



The Impact Of Influencers On The Continuance Buying Decisions On Beauty E-Commerce Platforms

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Abstract

Research purpose:

This study investigates the influence of social media influencers on the continuance buying decisions of young Vietnamese consumers in the beauty industry on e-commerce platforms. It examines how influencer trustworthiness, attractiveness, and responsive assurance impact viewer loyalty and, subsequently, consumer purchasing behavior.

Research motivation:

This study is motivated by the rapidly evolving landscape of continuance buying decisions among young Vietnamese consumers in the beauty industry on e-commerce platforms, where influencers have emerged as significant shapers of consumer behavior. Understanding the impact of influencer-driven content on young consumers' motivations, preferences, and behaviors is crucial for both academic and practical application in the burgeoning Vietnamese beauty e-commerce market.

Research design, approach, and method:

This study used a quantitative approach through an online survey distributed to 408 young consumers (aged 18-24). The data were analyzed using SPSS techniques, including factor analysis, reliability testing, and regression analysis.

Main findings:

The results indicate that influencer attractiveness and responsive assurance positively affect viewer loyalty, while trustworthiness does not have a significant direct impact. Viewer loyalty positively influences continuance buying decisions. The study also found that loyalty mediates the relationship between influencer characteristics and continuance buying decisions.

Practical/managerial implications:

This study offers insights into influencer marketing dynamics and young consumers' behaviors in the beauty industry, enabling businesses to align e-commerce marketing strategies with consumers' motivations and preferences for influencer-driven content.

Keywords: influencer marketing, continuance buying decision, e-commerce, beauty, attractiveness, assurance, trustworthiness

1. INTRODUCTION

In recent years, influencers have emerged as the most popular social media personalities due to the quick development of platforms like Instagram, TikTok, and Facebook (Pradhan et al., 2023). Social media influencers are individuals who have gained a large audience on digital platforms by producing and distributing content, and shaping consumer behavior and brand perception through digital channels such as tweets, blogs, and social media posts (Joshi et al., 2024). The influence of social media influencers has become a significant factor in shaping consumer decisions, particularly in e-commerce (Cotter, 2019; Pradhan et al., 2023). Influencers play a big role in attracting people to these platforms and encouraging them to make purchases (Geyser, 2024). Companies are increasingly using influencers as valuable tools to reach potential audiences (Steils et al., 2022), and the significance of these figures in marketing has expanded in recent years (Tanwar et al., 2022). Beauty brands are also increasingly partnering with influencers to promote their products (Do, Q. 2022).

With Vietnam experiencing rapid economic growth and digital transformation, consumer behavior dynamics are undergoing significant shifts (Tran, 2021). E-commerce platforms have become virtual marketplaces where consumers can easily browse and buy products (Bigcommerce, 2020). Vietnam is positioning itself as a frontrunner in Southeast Asia's

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internet economy, with its e-commerce market expected to hit 60 billion USD by 2030. Boasting a tech-savvy population and surging internet adoption, Vietnam provides a dynamic environment for e-commerce businesses to flourish (Nguyen, 2024). The increasing accessibility and adoption of digital technologies, rising internet penetration rates, and smartphone ubiquity have led young Vietnamese consumers to embrace e-commerce platforms for purchasing goods and services (AGlobal, 2022). The continuance buying decision of young Vietnamese consumers on e-commerce platforms is shaped by multiple factors, reflecting both global trends and unique cultural contexts.

Understanding young Vietnamese consumers' motivations, preferences, and behaviors in response to influencer-driven content is crucial for academic inquiry and practical application. While the influence of social media influencers on consumer behavior has been widely studied, there is a notable gap in the literature regarding their impact on continuance buying decisions, particularly in the context of the Vietnamese beauty industry. Previous examinations of relationship development and leverage of trust among influencers are few, especially in the rapidly evolving digital landscape of Vietnam. The literature search for many previous articles was conducted in a context where the Internet had not yet developed strongly, and influential people had not yet appeared much (Vrontis et al., 2021a, Vrontis et al., 2021b). This study aims to address this gap by exploring the specific characteristics of influencers that impact young Vietnamese consumers' continuance buying decisions in the beauty e-commerce sector.

This research aims to fill existing gaps in the literature while providing actionable insights for businesses operating within the beauty industry. It investigates how influencers impact the continuance buying decisions of young Vietnamese consumers on e-commerce platforms within the beauty industry. The primary research question is: *"What characteristics of influencers will impact young Vietnamese consumers' continuance buying decision of beauty products via e-commerce platforms?"*

This study employs a quantitative approach, utilizing a questionnaire survey to investigate factors influencing continuance buying decisions on e-commerce platforms among young Vietnamese consumers aged 18-24 in the beauty industry. Data was collected from 408 young consumers in Vietnam and analyzed using SPSS (Statistical Package for the Social Sciences) techniques.

