

# Theoretical and Practical Research in Economic Fields

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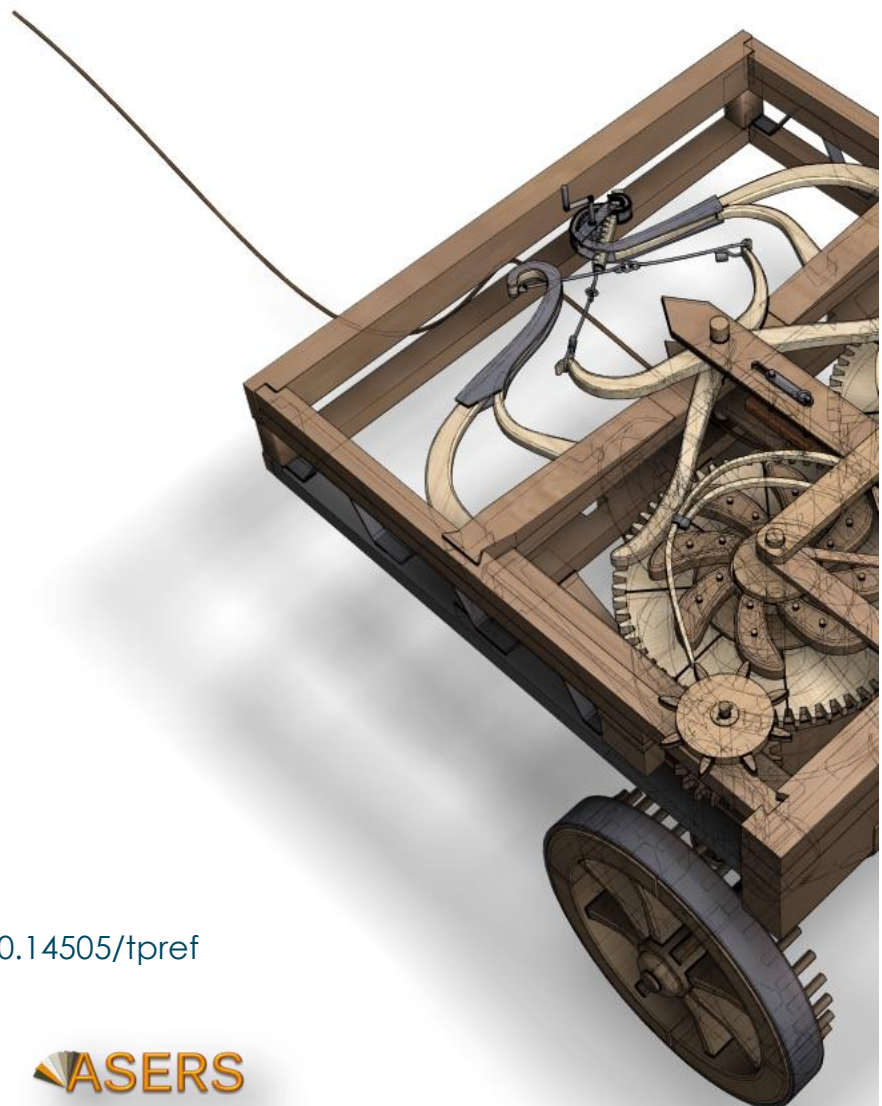
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Many economists today are concerned by the proliferation of journals and the concomitant labyrinth of research to be conquered in order to reach the specific information they require. To combat this tendency, **Theoretical and Practical Research in Economic Fields** has been conceived and designed outside the realm of the traditional economics journal. It consists of concise communications that provide a means of rapid and efficient dissemination of new results, models, and methods in all fields of economic research.

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## Exploring Social Media's Power in Enhancing Brand Continuance Intention: Cosmetic Industry

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**Abstract:** This study aims to examine the impact of social media marketing (SMM) strategies on the intention to continue using cosmetics in Ho Chi Minh City. The research framework is grounded in social media marketing theory, focusing on its relationship with customer experience (CUE) and continuance intention (CI). The study also explores the mediating roles of brand awareness (BAW), attitude toward the brand (ATB), and product satisfaction (SAT). Data was collected through an online Google Forms survey, with 516 respondents who are cosmetics users. The analysis was conducted using the partial least squares structural equation modeling (PLS-SEM) approach. The findings reveal that all independent variables - SMM, BAW, ATB, SAT, and CUE - significantly influence continuance intention. Among these, product satisfaction (SAT) has the strongest impact, followed by brand awareness (BAW), attitude toward the brand (ATB), social media marketing (SMM), and customer experience (CUE), respectively. The results highlight the crucial role of enhancing product quality to ensure customer satisfaction, which is fundamental for driving continuance intentions. In addition, leveraging social media marketing to strengthen brand management, foster positive brand attitudes, and improve brand awareness also plays a significant role in encouraging consumer loyalty. This study contributes to the growing body of literature on social media marketing by providing a context-specific evaluation of its impact on continuance intention within Vietnam's cosmetics industry. However, the study is geographically limited to Ho Chi Minh City, which may affect the generalizability of the findings to other regions. Future research could broaden the scope to include different cities, industries, or consumer demographics. The findings offer actionable insights for cosmetics businesses to optimize social media marketing strategies, enhance product quality, and improve customer satisfaction to foster brand loyalty and continuance intention. The study emphasizes the role of social media in shaping consumer behavior, which can further influence sustainable business practices and consumer engagement in the digital era.

**Keywords:** social media marketing; intent to continue using; brand awareness; attitude towards the brand; satisfaction; customer experience.

