RESEARCH ON THE IMPACT OF DIGITAL MARKETING ON COSMETIC PURCHASING BEHAVIOR OF CUSTOMERS IN HANOI

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***Abstract:** This study aims to analyze digital marketing factors that affect customers' cosmetics purchasing behavior in Ha Noi City. Through conducting online and offline, the authors collect information of 256 customers about "the impact of digital marketing on customers' cosmetics purchasing behavior in Ha Noi City". The results of data analysis show that there are 06 factors in customers' cosmetics purchasing behavior: Social Media Marketing, Search Engine Marketing, Content Marketing, Email Marketing, Affiliate Marketing, and Mobile Marketing. Social Media Marketing and Search Engine Marketing are, respectively, the two most influential factors affecting the purchasing behavior of cosmetic consumers in Hanoi. The results of this study offer valuable implications for cosmetic businesses. Specifically, companies should prioritize investment in social media strategies across platforms such as Facebook, Instagram, and TikTok, while simultaneously optimizing search engine tools such as SEO and Google Ads to effectively reach and attract target customers. Furthermore, the development of engaging and personalized content, along with the promotion of meaningful digital interactions, can significantly contribute to enhancing brand awareness and stimulating consumer purchasing behavior in the digital era.*

***Keywords:** cosmetics, purchasing behavior, digital marketing, social media marketing, content marketing, search engine marketing, affiliate marketing, email marketing, mobile marketing.*

I. Problem statement

In recent years, especially since the outbreak of the COVID-19 pandemic at the end of 2019, online business and e-commerce have experienced remarkable growth worldwide, including in Vietnam. According to a report by the Vietnam E-commerce Association (VECOM), by the end of 2023, the number of enterprises operating on e-commerce platforms in Vietnam had surpassed 10,000, with an annual growth rate of over 25% and a market size exceeding 20 billion USD (VECOM, 2023). Simultaneously, Hootsuite (2021) reported that 73% of the

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Vietnamese population uses at least one social media account, and 61.4% have made purchases through these platforms via mobile devices.

This rapid digital transformation has led to profound changes in consumer behavior, particularly in the cosmetics sector, where visual appeal, user experience, and personalization trends play a vital role. In major urban areas such as Hanoi, consumers are increasingly attentive to beauty care and actively seek suitable cosmetic products through online platforms. Faced with fierce competition from both domestic and international brands, businesses are compelled to quickly adapt and optimize their marketing strategies, in which Digital Marketing plays a crucial role.

Based on this practical context, the research team has chosen the topic "A Study on the Impact of Digital Marketing on the Cosmetic Purchasing Behavior of Consumers in Hanoi" to explore the relationship between Digital Marketing factors and consumer behavior in this specific industry. The objective of the study is to identify which Digital Marketing factors influence cosmetic purchasing decisions and to determine the extent of their impact.

II. Theoretical basis

2.1. Digital Marketing

Digital Marketing refers to the use of digital platforms such as social media, search engines, online content, and mobile devices to promote products or services. Its primary objective is to increase brand awareness, build consumer trust, and drive purchasing behavior through personalized, measurable, and well-targeted campaigns.

In the cosmetics industry, Digital Marketing plays a pivotal role by enabling businesses to reach consumers directly and effectively. Research by Dara (2016) indicates that tools such as Social Media Marketing, Content Marketing, Search Engine Marketing, Affiliate Marketing, Email Marketing, and Mobile Marketing all exert a positive influence on consumer behavior.

2.2. Consumer purchasing behavior

According to Philip Kotler, "consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires." In the online environment, Häubl and Trifts (2000) define online purchasing behavior as the interaction between consumers and electronic storefronts via Internet-connected devices. Characteristics of online shopping, such as lack of face-to-face interaction, personalized information, and instant feedback, heighten the perceived risk, thereby making trust a particularly critical factor in purchasing decisions (Alba et al., 1997; Ariely, 2000).

This requires businesses to continuously improve their digital interfaces—the primary point of interaction with consumers and to build brand reputation in order to strengthen trust and stimulate purchasing behavior.