This study contributes to both academia and industry by examining key variables including influencer trustworthiness, attractiveness, responsive assurance, viewers' loyalty, and continuance buying decisions. Understanding these variables is crucial for deciphering the mechanisms through which influencers impact consumer behavior in the beauty industry. Academically, it enriches our understanding of cross-cultural consumer behavior and provides insights into the psychological mechanisms behind influencer influence. For businesses, it offers valuable insights to enhance competitiveness in the Vietnamese market.

By highlighting the effectiveness of influencer marketing strategies, this research aims to inform investors, policymakers, and regulators about the impact of influencer marketing on consumer behavior and market dynamics, potentially guiding the development of regulations promoting transparency, fairness, and consumer protection within the beauty industry. The findings will provide actionable insights for businesses operating in the Vietnamese beauty e-commerce sector, helping them optimize their influencer partnerships and marketing strategies to engage young consumers and drive continuance buying decisions.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Influencer marketing

The marketing environment has changed due to the explosive expansion of social media platforms. With an increasing number of individuals using social media in recent years, social media marketing has become a prominent digital marketing technique (Jia Rizvi, 2022). According to (Brown & Hayes, 2008), influencers, as third parties, significantly influence customer purchasing decisions and may be responsible for those influences. Due to their position, authority, expertise, or relationship with the audience, they may influence the purchasing decisions of others. They also actively pursue a specific position. The importance of their specialized topic will determine the scale of subsequent topics (Geyser W, 2024). Brands utilize these influencers to promote products and brand recognition due to their familiarity and authenticity through a more natural approach to product advertising (De Veirman et al., 2017).

Influencer marketing has now become an essential component of any marketing strategy due to the tremendous growth of social media (Jia Rizvi, 2022). Tapinfluence (2019) indicates that influencer marketing can increase return on investment rates up to 11 times compared to other advertising platforms. By engaging influencers, brands aim to increase brand mentions, leading to more brand awareness and improved sales performance (Lou and Yuan, 2019). Previous studies suggest that influencer marketing tends to capture more consumer attention than traditional brand-generated advertisements (Pereira et al., 2014), likely due to the authenticity, organic nature, and direct interaction influencers have with potential buyers.

2.2 Impact of influencers on their followers' continuous buying decision

Influencer celebrification strongly impacts followers' behavior, opinions and consumption trends (Tao, M. et al., 2019). Wen's (2017) celebrity influence model emphasizes how consumers are affected by media exposure (Breowwn and Fraser, 2004). Previous studies have used celebrity influence models to determine the impact influencers have on their audiences. Wahab and Tao's (2019) research also found that influencers had a beneficial effect on the repeat purchases made by their followers. These findings show how beauty influencers are to the beauty industry's ability to shape consumer behavior.

According to (Rehmani and Ishfaq Khan, 2011), influencer marketing has altered consumer purchasing decisions and rationalized the brand-consumer connection process. An effective visual tool for defining your consumers' wants, issues, and brand involvement is a customer journey map (Forbes, 2022). The consumer journey often encompasses the customer journey, wherein the consumer journey is broader and may involve multiple activities and service providers (Hamilton, R. and Price, L.L., 2019). To enhance our understanding of pre and post-purchase decision-making, Engel and colleagues (1968) devised the five-stage model of the consumer decision-making process: awareness, information search, evaluation of alternative choices, purchase decision, and post-purchase evaluation. This model highlights how consumers go through various stages before making a purchase decision. Influencer marketing can impact multiple stages in the five-stage consumer decision-making model (Kondort, G. et al., 2023). During the awareness phase, consumers might not know much about certain brands or cosmetics. Beauty influencers can establish initial trust by introducing products and sharing experiences (Jisha Tp and Sumathy Mohan, 2023). During the interest/information search stage, influencers demonstrate assurance through engagement and addressing queries (Müller, L.K., Mattke, J., & Maier, C., 2018). In terms of the consideration/evaluation stage, influencers assist in comparing choices and evaluating brand reliability (Djafarova, E. and Rushworth, C., 2017). When it comes to the stage of purchase decision, loyalty to influencers can influence decisions, with influencers potentially creating urgency through exclusive offers (Vo, M.T.T., Do, A.T. and Dam, C.T., 2024). Finally, during the post-purchase evaluation stage, influencers maintain loyalty through advice and promotions, affecting continuance buying decisions (Lim, W.M. and Rasul, T., 2022).