**JEL Classification:** M31; L66; O33; A12.

### Introduction

We are living in an era where the Internet, information technology, and social networks are gradually becoming indispensable, not only in business activities but also in daily life - particularly in online shopping. According to statistics from VnEconomy, the technology, home care, fashion, and beauty industries accounted for the highest output and revenue in the first and second quarters of 2024. The same source reports that, in the third quarter of

2024, total cosmetic sales on the Shopee platform alone increased by approximately 3,186 billion VND—an increase of about 12.2% compared to the second quarter. With the widespread use of the Internet and social networks, information is becoming increasingly easy to access and disseminate. In general, when consumers have a demand for a product, they often search for information online. Cosmetics consumers are no exception. They tend to read articles, watch advertisements or review videos, and consider the experiences shared by previous users or key leaders (KOLs). These sources of information shape their perception - positive or negative - of a cosmetic brand and, ultimately, influence their decision to try and remain loyal to that brand.

Recognizing the importance of social media marketing (SMM) in building brand image and driving product acquisition, it is evident that Vietnam's online market has grown significantly. With 77.93 million Internet users - accounting for 79.1% of the total population - the country presents a highly promising market (Vnetwork, 2024). The advancement of technology and the widespread adoption of social media have given rise to new marketing methods. Tran and Ngo (2023), for example, conducted a nationwide survey involving 102 marketing and communications professionals across industries between February and April 2023. The findings reveal that 99% of businesses are currently applying social media in their marketing and business activities.

Social media marketing enables consumers to share experiences and form online brand communities, thereby enhancing brand awareness, engagement, and satisfaction. Chen and Lin (2019) suggest that participation in online communities strengthens the bond between consumers and brands, which in turn fosters continuance intention. Similarly, Moslehpour *et al.* (2022) highlight that social media not only enhances consumers' purchase intentions but also promotes repeat purchase behavior - particularly in industries such as healthcare and beauty. To contribute to this growing body of research, our team chose the topic "Exploring Social Media's Power in Enhancing Brand Continuance Intention: The Cosmetic Industry" as the focus of this study. Through this research, we aim to provide deeper insights and practical implications for businesses operating in the cosmetics sector.

This study is novel in that it integrates social media marketing, brand awareness, brand attitudes, satisfaction, and customer experience into a comprehensive framework to explain continuance intention in Vietnam's cosmetics industry - a context that has been underexplored in prior literature. While much of the existing research on social media marketing has focused on purchase intentions or short-term consumer engagement, this study shifts the perspective toward long-term consumer behavior by examining continuance intention. By adopting a mixed-method approach and drawing on context-specific data from Ho Chi Minh City, the research not only validates established theories but also provides new insights into how digital marketing strategies can be optimized to strengthen consumer loyalty. These contributions are significant for both academia and practice, as they extend the theoretical understanding of continuance behavior while offering actionable implications for cosmetic firms seeking to leverage social media as a sustainable tool for customer retention.

## 1. Literature Review

### 1.1. Concept

In a previous study, Pertiwi *et al.* (2023) defined the intention to continue using as a consumer's desire to acquire products that they had previously used. Bhattacharjee (2001) has shown that the intention to continue using represents the customer's final decision about reusing the product or service, based on the positive experiences they have had. Setiawan & Prasetyaningtyas (2023) has emphasized that the social media marketing factor has a strong influence on the intention to continue using. Research by Monfort *et al.* (2025) shows that brand awareness and product satisfaction both play an important role in forming the intention to continue using. Another study by Boakye (2015) has shown that customer experience is a determining factor in the intention to continue using. Pertami & Sukaatmadja (2021) clarified that attitude towards the brand is also a significant factor influencing consumers' intention to continue using it.

The term "media" generally refers to channels used for conveying information, content, and publications, often serving advertising purposes. Meanwhile, "social" emphasizes interaction and connection among individuals. Combining these aspects, Kaplan and Haenlein (2010) define social media as "a group of Internet-based applications built on the technological foundations and principles of Web 2.0, enabling users to create and share content." From these perspectives, social media can be understood as Internet-based platforms that facilitate both information sharing and interpersonal interaction. Depending on users' purposes, they can take the form of social networks, professional networking sites, or commercial marketplaces.

Saravanakumar & SuganthaLakshmi (2012) defined social media marketing as the use of social media channels to promote a business's products. This is a new trend and way to help businesses grow quickly and get in touch with their target customers. According to research by Putri & Hermawan (2021), it has been argued that

social media marketing is part of digital marketing and the understanding of marketing activities in the online system in the interaction between sellers and consumers. Research by Fayvishenko *et al.* (2023) shows that social media marketing contributes to increasing brand value and expanding customer reach through content posted on social platforms.

According to Olcer *et al.* (2023), cosmetics are products that can be applied to the body (such as skin, nails, hair, hair, lips, genitals, teeth, and mouth) to clean that area for the purpose of deodorizing and looking and keeping the body in tip-top shape. Ergin *et al.* (2011) has stated that cosmetics are beauty products, which encompass any product that is used to care, clean, and improve the appearance of the human body, they are often used by women to enhance physical attractiveness Guthrie *et al.* (2008). In the study, Draelos (2021) further emphasized the role of makeup products such as mascara, lipstick, and eye color in improving personal image. According to the authors, these products not only help boost confidence levels but also assist individuals in improving their appearance.

## 1.2. Theoretical Models

The proposed TCT model is developed from the integration of three existing models: the Technology Acceptance Model (TAM), the Expectation - Confirmation Model (ECM), and the Cognitive Model (COG). The TCT model explains the factors influencing consumers' intention to continue using cosmetic products. It comprises six elements: confirmation, perceived usefulness, perceived ease of use, attitude, satisfaction, and continuance intention (Liao *et al.* 2019).

