purchase Products			
PS3	I have high intention to purchase cosmetic products.	4.7705	1.73697
PS4	I have strong possibility to purchase cosmetic product	5.2705	1.32697
PS5	I intend to buy new cosmetic product in the future.	5.4836	1.30042
PS6	I will make every effort to purchase cosmetic product.	5.3361	1.26107
PS7	I have seriously thought of buying more cosmetic products.	5.4549	1.23479

Source: Original Study

4.3 Factor Analysis and Reliability Tests

In order to identify the dimensionalities and reliability of the research constructs, the measurement items' purification procedure is conducted as necessary. The purification process includes factor analysis, which contains factor loading, eigenvalue of the factors extracted from the measurement items. After factor analysis, to identify the internal consistency and reliability of the construct measurement, the item-to-total correlation, Cronbach's alpha are calculated.

- Factor loading higher than 0.6
- Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) higher than 0.5
- Eigen value higher than 1
- Criterion for the reliability test: Item-to-total correlation equal or higher than 0.5
- Cronbach's Alpha equal or higher than 0.7

4.3.1 Advertising

Table 4.3 Results of factor analysis and reliability test on Advertising

Research Construct	Research Item		FL	EV	AE	ITC	α
Advertising	A5	Advertisement has impact on my shopping cosmetic products.	0.902	5.255	75.065	0.863	0.944
	A1	Advertisement is the most useful tool to help me get information about cosmetic products.	0.893			0.848	
	A4	If I don't watch cosmetic advertisement when I buy a product, I worry about my decision.	0.890			0.843	
	A3	Advertising influences me the most to purchase a new product.	0.856			0.801	
	A2	Advertising influences me the most to try a new product.	0.848			0.789	
	A6	I buy cosmetic products which are best-selling brands, as advertised.	0.842			0.784	
	A7	I trust advertisement mostly to purchase my cosmetic products.	0.831			0.773	

FL= Factor Loading; EV= Eigen Value; AE= Accumulative Explained; ITC=Item to Total Correlation

Source: Original Study

Table 4.3 presents the results of factor loading for measurement of advertising. There are total seven variables were selected for further analysis and have one factor. It is shown that they have significant high loading score with all items have factor loading greater than 0.6. The highest is A5: Advertisement has impact on my shopping cosmetic products with factor loading of 0.902 and A7: I trust advertisement mostly to purchase my cosmetic products has the lowest factor loading 0.831. Table 4.3 also shows that the item to total correlation for the construct are greater than 0.5, Cronbach's $\alpha = 0.944$, eigen value = 5.255. Based on all criteria, we can conclude that the reliability and internal consistency on this factor are acceptable.

4.3.2 Word of Mouth

Table 4.4 Results of Factor Analysis and Reliability Test on WOM

Research Construct	Research Item	FL	EV	AE	ITC	α	
WOM	WOM4	WOM influences me the most to purchase a new product.	0.853	6.260	62.598	0.804	0.933
	WOM10	I trust in post-purchase feedback given by other customers.	0.841			0.789	
	WOM5	To make sure I buy the right product, I often read other consumer's product reviews.	0.814			0.763	
	WOM9	After purchasing a product, I like to give (positive or negative) feedback for other customers.	0.813			0.754	
	WOM8	I feel satisfied after buying cosmetic products by review from people.	0.809			0.750	
	WOM6	When I buy a new product, consumer's product reviews make me confident in purchasing the product.	0.800			0.742	
	WOM3	WOM influences me the most to try a new product.	0.762			0.704	
	WOM1	Words of friends and familiars has impact on my shopping cosmetic products.	0.756			0.702	
	WOM2	WOM is the most useful tool to help me get information about cosmetic products.	0.736			0.683	
	WOM7	I will recommend my friends to buy the product at the website I have shopped before.	0.716			0.647	

Source: Original Study

Table 4.4 presents the results of factor loading for measurement of Word of Mouth. There are total ten variables were selected for further analysis and have one factor. It is shown that they have significant high loading score with all items have factor loading greater than 0.6. WOM4: WOM influences me the most to purchase a new product has the highest factor loading 0.853, and the lowest is WOM7 with factor loading of 0.716. Table 4.4 also shows that

the item to total correlation for the construct of Word of Mouth has ten items greater than 0.5, Cronbach's $\alpha = 0.933$, eigen value = 6.260. Based on all criteria, we can conclude that the reliability and internal consistency on this factor are acceptable.