2.3 Beauty industry in e-commerce

The term "e-commerce" describes the exchange of products and services via the Internet and other electronic channels (Vipin Jain et al., 2021). Online shopping enables customers to quickly place orders, save money on purchases, and connect with new suppliers. Experts can engage in online chats with customers simultaneously to exchange marketing materials, finalize transactions for goods and services, provide customer support, and maintain existing connections. Some significant e-commerce operators in Vietnam include Shopper, Tiki, Lazada, Sendo, etc. (Tech in Asia, 2021). In 2020, the U.S. Department of Commerce's International Trade Administration reported that Vietnam's e-commerce business activities are competitive and rapidly expanding, with the market value expected to increase from \$5 billion in 2019 to \$23 billion in 2025. In 2022, the beauty sector brought in about \$430 billion in sales (Achim Berg and Associates, 2023). According to (Statista, 2020), the global cosmetics market is projected to reach a valuation of \$758.4 billion within the next 7 years, up from \$507.8 billion in 2018. E-commerce in the beauty business doubled in size between 2015 and 2022, now holding over 20% of the market share, and significant growth is anticipated going forward. Due to the increasing demand for beauty products, companies are now advertising their products on social media, where they often collaborate with influential individuals to do so.

2.4 Hypotheses development

2.4.1 Trustworthiness and viewers' loyalty

Trustworthiness refers to the extent to which a person is perceived as honest, reliable, and competent in fulfilling their commitments or delivering information (Mayer et al., 1995). The findings demonstrated that when customers viewed influencers to be reliable sources of information and support, they were more inclined to develop long-term connections with them, indicating higher levels of loyalty (Hajli et al., 2017). Other researchers discovered that when influencers were viewed as more trustworthy, customers were likely to believe their recommendations and show devotion to the advertised brand or product (Veirman et al., 2017). When a consumer trusts an influencer, they are more inclined to trust their suggestions. This trust translates into a positive attitude towards the promoted products, increasing the likelihood of a decision to continue to buy. Research in consumer psychology, such as the work of (Kahneman and Tversky, 1979) on prospect theory, suggests that trustworthiness is a key factor influencing decision-making and behavior. Therefore, we hypothesize:

H1: *The trustworthiness of influencers positively affects viewers' loyalty.*

2.4.2 Attractiveness and viewers' loyalty

In conventional business markets, attractiveness is typically classified into two forms: customer attractiveness and supplier attractiveness (Ellegaard and Ritter, 2007). The attractiveness of influencers, in a business context, is a part of supplier attractiveness. Based on the findings of a previous study about impact of social media influencers on buying decisions of customers, it has been demonstrated that the attractiveness of social media influencers have a beneficial impact on customers' opinions about brands (Baig and Shahzad, 2022). Influencers who promote fashion and beauty

products on social media encourage their followers to purchase and use these items in an effort to resemble their appearance and, in some cases, adopt a similar lifestyle, particularly among younger audiences (Gelati and Verplancke, 2022). Therefore, we assume that:

H2. *The attractiveness of influencers positively affects viewers' loyalty.*

2.4.3 Responsive assurance and viewers' loyalty

Responsiveness is defined as the quality of reacting promptly and positively to someone or something suitable for the other party's needs (Cambridge Online Dictionary) and the assurance can be seen as a promise, a responsibility of the speaker when unexpected issues arise (Cambridge Online Dictionary). The responsiveness of influencers is essential in establishing trust and fostering strong relationships with their followers (Milošević et al., 2022). Alain (2023) further highlights the importance of influencers' assurance, particularly when it comes to ensuring the quality of recommended products and addressing customer concerns. In a study on the use of influencers on social media to influence consumer attitudes, it was concluded that consumer attitudes towards a brand are influenced by their attitudes towards the influencers representing that brand, and the relationship between influencers and consumers plays the most crucial role (Ninh et al., 2019). Therefore, we hypothesize:

H3. *The responsive assurance of influencers positively affects viewers' loyalty.*

2.4.4 The mediating effects of viewers' loyalty

Research into the relationship between influencer trustworthiness and the decision to continue to buy from customers has found that trust-enhancing aspects such as expertise and knowledge can impact continuance buying decision. It was found that a mediating effect exists in this relationship regarding online interaction (AlFarraj et al., 2021). Customer loyalty is an important factor to consider because loyalty has been widely researched and the level of loyalty is closely related to the success of a marketing campaign (Kim et al., 2021). Besides, on social networks, viewer loyalty is often measured based on the level of engagement suggested by many previous studies (Hawkins and Vel 2013; Phuong Tran et al., 2022).