Davis (1986) introduced the TAM model in research on information technology usage behavior. The TAM model explains how consumers decide to continue using new technology based on their perceptions of usefulness and ease of use. In the context of this study, the TAM model provides a foundation for analyzing how social media marketing factors - such as content and user experience - affect consumers' intention to continue using a cosmetic brand.

Bhattacharjee (2001) proposed the ECM model to describe users' continuance behavior. According to this model, customer satisfaction is influenced by two key factors: perceived usefulness and confirmation. In turn, customer satisfaction directly impacts consumers' intention to continue using cosmetic products.

## 1.3. Social Media Marketing and Awareness

According to Nuseir *et al.* (2023), social media marketing has a major influence on consumer perceptions of brands. Simbolon *et al.* (2022) analyzed the use of Instagram as an advertising platform in building brand awareness and its impact on purchase decisions for Bulog products on Shopee. Their findings reveal that social media marketing through Instagram significantly enhances brand awareness. Similarly, Stojanovic *et al.* (2018) suggest that the intensity of brand engagement on social media positively affects brand awareness. Based on this, the research team proposes the following hypothesis:

H1: Social media marketing influences consumer perceptions of cosmetic brands.

## 1.4. Social Media Marketing and Attitudes

Tan *et al.* (2013) found that the effectiveness of social media marketing has a positive relationship with consumer attitudes, including purchase intention. Vo *et al.* (2025) also showed that social media marketing directly and positively influences consumers' feelings toward brands. Similarly, Luna-Nevarez and Torres (2015) emphasized the importance of understanding factors that shape attitudes, beliefs, and behavioral intentions in the context of social media marketing, as consumers are regularly exposed to brand content and advertisements. More recently, Filipović (2025) demonstrated that social media marketing exerts a positive and significant impact on consumer attitudes. Nabivi (2025) demonstrated that informative, entertaining, and relevant SMM content - particularly when emphasizing eco-friendly aspects - can enhance consumers' positive attitudes toward a brand. In contrast, research by Adekeye *et al.* (2025) revealed that frequent exposure to e-cigarette advertisements on social media normalizes usage behavior, thereby fostering favorable attitudes among adolescents toward such products. Thus, although the direction of the effect may vary depending on the type of content, empirical evidence suggests that SMM plays a powerful role in shaping consumer attitudes. Therefore, the research team proposes the following hypothesis:

H2: Social media marketing influences consumers' attitudes toward cosmetic brands.

### 1.5. Social Media Marketing and Satisfaction

Kumar *et al.* (2024) defined customer satisfaction as an overall evaluation based on the experience of purchasing and using products or services, determined largely by product attributes and perceived quality. Qurrata *et al.* (2021) highlighted the positive role of social media marketing in shaping consumer satisfaction, while Hanaysha (2017) reinforced that SMM helps create positive customer experiences. Moreover, customer satisfaction is crucial as it allows businesses to gather consumer feedback (Mojoodi *et al.* 2025). Ding (2022) further argued that SMM positively impacts satisfaction and increases social media activity, thereby helping firms attract new customers and improve performance. Social media marketing has been widely recognized as an important driver of user satisfaction, particularly in service and tourism contexts. The study by Wilopo and Nuralam (2024) demonstrated that specific dimensions of social media marketing activities, namely interaction and trendiness, significantly enhance users' satisfaction by fostering engagement and delivering up-to-date, relevant content. When users perceive that a brand actively interacts with them and continuously provides trendy information, they are more likely to develop positive experiences, which translates into greater satisfaction. Thus, the following hypothesis is proposed:

H3: Social media marketing influences user satisfaction with cosmetic brands.

### 1.6. Consumer perceptions and Continuance Intention

Sasmita and Suki (2015) showed that brand awareness strengthens purchase decisions when consumers immediately recall a brand. Keller (1993) emphasized that perceptions of brand quality, reputation, and image strongly shape consumer satisfaction and continuance behavior. Oliver (1999) and Yoo *et al.* (2000) similarly found that positive brand perceptions enhance satisfaction and encourage continuance intention, whereas negative perceptions decrease it (Dunuwille & Pathmini, 2016). Hence, brands must focus on reputation and image to foster long-term loyalty. Kuo *et al.* (2009) confirmed that brand awareness is directly linked to continuance intention, a finding also supported by Homburg *et al.* (2015). Based on this, the research team proposes:

H4: Brand awareness influences consumers' intention to continue using cosmetic products.

### 1.7. Attitudes and Continuance Intention

Wu *et al.* (2025) argue that attitudes consist of cognitive, affective, and behavioral components. A positive consumer attitude increases brand recall and purchase likelihood. Tong *et al.* (2024) noted that brands with favorable attitudes enjoy higher market share, while Yoo *et al.* (2000) linked brand loyalty to long-term consumer commitment. Rafiq *et al.* (2020) stressed that repeat purchases depend on a brand's credibility and ability to meet expectations, and Liang (2017) confirmed that satisfaction from prior purchases fosters repeat purchase intention. Luthfitawati and Sutejo (2025) also emphasized that brand loyalty represents a strong, optimistic attitude that supports long-term continuance. The study by Shetu (2025) on Generation Z consumers' mobile shopping applications confirmed that positive shopping attitudes significantly enhance continuance intention, both directly and indirectly through behavioral intention. This finding suggests that when users develop favorable evaluations toward mobile shopping apps, they are more likely to maintain long-term engagement and repeatedly use the platforms. Accordingly, the hypothesis is:

H5: Attitudes toward a cosmetic brand influence consumers' intention to continue using it.