III. Research model and methodology

3.1. Research model and hypotheses

Based on theories of purchasing behavior and factors influencing purchasing decisions, the author proposes a research model examining the impact of Digital Marketing factors on the purchasing behavior of apartments in

Ho Chi Minh City. This research model focuses on the following factors:

• **Factor: "Social Media Marketing"**

Social Media Marketing is the process of marketing content and information to achieve high traffic or attention through social networking sites (Krishnamurthy & Sin, 2014). Social Media Marketing platforms include Facebook, Twitter, YouTube, LinkedIn, Snapchat, Pinterest, Quora, and Instagram, among others. These platforms provide marketers with various options to market their products, including business data, different customer groups, and diverse communication messages.

Social Media Marketing influences consumers in multiple ways, such as through recommendations from friends or advertisements on social networks, which encourage purchases. At the same time, Social Media Marketing helps expand relationships with customers by fostering connections between them.

Social Media Marketing is widely used by many individuals to share perspectives and corporate achievements. Its main reason for popularity lies in its extensive connectivity. However, if businesses want to use this tool effectively to reach customers, they must pay a fee. When users click on these promotions, they are redirected to the marketers' websites. This process provides potential customers with additional information about the products or services they are searching for. If the products and services meet their needs, they may decide to make a purchase.

Hypothesis H1: The Social Media Marketing factor positively influences the purchasing behavior of cosmetics in Hanoi.

• **Factor: "Search Engine Marketing"**

Search Engine Marketing is considered an essential demand for most customers on an hourly basis. They frequently search for millions of keyword-based queries on search engines to find relevant information about products and services. In the current market, numerous sellers offer a wide range of goods or even the same products/services. As a result, marketers face intense competition from their rivals.

Search Engine Marketing (SEM) is an Internet-based marketing model that involves researching and using various marketing methods to ensure a business's website ranks at the top of search engine results. Search Engine Optimization (SEO) is considered a part of SEM (Nabout, Skiera, Stepanchuk, & Gerstenmaier, 2012). SEM involves keyword research, competitive analysis, and other search engine services to increase search traffic directed to a business's website.

Hypothesis H2: The Search Engine Marketing factor positively influences the purchasing behavior of cosmetics in Hanoi.

• **Factor: "Content Marketing"**

Content Marketing is a strategically driven approach to reaching customers. This means Content Marketing contains valuable product/service evaluations as well as relevant information to assist potential customers in making decisions more easily. Content Marketing is widely used through blogs, which provide useful content to potential customers based on their interests and demographic data (Rakic, Beba, & Mira, 2014).

Content Marketing is highly effective in attracting customers who are

searching for products to meet their needs but are uncertain about their choices. When customers read blogs and posts, if they find them appealing, they may click on the links provided by these sites.

This approach increases traffic to those websites significantly.

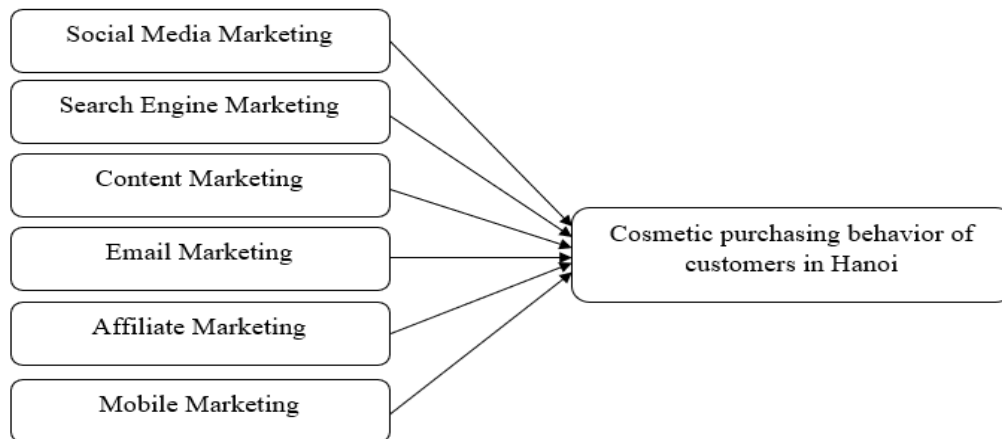**Hypothesis H3:** The Content Marketing factor positively influences the purchasing behavior of cosmetics in Hanoi.

