



THE INFLUENCE OF SOCIAL MEDIA ON CUSTOMER PERCEIVED VALUE AND BRAND COMMITMENT IN VIETNAM'S BEAUTY INDUSTRY

By

Dang Hoang Son

Ho Chi Minh City University of Foreign Languages – Information Technology, Ho Chi Minh City, Vietnam



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Abstract

The beauty industry has seen a shift thanks to social media, especially in developing markets like Vietnam where it has a big impact on customer perceptions and loyalty. This study examines how social media affects customer satisfaction, brand loyalty, and perceived value in the beauty industry. It focuses on important social media components including entertainment, interaction, trendiness, word-of-mouth, and perceived value. Using a causal approach, the study analyzes data from 298 respondents who completed an online survey using Google Forms by applying Partial Least Squares Structural Equation Modelling (PLS-SEM). According to the study, customer-perceived value is positively impacted by entertainment, trendiness, and word-of-mouth on social media, supporting hypotheses H1, H3, and H4. Although H2 and H6 were not supported, this implies that more research is necessary to fully comprehend how customer satisfaction affects brand loyalty on social media and how interaction affects perceived value in the context of the Vietnamese beauty market. Overall, the study showed that the majority of social markets. In a practical sense, the results can help beauty businesses optimize their social media strategy to improve customer perceptions and satisfaction.

Keywords: Social media, perceived value, customer satisfaction, brand loyalty, beauty industry.

1. Introduction

1.1 Overview of social media on customers in the beauty industry in Vietnam

Thanks to the growth of social media platforms like Facebook, Instagram, and TikTok, the beauty industry in Vietnam has been booming. According to Statista, the Vietnamese beauty industry is expected to reach over US\$4 billion by 2025, in part due to the country's growing social network user base, which recorded at over 70 million (De Silva & Hettiarachchi, 2023). This digital environment has changed how consumer behavior, acting as a channel for direct communication with companies as well as a source of inspiration for beauty trends.

The article's examination of how social media influences customer perception and preference is one of its strongest points. A brand needs to adjust its approach to keep it relevant and guarantee brand loyalty because consumers use these platforms to find inspiration and suggest products. Instagram's ability to attract visually-engaged audiences enables product demonstrations in real-life contexts, increasing the products' desirability and credibility (De Silva & Hettiarachchi, 2023).

Additionally, one of the most important elements of brand strategy in the beauty sector is influencer marketing. According to Influencer Marketing Hub, companies have been able to get an average return on investment of \$5.78 for every dollar spent on influencer marketing. Customers frequently find it easy to identify with influencers and regard them as reliable sources, which increases brand awareness and recognition (Innocenti & Pescatore, 2023). In addition to helping brands build deeper connections with their clients, this move toward influencer collaborations may also be a means of boosting customer satisfaction and loyalty.

The growth of user-generated content is another significant factor. As more and more customers post reviews of products and their own beauty experiences online, they contribute to the development of a foundation of organic content and create community trust. Based on the research, 79% of respondents claim that user-generated material has a significant impact on their purchasing decisions (Barry Levine, 2017). Because potential consumers are more likely to trust the opinions of other customers than traditional advertising, the interaction is crucial. Brands may create more natural stories that connect with their target audience and boost customer loyalty by utilizing user-generated content.

In Vietnam's thriving beauty sector, it is critical that the relationship between social media engagement and customer perception serve as the foundation for brand loyalty. Brands using social media are likely to dominate because customers use these platforms to connect and seek validation. Vietnam's beauty business will inevitably be influenced by shifting social media trends and consumer behavior, making it an interesting environment for both consumers and marketers.

1.2 Problem statement

Social media has altered customer behavior, and the beauty business is a prime illustration of this. Facebook, Instagram, and TikTok have grown vital to both consumers and brands in Vietnam, one of Southeast Asia's most socially mediated economies. In fact, these are now more and more places for Vietnamese consumers to find new products, interact with brand, and join groups centered around personal care and beauty trends. This is a significant change that affects how brand loyalty, customer satisfaction, and perceived value are created and preserved (Kaplan & Haenlein, 2010a).

Even though social media continues to play a significant role in promoting consumer-brand engagement in the beauty industry, very little empirical study has been done specifically examining the dynamics of the Vietnamese market (Brodie et al., 2011). This study examines how social media influences how customers engagement with beauty companies in Vietnam, a nation with a distinct cultural-economic landscape and a rapidly evolving beauty sector where traditional marketing approaches are frequently inappropriate. Brands use social media to increase their visibility and encourage connection, but it's crucial to show how these efforts are translated into perceived value. Furthermore, brand loyalty in the beauty sector is increasingly characterized by advocacy and emotional attachment in addition to frequent purchases. Customers can share their experiences, express their opinions, and suggest products to their connections using social media (Utami et al., 2023). Brands that successfully engage their audience can foster loyalty in this feedback loop, while those that don't run the danger of losing clients to rivals (Fournier & Avery, 2011).

