

AN ANALYSIS OF SKINCARE PRODUCT PURCHASING BEHAVIOR VIA E-COMMERCE PLATFORMS IN VIETNAM

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ABSTRACT:

In recent years, purchasing skincare products through e-commerce platforms has emerged as a dominant consumer trend, driven by rapid technological advancements and evolving shopping behaviors. Platforms such as Shopee, Lazada, Tiki, and TikTok Shop have transformed the skincare retail landscape by providing convenient access to a wide range of products from reputable brands. The integration of innovative technologies, dynamic marketing strategies, and rising consumer demand has significantly expanded the online skincare market. This study analyzes the current state of consumer behavior in purchasing skincare products online and explores key factors influencing purchasing decisions within the e-commerce ecosystem.

Keywords: skincare products, e-commerce platforms, shopping behavior.

1. Introduction

In the context of rapid e-commerce (EC) development, the cosmetics industry, particularly skincare products, has undergone significant transformations in consumer behavior. Online cosmetic shopping, especially through EC platforms such as Shopee, Lazada, Tiki, and TikTok Shop, is becoming increasingly dominant in consumer purchasing habits. Consumers are now more inclined towards the convenience and variety of cosmetic products from renowned brands, as well as widely advertised domestic products. Essential skincare products such as moisturizers, serums, facial cleansers, and

sunscreens not only fulfill beauty needs but also contribute to an improved quality of life. According to reports from EC platforms, in the first half of 2024, despite a slight decline in overall EC revenue compared to 2023, the cosmetics market still recorded stable growth, with skincare products accounting for a significant portion of the total cosmetics industry revenue. This indicates the robust expansion of the online cosmetics market, particularly within essential product groups. EC platforms not only facilitate quick access to products from multiple brands but also create significant opportunities for both domestic and international brands to grow. This

study aims to analyze skincare cosmetics shopping behavior on EC platforms, evaluate the factors influencing consumer purchase decisions, and propose solutions to enhance the development of the online cosmetics industry in Vietnam.

2. Theoretical framework

2.1. Concept of consumer behavior

Consumer behavior refers to the actions of individuals or groups when selecting, shopping, using, or discarding products, services, ideas, or experiences. According to Philip Kotler (2018), consumer behavior is the process by which individuals recognize needs, search for products or services, and make purchase decisions based on psychological and social factors. Solomon et al. (2023) define consumer behavior as the study of how individuals or groups choose, buy, use, or discard products and services to satisfy their needs.

Kotler (2018) further explains: 'The purchase decision involves a series of choices: selecting the product, choosing the brand, selecting the retailer, determining the purchase timing, and deciding on the purchase quantity.' Thus, consumer purchase decisions involve a process where individuals form their buying intent after researching and evaluating product, service, or brand options.

The consumer decision-making process, as outlined by Philip Kotler and colleagues in 'Principles of Marketing' (2018), consists of five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. This process begins long before the actual purchase and continues even after the consumer has acquired the product.

Consumer purchasing behavior is influenced by various factors. Philip Kotler has categorized these

factors in 'Principles of Marketing' (2018) into cultural, social, personal, and psychological factors, which together form a comprehensive framework for understanding consumer purchasing decisions and preferences. Below are the illustrations that summarize the buyer decision process and influencing factors:

2.2. Current state of Vietnam's ec market and skincare industry

Although there was a slight decline in total revenue in the last half of 2023, the total EC market in the first half of 2024 grew by 54.91% in revenue and 65.55% in sales volume compared to the same period in 2023. This indicates that consumers are spending more freely despite economic uncertainties. The entire EC market recorded 574,000 active shops and over 1.5 million products sold. Among the five EC platforms, only TikTok Shop and Shopee reported positive revenue growth, with increases of 150.54% and 65.97%, respectively. Both platforms have strengthened their purchase-return policies, prioritizing consumer satisfaction. Additionally, Shopee and TikTok Shop have effectively leveraged the growing trend of live-stream shopping. Shopee's revenue is primarily generated from shops with warehouses in Hanoi and Ho Chi Minh City. Outside of Ho Chi Minh City and Da Nang, high-revenue warehouses are mainly concentrated in the Red River Delta region, Vietnam's most densely populated area.

Since 2023, due to overall economic impacts, consumers have continued the trend of tightening spending. However, for essential products, they remain willing to invest in purchases that ensure quality of life, particularly in healthcare and family care products.