4.3.3 Consumer Perception

Table 4.5 presents the results of factor loading for measurement of Consumer Perception. There are total four variables were selected for further analysis and has one factor. It is shown that they have significant high loading score with all items have factor loading greater than 0.6. CP3: I like to experiment with new cosmetic products has the highest factor loading 0.889, and the lowest is CP1 with factor loading of 0.718. Table 4.5 also shows that the item to total correlation for the construct of Consumer Perception are all greater than 0.5. Cronbach's $\alpha = 0.855$, eigen value = 2.801. Based on all criteria, we can conclude that the reliability and internal consistency on this factor are acceptable.

Table 4.5 Results of Factor Analysis and Reliability Tests on Consumer Perception

Research Construct	Research Item	FL	EV	AE	ITC	α
Consumer Perception	CP3 I like to experiment with new cosmetic products.	0.889	2.801	70.019	0.788	0.855
	CP4 To me, using cosmetic products is pleasurable.	0.870			0.748	
	CP2 I like the idea of using cosmetic products.	0.859			0.738	
	CP1 I never buy new cosmetic product if I don't know anything about.	0.718			0.551	

Source: Original Study

4.3.4 Intention to Purchase Products

Table 4.6 Results of Factor Analysis and Reliability Tests on Intention to Purchase Cosmetic Products.

Research Construct	Research Item	FL	EV	AE	ITC	α
Intention to Purchase Products	PS3 I have high intention to purchase cosmetic products.	0.829	4.639	66.278	0.786	0.915
	PS1 My willing to buy cosmetic products if very high.	0.828			0.791	
	PS6 I will make every effort to purchase cosmetic products.	0.821			0.722	
	PS5 I intend to buy new cosmetic products in the future.	0.815			0.713	
	PS2 I always buy cosmetic products if I have opportunity.	0.814			0.771	
	PS4 I have strong possibility to purchase cosmetic products.	0.800			0.701	
	PS7 I have seriously thought of buying more cosmetic products.	0.791			0.688	

Source: Original Study

Table 4.6 presents the results of factor loading for measurement of Intention to Purchase Cosmetic Products. There are total seven variables were selected for further analysis and have one factor. It is shown that they have significant high loading score with five items have factor loading greater than 0.6. PS3: I have high intention to purchase cosmetic products has the highest factor loading 0.829, and the lowest is PS7 with factor loading of 0.791. Table 4.4 also shows that the item to total correlation for the construct of Intention to Purchase Cosmetic Products has all items greater than 0.5, Cronbach's $\alpha = 0.915$, eigen value = 4.639. Based on all criteria, we can conclude that the reliability and internal consistency on this factor are acceptable.

4.4 Hypotheses Testing

4.4.1 Evaluation of the Measurement Model

Although the recent structural equation model is based on covariance (CB-SEM) since the 1980s, in recent years, smaller square SEMs (PLS-SEM) are attracting people. More attention (Cabello, 2011). The purpose of PLS-SEM is to explain potential dependencies by focusing on maximizing variance. PLS, especially research focused on results, is considered a very effective analytical technique (Chin, Marcolin & Newsted, 2003). Hair et al. (2011) consider that PLS-SEM route modeling can be a silver bullet to provide parameters that can maximize the variance of structural dependency interpretation (R^2 value).

Hair monitoring, etc. (2011), has a number of criteria for measuring the reliability and effectiveness of measurement models. The first criterion is to determine the coefficient (R^2) to measure the degree of variability explained by each endogenous potential variable. According to Schroer and Herterl (2009), the value of R^2 greater than 0.672 is considered significant, 0.33 is described as mean and less than 0.19 is considered weak.

The second criterion is the extracted average variance (AVE) to evaluate the effect of convergence and AVE must be greater than 0.5 to ensure that potential variables can be understood beyond the mean (Henseler. et al., 2009). The third criterion is composite reliability (CR), which must be greater than 0.6 to confirm that the general variance for the corresponding index is robot (Nunnally & Berstein, 1994). The fourth criterion is the alpha coefficient of Cronbach's time, which must be greater than 0.7 to confirm the internal consistency of the research structure.

The reliability and effectiveness of the measurement model can be verified by the above criteria. As shown in Table 4.5, the decision coefficient (R^2) gives four variables as follows: advertising 0.9444, consumer knowledge

0.8548, intention to buy cosmetics 0.9151 and word of mouth 0.931. Schroer and Herterl (2009) consider these coefficients of R^2 to be significant. Avex's structure ranges from 0.6257 to 0.7505, higher than the recommended standard of 0.5. The Cronbach coefficient of the slope α varies from 0.9011 to 0.9546, satisfying the 0.7 standard and confirming the consistency of the measured factors. CR coefficient takes into account two variables: consumer perception is 0.4156 and intention to buy is 0.6534. Based on previous discussions, it can be concluded that the reliability and convergence effect of the model is appropriate, allowing us to evaluate the structural model.