In light of this, it is necessary to investigate the particular methods by which social media influences Vietnamese customers' perceptions of value, satisfaction, and brand loyalty in the context of the beauty industry (Russell-Bennett & Rundle-Thiele, 2005). In this regard, this paper seeks to fill the highlighted research gap by examining how social media affects certain consumer perceptions and behavior in a market. Understanding these relationships can help beauty firms create more suitable strategies to better meet the requirements and preferences of their clients and build brand loyalty in a rapidly changing digital environment.

1.3. Research gaps

Although there have been many studies on the impact of social media in the global beauty industry, such as a study on the network impact of Twitter on social media retailers (Watanabe et al., 2021), or a study on the effects of social media in the cosmetics industry, thereby affecting purchasing

behavior in Korea (Kang & Jo, 2023), few studies have focused specifically on the impact of social media on the beauty industry in the Vietnamese market, especially the impact on the perceived value of Vietnamese consumers. Cultural, social, and behavioral factors in Vietnam that are different from other countries, such as price sensitivity, community, and brand reputation, can strongly influence how they perceive value and brand loyalty through social media platforms (Jamil et al., 2022).

Many studies have focused on the relationship between customer satisfaction and brand loyalty solutions through social media marketing strategies, most of which only evaluate general factors such as brand interaction, online customer service, and media content (Al-Dmour et al., 2023). However, the perceived value factor from social media strategies, especially in the beauty industry, is still not deeply explored. Perceived value is an important factor, as it reflects how customers evaluate the overall value of a brand based on their personal experiences with messages, content, and marketing activities on social media (Boksberger & Melsen, 2011). In the Vietnamese market, where social media is increasingly becoming a key tool for customer engagement and brand building (Tan Xu et al., 2016), it is necessary to explore how customers perceive value through platforms such as Facebook, Instagram, and TikTok. Specifically, there is still a lack of detailed studies that analyze and clarify how Vietnamese consumers perceive the value of beauty brands, through advertising content, product reviews, or interactions with influencers on these platforms. The present study focuses on analyzing the strategic social media marketing activities and the impact of those strategies on the perceived value and customer satisfaction towards products and services, thereby creating customer loyalty towards the brand.

1.4. Research objectives and research questions

The primary goal of the study is to examine how social media affects consumers' perceptions of brand value in Vietnam's beauty sector. This includes examining how advertising content, entertainment, interaction, trendiness, word-of-mouth, brand image, and influencers influence customers' brand value evaluation (A.-H. D. Nguyen et al., 2024). The research question for the first objective is, "How does social media content—specifically advertising content, entertainment, interaction, trendiness, word-of-mouth, brand image, and influencers—affect customers' perceived brand value in the beauty industry in Vietnam?"

Assessing the connection between customer satisfaction and the perceived value of social media is the second goal. This objective focuses on whether the value customers perceive through social media affects their satisfaction with the brand. "To what extent does the perceived brand value from social media influence customer satisfaction in the beauty industry?" is the research question for the second objective.

The third objective is to determine the role of satisfaction in building brand loyalty. The study explores how positive experiences with social media content can lead to customer

loyalty, including continued usage, recommendations, and leniency toward the brand. The final research question is "How does customer satisfaction derived from social media interactions contribute to brand loyalty, including sustained engagement, brand recommendations, and forgiveness of brand concerns?"

1.5 Contribution

1.5.1 Theoretical contribution

By incorporating elements like perceived value, customer satisfaction, and brand loyalty within the particular framework of the Vietnamese cosmetics sector, this study enhances theories of consumer behavior. This has helped scholars and practitioners better grasp how these components interact in a dynamic market by offering a greater understanding of how social media shapes consumer behavior.

This study, which focuses on the Vietnamese market, offers insightful information about how social and cultural aspects affect consumer behavior and value judgments in the beauty sector. In addition to being useful for scholarly study, this also helps firms who operate in the Vietnamese market develop a marketing plan that better suits the demands and preferences of local consumers.

The study looked at the relationship between many variables such as entertainment, engagement, trends, word of mouth, perceived value, customer satisfaction, and brand loyalty. This comprehensive approach helps clarify how these variables interact with each other, thereby filling in gaps in previous research that may have looked at them separately. This also opens up new research directions for scientists and managers to develop new theories or adapt existing theories to fit more practical contexts (Gustavsson & Johansson, 2006).

1.5.2 Managerial contribution

The results of this study give brands in the beauty sector important information about how to use social media effectively. Brands may create targeted tactics to improve customer engagement and satisfaction by knowing how interaction and word-of-mouth affect perceived value. Investing in interactive content on social media sites, for example, can boost consumer loyalty and perceived value.

Research findings can be used by brands to create more engaging and customized consumer experiences. Businesses may create a community around their brand by promoting word-of-mouth and enabling social media interactions. This gives customers a sense of belonging and a strong connection, which in turn boosts loyalty.

The study highlights the importance of integrating word-of-mouth and engagement into marketing strategies. Companies can use this information to create campaigns that encourage customers to share their experiences and feedback. Not only does this help amplify positive word-of-mouth, but it also enhances the brand's credibility in a fiercely competitive market, thereby improving customer awareness and loyalty (B. H. T. Nguyen et al., 2023; Quan et al., 2023).

