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Factors Affecting Students' Shopping Behavior and their Decision to Purchase L'oréal Sunscreen on Shopee: Evidence from Phú Diễn Ward

¹ Dao Lan Anh, ² Nguyen Tra My, ³ Nguyen Thi Tra My, ⁴ Pham Quynh Anh, ⁵ Ngo Ba Dat, ⁶ Hoang Anh Huy
^{1, 2, 3, 4, 5, 6} Hanoi University of Natural Resources and Environment, Hanoi, Vietnam

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Corresponding Author: **Dao Lan Anh**

Abstract

This study identifies and evaluates the factors affecting students' online shopping behavior and their decision to purchase L'Oréal sunscreen on Shopee in Phú Diễn Ward. A mixed-methods design combining qualitative and quantitative approaches was employed. A focus-group discussion with 29 students was conducted to refine the measurement scales, followed by a formal survey that yielded 175 valid responses from five universities, colleges, and academies in the study area. The data were processed using Excel and SPSS through descriptive statistics, Cronbach's alpha, exploratory factor analysis (EFA), Pearson correlation analysis, multiple linear regression, an independent-samples t-test, and analysis of variance (ANOVA). The Shopee shopping-experience scale failed to

meet the reliability threshold and was therefore removed. The adjusted regression model comprised store trustworthiness, online ratings, social influence, and promotional value, with an adjusted R^2 of 0.601. Three factors exerted positive and statistically significant effects: Promotional value ($\beta = 0.368$), online ratings ($\beta = 0.356$), and social influence ($\beta = 0.197$). Store trustworthiness was not statistically significant at the 5% level (Sig. = 0.164). No statistically significant differences in shopping behavior were found by gender or income. Based on these findings, the study proposes recommendations for students, L'Oréal, and Shopee to improve purchase-decision quality, information credibility, and online marketing effectiveness.

Keywords: Online Shopping Behavior, Students, L'Oréal Sunscreen, Shopee, E-commerce

1. Introduction

In recent years, e-commerce in Vietnam has expanded rapidly and become a familiar shopping channel. Following the COVID-19 pandemic, the trend toward online shopping has persisted because of its convenience, rapid accessibility, and broad range of products and services. Students constitute a representative customer segment because they adopt technology quickly, use the Internet frequently, and prefer convenient shopping methods. The original report cites data from Vietnam E-commerce Intelligence 2025 indicating that more than 53% of Gen Z consumers in Vietnam shop online at least once a week, reflecting the growing prevalence of digital consumption among young people.

Alongside the growth of e-commerce, increasing attention has been paid to health care and skin protection. Vietnam has a hot and humid tropical climate, and ultraviolet radiation is frequently intense, particularly in major cities such as Hanoi. For students in Phú Diễn Ward—an area with a high concentration of universities, colleges, and academies—frequent commuting, studying, and participation in outdoor activities increase the need for sun-protection products. Sunscreen has therefore become a common skincare product that provides protection against adverse environmental effects.

Shopee occupies a prominent position in the e-commerce ecosystem. The reports synthesized in the original document indicate that Shopee has consistently accounted for a substantial share of sales and gross merchandise value in the Vietnamese market. At the same time, Gen Z and Millennials constitute the majority of online shoppers, underscoring the role of young consumers in shaping consumption trends on the platform.

L'Oréal is a cosmetics brand with a strong presence on e-commerce platforms. The Group's 2024 Annual Report, as cited in the original document, records revenue of EUR 43.48 billion, representing a 5.1% year-on-year increase, while e-commerce sales accounted for 28.2% of total revenue. Compared with other popular sunscreen brands, L'Oréal offers a broad product portfolio and reaches diverse customer groups while investing substantially in digital marketing and Beauty Tech. These characteristics make L'Oréal an appropriate case for examining students' online cosmetics-purchasing behavior.