Figure 1. Proposed Research Model

(Source: Proposed by the Author)

● **Factor: "Email Marketing"**

Email marketing is one of the traditional Digital Marketing tools. It is a form of database marketing in which an email database is prepared by online marketers or Digital Marketing professionals, and emails are sent to individuals who may be interested in purchasing products (Chadwick & Doherty, 2012).

Several key aspects contribute to the success of email marketing, such as email open rates, email response rates, lead generation, and link clicks within the email. Email marketing is often carried out using software such as Mailchimp and Drip to achieve faster results.

Email Marketing offers more advantages compared to other platforms, such as a longer display time in the recipient's inbox, allowing customers to revisit the content at any time in the future. Additionally, email content is often

more detailed and complex than content on other online platforms.

Hypothesis H4: The Email Marketing factor positively influences the purchasing behavior of cosmetics in Hanoi.

● **Factor: "Affiliate Marketing"**

Affiliate Marketing is a promotional model in which affiliates or advertisers leverage their expertise and knowledge to execute marketing strategies that attract and persuade potential buyers to purchase a supplier's product or service. In return, affiliates or advertisers receive commissions from the supplier for each successful transaction (Edelman & Brandi, 2015).

Affiliate Marketing takes advantage of the capabilities of these stakeholders to develop more effective marketing strategies.

Hypothesis H5: Affiliate marketing factors positively influence the purchasing

behavior of cosmetics companies in Hanoi.

- **Factor: "Mobile Marketing"**

Mobile Marketing is the process of marketing content and information to reach consumers through mobile devices such as smartphones and tablets. Mobile Marketing platforms include SMS, MMS, mobile applications, mobile display ads, mobile-optimized email marketing, and social media advertising.

These platforms provide marketers with various options to engage customers, including location data, mobile user behavior, and personalized marketing messages.

Mobile Marketing influences consumers through multiple channels, such as brand messages, in-app advertisements, or push notifications. At the same time, Mobile Marketing helps strengthen relationships with customers by maintaining continuous engagement and personalizing user experiences.

Hypothesis H6: The Mobile Marketing factor positively influences the purchasing behavior of cosmetics in Hanoi.

3.2. Research Methodology

This study employed a quantitative research method. Data were collected through a structured questionnaire using a 5-point Likert scale (ranging from strongly disagree to strongly agree). A total of 270 questionnaires were distributed, of which 256 valid responses were collected, accounting for 94.81%. The sampling method used was convenience sampling, targeting customers who had previously purchased cosmetics through digital platforms in the Hanoi area. This approach is common and appropriate for exploratory research on consumer behavior in rapidly changing digital environments (Malhotra & Birks, 2007). After data cleaning, descriptive statistics were used to analyze the characteristics of the research sample. The reliability of the measurement scale was assessed using Cronbach's Alpha coefficient, and construct validity was examined using Exploratory Factor Analysis (EFA). Variables with factor loadings below 0.5 were gradually eliminated. The scale was deemed acceptable when the Kaiser-Meyer-Olkin (KMO) value ranged between 0.5 and 1 (Othman & Owen, 2002), the Eigenvalue was greater than 1, and the total variance explained was equal to or greater than 50% (Gerbing & Anderson, 1988).

Regarding demographic characteristics, the sample consisted of 62.5% female and 37.5% male respondents. Participants under the age of 18 accounted for 28.1%, those aged 18 to 30 made up 49.2%, 30 to 45 accounted for 16%, and those over 45 comprised 6.6%, reflecting the core consumer group in the cosmetics industry today. In terms of occupation, 38.3% were students, 25% were office workers, 26.6% were self-employed or in business, and 10.2% reported other occupations. Income-wise, 33.2% of participants earned under 5 million VND per month, 35.9% earned from 5 to 10 million VND, 20.3% earned from 10 to 20 million VND, and 10.5% earned over 20 million VND. Overall, the chosen research methodology and sample characteristics ensured relevance and representativeness within the scope of the study, contributing reliable data for testing the hypotheses regarding the impact of Digital Marketing on consumer behavior in the cosmetics sector in Hanoi.