2. LITERATURE REVIEW

2.1 Prior studies about social media on customers in the beauty industry in Vietnam

Recently, the interface of social media and consumer behavior has been a glaring area of academic interest, especially regarding the cosmetics industry. Several studies have been conducted to explain the influence of social media platforms on perceptions, buying behavior, and brand loyalty. One of the early seminal contributions in this respect is that of Kaplan & Haenlein (2010), who discussed how social media could be used as a channel of communication that would result in increased customer engagement. Resulting from this research work, it was found that interactive content creates some sense of community, therefore influencing customer satisfaction and loyalty.

The impact of social media marketing on consumer behavior in the beauty industry within the Vietnamese context (Minh Anh, 2023). It was learned that perceived value, concerning both functional and emotional value, has a significant role in driving customer satisfaction. In this respect, the study discusses how Vietnam's consumers are taking support from social media for beauty advice and recommendations relating to the selection of appropriate products; this reinforces the roles of digital platforms in shaping their perceptions.

They also examined the effect of social media engagement on brand loyalty in Vietnam's beauty market. According to their results, high levels of social media interaction are capable not only of enhancing perceived value but also increasing brand loyalty among customers (Minh Anh, 2023). Hence, these Tauthor asserted that a brand capable of communicating with customers through social media platforms would be more likely to achieve a loyal customer base.

Collectively, these studies point out the complex interplay that exists between social media, perceived value, customer satisfaction, and brand loyalty in the context of the beauty industry in Vietnam. Since the digital landscape keeps changing day by day, understanding such dynamics will be very important for any brand that hopes to stay ahead in this competitive market segment.

2.2 Foundation theory

2.2.1 Social media marketing activities (SMMA)

Social Media Marketing Activities (SMMA) have become one of the most important and key marketing strategies in the context of globalization and the constant development of modern digital technology. Social networks are not only a platform for businesses to promote products and services but also a tool to help businesses reach potential customers and build sustainable relationships with customers. Social media marketing activities focus on creating attractive content, promoting interaction, and encouraging consumers to share their experiences with the online community.

Many studies have shown that SMMA has a great influence on consumer awareness, purchasing behavior, and brand loyalty. According to Kim & Ko (2012), social media marketing activities help create brand value not only by

promoting products but also from creating long-term relationships with customers. An effective SMMA strategy can increase the brand's competitiveness by creating a friendly, modern, and approachable image.

One of the outstanding aspects of SMMA is the ability to deploy personalized marketing campaigns. With the development of technology and big data, brands can take advantage of customer information to personalize messages and marketing strategies to provide content that is suitable for customers' individual needs on social media. Personalization is an important factor that helps brands create deep connections with customers, increasing the likelihood that customers will return to buy and use products and services and maintain brand loyalty (Ballabh, 2023).

In addition, social media also has the advantage of collecting feedback from customers quickly and effectively. This not only helps brands improve their products or services but also enhances their ability to forecast and respond to market needs. Brands proactively interact with customers through social media helps build trust and strengthen long-term relationships. Customer participation in social media activities helps increase brand awareness and promote frequent purchases (Godey et al., 2016).

Another advantage of SMMA is the rapid spread of information. Social media allows brand content and messages to be shared widely and quickly, increasing the ability to reach and interact with a large number of customers in a certain period (Zhang & Vos, 2015). According to Kaplan & Haenlein (2010), the speed of information dissemination on social networks is the main factor that determines whether a brand's message attracts the attention of consumers quickly or not, the speed of dissemination is even more important in viral marketing campaigns. However, SMMA not only brings benefits but also comes with many challenges. Businesses face pressure from high competition because large and small brands can use social networks as a marketing tool to reach customers. This requires businesses to come up with creative and flexible SMMA strategies, attractive content, and at the same time ensure that the brand always maintains consistency and professionalism in the message sent to customers (Kevin Lane Keller, 2013).

2.4 Hypothesis

2.4.1 Entertainment

The entertainment element in social media marketing activities has been shown to have a significant impact on how customers evaluate the value of a brand. Studies have shown that entertainment not only increases engagement but also improves user experience, thereby enhancing perceived value. According to Viral Marketing Theory, entertainment content can spread strongly, promoting interaction and positive brand perception (Kaplan & Haenlein, 2010). When customers feel attracted and entertained by social media content, they tend to evaluate the brand higher in terms of value.

Tsai & Men (2017) study shows that entertainment in social media marketing activities not only creates a sense of fun and

joy but also helps enhance consumers' perceived value. Entertaining content tends to attract longer attention and create positive interactions, thereby improving brand image and customer perceptions of product or service quality. When customers feel that they receive fun and positive experiences from social media content, they tend to perceive the brand's products/services as providing higher value.

Entertainment has a positive impact on perceived value, especially in the beauty industry, where creative and interesting social media content is likely to create a deeper sense of connection with the brand. This suggests that entertainment not only creates immediate gratification but also fosters the feeling that the brand provides superior value compared to competitors.