### 1.8. Satisfaction and Continuance Intention

Wu & Mvondo (2025) defined customer satisfaction as the outcome of comparing expectations with actual performance. Giantari *et al.* (2021) observed that satisfaction arises when product quality meets or exceeds expectations. Previous research Boakye (2015) has consistently shown that satisfaction is a critical determinant of continuance intention, especially in the cosmetics sector. Thus, the hypothesis is:

H6: Customer satisfaction affects continuance intention in the cosmetics industry.

### 1.9. Customer Experience and Continuance Intention

Lemon and Verhoef (2016) defined customer experience as a multidimensional construct reflecting consumers' perceptions, emotions, and interactions with a company's products and services throughout the buying process. Walter *et al.* (2010) further described customer experience as both direct and indirect interactions with businesses, services, and other consumers. Ferreira *et al.* (2025) found that positive experiences increase the likelihood of repurchase, while McLean and Wilson (2016) highlighted that poor experiences reduce it. Wang *et al.* (2025) showed that positive reviews posted online also enhance purchase intentions among other consumers.



Similarly, Peng and Bai (2025) confirmed the positive effect of customer experience on continuance intention. Based on this, the following hypothesis is proposed:

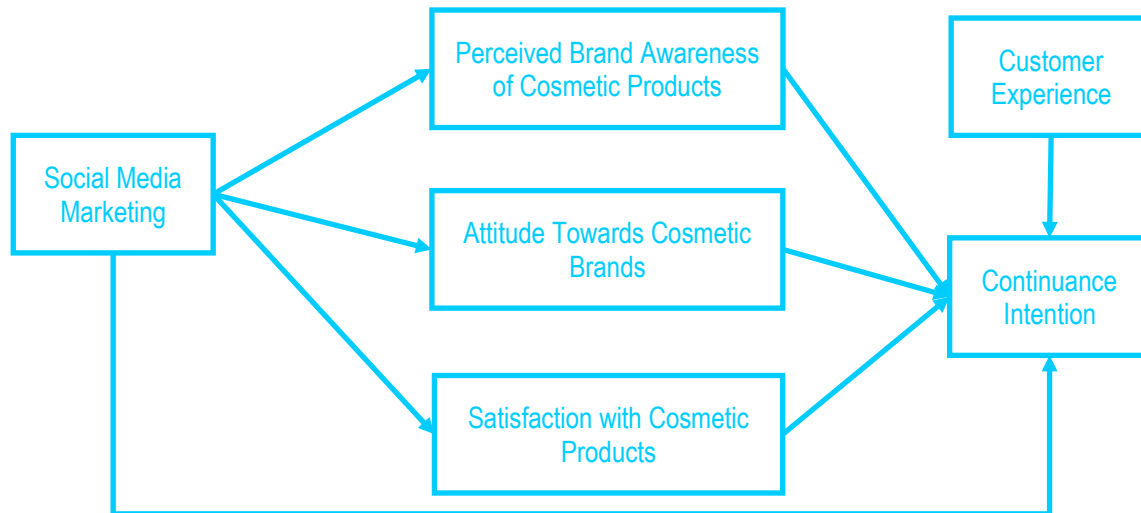
H7: Customer experience influences continuance intention.

### 1.10. Social Media Marketing and Continuance Intention

Chong *et al.* (2024) concluded that social media marketing significantly influences continuance intention. This finding aligns with other studies showing that SMM positively impacts consumers' likelihood of continuing to use a brand (Subawa *et al.* 2020). Therefore, the hypothesis is:

H8: Social media marketing influences consumers' continuance intention.

Figure 1. Proposed research model



## 2. Method

The research team adopted a two-phase methodology, integrating qualitative and quantitative approaches to ensure a comprehensive understanding of the factors influencing consumers' intention to continue using cosmetic brands.

In the qualitative phase, a preliminary study was conducted to explore the conceptual foundations and identify key social media factors affecting consumer behavior. This phase began with an extensive literature review of relevant academic articles, research papers, and industry reports. Insights from the literature were refined through focus group discussions involving eight participants (N = 8), selected based on their familiarity with social media and their experience as cosmetic brand consumers. These discussions helped identify critical social media elements. Based on these findings, the research team developed a theoretical framework, formulated hypotheses, and designed measurement scales for the subsequent quantitative phase.

In the quantitative phase, a formal study was carried out to empirically test the hypotheses and evaluate the impact of the identified factors. Data were collected via an online survey (Google Forms) from a diverse sample of 516 respondents who actively use cosmetic products and engage with brands on social media. The survey employed structured questions measured on a five-point Likert scale, ranging from strongly disagree to strongly agree. The collected data were analyzed using SmartPLS software, applying partial least squares structural equation modeling (PLS-SEM). This approach enabled the assessment of relationships between social media marketing strategies, mediating variables, and continuing intention toward cosmetic brands.

By combining qualitative insights with rigorous quantitative analysis, the study offers a holistic understanding of the interplay between social media marketing and consumer behavior in the cosmetics industry.

## 3. Research Results

### 3.1. Descriptive Statistics

To collect data, a questionnaire was randomly distributed to individuals in Ho Chi Minh City, covering diverse occupations, age groups, and genders. A total of 556 responses were obtained, of which 516 were valid for analysis. Among the respondents, 24.8% were male and 75.2% were female. In terms of age, the largest group was between 18 and 25 years old. Regarding education, most respondents held a university or college degree (80.8%), while the smallest proportion had only completed high school (3.6%). In terms of occupation, most

respondents were students (72.8%), followed by office workers (11.3%). The remaining participants included civil servants, traders, freelancers, and other professions. Concerning relationship status, the largest proportion was single (51.6%), followed by those in a relationship (28.4%) and married respondents (20%).