Influencers in the beauty industry often tend to create attractive content based on their expertise or appearance (AlFarraj et al., 2021). This creates a significant impact on consumer decisions because such content gradually attracts them (Widyanto & Agusti, 2020). Moreover, brand equity and customer engagement significantly influence consumer loyalty in the beauty industry, with satisfaction mediating the above relationship (Efendi et al., 2023). Customer satisfaction can come from influencer's responses and ensuring customer needs related to factors such as accessibility and response time (Vazifehdust & Farokhian, 2013). Based on those, we assume that:

H4a. *Viewer's loyalty mediates the relationship between Influencers' trustworthiness and continuance buying decision in beauty industry.*

H4b. *Viewer's loyalty mediates the relationship between Influencers' attractiveness and continuance buying decision journey in beauty industry*

H4c. *Viewer's loyalty mediates the relationship between Influencers' responsive assurance and continuance buying decision in the beauty industry.*

2.4.5 Viewers' loyalty and customers' continuance buying decision

In today's fast-paced world, the beauty industry is witnessing a profound shift in consumer behavior, particularly among young people, and as digital technology makes the consumer environment more complex, the function of influencers becomes increasingly important (Ori Marketing Agency, 2023). To match this complexity, influencers must examine not only current criteria (i.e., sales, earnings, growth rate, customer happiness, and loyalty), but also new marketing techniques and customer value propositions (e.g., value, brand, and relationship equity) (Kannan and Li, 2017). Viewer loyalty is a powerful factor in determining purchasing decisions. Young consumers, when faced with numerous choices, rely on their loyalty to specific influencers or brands, which significantly shapes their buying behaviors. This loyalty is built through regular engagement, authentic content, and personalized interactions. Brands that successfully cultivate such loyalty can leverage it to drive sales and maintain a competitive edge in the online beauty market (Lau et al., 2006). Therefore, we propose:

H5. *Viewers' loyalty positively affects on young people's ability to make continuance buying decision on e-commerce platforms in the beauty industry.*

2.5 Proposed research model

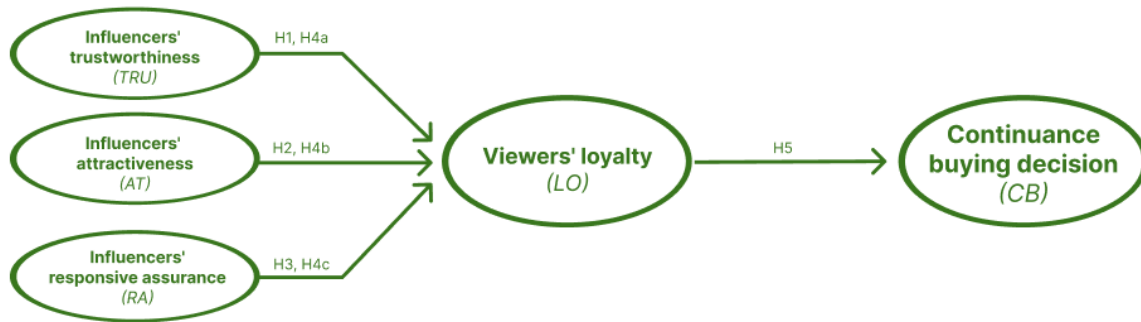


Fig. 1. Research structural model

3. METHODOLOGY

3.1. Survey design

We have employed survey method for this study. Surveys hold a significant place in the scientific toolbox, particularly within social and behavioral sciences (Babbie, 2010, p. 128). This is particularly advantageous for studying broad phenomena or widely held opinions (De Vaus, 2002, p. 42). Using questionnaires or interviews ensures consistent data collection across participants. This leads to uniformity simplifies analysis and facilitates comparisons between groups (Fowler, 2014, p. 112). The survey method also excels at capturing people's thoughts, feelings, and behaviors. This grants researchers valuable insights into motivations, preferences, and public opinion on various scientific topics (Moser & Kalton, 1971, p. 102). Hence, we assert that this approach was the optimal selection for our investigation and provided useful insights for our suggested study framework.