Table 4.7 Evaluation of the Measurement model

No.	Construct	AVE	C.R	R^2	Cronbach's Alpha
1	A	0.7505	0.9546	-	0.9444
2	CP	0.6952	0.9011	0.4156	0.8548
3	PS	0.6619	0.9320	0.6534	0.9151
4	WOM	0.6257	0.9434	-	0.9331

Source: Original Study

4.4.2 Evaluation of the Structural Model

The results of this study are given using parameter estimates of paths between research structures. The report is used with 245 subsamples to be able to statistically calculate the significance of each path coefficient for hypothesis testing. Relevance index (GoF) is used to measure the overall relevance of data and models. According to Vinzi et al. (2010), GoF greater than 0.36 is considered large, 0.25 is described as medium, while 0.10 is described as small. GoF of this structure model is 0.46, considered large. This result confirmed that the structural model is consistent with predictive power. The structure model is shown in Figure 4.1 and Table 4.8 below:

Table 4.8 Evaluation of Structural Model and Hypothesis Testing

Hypo	Path	Standardize Estimate	t-value	P-value
H1	A → CP	0.0327	0.8875	-
H2	A → PS	0.0171	0.7088	-
H3	CP → PS	0.4986	26.4909	***
H4	WOM → CP	0.6148	19.1041	***
H5	WOM → PS	0.3773	14.0361	***

Source: Original Study

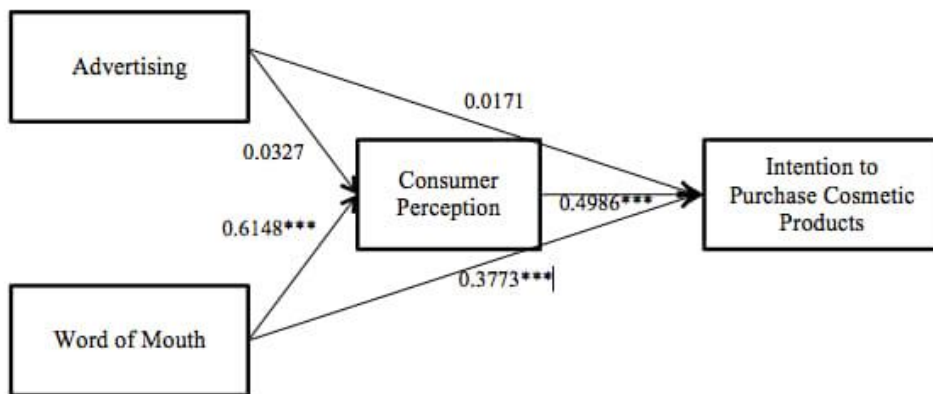


Figure: 4.1 The measurement of this study

Source: Original Study

The empirical results show that the advertising has no significant influence on the consumer perception ($\beta = 0.0327$; $t = 0.8875$) and intention to purchase cosmetic products ($\beta = 0.0171$; $t = 0.7088$). Furthermore, word of mouth has significant influence on the consumer perception ($\beta = 0.6148$; $t = 19.1041$) and also has significant influence on intention to purchase cosmetic products ($\beta = 0.3773$; $t = 14.0361$). The results further shows that consumer perception has significant influence on intention to purchase cosmetic products ($\beta = 0.4986$; $t = 26.4909$).

This results seem to suggest that word of mouth has impact on consumer perception and intention to purchase cosmetic products. On the other hand, advertising has no effect on consumer perception and intention to purchase cosmetic products. Besides that, consumer perception also has impact on intention to purchase cosmetic products.



CHAPTER FIVE

CONCLUSIONS AND SUGGESTIONS

5.1 Research Conclusions

The purposes of this study are (i) to test the effect of Advertising and Word of Mouth, (ii) to analyze the effect of Advertising on Consumer Perception and Intention to Purchase Cosmetic Products, (iii) to check the effect of Word of Mouth on Consumer Perception and Intention to Purchase Cosmetic Products. From the results of this research, Word of Mouth has positive effect on Consumer Perception and Intention to Purchase Cosmetic Products. The hypotheses tested with the results have been listed in table 5.1 below.