Based on the above studies, it can be hypothesized that entertainment has a positive and significant impact on customers' perceived value. When brands invest in creating engaging and quality entertainment content on social media, customers are more likely to perceive the value of the product/service more positively.

Therefore, the following hypothesis is proposed:

H1: Entertainment has a significant impact on Perceived Value.

2.4.2 Interaction

Interaction between customers and brands through social media platforms plays an important role in creating a sense of closeness and direct interaction. Conversations, answering questions, and quick feedback from brands on these platforms bring a good experience to consumers, thereby improving perceived value. For example, if a skincare brand interacts closely with customers through online discussions, or answers questions quickly, consumers will feel the value of the product not only based on quality but also through the care and care from the brand. This increases customer trust and loyalty. Moreover, social media interaction also helps brands reach a wide range of customers, thereby expanding their influence and creating a loyal customer community, thereby increasing the perceived value of the brand in the eyes of customers. Interaction on social networks, when done effectively, will significantly improve the perceived value of customers for brands and products (Bastos & Moore, 2021).

Therefore, the following hypothesis is proposed:

H2: Interaction has a moderate impact on perceived value.

2.4.3 Trendiness

Fashion in the beautification business in Vietnam, the value perceived by consumers is significantly enhanced. Social media platforms do indeed provide influential channels at which brands create urgency and desirability for the latest fashion and beauty trends. This is shown in the beauty industry, where different influencers and brands are taking advantage of social media to show the latest trends and products. The perceived trendiness of a product raises its value in the minds of customers since people relate it to modernity, quality, and status. Indeed, (Huynh, 2020) proves that when a product is perceived by consumers to be trendy, it

increases the perception of its value since trendiness relates to modernity, quality, and, finally, status.

The so-called social proof, whereby people orient their purchasing choices according to the actions and opinions of other people, may explain the role of social media in trendy beauty products. Such was outlined by (Amelia et al., 2023b). As the beauty industry is fast-moving, products positioned to be on-trend receive lots of attention, resulting in high levels of consumer interest and perceived value. On the whole, research indicates that clients are more willing to spend on products perceived as fashionable and socially popular since such consumption allows them to reinforce their self-concept by feeling a part of some community (Huynh, 2020)

Moreover, trendiness is connected with brand image, which, for a good reason, plays a leading role in perception. Brands that successfully use social media as a context to position themselves as trendsetters build loyalty with their customers because consumers are attracted by products that satisfy their functional needs but at the same time say something about themselves and their social hopes. Therefore, the question is about trendiness, social media influence, and perceived value, all of which play a significant role in understanding consumer behavior within Vietnam's beauty industry.

Therefore, the following hypothesis is proposed:

H3: Trendiness positively impacts on Perceived Value.

2.4.4 Word of mouth

Word of mouth plays an important role in shaping the perceived value of customers. When consumers share experiences, feedback, or reviews about a beauty product via social media, this helps to build trust among customers. In particular, information from friends, celebrities, or influencers (KOLs) is often seen as more credible than advertising. When positive reviews are spread, they not only improve the brand image but also increase the customer's perception of the quality and value of the product. In addition, word of mouth is easily accessible and spreads quickly on social networks, thereby quickly raising product awareness and enhancing perceived value. Feedback from the customer community or group of users with similar interests will help consumers form a more comprehensive and reliable view of the product. For example, one study demonstrated that word of mouth has the potential to significantly affect perceived value, especially when that information comes from trusted sources, such as relatives or experts in the field. This leads to an increase in customer trust and expectations for a product or service (Anwar & Gulzar, 2024).

Therefore, the following hypothesis is proposed:

H4: Word of mouth has a significant impact on Perceived Value.

2.4.5 Perceived value

Perceived value is considered an important factor in influencing customer satisfaction. According to Zeithaml (1988), perceived value is the consumer's overall assessment of the difference between the benefits they receive from a

product or service and the cost they pay. When customers feel that they receive superior value from a product or service compared to the money and time they invest, they tend to be more satisfied. Sweeney & Soutar (2001) pointed out that customer perceived value can be divided into several different aspects, including functional value, emotional value, and social value, all of which contribute to overall satisfaction. Perceived value in the online environment is not only related to the quality of the product but also to the experience that customers get from interacting with the brand on social media (Gummerus et al., 2012).

When customers perceive that a brand or product offers high value, their satisfaction will increase. Conversely, if they feel that the value is not commensurate with the cost, their satisfaction will decrease, leading to a feeling of disappointment or dissatisfaction. In an increasingly competitive environment, brands need to ensure that they not only provide quality products but also create valuable experiences for customers.

Therefore, the following hypothesis is proposed:

H5: Perceived value of a customer has a significant impact on Customer Satisfaction.

2.4.6 Loyalty

Customer loyalty, as driven within the beauty industry in Vietnam, for example, is a core driver with considerable enhancement effects on perceived value. This relationship is underlined by emotional and psychological dimensions of loyalty, reaching far beyond simple transactional behaviors. In that respect, the loyal customer forms an attachment to the brand, in most cases even an extension of oneself. This can give rise to an exaggerated perception of value whereby customers will feel that the brand as a whole satisfies not only their functional needs but also is in tune with the values of their person and the lifestyle they have chosen (Chaudhuri & Holbrook, 2001).