The decision to purchase L'Oréal sunscreen on Shopee may depend not only on price and quality but also on store trustworthiness, shopping experience, reviews from previous buyers, social influence, promotional programs, and consumer attitudes. Although online shopping behavior has been examined extensively, relatively few studies have simultaneously focused on students, a specific product, a specific platform, and a specific locality. This study was therefore conducted to identify, analyze, and assess the effects of factors influencing the shopping behavior of students in Phú Diễn Ward regarding their decision to purchase L'Oréal sunscreen on Shopee, and subsequently to propose marketing solutions and measures to improve the online shopping experience.

The study contributes scientifically by providing additional empirical evidence on students' online consumer behavior in

the personal-care category. It also offers practical value for students, businesses, sellers, and Shopee by informing the optimization of product information, promotional programs, review systems, and buyer-protection mechanisms.

2. Literature Review and Theoretical Foundations

2.1 Review of Domestic Studies

Domestic studies have examined online shopping behavior from multiple perspectives, including technology acceptance, platform characteristics, risk, product information, experience, online marketing, social influence, trust, and loyalty. Table 1 summarizes the studies used in the original report.

2.2 Review of International Studies

Table 1: Summary of Selected Related International Studies

Study	Context and Method	Key Findings
Chelvarayan, Chan, & Yeo (2023) ^[17]	More than 200 Malaysian students; TAM, TPB, and regression.	Convenience, time savings, security, and privacy were significant; usefulness and ease of use did not exhibit strong effects.
Hoo <i>et al.</i> (2025) ^[24]	385 online cosmetics consumers in Malaysia.	Influencer credibility exerted the strongest effect; advertising and platform credibility were also influential.
Wisedpanich & Wittayakom (2025) ^[22]	420 Gen Z consumers in Bangkok.	Online reviews from actual users had the strongest influence, followed by the marketing mix, e-service quality, and risk.
Thanavisarnkajon (2025) ^[23]	400 online cosmetics purchasers in Bangkok; 4P model.	Product quality and promotion strongly influenced purchasing decisions.
Akram <i>et al.</i> (2023) ^[20]	988 mobile-commerce users in China; SEM.	Visual appeal and social influence were two important determinants of cosmetics-purchase intention.
Hasiani & Hadiprawoto (2024) ^[18]	303 TikTok Shop users in Indonesia; PLS.	Social interaction, parasocial relationships with digital celebrities, and sale proneness encouraged impulse buying.
Felix & Rembulan (2023) ^[15]	Qualitative study of five Indonesian e-commerce platforms.	Discounts, product quality, interface design, and customer support were key determinants of experience and loyalty.
Bhujel & Thapa (2024) ^[16]	120 online shoppers in Kathmandu; regression.	Perceived risk, infrastructure, return policies, subjective norms, behavioral control, and innovativeness were examined in the model.
Dhillon (2023) ^[21]	182 consumers in Delhi NCR, India; SPSS 23.	Financial risk, non-delivery risk, convenience, behavioral control, subjective norms, and innovativeness were important factors.
Szlachciuk <i>et al.</i> (2022) ^[19]	719 international students in Poland; EFA and cluster analysis.	Asian students changed their shopping behavior more markedly than European students during the COVID-19 period.

Source: Compiled by the authors from the studies presented in the original report

2.3 Research Gap

Domestic studies have primarily focused on students at a single institution or consumers in major cities; few have simultaneously examined a specific locality, platform, and product. Many studies have addressed shopping behavior in general without clearly distinguishing the characteristics of individual e-commerce platforms or product categories. Psychological and emotional factors, the influence of digital communities, and the characteristics of online review systems have also not been fully integrated into a model designed for cosmetics products.

International studies employ diverse theoretical and methodological approaches, but most have been conducted in cultural, income, digital-infrastructure, and consumer-behavior contexts that differ from Vietnam. Many studies focus on purchase intention rather than actual purchasing behavior or decisions. In addition, several were conducted during the COVID-19 period, which limits their generalizability to normal conditions.

Accordingly, this study provides additional empirical

evidence from Phú Diễn Ward by focusing on students from five educational institutions, L'Oréal sunscreen, and the Shopee platform. This approach enables a clearer assessment of the effects of online ratings, social influence, promotional value, and trustworthiness in a specific consumption context.