Figure 1: Consumer decision-making process



Source: Philip Kotler & Gary Armstrong, 2018

Figure 2: Factors influencing consumer buying behavior

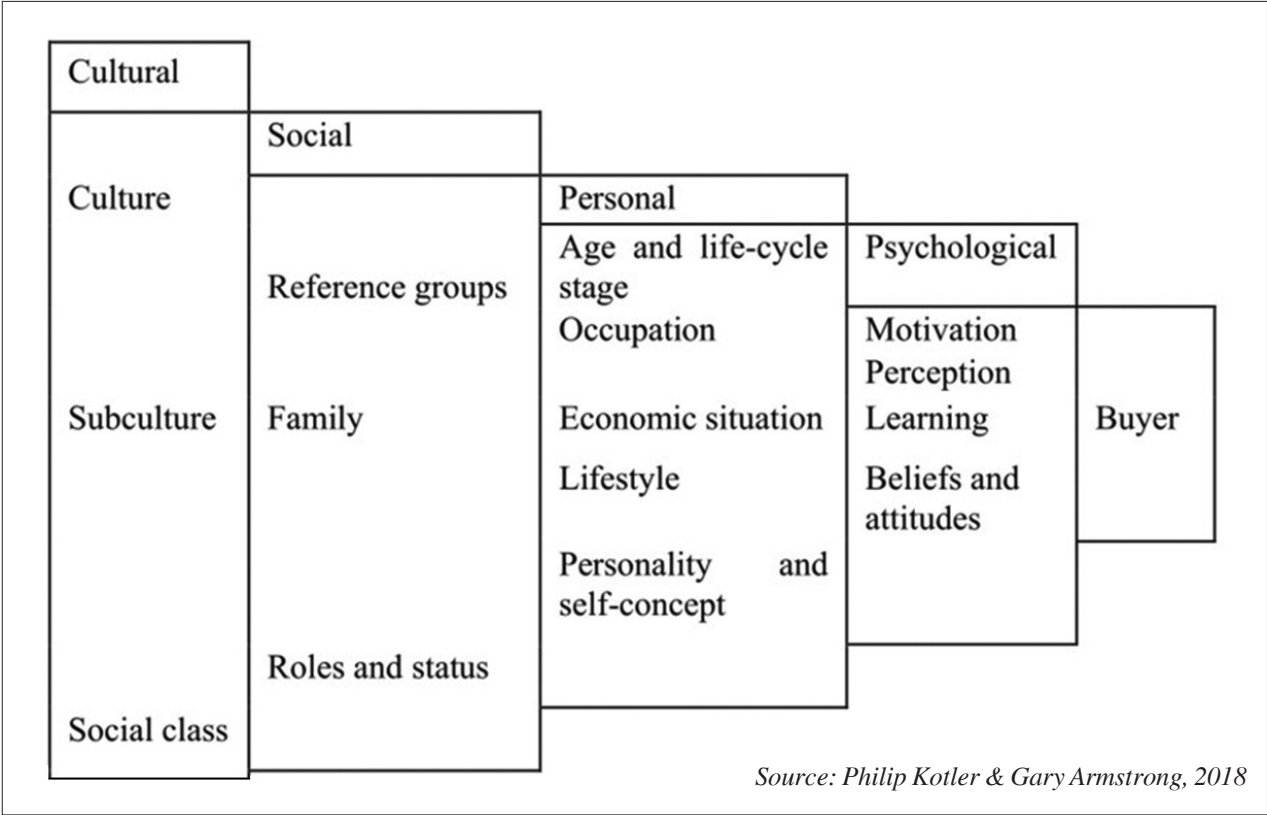
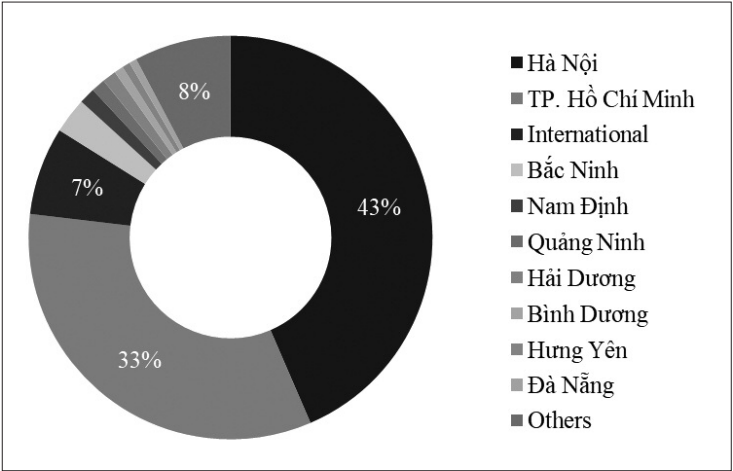