Social media increases the effect of loyalty on perceived value. With Instagram, TikTok, and Facebook, beauty brands are able to develop and build relationships with their consumers in real time. Loyal consumers tend to post positive experiences with their brands on these platforms, creating organic content that reflects their commitment. This is important because there is almost a type of feedback loop wherein loyalty begets advocacy and advocacy, in turn, strengthens perceived value (Cialdini, 2023)

When clients witness positive testimonials and real endorsements from loyal users, they will be in a position to perceive a brand as credible and of quality, thus deriving more value from it. This, in essence, develops from the social proof effect that features in such a relationship (Brodie et al., 2011). For the most part, it has been determined that consumers use other people's opinions and experiences as some guide in their decisions to purchase goods or services. In the cosmetics business, loyal clients can be considered influencers within their social networks because shared experience is of utmost importance through product reviews, tutorials, or an unboxing

video, adding up to a story of the brand—that it is desirable and trustworthy. Noticeability confirms the loyalty of current consumers and brings new customers who will further increase perceived value.

Moreover, if customer ideas can be introduced into product development and marketing strategies, brand loyalty will be significantly enhanced. In building a sense of community, the brands will feel belonged to when they listen to suggestions from loyal customers, attend to their concerns, and acknowledge their contributions. A deeper breed of loyalty emanates when customers feel valued, and in the process, this perception of the value of the brand increases. Research proves that consumers are willing to pay more for products made by brands they trust and with which they have a connection (Utami et al., 2023).

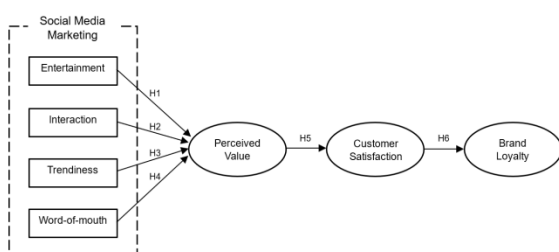
Brand equity also has a very close relation to loyalty. A quality and loyal customer database adds to the equity of a brand as it enables the brand to charge more and retain a significant market share. In other words, loyal customers are less likely to defect when competitors change prices or introduce new products. This in turn acts to further strengthen the belief of the customer that this brand is superior and will carry products with higher value (De Silva & Hettiarachchi, 2023). This perception is further reinforced by the loyalty-driven narrative created on social media, where repeated positive engagements with a brand fix it in consumers' minds.

What connects loyalty and perceived value through social media in the beauty industry is very deep. Thereby, the brands that can effectively build up loyalty can enhance their perceived value, which in turn will drive customer satisfaction and foster brand loyalty. It's an upward cycle where beauty brands in Vietnam could leverage their customer base's loyalty through social media engagement for the good of both the brand and the consumers.

Therefore, the following hypothesis is proposed:

H6: Customer satisfaction has a significant impact on brand loyalty.

2.5 Framework



Source: created by author

Figure 1: Conceptual framework

The theoretical framework in this study is built to explore and analyze social media marketing activities as well as the impacts of those activities on perceived value, and the relationship between perceived value, customer satisfaction, and brand loyalty.

Therefore, the hypotheses that are analyzed in this research are:

H1: Entertainment has a significant impact on Perceived Value.

H2: Interaction has a moderate impact on Perceived Value.

H3: Trendiness positively impacts on Perceived Value.

H4: Word of mouth has a significant impact on Perceived Value.

H5: Perceived value of a customer has a significant impact on Customer Satisfaction.

H6: Customer satisfaction has a significant impact on brand loyalty.

3. METHODOLOGY

3.31 Sampling method

The sample for the study was selected through non-probability judgmental sampling techniques. In which, the researcher selects the sample subjects by himself based on knowledge, experience and subjective judgment. The sample selected is not random but depends on the characteristics that the researcher considers most suitable for the research objectives (Etikan, Comparison of convenience sampling and purposive sampling, 2015).

Judgmental sampling allows the researcher to define selection criteria without requiring random or representative elements. Its main benefits include saving time and cost, especially for studies focusing on specific groups, and offering greater control in selecting the most relevant sample for the research goals (Palinkas, et al., 2013).

For this study on social media's impact on consumers in Vietnam's beauty industry, judgmental sampling enables the selection of individuals with relevant characteristics. Criteria include being Vietnamese or residing in Vietnam, being active on social media with beauty-related content, and having an interest in or experience with beauty products (Palinkas, et al., 2013). Judgmental sampling was used to select mental health professionals to gain in-depth insights into their experiences and perceptions. Both studies showed that judgmental sampling improves the accuracy of research results when studying individuals with specialized knowledge (Palinkas, et al., 2013).