IV. Research findings

4.1. Factor analysis and reliability assessment

The measurement scales in this study were assessed using Cronbach's Alpha reliability coefficient, and the test results are presented in Table 1. The Cronbach's Alpha analysis showed that all measurement scales had a coefficient greater than 0.6 (ranging from 0.699 to 0.876). Furthermore, the corrected item-total correlations of all variables exceeded the threshold of 0.3, with the lowest value being 0.428. Therefore, these measurement scales were deemed reliable (Nunnally & Burnstein, 1994) and were used in the subsequent Exploratory Factor Analysis (EFA).

The EFA results for the factors influencing cosmetic purchasing behavior in Hanoi indicated that all 26 observed variables from the six identified factors were extracted into the original six factors as proposed in the research framework. The analysis yielded an Eigenvalue of 1.525 (>1) and a total variance explained of 58.729% (>50%), confirming that all observed variables met the required factor loading and discriminant validity criteria. Additionally, the Kaiser-Meyer-Olkin (KMO) coefficient was 0.731, and the significance value (Sig.) was very small, demonstrating that the factor analysis results were statistically reliable.

Table 1. Cronbach's Alpha and EFA results for measurement scales in the research model

Factor	Code	Cronbach's Alpha	Factor loading
Social Media Marketing	**SMM**	**0.860**	
I frequently use at least one social media platform.	SMM1		0.700
I use social media to explore cosmetic products.	SMM2		0.682
I visit online retailers' websites to explore information about cosmetic products.	SMM3		0.668
I trust user reviews and feedback on social media when deciding to purchase cosmetics.	SMM4		0.707
I often click on advertisements for cosmetics on social media.	SMM5		0.480
I have purchased cosmetics directly from social media advertisements or posts.	SMM6		0.678
Search Engine Marketing	**SEM**	**0.705**	
Through search engines, I do not hesitate to purchase cosmetics from retailers.	SEM1		0.545
Search engines display the most relevant results at the top.	SEM2		0.454
I usually click on the first 3-4 search results when looking for information.	SEM3		0.537
Through search engines, I find relevant information about cosmetic products.	SEM4		0.428
Content Marketing	**CM**	**0.789**	
I often click on "more info" or "learn more" links if a post/blog is interesting.	CM1		0.666
I enjoy searching for information on cosmetic products to compare and choose.	CM2		0.481
I read reviews on online review platforms about the cosmetic products I want to buy.	CM3		0.625
I click on links in blogs or e-commerce sites to get information and reviews about cosmetics.	CM4		0.637
Email Marketing	**EM**	**0.754**	
I read emails sent by online retailers.	EM1		0.476
I click on links from online retailers' emails.	EM2		0.558
I am interested in promotional emails from online retailers related to cosmetics.	EM3		0.537
Emails from online retailers sometimes influence me to purchase their cosmetics.	EM4		0.636
Affiliate Marketing	**AM**	**0.730**	
I use online discount coupons from various websites when buying cosmetics.	AM1		0.539
I click on product or retailer links while reading blogs to access cosmetic product pages.	AM2		0.454
I click on product or retailer links in online reviews to access cosmetic product pages.	AM3		0.538
I visit cosmetic product websites by clicking links provided by experts or communities.	AM4		0.563

Factor	Code	Cronbach's Alpha	Factor loading
Mobile Marketing	**MM**	**0.699**	
I click on links in SMS or email messages from brands to learn more about cosmetics.	MM1		0.516
I click on in-app advertisements to access cosmetic product pages.	MM2		0.545
I receive push notifications from shopping apps and click to view cosmetics.	MM3		0.459
I scan QR codes from flyers, billboards, or products to visit a brand's website.	MM4		0433
Consumer purchasing behavior of cosmetics in Hanoi	**DM**	**0.876**	
Whenever possible, I purchase cosmetics through Digital Marketing tools.	DM1		0.804
Buying cosmetics via Digital Marketing tools is the fastest way.	DM2		0.732
I recommend that others purchase cosmetics through Digital Marketing tools.	DM3		0.752