Figure 3: Revenue structure by province/city in the first half of 2024



Source: Metric.vn

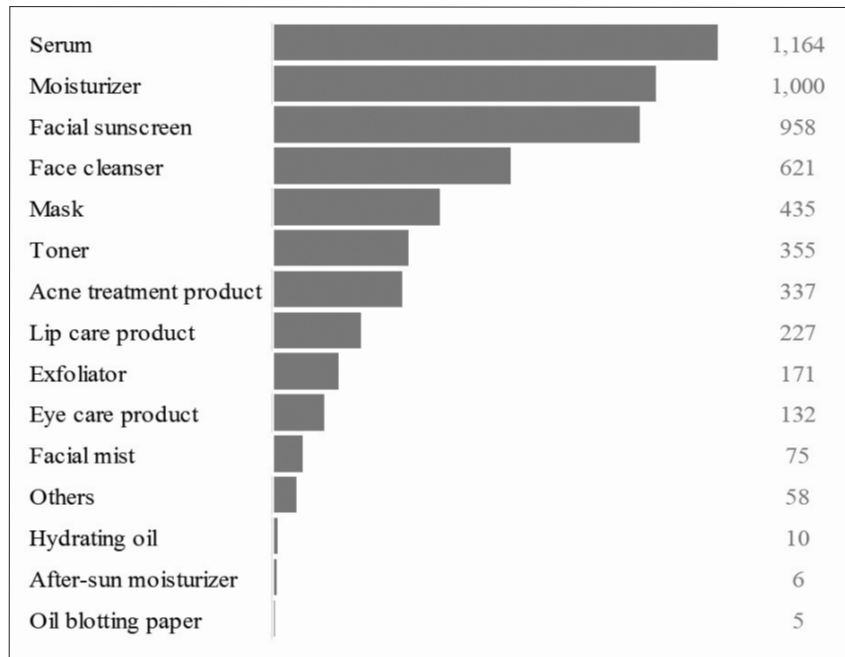
In the first half of 2024, the facial skincare market on e-commerce platforms demonstrated stable growth, with a strong surge in summer, following a slight decline in January due to post-

holiday shopping slowdowns. Total revenue for the first six months exceeded 5,000 billion VND. The top four best-selling product categories were serums, moisturizers, facial sunscreens, and facial cleansers. These were also among the highest-selling products by volume, second only to face masks.

Facial skincare shopping primarily focuses on nourishing, protecting, and cleansing products. Among them, serums demonstrate a high demand for advanced skincare treatments. Moisturizers rank second, reflecting the essential role of hydration in daily skincare routines. Sunscreens and facial cleansers are

classified as fundamental products in daily skincare and cleansing regimens. Meanwhile, face masks represent a niche category that has shown significant growth in the first half of 2024.

Figure 4: Revenue of facial skincare categories by product type
(Billion VND)



Source: Metric.vn

3. Conclusion

The behavior of purchasing skincare cosmetics on EC platforms in Vietnam is undergoing significant transformations in line with modern consumer trends. Based on theoretical foundations of consumer behavior, the purchasing decision-making process is influenced by factors such as need recognition, information search, product evaluation, purchase decision, and post-purchase

behavior. EC platforms such as Shopee, Lazada, Tiki, and TikTok Shop play a crucial role in meeting consumer demand by offering a wide range of products and providing a seamless shopping experience.

Despite a slight decline in total EC platform revenue in the first half of 2024 compared to 2023, the skincare cosmetics sector has maintained stable growth, indicating that consumer demand for skincare remains high despite economic fluctuations. The facial skincare segment is one of the highest-grossing categories on EC platforms, with serums, moisturizers, sunscreens, and

facial cleansers leading in revenue. These products are considered essential in daily skincare routines and contribute significantly to the total revenue of the online cosmetics industry. Additionally, product categories such as face masks, exfoliators, and toners have shown strong growth, reflecting a rising consumer preference for specialized skincare treatments and comprehensive skincare routines ■

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ĐÁNH GIÁ THỰC TRẠNG HÀNH VI MUA SẴM MỸ PHẨM CHĂM SÓC DA MẶT TRÊN SÀN THƯƠNG MẠI ĐIỆN TỬ TẠI VIỆT NAM

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TÓM TẮT:

Trong những năm gần đây, mua sắm mỹ phẩm chăm sóc da mặt qua các sàn thương mại điện tử đã trở thành một xu hướng phổ biến và được ưa chuộng rộng rãi, đặc biệt là trong bối cảnh sự phát triển mạnh mẽ của công nghệ và thay đổi thói quen tiêu dùng. Các sàn thương mại điện tử như Shopee, Lazada, Tiki, và TikTok Shop không chỉ cung cấp các sản phẩm chất lượng từ các thương hiệu lớn mà còn tạo ra môi trường thuận lợi để người tiêu dùng dễ dàng tiếp cận và mua sắm mỹ phẩm chăm sóc da mặt. Những đổi mới về công nghệ, chiến lược tiếp thị sáng tạo và nhu cầu tiêu dùng ngày càng cao của người tiêu dùng đã giúp cho độ lớn của thị trường mua sắm trực tuyến này tăng trưởng không ngừng. Nghiên cứu này sẽ tiếp tục phân tích sâu hơn về thực trạng hành vi mua sắm mỹ phẩm dưỡng da mặt, các yếu tố tác động đến hành vi mua sắm trong ngành trên nền tảng thương mại điện tử.

Từ khóa: mỹ phẩm chăm sóc da mặt, sàn thương mại điện tử, hành vi mua sắm.