The questionnaire consists of the main sections:

- Part 1: General information. This section gathers relevant background information to facilitate our comprehension of the replies in the study's context.
- Part 2: Buying habits of beauty products. This section explores the beauty product purchasing behaviors of younger Vietnamese consumers.
- Part 3: Impact of influencers. This section delves into the influence of social media personalities, particularly beauty gurus and bloggers, on the spending habits of young Vietnamese consumers within the e-commerce beauty industry.
- Part 4: Ranking the importance of influencer-related factors in customer continuance buying decision. This section delves deeper into the factors that truly influence young Vietnamese consumers' continuance buying decision on e-commerce beauty platforms.

3.2 Sampling and data collection

In this study, we employed a convenient and efficient approach to sample selection and data collection. We utilized Google Forms, a user-friendly online survey platform. This approach allowed us to reach a geographically dispersed sample of young Vietnamese consumers aged 18-24 who have access to email and potentially engage in e-commerce beauty purchases. During the sampling process, the research team directly approached classes to present the study's objectives, requested assistance, and distributed the survey link to young consumers, explaining and guiding them on how to fill in the responses to ensure the reliability of the research findings. Young consumers and nearby institutions, participated in the survey. An English language expert translated the original questionnaire, and two marketing specialists reviewed the Vietnamese version for clarity and accuracy, with adjustments made based on their feedback. To validate the reliability and validity of the measures, a pilot study involving 30 individuals was conducted before the final data collection.

The target demographic comprised individuals aged 18-24 with prior online shopping experience, all meeting the minimum age requirement of 18 years old. While 510 participants initially responded to the survey, the author excluded and filtered out 102 invalid responses. Potential participants received the final questionnaire via email and social media platforms starting February 2024. Before completing the questionnaire, each participant was instructed to consider how influencers influenced their continuance buying decision. After removing incorrect responses, including those answering all questions uniformly and completing the survey too quickly, 408 out of 510 responses were deemed the final sample for further data analysis.

Table 1: Demographic data

Characteristics (n = 408)	Frequency	Percentage
Gender		
Male	100	24.50%
Female	303	74.20%
Don't reveal	5	1.20%
What is your current income level?		
<9.999 million VND	362	88.60%
10 - 14.999 million VND	27	6.60%
15 - 19.999 million VND	8	1.96%
>20 million VND	11	2.84%
Which social media platforms do you usually access Influencers through?		
Facebook	274	24.60%
Tik Tok	338	30.30%
Instagram	278	25.00%
YouTube	216	19.40%
Others	8	0.70%

3.3 Measuring

The 5-point Likert scale is a widely employed tool in social science research for measuring attitudes and opinions (De Vaus, 2002). A 5-point Likert scale is a well-suited tool to measure the impact of influencers on Vietnamese consumers' continuance buying decisions in the beauty industry. This scale allows participants to easily express their level of agreement with statements about influencer marketing. The 5-point format provides enough nuance to capture variations in opinion without overwhelming respondents. Additionally, it can be treated as interval data for some statistical analyses, enabling us to explore the strength of relationships between influencer marketing and spending habits.

3.4 Selection of Data Analytical Technique

The Statistical Package for the Social Sciences (SPSS), also known as IBM SPSS Statistics, is a powerful and widely used tool for data analysis across various scientific fields due to its user-friendly interface and comprehensive range of statistical procedures (IBM, 2024). In this study, various data analysis techniques performed with SPSS were employed which including Cronbach's alpha, Exploratory Factor Analysis (EFA), Independent sample T-test, Regression.

4. RESULTS

4.1 Reliability and Validity

Reliability was assessed using Cronbach's Alpha. The findings demonstrate that the Corrected Item-total correlation is greater than 0.5, indicating that the criteria for the Corrected Item-total correlation are met. Additionally, the Cronbach alpha for most items in each group is greater than 0.5, indicating that the measuring scale is very reliable. Case TR5 Cronbach's Alpha if Item Deleted > Cronbach's Alpha but Corrected Item-Total Correlation coefficient > 0.3 still retains that observed variable.