Table 5.1 Results of the Testing Hypotheses

	Hypotheses	Results
H1	Advertising has significant effect on Consumer Perception	Not Support
H ₂	Advertising style has significant effect on Intention to Purchase Cosmetic Products.	Not Support
H ₃	Consumer Behavior has significant effect on Intention to Purchase Cosmetic Products.	Support
H ₄	Worf of Mouth has significant effect on Consumer Perception.	Support
H ₅	Word of Mouth has significant effect on Intention to Purchase Cosmetic Products	Support

Source: Original Study

According to the results, a number of conclusions have been drawn in the study. The first conclusion is that Word of Mouth has significant effect on Consumer Perception and Intention to Purchase Cosmetic Products. This finding has been along with few previous studies's results.

The second conclusion showed that advertising also has no significant effect on Intention to Purchase Cosmetic Products. It means that in Vietnam, advertising nowadays cannot effect to much on customer behavior. That will be a big question to Vietnamese's company to find out a new strategy to promote the purchase intention of customer.

The last conclusion is Consumer Perception has significant effect on Intention to Purchase Cosmetic Products.

Although have many research before show the results that Advertising has positively effect on Consumer Behavior and Intention to Purchase but this case was test in Vietnam. Nowadays, Vietnamese people don't want to watch advertising anymore. They feel it is very boring and not attracted. But social media have a huge effect on Vietnamese people. They can stand for hours to check their social media and almost information about cosmetic products they get from their facebook, twitter or instagram. That's why in Vietnamese case, word of mouth will have more effect on consumer buying behavior than advertising.

5.2 Research Discussions and Implications

The purpose of this study is to understand the impact of variables on consumers' intention to purchase cosmetics. The research results presented in chapter four between variables, Word of mouth, Advertising and Buyer's perceptions as well as consumers' intention to buy may bring some meaning when applying to construction. Develop and apply marketing strategies for cosmetic products. As a result, word of mouth has a direct as well as strong influence on consumer awareness as well as their intention to buy cosmetic products. In other words, consumers can easily buy more products if they receive information through word of mouth. In contrast, advertising does not bring much impact to consumer's awareness as well as their intention to buy

cosmetic products. This may temporarily conclude that the marketing strategy of Vietnamese cosmetic companies is not effective as it has to be. Moreover, the researcher should investigate the impact of other factors on the intention of purchasing cosmetic products to better understand this situation in the marketing field.

5.3 Research Limitations

The results of this study still have some limitations. Firstly, due to some difficulties in geographical distance as well as the time taken to survey, the sampling for this study is basically based on convenience, so the results are partly not representative of the whole Consumer set throughout Vietnam. Therefore, further research should be done with larger sizes and specific patterns to increase the representativeness of all generation groups. Second, the research results stem from the common perception of consumers in the private sector. It is open to any further study to apply this model to investigate the impact of advertising, word of mouth, consumer behavior and intention to purchase cosmetic products. Finally, a qualitative study may allow respondents to express their opinions about buying decisions to better understand issues.