Table 1. Survey Sample Description Statistics

Characteristic		Frequency	Rate (%)
Gender	Male	138	24,8%
	Female	418	75,2%
Age	18 to 25 years old	404	72,7%
	26 to 35 years old	90	16,2%
Education	36 to 45 years old	27	4,9%
	Over 45 years old	35	6,2%
	High School	20	3,6%
	University/College	449	80,8%
Income	Postgraduate	87	15,64%
	Less than 5 million	335	60,3%
	5 to 15 million	136	24,5%
	15 to 25 million	33	5,9%
Profession	Over 25 million	51	15,2%
	Students	405	72,8%
	Civil servants/public employees	11	2%
	Office Staff	63	11,3%
	Trading business	35	6,3%
	Freelance workers	37	6,7%
Relationship Status	Other Industries	5	0,9%
	Single	287	51,6%
	Dating	158	28,4%
	Married	111	20%

### 3.2. Testing the Measurement Model

The constructs, including Attitude toward the Brand (ATB), Awareness of the Brand (AWB), Customer Experience (CUE), Satisfaction (SAT), and Social Media Marketing (SMM), were first assessed for internal consistency reliability. The results showed that all constructs had Cronbach's Alpha coefficients above 0.7, which is widely regarded as an acceptable threshold for good reliability. This indicates that the items within each construct are highly correlated and consistently measure the intended latent variable.

As presented in Table 2, the composite reliability (CR) coefficients ranged from 0.833 to 0.864. These values are well above the recommended threshold of 0.7, further confirming that the measurement items demonstrate strong reliability. In addition, all outer loadings exceeded 0.545, suggesting that each observed variable makes a significant contribution to its respective construct. More importantly, most loadings were above 0.7, which indicates that the observed variables are both meaningful and acceptable in representing their latent constructs. This ensures that the measurement indicators remain reliable across repeated testing conditions.

The convergent validity of the scale was examined using the average variance extracted (AVE). As shown in Table 2, all AVE values were greater than 0.5, which demonstrates that each construct explains more than 50% of the variance of its indicators. This result confirms that the constructs achieve good convergence and are well-suited for analysis using the PLS-SEM approach.

Table 2. Aggregate Reliability Assessment

Element	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Outer loadings
ATB	0.734	0.732	0.833	0.556	0.724 - 0.785
AWB	0.774	0.776	0.855	0.596	0.722 - 0.799
CUE	0.797	0.832	0.864	0.615	0.722 - 0.859
SAT	0.771	0.781	0.853	0.592	0.704 - 0.821
SMM	0.730	0.746	0.846	0.648	0.769 - 0.845

In Table 3 and Table 4, the discriminant validity of the measurement model was evaluated using both the heterotrait – monotrait (HTMT) ratio of correlations and the Fornell–Larcker criterion. The HTMT values ranged from 0.163 to 0.807, all below the critical threshold of 0.90, thereby supporting the presence of discriminant validity among the constructs. Furthermore, the Fornell–Larcker criterion was satisfied in all cases. Specifically, the square root of each construct’s AVE (diagonal elements) was greater than its correlations with other constructs (off-diagonal elements). This confirms that each construct shares more variance with its own indicators than with other constructs, thereby validating the distinctiveness of the scales.

Table 3. Fornell - Larcker discriminant validity

Element	ATB	AWB	CUE	SAT	SMM	CI
ATB	0.746					
AWB	0.227	0.772				
CUE	0.190	0.196	0.785			
SAT	0.352	0.226	0.255	0.769		
SMM	0.201	0.180	0.120	0.230	0.805	
CI	0.358	0.296	0.267	0.657	0.253	0.756

Table 4. HTMT

Element	ATB	AWB	CUE	SAT	SMM	CI
ATB						
AWB	0.301					
CUE	0.249	0.243				
SAT	0.468	0.298	0.311			
SMM	0.272	0.248	0.163	0.301		
CI	0.461	0.368	0.317	0.807	0.317	

Taken together, these results provide strong evidence for the reliability, convergent validity, and discriminant validity of the measurement model. Thus, the constructs used in this study demonstrate robust psychometric properties, ensuring that the measurement framework is both valid and reliable for subsequent structural model testing.

### 3.3. Testing the Structural Model

One of the inherent limitations of quantitative research using survey data lies in the representativeness of the sample relative to the overall population. Due to resource constraints and time limitations, this study employed a sample of 556 participants, of which 516 responses were valid. Consequently, there are certain restrictions on the generalizability of the findings. To mitigate this issue, the authors applied the bootstrapping technique, which resamples the data with replacement, thereby creating a larger simulated dataset and enhancing the robustness of the results.

An essential step in evaluating the research model is the assessment of multicollinearity among independent variables. Multicollinearity is considered absent when the variance inflation factor (VIF) is less than 5. As shown in Table 5, the VIF values in this study ranged from 1.000 to 1.238, clearly demonstrating the absence of multicollinearity among the constructs. This result indicates that the independent variables do not excessively correlate with each other, ensuring the stability of the regression estimates.

The coefficient of determination ( $R^2$ ) was used to measure the explanatory power of the model.  $R^2$  values typically range from 0% to 100%, with higher values indicating greater predictive accuracy. According to Table 5, the adjusted  $R^2$  for the dependent variable (Y) was 47.3%, meaning that nearly half of the variance in Y is explained by the predictors: ATB, AWB, CUE, SAT, and SMM. This demonstrates that the proposed model has a moderate level of explanatory power and that these factors serve as meaningful predictors of consumer intention.