Table 2. Variable's Cronbach's alpha for the whole sample

Variables	Items	Scale Mean If Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Trustworthiness	TRU1	20.51	15.823	.818	.888	.913
	TRU2	20.48	15.729	.831	.886	
	TRU3	20.50	16.565	.781	.894	

	TRU4	20.64	15.789	.785	.893	
	TRU5	20.87	16.980	.578	.923	
	TRU6	20.74	15.889	.764	.896	
Attractiveness	AT1	19.03	15.422	.630	.823	.848
	AT2	19.33	14.497	.758	.798	
	AT3	19.50	14.241	.697	.809	
	AT4	18.95	16.295	.640	.824	
	AT5	19.38	15.322	.547	.840	
	AT6	19.56	15.348	.546	.840	
Responsive Assurance	RA1	15.60	11.524	.659	.845	.865
	RA2	15.71	10.427	.723	.827	
	RA3	15.89	9.550	.755	.818	
	RA4	15.71	10.652	.697	.834	
	RA5	16.08	10.430	.618	.855	
Loyalty	LO1	6.77	4.524	.692	.867	.869
	LO2	6.66	4.170	.775	.791	
	LO3	6.56	4.237	.783	.784	
Continuance buying decision	CB1	3.41	1.279	.604		.743
	CB2	3.66	850	.604		

For validity, Exploratory Factor Analysis (EFA) was conducted to evaluate the factor structure of the independent and dependent variables. The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy was 0.947, which is well above the threshold of 0.5, indicating that the data were suitable for factor analysis (Table 2). Bartlett's Test of Sphericity was significant ($p < 0.05$), confirming that the relationships among variables are strong enough for factor analysis. The total variance explained by the independent variables was 64.637%, indicating that the three factors (trustworthiness, attractiveness, and responsive assurance) accounted for a substantial portion of the variance in the data.

For the dependent variables, the KMO for loyalty was 0.723, and for the continuance buying decision, it was 0.500, which met the minimum requirement for factor analysis. The factor loadings for loyalty ranged from 0.856 to 0.909, and for the continuance buying decision, the factor loadings were 0.896 for both items. These loadings are well above the 0.5 threshold, confirming that the variables measured what they were intended to measure.

Additionally, the total variance explained by the loyalty factor was 80.195%, and the same amount of variance was explained by the continuance buying decision factor. These findings demonstrate that the extracted factors are strong and account for a significant portion of the variance, confirming the validity of the measurement model.

4.2 Regression analysis

The correlation between the independent variables (trustworthiness, attractiveness, and responsive assurance) and the dependent variable (loyalty) was analyzed using Pearson correlation. The Pearson correlation values were 0.548 for trustworthiness, 0.673 for attractiveness, and 0.659 for responsive assurance. These values fall within the range of 0 to 1. Furthermore, the variables have a low significance level, with a p-value below 0.05. It is evident that the dependent and independent variables exhibit a positive linear correlation, confirming the assumptions proposed in this study.

Table 3 Correlations

Constructs	1	2	3	4
1. Loyalty				
2. Trust	.548**			
3. Responsive Assurance	.673**	.721**		
4. Attractiveness	.659**	.704**	.746**	
5. Continuance buying	.612**	.722**	.700**	.600**

Moreover, the Pearson correlation coefficient of 0.817 demonstrates a statistically significant relationship between the independent variables, loyalty and continuance buying decision. These values are within the range of 0 to 1. In addition, the variables exhibit a low level of significance, as shown by a p-value that is less than 0.05. The investigation confirms the given assumptions by demonstrating a clear positive linear correlation between the dependent and independent variables.

Table 4 VIF for independent variables and dependent variables

Component	VIF
TRU	2.463
AT	2.809
RA	2.776
LO	1

For the regression analysis with Loyalty as the dependent variable, the adjusted R^2 value of 0.517 indicated that the independent variables accounted for 51.7% of the variation in Loyalty. The Durbin-Watson coefficient is 1.902, which falls within the acceptable range of 1.5 to 2.5. Therefore, there is no evidence of first-order serial autocorrelation. The F-test ($\text{Sig} < 0.05$) confirmed the model's suitability, and the t-test showed that Responsive Assurance and Attractiveness significantly influenced Loyalty, while Trustworthiness did not have a significant impact. The regression analysis reveals that both Responsive Assurance (RA) and Attractiveness (AT) have a positive impact on Loyalty (LO), with RA having a stronger influence than AT. The standardized regression coefficients (Beta) show that RA, with a value of 0.399, has the strongest impact on viewers' trust in influencers, followed by AT, with a value of 0.380.