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APPENDIX QUESTIONNAIRE

PHIẾU KHẢO SÁT

Section 1. Advertising (Quảng cáo)	Levels of agreement (Mức độ hài lòng)				
<p>Hãy đọc những câu hỏi khảo sát dưới đây, sau đó chọn mức độ đồng ý của bạn cho từng câu hỏi dựa trên ý kiến cá nhân.</p> <p>Please take a short look on the questions below, and then CIRCLE the level of agreement on each of the items below base on your opinion.</p>	Strongly disagree (Hoàn toàn không đồng ý)	Disagree (Đồng ý)	Neutral (Trung lập)	Agree (Đồng ý)	Stongly agree (Hoàn toàn đồng ý)
1. Advertisement is the most useful tool to help me get information about cosmetic products. (Quảng cáo là công cụ hữu hiệu nhất giúp tôi biết về thông tin của sản phẩm mỹ phẩm)	1	2	3	4	5
2. Advertising influences me the most to try a new product (Quảng cáo là yếu tố tác động lớn nhất để tôi thử một sản phẩm mới)	1	2	3	4	5
3. Advertising influences me the most to purchase a product (Quảng cáo là yếu tố tác động lớn nhất khiến tôi mua một sản phẩm)	1	2	3	4	5
4. If I don't watch cosmetic advertisement when I buy a product, I worry about my decision. (Tôi cảm thấy lo lắng về quyết định của mình nếu tôi không xem quảng cáo về mỹ phẩm khi mua hàng)	1	2	3	4	5
5. Advertisement has impact on my shopping cosmetic products. (Quảng cáo có ảnh hưởng đến quá trình mua mỹ phẩm của tôi)	1	2	3	4	5
6. I buy cosmetic products which are best-selling brands, as advertised. (Tôi mua sản phẩm mỹ phẩm được quảng cáo là thương hiệu bán chạy nhất)	1	2	3	4	5
7. I trust advertisement mostly to purchase my cosmetic products. (Tôi hoàn toàn tin tưởng vào quảng cáo để đưa ra quyết định mua sản phẩm mỹ phẩm của mình)	1	2	3	4	5
Section 2. Word of Mouth (Thông tin truyền miệng)	Levels of agreement (Mức độ hài lòng)				
1. Words of friends and familiars has impact on my shopping cosmetic products. (Thông tin từ bạn bè và người thân ảnh hưởng tới quyết định mua hàng của tôi)	1	2	3	4	5
2. WOM is the most useful tool to help me get information about cosmetic products. (Truyền miệng là phương tiện hữu ích nhất giúp tôi biết về thông tin của sản phẩm mỹ phẩm)	1	2	3	4	5
3. WOM influences me the most to try a new product. (Truyền miệng là yếu tố tác động lớn nhất để tôi thử một sản phẩm mới)	1	2	3	4	5
4. WOM influences me the most to purchase a product. (Truyền miệng là yếu tố tác động lớn nhất để tôi mua một sản phẩm)	1	2	3	4	5
5. To make sure I buy the right product, I often read other consumer's product reviews. (Tôi thường đọc những nhận xét về sản phẩm của những khách hàng khác để đảm bảo rằng tôi mua đúng sản phẩm)	1	2	3	4	5
6. When I buy a new product, consumers' product reviews make me confident in purchasing the product. (Những lời nhận xét sản phẩm từ các khách hàng khác khiến tôi tự tin hơn trong việc mua hàng)	1	2	3	4	5
7. I will recommend my friend to buy the product at the website I	1	2	3	4	5

have shopped before. (Tôi sẽ giới thiệu bạn bè mua sản phẩm ở nơi mà tôi đã từng mua trước đó)					
8. I feel satisfied after buying cosmetic products by review from people. (Tôi cảm thấy hài lòng khi mua mỹ phẩm dựa trên lời nhận xét của mọi người)	1	2	3	4	5
9. After purchasing a product I like to give (positive or negative) feedback for other customers. (Tôi thích đưa ra những phản hồi (tích cực hoặc tiêu cực) đến với những khách hàng khác sau khi mua hàng)	1	2	3	4	5
10. I trust in post-purchase feedback given by other customers. (Tôi tin tưởng vào đánh giá sau khi mua hàng của những khách hàng trước)	1	2	3	4	5
Section 3. Consumer Perception (Nhận thức của khách hàng)	Levels of agreement (Mức độ hài lòng)				
1. I never buy new cosmetic products I don't know anything about. (Tôi không bao giờ mua một sản phẩm mỹ phẩm mới mà không biết thông tin về chúng)	1	2	3	4	5
2. I like the idea of using cosmetic products. (Tôi thích sử dụng mỹ phẩm)	1	2	3	4	5
3. I like to experiment with new cosmetic products. (Tôi thích trải nghiệm những sản phẩm mỹ phẩm mới)	1	2	3	4	5
4. To me, using cosmetic products is pleasurable. (Tôi cảm thấy vô cùng thoải mái khi dùng mỹ phẩm)	1	2	3	4	5
Section 4. Intention to Purchase Cosmetic Products (Ý định mua những sản phẩm mỹ phẩm)	Levels of agreement (Mức độ hài lòng)				
1. My willingness to buy cosmetic products is very high. (Nhu cầu mua mỹ phẩm của tôi rất cao)	1	2	3	4	5
2. I always buy cosmetic products if I have opportunity. (Tôi luôn mua mỹ phẩm khi có cơ hội)	1	2	3	4	5
3. I have high intention to purchase cosmetic products. (Ý định mua mỹ phẩm của tôi rất cao)	1	2	3	4	5
4. I have strong possibility to purchase cosmetic products. (Tôi có khả năng mua được những sản phẩm mỹ phẩm)	1	2	3	4	5
5. I intend to buy new cosmetic products in the future. (Tôi có ý định mua mỹ phẩm trong tương lai)	1	2	3	4	5
6. I will make every effort to purchase cosmetic products. (Tôi luôn cảm thấy hài lòng khi mua các sản phẩm mỹ phẩm)	1	2	3	4	5
7. I have seriously thought of buying more cosmetic products. (Tôi nghiêm túc suy nghĩ về vấn đề mua mỹ phẩm)	1	2	3	4	5