(Source: Author's data analysis results)

4.2. Multiple regression analysis

Table 2. Regression analysis results

Variable	Unstandardized Coefficient	Standardized Coefficient	Sig.
Constant	0.220		0.000
Social Media Marketing	0.027	0.469	0.000
Search Engine Marketing	0.029	0.413	0.000
Content Marketing	0.026	0.311	0.000
EMail Marketing	0.031	0.064	0.034
Affiliate Marketing	0.030	0.348	0.000
Mobile Marketing	0.030	0.262	0.000
R^2= 0.814; Adjusted R^2 = 0.809; Durbin–Watson Statistic = 1.585			

(Source: Author's data analysis results)

After conducting the exploratory factor analysis, multiple regression analysis was performed. The results show that the F-statistic value of the model is 181.355, with a significance level of sig. = 0.000 < 0.05, indicating that the multiple linear regression model is appropriate for the dataset and can be used. The adjusted R^2 = 0.809, demonstrating that these factors explain 80.9% of the variation in the dependent variable. The Durbin-Watson statistic for the model is 1.585, and the Variance Inflation Factor (VIF) < 2, confirming that there is no multicollinearity issue in the model.

● **Standardized regression equation:**

DM = 0.469*SMM + 0.413*SEM + 0.348*AM + 0.311*CM + 0.262*MM + 0.064*EM

Based on the results of the analysis, a one-unit increase in Social Media Marketing (SMM) led to a 0.469-unit increase in consumer purchasing behavior for cosmetics in Hanoi. Similarly, Search Engine Marketing (SEM), Content Marketing (CM), Email Marketing (EM), Affiliate Marketing (AM), and Mobile Marketing (MM) also positively impact consumer purchasing behavior at corresponding levels.

V. Conclusion and recommendations

5.1. Conclusion

This study clarifies the significant impact of Digital Marketing on consumer behavior in the cosmetics sector in Hanoi, with particular emphasis on the role of Social Media Marketing and Search Engine Marketing. Although other channels, such as Affiliate Marketing, Content Marketing,

Mobile Marketing, and Email Marketing, also exert influence, their impact is comparatively less substantial.

Based on the research findings, proposed solutions focus on optimizing Digital Marketing strategies, including accurately identifying target customers, enhancing the effectiveness of social media and search engine channels, improving content quality, ensuring credibility and security on e-commerce platforms, and staying updated with the latest trends in Digital Marketing. These measures aim to strengthen customer trust, provide transparent information, and enhance the online shopping experience, thereby stimulating purchasing behavior.

However, this research is subject to certain limitations. First, the survey scope was limited to Hanoi, a region with distinct demographics, technological access, and consumer behavior compared to other areas across the country. This may constrain the generalizability of the findings to the broader Vietnamese market. Second, the study focuses solely on the cosmetics industry, which is heavily influenced by emotional and visual factors, thus not fully reflecting the impact of Digital Marketing on other sectors such as fashion, food, technology, or services.

Therefore, future research should expand the survey scope to include other provinces and cities in order to compare differences in consumer behavior and the influence of Digital Marketing channels across regions. Additionally, applying the research model to different product categories would allow for a more comprehensive evaluation of Digital Marketing effectiveness. Finally, to enhance the depth and reliability of data, future studies may integrate qualitative methods such as in-depth interviews,

observation of actual behaviors on digital platforms, or big data analysis to better explore psychological and behavioral factors in the digital environment.

5.2. Recommendations

5.2.1. Recommendations for the Government

- Firstly, improve regulatory policies for Digital Marketing in the cosmetics industry: Establish clear product information disclosure requirements on digital platforms; monitor advertising content, especially when using KOLs/KOCs; clearly define the legal responsibilities of e-commerce platforms regarding counterfeit and imitation products.

- Secondly, strengthen consumer protection: Implement product authentication technologies (e.g., QR codes, blockchain); develop systems for online complaint reception and resolution; issue regulations on personal data protection and control over consumer information collection and usage.