Table 5 ANOVA Analysis

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	178.351	3	59.450	144.294	.000b
	Residual	166.452	404	412		
	Total	344.803	407			

Table 6 Coefficients Analysis

Coefficients							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF

1	(Constant)	29	180		159	.874		
	M_TRU	-18	63	-15	-283	.777	.406	2.463
	M_AT	478	69	.399	6.889	0	.356	2.809
	M_RA	438	66	.380	6.595	0	.360	2.776

For the regression analysis with Continuance buying decision as the dependent variable, the modified R^2 value of 0.667 indicated that Loyalty accounted for 66.7% of the variation in Continuance buying decision. The Durbin-Watson coefficient (1.867) was within the acceptable range, and the F-test (Sig < 0.05) confirmed the model's suitability. Loyalty had a significant positive impact on Continuance buying decision, with a standardized regression coefficient of 0.817. The t-test results show that the regression coefficient of the independent variable Loyalty (LO) is significant (p-value < 0.05) in explaining the dependent variable Continuance Buying Decision (CB). The positive regression coefficient ($\beta = 0.817$) indicates that Loyalty has a strong, positive impact on viewers' purchasing decisions. No variables were eliminated from the model, suggesting that Loyalty is a crucial factor influencing Continuance Buying Decision.

Table 7 Model Summary

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.817a	.667	.666	58.095	1.867

Table 8 ANOVA Analysis

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	274.530	1	274.530	813.417	.000b
	Residual	137.026	406	338		
	Total	411.556	407			

Table 9 Coefficients Analysis

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.181	114		1.583	.114		
	M_LO	.892	31	.817	28.520	0	1.000	1.000

4.3 Analysis of mediator variables

To analyze mediator variables, we use Bootstrapping technique, which provides a strong option for examining mediation effects (Hayes, 2017). The analysis revealed that Loyalty significantly mediated the relationships between each of the influencer characteristics and Continuance buying decision.

Firstly, the confidence interval [0.4643; 0.6498] for the indirect effect of Trustworthiness on Continuance buying decision through Loyalty excluded zero, indicating a significant mediation with an impact level of 0.5591. This finding suggests that although Trustworthiness may not directly influence Continuance buying decision, it can indirectly impact it through the mediating role of Loyalty.

Table 10 Relationship between Trustworthiness and Continuance buying decision

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
M_LO	.5591	.0466	.4643	.6498

Similarly, the confidence interval [0.4725; 0.6964] for the indirect effect of Attractiveness on Continuance buying decision through Loyalty also excluded zero, with an impact level of 0.5829. This result implies that Attractiveness of influencers can enhance viewers' Loyalty, which subsequently leads to higher levels of Continuance buying decision.

Table 11 Relationship between Attractiveness and Continuance buying decision

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
M_LO	.5829	.0573	.4725	.6964

Lastly, the confidence interval [0.5354; 0.7374] for the indirect effect of Responsive Assurance on Continuance buying decision through Loyalty excluded zero as well, with an impact level of 0.6365. This finding indicates that when influencers demonstrate Responsive Assurance, it can boost viewers' Loyalty, which in turn positively affects their Continuance buying decision.

Table 12 Relationship between Responsive Assurance and Continuance buying decision

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
M_LO	.6365	.0502	.5354	.7337

4.4 Hypothesis testing

The hypothesis testing results for the whole sample revealed support for hypotheses H2, H3, H4, H5a, H5b, and H5c, while hypothesis H1 was not supported.

Table 13 Hypothesis result for the whole sample

Hypothesis	Support Status
H1: The trustworthiness of influencers positively affects viewers' loyalty.	Not Support
H2: The attractiveness of influencers positively affects viewers' loyalty.	Support
H3: The responsive assurance of influencers positively affects viewers' loyalty.	Support
H4: Viewers' loyalty positively affects on young people's continuance buying decision on e-commerce platforms in the beauty industry.	Support
H5a. Viewer's loyalty mediates the relationship between Influencers' truthworthiness and continuance buying decision in beauty industry H5b. Viewer's loyalty mediates the relationship between Influencers' attractiveness and continuance buying decision in beauty industry H5c. Viewer's loyalty mediates the relationship between Influencers' responsive assurance and decision continuance buying decision in the beauty industry.	Support

5. DISCUSSION, LIMITATIONS & CONCLUSION

5.1 Discussion and contributions

Our findings challenge the traditional view that trustworthiness is the key influencer trait impacting continuance buying decision. While trustworthiness didn't directly influence spending, attractiveness, responsive assurance did. This suggests

young Vietnamese consumers prioritize relatability and positive interactions with influencers over just pure trust. Additionally, the positive influence of viewer loyalty highlights the power of influencer-built communities. These young consumers, loyal to the influencer, are more likely to be convinced by their recommendations and make purchases on e-commerce platforms. These findings offer valuable insights for beauty brands and influencers. Brands should prioritize partnerships with influencers who prioritize engagement and open communication with their audience, while influencers should focus on building trust through authenticity and responsive assurance.