To further evaluate the effect size of each predictor, Cohen’s  $f^2$  statistic was employed. Cohen (1988) classifies  $f^2$  values of 0.02, 0.15, and 0.35 as small, medium, and large, respectively. As shown in Table 5, the independent variables exerted varying levels of influence on the dependent variable, ranging from small to large

effects. However, the impact of ATB, CUE, and SMM was found to be negligible, indicating that these variables contribute less explanatory power compared to others.

The statistical significance of the hypothesized relationships was assessed using the t-value and bootstrapping procedure. A t-value greater than 1.96 indicates statistical significance at the 5% level ( $p < 0.05$ ). The bootstrapping results revealed that the variables ATB, AWB, CUE, SAT, and SMM all exerted significant effects on Y, supporting their hypothesized influence. Additionally, the SMM variable demonstrated a significant effect on ATB, AWB, and SAT, also at the 5% significance level.

Based on these findings, the study concludes that the empirical results provide sufficient evidence to accept hypotheses H1 through H8, thereby validating the proposed research framework.

Table 5. PLS - SEM Structural Model Inspection

Element	Original Sample (O)	VIF	f2	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Result
ATB -> Y	0.106	1.195	0.018	0.038	2.789	0.005	Accept
AWB -> Y	0.119	1.115	0.024	0.036	3.312	0.001	Accept
CUE -> Y	0.073	1.103	0.009	0.035	2.058	0.040	Accept
SAT -> Y	0.558	1.238	0.481	0.035	16.098	0.000	Accept
SMM -> ATB	0.201	1.000	0.042	0.045	4.513	0.000	Accept
SMM -> AWB	0.180	1.000	0.034	0.048	3.782	0.000	Accept
SMM -> SAT	0.230	1.000	0.056	0.044	5.205	0.000	Accept
SMM -> Y	0.074	1.091	0.010	0.032	2.316	0.021	Accept

$R^2_{adj}Y = 0.473$ ;  $R^2_{adj}ATB = 0.039$ ;  $R^2_{adj}AWB = 0.031$ ;  $R^2_{adj}SAT = 0.051$

When considering ATB, AWB, and SAT as mediating variables, the results show that the SMM variable exerts a positive impact on Y, with beta coefficients of 0.021, 0.021, and 0.128, respectively. Furthermore, the p-values for these relationships are all below the 0.05 threshold, indicating statistical significance. These findings highlight that brand awareness (AWB), brand attitudes (ATB), and customer satisfaction (SAT) serve as critical mediators through which social media marketing (SMM) influences consumers' intention to continue using cosmetic brands. In other words, SMM does not directly determine consumers' behavioral intention but rather operates indirectly by shaping their perceptions of the brand, their attitudes toward it, and their satisfaction with the product. This result emphasizes the importance of designing effective social media marketing strategies that not only promote awareness but also foster favorable brand attitudes and enhance customer satisfaction, thereby strengthening long-term consumer commitment to cosmetic brands.

Table 6. The role of intermediate variables

Element	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
SMM -> ATB -> Y	0.021	0.022	0.009	2.344	0.019
SMM -> AWB -> Y	0.021	0.022	0.009	2.339	0.019
SMM -> SAT -> Y	0.128	0.130	0.027	4.829	0.000

## 4. Discussions

### 4.1. Discussion of Findings

This research model was conducted to examine the influence of social media marketing (SMM) on consumers' intention to continue using cosmetic brands in Ho Chi Minh City. The results revealed five factors that positively affect consumers' behavioral intention, ranked in descending order of influence as follows: Satisfaction, Awareness, Attitude, Social Media Marketing, and Customer Experience. Furthermore, the findings show that the SMM factor also exerts a positive effect on three mediating variables - Satisfaction, Awareness, and Attitude - which subsequently shape consumers' continued intention.

Based on the PLS-SEM analysis, the results indicate that the factor of Satisfaction has the strongest influence on consumers' intention to continue using cosmetics ( $\beta = 0.558$ ). This finding suggests that customers

who are satisfied with cosmetic products are significantly more likely to make repeat purchases compared to dissatisfied customers. This result is consistent with earlier studies, such as Zeithaml *et al.* (1996), which emphasized the role of satisfaction in customer retention, as well as more recent studies by Rajeh (2021), and Purohit *et al.* (2022).

The second most influential factor is Awareness ( $\beta = 0.119$ ). This indicates that brand awareness positively shapes consumer intentions. When customers perceive a cosmetic brand positively, they are more likely to develop satisfaction with the product, which ultimately increases their likelihood of continued use. This finding aligns with the theoretical foundations laid by Oliver (1999) and Yoo *et al.* (2000) and is also supported by empirical evidence from Dunuwille & Pathmini (2016), and Sasmita & Suki (2015).

The third-ranked factor is Attitude ( $\beta = 0.106$ ). This highlights the significant role of consumers' attitudes toward a cosmetic brand in shaping their behavioral intentions. A positive attitude toward the brand leads to a greater willingness to continue purchasing and using its cosmetic products. This finding is in line with prior research by Stadlthanner *et al.* (2022), and Masrahi *et al.* (2021), which also confirmed the importance of brand attitudes in predicting consumer loyalty and repurchase intention.

The Social Media Marketing factor itself is also found to have a positive impact ( $\beta = 0.074$ ). This underscores the role of SMM in encouraging repeat purchase behavior. When firms intensify their social media marketing efforts - through interactive campaigns, influence collaborations, and user-generated content - consumers are more likely to continue using the cosmetic products promoted. These results are consistent with the findings of Subawa (2020), which demonstrated that well-designed SMM activities enhance customer engagement and loyalty.

Finally, Customer Experience ( $\beta = 0.073$ ) also contributes positively, albeit to a lesser extent. This suggests that a positive and memorable experience during the process of purchasing and using cosmetic products fosters consumers' willingness to repurchase. This result supports the findings of Liu & Zhao (2024), which emphasized the importance of customer experience in shaping long-term purchase intentions.