- Thirdly, tighten supervision of online business activities: Utilize AI technologies to detect fraud, false advertising, and the sale of counterfeit goods, ensuring a healthy business environment.

- Fourthly, support digital transformation among enterprises: Organize training and provide financial and technical assistance for SMEs in the cosmetics sector; encourage partnerships between large and small businesses to share knowledge, enhance competitiveness, and improve market access.

- Fifthly, promote smart consumption awareness: Collaborate with associations and organizations to launch campaigns aimed at educating consumers

on product authenticity, rights protection, and online data security.

5.2.2. Recommendations for Enterprises

- Firstly, enhance the quality of Digital Marketing content: Develop creative, engaging content that combines valuable information with product promotion; effectively leverage video platforms, livestreams, and in-depth articles.

- Secondly, optimize customer experience: Build CRM systems, chatbots, and automation tools to improve service efficiency and increase conversion rates.

- Thirdly, provide complete and consistent product information: Ensure uniformity across all digital platforms; maintain transparency regarding certifications and product testing to foster customer trust.

- Fourthly, ensure data security and build brand credibility: Invest in secure transaction systems; publicly disclose data usage policies and commit to protecting personal information.

- Fifthly, optimize websites and search engine performance: Apply SEO strategies, enhance user experience, develop high-quality content, and build effective link systems.

- Sixthly, stay updated with new Digital Marketing trends: Proactively adopt AI, VR/AR technologies, content personalization, and Influencer Marketing strategies to improve competitiveness and customer engagement.

5.2.3. Recommendations for Consumers

- Enhance awareness and skills in evaluating information: Approach advertising content selectively, verify product origins and ingredients before making purchases.

- Prioritize transparent brands with positive feedback: Choose products from brands with effective customer service and clear policies.

- Share honest feedback and actively protect the community: Provide genuine product reviews after use, and report violations to authorities to help build a transparent and safe consumer environment.

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NGHIÊN CỨU TÁC ĐỘNG CỦA DIGITAL MARKETING ĐẾN HÀNH VI MUA MỸ PHẨM CỦA KHÁCH HÀNG TRÊN ĐỊA BÀN THÀNH PHỐ HÀ NỘI

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Tóm tắt: Nghiên cứu này nhằm phân tích các yếu tố Digital Marketing ảnh hưởng đến hành vi mua mỹ phẩm của khách hàng trên địa bàn thành phố Hà Nội. Thông qua khảo sát trực tuyến và trực tiếp, nhóm tác giả đã thu thập được dữ liệu từ 256 khách hàng về tác động của Digital Marketing đối với quyết định mua hàng của họ. Kết quả nghiên cứu chỉ ra rằng có 06 yếu tố chính ảnh hưởng đến hành vi của người tiêu dùng, bao gồm: Social Media Marketing; Search Engine Marketing; Content Marketing; E-Mail Marketing; Affiliate Marketing; Mobile Marketing. Trong đó, Social Media Marketing and Search Engine Marketing lần lượt là hai yếu tố có tác động mạnh nhất đến hành vi mua mỹ phẩm của khách hàng trên địa bàn thành phố Hà Nội. Kết quả của nghiên cứu này mang lại những gợi ý hữu ích cho các doanh nghiệp mỹ phẩm. Cụ thể, doanh nghiệp nên ưu tiên đầu tư vào các chiến lược truyền thông xã hội trên các nền tảng như Facebook, Instagram và TikTok, đồng thời tối ưu hóa các công cụ tìm kiếm như SEO và Google Ads để tiếp cận và thu hút khách hàng mục tiêu một cách hiệu quả. Bên cạnh đó, việc xây dựng nội dung hấp dẫn và cá nhân hóa, cũng như thúc đẩy tương tác số có ý nghĩa sẽ góp phần nâng cao nhận diện thương hiệu và thúc đẩy hành vi mua sắm của người tiêu dùng trong kỷ nguyên số.

Từ khóa: mỹ phẩm, hành vi mua, digital marketing, social media marketing, content marketing, search engine marketing, affiliate marketing, email marketing, mobile marketing.

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