In addition, the descriptive analysis displays the descriptive characteristics of each gender category. The mean values of the genders do not exhibit significant differences, indicating that despite their inherent differences, the levels of Attraction, Responsive assurance are comparable. The average value of Loyalty generally decreases as we move from the Male gender to the Female gender and other genders. Male consumer segments tend to exhibit greater loyalty towards influencers compared to female customer segments.

5.2 Implications of the study

This study provides valuable insights for stakeholders in the Vietnamese beauty industry. Firstly, it is about the importance of influencer selection. The study highlights that the attractiveness, responsive assurance of influencers play a key role in building viewer loyalty and driving continuance buying decision. Marketers should carefully choose influencers who align with the brand image and campaign goals. Second, it emphasizes the importance of focusing on building loyalty. Viewer loyalty is crucial in influencing young consumers' purchasing decisions. Marketers need to develop influencer marketing strategies that focus on building strong relationships with viewers through quality content, consistent interaction, and trust-building efforts.

E-commerce platforms can collaborate with influencers to promote products and services to their target demographics. They should prioritize building a user-friendly and convenient shopping experience to encourage increased purchases. Overall, the study contributes to the understanding of young consumers' continuance buying decision in the Vietnamese beauty industry, empowering stakeholders to develop more effective marketing strategies.

5.3 Limitations of the study

Although this study provides insights into the impact of influencers on the repurchase of young Vietnamese consumers in the beauty sector, it is crucial to acknowledge certain limitations. Firstly, the study probably depended on self-reported data, which is prone to bias. Consumers may have an imperfect ability to remember their spending patterns or the reasons behind their choices. Furthermore, the research may have failed to encompass the complete spectrum of factors that impact purchasing decisions. Social media trends, endorsements from peers, and brand advertising can all have an impact. Furthermore, the report fails to encompass the entirety of the influencer marketing ecosystem. Unethical methods such as using hacking tools to create fake interaction or aggressively promoting a product to falsely enhance its perceived effectiveness can have a detrimental effect on consumers' trust and skew their continuance buying decision. Although these behaviors were not included in the scope of this study, they deserve additional consideration. Future research that overcomes these constraints could offer a more extensive comprehension of the influence of influencer marketing on e-commerce expenditure in the Vietnamese cosmetics sector.

5.4 Prediction

Youngsters will progressively rely on and be swayed by influencers while selecting and buying beauty items. The introduction of items by influencers will drive up demand, resulting in a shift in consumption patterns.

Emerging social media platforms like TikTok, Instagram Reels, and Youtube Shorts are expected to gain significant traction, providing influencers with the potential to engage a substantial audience of young viewers. Livestream shopping is expected to become popularity as a purchasing trend, enabling influencers to directly engage with customers and enhance sales.

Influencers should prioritize cultivating connections and engaging with their audience, rather than solely concentrating on product promotion. They will utilize livestream capabilities, question and answer sessions, and several other methods of engagement to establish direct connections with consumers. The most accomplished individuals in the field of information sciences will be those who possess the ability to establish a sense of community, foster meaningful discussions and the exchange of ideas, and cultivate a strong sense of trust with their audience. Influencer marketing initiatives will prioritize the promotion of user experience and engagement, rather than only promoting products.

Artificial intelligence (AI) and data will be employed to scrutinize customer behavior, aiding influencers in comprehending target audiences more effectively and generating suitable content. The integration of Virtual Reality (VR) and Augmented Reality (AR) will be utilized to enhance the authenticity and immersive nature of the shopping experience for customers.

5.5 Conclusion

This study investigated the impact of influencers on continuance buying decision of young Vietnamese consumers' (aged 15-24) in the beauty industry on e-commerce platforms. Trustworthiness did not directly influence spending, it also has almost no impact building viewer loyalty, suggesting a preference for genuine influencers. More importantly, attractiveness, responsive assurance, and assurance significantly impacted both loyalty and spending. Influencers who resonate with viewers, actively engage with them, and project confidence are more likely to make decision continue to buy. Additionally, viewer loyalty emerged as a crucial factor influencing young consumers' purchasing decisions. This highlights the importance of influencer marketing strategies that cultivate long-term relationships with viewers.

These findings offer valuable insights for stakeholders. Marketers can leverage our research to select influencers who prioritize audience connection and trust-building. Influencers can focus on building their reputation through authenticity and assurance. E-commerce platforms can capitalize on these findings by partnering with effective influencers and prioritizing user-friendly shopping experiences. Overall, this research contributes to a deeper understanding of influencer marketing's role in the Vietnamese beauty industry, empowering stakeholders to develop more effective strategies and maximize sales potential.

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