3.2 Sample size

This research paper was done in 2 ways: The first is the method of determining the sample size based on the 10-fold rule applied in the PLS-SEM (Partial Least Squares Structural Equation Modeling) model. According to this rule, the minimum sample size is determined by multiplying the number of the highest observed variables in the model by 10 (Hair, 2017). For example, if the variable "Metaverse Telepresence" has 4 critical impact lines, the required sample size would be $4 \times 10 = 40$. This method helps ensure the sample is large enough to analyze complex relationships between variables while still maintaining feasibility.

In addition, according to the calculator by Daniel (2004), the recommended minimum sample size is 170. So through a calculator, the minimum sample size that can be used to analyze the data is at least 170 answers to be able to meet the analysis in the next sections. This method is

Anticipated effect size: ?

Desired statistical power level: ?

Number of latent variables: ?

Number of observed variables: ?

Probability level: ?

Calculate!

Minimum sample size to detect effect: 170

Minimum sample size for model structure: 100

Recommended minimum sample size: 170

applied by (B. H. T. Nguyen et al., 2023; Quan et al., 2023)

Source: <https://www.danielsoper.com/>

Figure 2: Sample size calculation for research

3.3 Questionnaire design

The questionnaire in this study will use a 7-point Likert scale, from "Strongly Disagree" (1), "Disagree" (2), "Slightly Disagree" (3), "Neutral" (4), "Slightly Agree" (5), "Agree" (6), "Strongly Agree" (7) (Likert, 1932), to collect data on the impacts of social media on customers in the beauty industry in Vietnam. The 7-Point Likert Scale improves survey accuracy and detail, allowing respondents to express their feelings and opinions more clearly. The research team used Google Forms to survey a large number of consumers using social media, especially those interested in beauty brands in Vietnam. The questionnaire on the research variable "Entertainment" was adapted from James Wilsdon et al. (2015). The variable "Trendiness" was adapted from Alves et al. (2016). The variables "Interaction" and "Word-of-mouth" are adapted from V.T.M et al. (2024). The research variable "Perceived Value" is adapted from the research paper of Aggarwal & Mittal (2022). "Customer Satisfaction" is adapted from Wibowo et al. (2020), and "Brand Loyalty" is adapted from Wei et al. (2023). The author of the research team will ensure the Vietnamese translation of the questionnaire for accuracy and appropriateness to the Vietnamese cultural context.

4: RESULT ANALYSIS

4.1. Demographics

TABLE 1: DEMOGRAPHICS (N= 298)

	Description	Frequency	Percentage
Gender	Male	67	22.48
	Female	231	77.52
Age	Under 20 years old	101	33.89
	From 21 to 35 years old	178	59.73
	Over 35 years old	19	6.38

Occupation	Student	122	40.94
	Study while working	121	40.6
	Work for the company	41	13.76
	Own your own business	14	4.70
Income	Under 5 million VND	106	35.57
	From 6 million to 10 million VND	170	57.05
	From 11 million to 20 million VND	13	4.36
	From 21 million to 30 million VND	4	1.34
	Over 31 million VND	5	1.68
Education level	High school	56	18.79
	University/College	238	79.87
	Master	2	0.67
	Doctor of Philosophy	2	0.67
Frequency of using social networks	Daily	285	95.64
	Several times a week	13	4.36

Source: created by author

Based on 298 survey participants, the majority are females (77.52%) compared to males (22.48%). In terms of age, the majority age group was between 21 and 35 years old (59.73%), followed by the group under 20 years old (33.89%) and a small percentage over 35 years old (6.38%). In terms of occupation, the majority of participants were students (40.94%), while another relatively large proportion were both in school and working (40.6%). Smaller groups include people who work for companies (13.76%) and people who are self-employed (4.7%). The income distribution showed that the majority of participants had an income of between VND 6 and 10 million (57.05%), while 35.57% had an income of less than VND 5 million. Only a few are in the higher income levels. In terms of education, the majority of participants had a university or college degree (79.87%), while 18.79% only went up to high school, and very few had a Master's or Doctoral degree. Finally, the frequency of social media use is very high, with 95.64% using it daily, indicating a large dependence on social media among the survey audience.

4.2 Common method bias (CMB)

Given that our study uses a cross-sectional design, we implemented several strategies to examine the possible effects of common method bias (CMB), drawing on the methodologies suggested in prior research (Duc et al., 2024; Low et al., 2023; N.-T. T. Nguyen et al., 2024). The effect of multicollinearity on regression models, especially how VIF can be used to detect common method bias. All variables in this study have $VIF < 3.3$, indicating that the degree of multicollinearity between variables is low, and common method bias may be negligible.