In addition, the study further confirmed that the SMM factor significantly influences Attitude, Awareness, and Satisfaction ( $\beta = 0.180$ ;  $0.201$ ;  $0.230$ , respectively). These mediating variables play a crucial role in explaining how social media marketing indirectly affects consumers' intention to continue using cosmetic brands. In other words, while SMM exerts a direct effect, its stronger influence is realized through shaping brand awareness, brand attitudes, and customer satisfaction, which subsequently enhances the likelihood of long-term consumer commitment.

#### 4.2. Managerial Implications

Through the topic "Exploring Social Media's Power in Enhancing Brand Continuance Intention: The Cosmetic Industry", the research team summarized the influence of independent variables on the dependent variable based on the Original Sample results. Among the examined factors, Satisfaction had the greatest influence on consumers' intention to continue using cosmetic brands, while Customer Experience had the least impact. The factors were ranked in descending order of influence as follows: Satisfaction, Awareness, Attitude, Social Media Marketing, and Customer Experience.

Based on the Beta coefficients, the team identified the degree of impact each factor had in order to provide managerial implications for businesses. These findings can guide firms in understanding consumer preferences when social media marketing plays a role and also provide practical insights for improving consumers' purchase intentions.

The analysis results highlight that Satisfaction is the most influential factor affecting the intention to continue using cosmetic brands. The higher the level of customer satisfaction, the stronger the intention to repurchase. Satisfaction is the decisive factor in whether customers continue buying; when products and services meet or exceed expectations, consumers are more likely to remain loyal. In the cosmetics industry, achieving customer satisfaction requires not only high product quality but also continuous attention to customer feedback to address shortcomings in both product and service. To improve services, businesses should consider establishing a professional customer care team. Positive reviews, timely responses, and proactive engagement on social media channels can enhance satisfaction, foster greater brand attachment, and provide valuable input for product and service improvement.

The second most influential factor is Awareness. Brand awareness is a crucial first step in attracting and impressing customers. The higher the recognition, the greater the opportunity for customers to trust and purchase from a brand - particularly in the highly competitive cosmetics industry. Increased awareness strengthens brand presence and encourages repeat purchases. In today's digital landscape, platforms such as

Facebook, Instagram, and TikTok make it easy for consumers to recognize brands through posts, advertisements, or influencer (KOL) content. Therefore, businesses should strengthen advertising and PR strategies and collaborate with credible influences to boost brand visibility and recognition.

The third factor is Attitude. Attitude is often shaped by customers' initial purchase experiences. Positive experiences create favorable attitudes, fostering customer confidence and long-term loyalty. Negative experiences, however, can lead to customer attrition. In the cosmetics industry, businesses must not only maintain product quality but also create consistently positive service attitudes. Monitoring and managing social media feedback, promptly addressing complaints, and ensuring high-quality media content are essential strategies to sustain positive customer attitudes and brand loyalty.

Social media Marketing also plays an important role in maintaining brand engagement. Effective social media strategies leave lasting impressions, keeping brands top-of-mind for consumers. Social media platforms are not only channels for product promotion but also spaces for interaction, feedback, and relationship-building. Strong brand–consumer relationships developed through these interactions encourage customers to return. To retain customers and build long-term relationships, businesses should focus on designing trend-driven, meaningful social media strategies and fostering community through active engagement.

Finally, Customer Experience was found to have the least influence on brand continuance intention. Although customer experience includes interactions such as shopping, product usage, and service encounters, in the context of social media, its direct impact is less significant. This may be because customers increasingly interact with brands online rather than in physical stores. As a result, awareness, satisfaction, and social media marketing tend to play stronger roles in shaping brand continuance intentions in the cosmetics industry. Nonetheless, customer experience remains a supporting factor. To optimize it, businesses should focus on enhancing online experiences, simplifying the shopping process, ensuring accessible customer support, and improving post-purchase services.

#### 4.3. Limitations and Future Research Directions

After completing the study, the authors identified several limitations. First, the use of a convenience sampling method led to the exclusion of many survey responses that were not suitable for the study's scope. Second, the sample size was relatively small, which may not accurately capture or generalize the research findings. Third, the scope of the study was restricted to Ho Chi Minh City, meaning the results are only representative of this geographical area. Finally, due to time constraints, although the study identified several factors influencing consumers' intention to continue using cosmetics, other potentially relevant variables remain unexplored. To address these limitations, the authors propose several directions for future research. Increasing the sample size will help reduce sampling errors and enhance the credibility of the results. Expanding the research scope to include other cities across Vietnam will allow for regional comparisons and produce findings that are more representative at the national level. Additionally, future studies should investigate other variables that may affect consumers' intention to continue using cosmetics. Such efforts will provide a more comprehensive understanding of how social media marketing influences brand continuance intention in the cosmetics industry.