4.4 Assessment Outer model

TABLE 2: RELIABILITY AND CONVERGENT VALIDITY

Latent constructs	Items	Loadings	(rh0_A)	(CR)	(AVE)
BL	BL1	0.833	0.909	0.823	0.778
	BL4	0.813			
CS	CS1	0.729	0.918	0.863	0.678
	CS2	0.833			
	CS3	0.899			
ET	ET1	0.795	0.923	0.868	0.687
	ET2	0.885			
	ET3	0.804			
IA	IA2	0.912	0.957	0.921	0.797
	IA3	0.913			
	IA4	0.851			

PV	PV3	0.904	0.949	0.907	0.830
	PV4	0.918			
TR	TR1	0.736	0.902	0.839	0.637
	TR2	0.912			
	TR4	0.734			
WM	WM2	0.923	0.962	0.929	0.867
	WM3	0.939			

Note(s): BL= Brand Loyalty; CS= Customer Satisfaction, ET= Entertainment; IA= Interaction; PV= Perceived Value; TR= Trendiness; WM= Word of Mouth

Source: created by author

In the quantification phase, each model's reliability and validity need to be established and evaluated. Initially, the study concentrated on constructing reliability using composite reliability (CR) and Dijkstra-Henseler's rho_A (rho_A) (T. Q. Dang et al., 2025; Thuy et al., 2025). According to previous studies, CR and rho_A values above 0.7 indicate a high level of reliability (Khan et al., 2024). Table 2 shows that all CR and rho_A values exceed the minimum threshold of 0.7, confirming the measurement model's strong reliability.

The study then assessed convergent validity through average variance extracted (AVE) and individual factor loadings (FL). Based on general guidelines, external loadings should be at least 0.7, and AVE should be greater than 0.5 for adequate validity (T.-Q. Dang et al., 2025; Vo et al., 2024). Table 2 indicates that all factor loadings are above 0.7, and AVE values exceed the 0.5 threshold. Therefore, the model demonstrates robust convergent validity.

TABLE 3: FORNELL-LACKER

	BL	CS	ET	IA	PV	TR	WM
BL	0.714						
CS	-0.124	0.823					
ET	0.016	0.022	0.829				
IA	-0.020	0.015	0.319	0.893			
PV	0.058	0.194	0.334	0.282	0.911		
TR	0.244	0.058	0.139	0.005	0.212	0.798	
WM	0.023	0.185	0.209	0.341	0.551	0.103	0.931

Note(s): BL= Brand Loyalty; CS= Customer Satisfaction, ET= Entertainment; IA= Interaction; PV= Perceived Value; TR= Trendiness; WM= Word of Mouth

Source: created by author

The study assessed discriminant validity using the Fornell-Larcker test (T.-Q. Dang, Tan, et al., 2023; L.-T. Nguyen et al., 2024; Pop et al., 2020). As shown in Table 3, the square root of AVE for each construct is greater than its correlations with other constructs, indicating good discriminant validity.

4.5 Assessment Inner model

TABLE 4: RESULTS OF HYPOTHESIS TESTING

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Remark
H1: ET→PV	0.198	0.208	0.065	3.054	0.002	Support
H2: IA→PV	0.055	0.059	0.058	0.954	0.340	Unsupported
H3: TR→PV	0.135	0.146	0.045	3.000	0.003	Support
H4: WM→PV	0.477	0.469	0.067	7.097	0.000	Support
H5: PV→CS	0.194	0.198	0.058	3.329	0.001	Support
H6: CS→BL	-0.124	-0.116	0.100	1.244	0.214	Unsupported

Note(s): BL= Brand Loyalty; CS= Customer Satisfaction, ET= Entertainment; IA= Interaction; PV= Perceived Value; TR= Trendiness; WM= Word of Mouth

Source: created by author

In evaluating the internal structural model, we analyze the statistical significance, prediction accuracy, and effect size of hypothetical relationships between structures. The P-value results show that the H2, H4, H5, and H6 hypotheses are statistically significant with P-values less than 0.05, confirming meaningful relationships between ET and PV, PV and CS, TR, and PV, and finally WM and PV. This reinforces the role of entertainment, trends, and word of mouth on perceived value, and shows the impact of perceived value on customer satisfaction (Joseph F, G, Christian M, & Marko Sarstedt, 2017).

However, the H1 and H3 hypotheses, CS to BL and IA to PV, respectively, are not statistically significant ($P\text{-value} > 0.05$), and these relationships may not make a significant contribution to the current model structure. The results showed that CS did not directly promote BL and IA had a negligible effect on PV, possibly due to other factors playing a more important role in these relationships. The R^2 value provides insight into the predictive accuracy of the model. PV achieves an R^2 value of 0.373, indicating that about 37.3% is explained by independent variables, reflecting a moderate level of explanation (T.-Q. Dang, Tran, et al., 2023; B.-H. T. Nguyen et al., 2024). In contrast, BL and CS have much lower R^2 values, 0.015 and 0.038, respectively, indicating limited predictability and suggesting that other factors need to be added to explain these structures better. Finally, the f^2 values show the effect size of each predictor. WM has a significant impact on PV ($f^2 = 0.314$), indicating a large effect size, while ET and TR have a smaller effect size on PV (f^2 is 0.055 and 0.028, respectively). These results underscore the important role of WM in enhancing PV, while other predictive factors have a more modest contribution (Joseph F, G, Christian M, & Marko Sarstedt, 2017).