#### Conclusions

The results showed that all observed factors were consistent with previous studies, with the order of influence on the dependent variable being Satisfaction (SAT), Attitude (ATB), Awareness (AWB), Social Media Marketing (SMM), and Customer Experience (CUE). In addition, SMM was found to positively influence three mediating factors, namely SAT, AWB, and ATB. From these findings, several managerial implications can be drawn for businesses in the cosmetics industry. In terms of satisfaction, companies should build a professional customer care team, enhance customer interaction, and respond promptly to inquiries or complaints. Regarding awareness, cosmetic firms need to strengthen advertising strategies and collaborate with reputable celebrities or influencers to improve brand recognition. With respect to attitude, businesses should closely monitor and manage customer feedback on social networks, resolve complaints quickly to prevent negative publicity, and continuously improve the quality of brand content shared online. In terms of social media marketing, companies can retain customers and foster long-term relationships by building online communities and encouraging interactive engagement. Lastly, customer experience should be enhanced throughout the entire online journey, including improvements in the shopping process, timely customer service, and post-purchase support. However, despite these contributions, the study has several limitations. The use of a convenience sampling method required the removal of unsuitable responses, resulting in time loss during data collection. The relatively small sample size also limited the accuracy and generalizability of the results. Furthermore, the research was confined to Ho Chi Minh City, restricting its

representativeness, and the limited research duration prevented the exploration of other potentially relevant factors. To address these shortcomings, future research should expand the sample size to increase reliability, extend the study's geographical coverage to include other cities in Vietnam for broader comparisons, and investigate additional variables that may influence consumers' intention to continue using cosmetic brands. By doing so, subsequent studies can provide more comprehensive and in-depth insights, offering valuable references for businesses in the cosmetics industry to design appropriate strategies and effectively utilize social media marketing to strengthen brand loyalty and customer retention.

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### Credit Authorship Contribution Statement

**Nguyen Thi Phuong Giang:** Conceptualization, Investigation, Methodology, Project administration, Software, Formal analysis, Writing – original draft.

**Nguyen Binh Phuong Duy:** Software, Formal analysis, Writing – original draft, Supervision, Data curation, Validation, Writing – review and editing, Visualization, Funding acquisition.

**Thai Dong Tan:** Methodology, Project administration, Software, Formal analysis, Writing – original draft, Supervision, Data curation, Validation, Writing – review and editing, Visualization.

### Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

### Declaration of Use of Generative AI and AI-assisted Technologies

The authors declare that they have not used generative AI and AI-assisted technologies during the preparation of this work.

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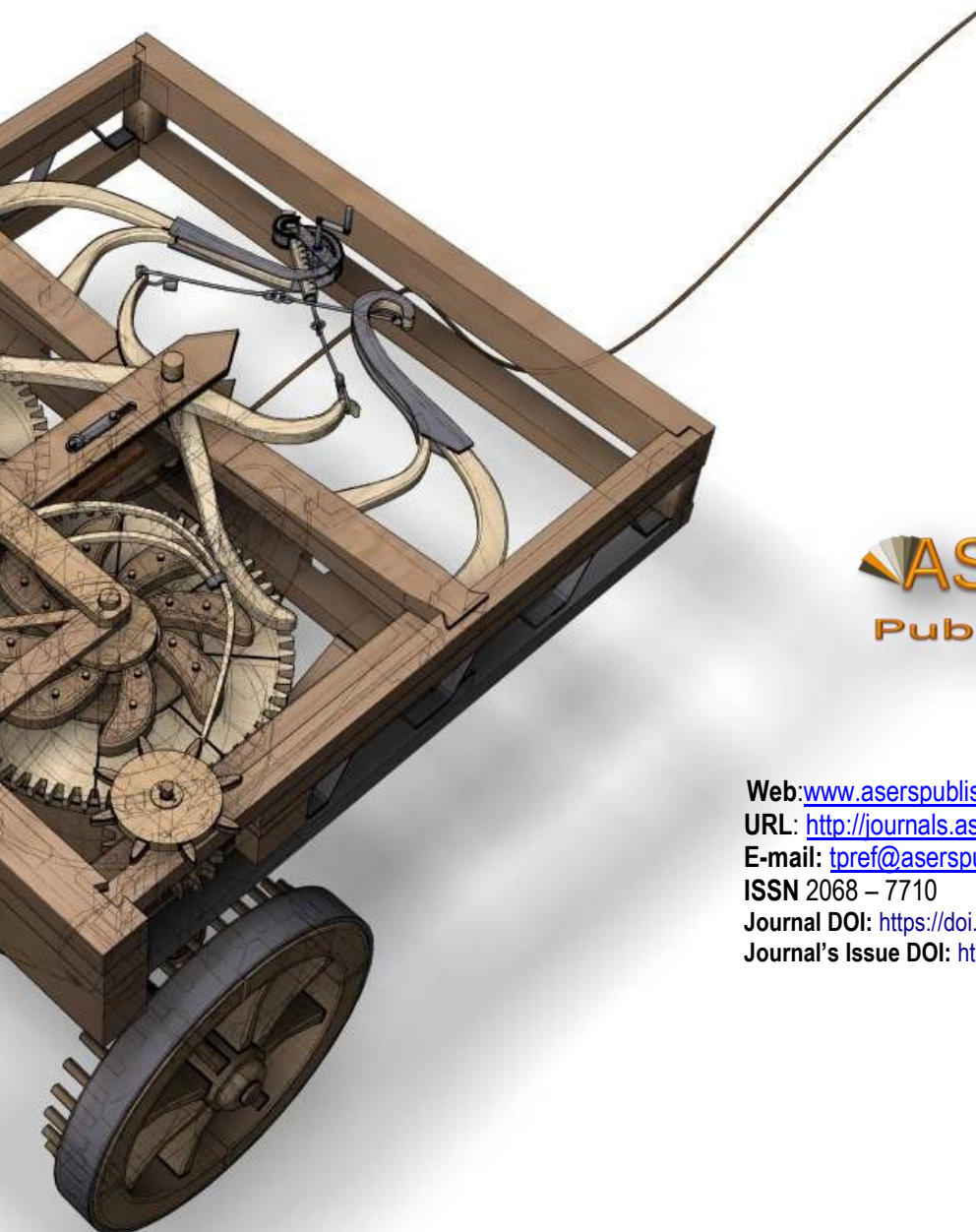
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