5. Discussion and Implication

5.1 Discussion

PLS-SEM results indicate that there is no significant influence of customer satisfaction on brand loyalty, and interaction does not affect perceived value either. This goes against the classical expectation and might show that, in the context of social media engagement in the beauty industry in Vietnam, the dynamic might be different from what has been observed so far. While social media has evolved to become an effective tool in marketing, such relationships indicate a disjoint between satisfaction and interaction, on one hand, and their expected outcomes in the form of loyalty and perceived value, on the other. This could also be because of the unique nature of the beauty industry in Vietnam, with fast-moving trends, high levels of competition, and strong influences wielded by social media personalities when customer decisions are made.

Previous studies give various links to these associations. For instance, (Oliver, 1999) was able to prove that satisfaction often leads to loyalty, emphasizing the role of consistent quality and emotional connection. However, (Chu, 2023) pointedly outlined cases where trend-driven industries generally get low loyalty in beauty since external factors such as influencer endorsement or promotional drives may affect the perceived status of the merchandise. Regarding interaction and perceived value, (Brodie et al., 2013) establish that social media interaction increases perceived value in that it evokes a sense of community, but this is weakened if the interactions do not meet consumer expectations. Both findings indicate that an authentic culturally adjusted social media strategy may be critical to increasing brand commitment and perceived value for Vietnamese consumers.

5.2 Implication

5.2.1 Theoretical Implication

This study makes a significant theoretical implication in clarifying the influence of social media on customer perceived

value and brand commitment in Vietnam's beauty industry. By applying factors such as trendiness (TR), interaction (IA), entertainment (ET), and word-of-mouth (WOM), research shows that social media not only impacts customers' perception of value but also has a great influence on brand loyalty and commitment. This is a step forward in consumer behavior theory, adding an understanding of the role of social media factors in consumer behavior. In addition, this study explores the interaction between social media factors and customer satisfaction (CS), further expanding the theory of the relationship between satisfaction and loyalty. In the context of Vietnamese culture, social media factors have a different impact than previous studies in other countries, helping to shed more light on cultural factors influencing consumer behavior. Putting the results of this study into practice will help businesses better understand how social media factors affect the perceived value of customers, thereby building a more effective customer outreach strategy (Hew Cameron & Jao Jia, 2023).

5.2.2 Managerial Implication

The research provides some suggestions for beauty industry managers in Vietnam on how to leverage social media to increase perceived value and strengthen customer brand commitment. First, businesses need to focus on building a trendy brand image, keeping up with new trends in beauty, and creating engaging entertainment content to attract customers' attention. Partnering with influencers and celebrities in the beauty industry is also an effective way to increase brand awareness and increase customer engagement. In addition, businesses need to increase interactive activities, such as organizing livestream programs, mini-games, and activities to encourage customers to participate in social media content. This not only increases engagement but also helps customers feel more connected to the brand. The ability to respond quickly and effectively to feedback from customers will create a sense of care and appreciation, contributing to increasing their satisfaction and loyalty. Another important factor is to facilitate customers to share positive experiences with the brand through word-of-mouth campaigns, encouraging customers to leave reviews or share personal experiences on social platforms. This will create a strong viral effect, helping to improve the brand's reputation and trust in the hearts of customers. At the same time, businesses need to regularly collect and analyze data from customer feedback to improve the quality of products and services, thereby better meeting their needs. Finally, businesses need to ensure that every communication strategy focuses on protecting the privacy and security of customers' information, especially when social media platforms can become a collection of personal data. This helps strengthen customers' trust in the brand, thereby maintaining and increasing their commitment in the long term (Long & Thắng, 2024)

5.3 Limitations and conclusion

This is research on the impact of social media on customers in Vietnam's beauty industry and focuses on the linkages of perceived value, satisfaction, and brand loyalty. Valuable contributions notwithstanding, this research still bears some

limitations that should be underlined. First, the fact that the data collection was confined to a certain demographic structure, composed mainly of young, urban customers with a high frequency concerning active social media consumption. Results have limited generalization for an older population or one residing in rural settings where social media behaviors and patterns of purchasing may differ considerably. Secondly, in this study, the period was bound; hence, it may not delineate the evolution of social media platforms and changes in customer preference. Any upcoming platforms or trends could shift customers' perceptions and engagement in a way that is not considered in this analysis.

Moreover, this study has employed a survey method that is always subject to self-reporting biases. Therefore, participants might have referred to more positive experiences or underreported negative ones, which may lead to potential inaccuracies of satisfaction assessment and brand loyalty. Qualitative methods, such as interviews and focus groups, can also be considered in further research for more holistic insight into the motivations and experiences of customers.

Finally, Results indicate that social media is a proficient driver of the perceptions and loyalty of customers in the beauty industry of Vietnam. The huge contribution of social media can be utilized as a vibrant channel for increasing perceived value by developing personalized content, engaging customers, and building communities. Full utilization of the platforms will ensure that the customers are satisfied, thus becoming loyal. But to be relevant in such a highly competitive market, brands have to keep up with the changes in technology and the evolution of consumer expectations. Other future study avenues are the longitudinal effects of social media strategies and comparative insights across different cultural contexts.

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