2.4 Theoretical Foundations

2.4.1 Consumer Purchasing Behavior

Consumer purchasing behavior encompasses all actions undertaken in searching for, selecting, purchasing, using, and evaluating goods and services to satisfy individual needs. Under the "stimulus-black box-response" approach, environmental and marketing stimuli affect buyer characteristics, perceptions, and decision-making processes, thereby producing responses regarding products, brands, timing, quantity, and purchasing methods. Such behavior is influenced by cultural, social, personal, and psychological factors; in digital environments, it is also shaped by platform interfaces, information quality, review systems, trust, and

promotional programs.

2.4.2 Technology Acceptance Model (TAM)

The Technology Acceptance Model emphasizes perceived usefulness and perceived ease of use in shaping attitudes toward and behavior involving technology. In the Shopee context, usefulness is reflected in time savings, support for product comparison, and access to information, whereas ease of use is reflected in the interface and the processes of searching, ordering, paying, and tracking orders. For students, a convenient and user-friendly platform can reduce psychological barriers and encourage online shopping behavior.

2.4.3 Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB)

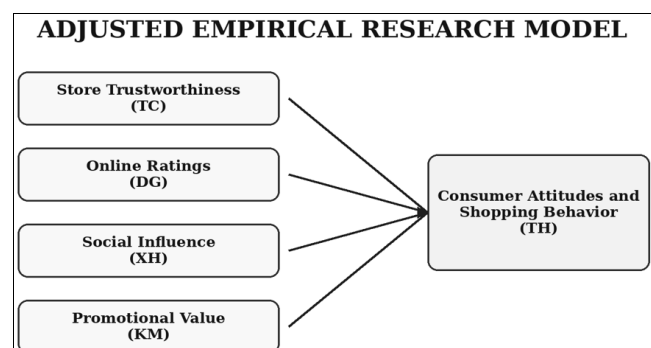
TRA proposes that behavioral intention is formed by attitudes and subjective norms. TPB extends TRA by adding perceived behavioral control, which reflects the extent to which consumers believe they possess the ability and conditions required to perform a behavior. In this study, the opinions of friends, family members, online communities, and influencers represent subjective norms, whereas the ability to use the platform and confidence in payment, delivery, returns, and refunds relate to behavioral control. Integrating TAM, TRA, and TPB therefore helps explain technological perceptions, attitudes, social influence, and the conditions under which purchasing behavior is performed.

2.5 Research Model and Hypotheses

The original report developed measurement scales for store trustworthiness (TC), the Shopee shopping experience (TN), online ratings (DG), social influence (XH), promotional value (KM), and consumer attitudes and shopping behavior (TH). During testing, TH was used as the dependent variable, whereas the TN scale failed to meet the reliability threshold and was removed. The adjusted empirical model therefore comprised four independent variables—TC, DG, XH, and KM—affecting TH.

Table 2: Hypotheses in the Adjusted Empirical Model

Hypothesis	Statement
H1	Store trustworthiness (TC) has a positive effect on TH.
H2	Online ratings (DG) have a positive effect on TH.
H3	Social influence (XH) has a positive effect on TH.
H4	Promotional value (KM) has a positive effect on TH.



Source: Reconstructed by the authors from the study results, 2026

Fig 1: Adjusted Empirical Research Model

3. Research Methodology

3.1 Research Subject and Scope

The research subject comprises the factors affecting the shopping behavior of students in Phú Diễn Ward regarding

their decision to purchase L'Oréal sunscreen on Shopee. The survey was conducted at five educational institutions: Hanoi University of Natural Resources and Environment, Hanoi Academy of Theatre and Cinema, Vietnam Dance Academy, Hanoi College of Commerce and Tourism, and Tue Tinh College of Medicine and Pharmacy. The study was conducted from October 2025 to April 2026, while secondary data were compiled for the 2020–2025 period.

3.2 Research Design and Data Collection

The study was implemented in two stages. The qualitative stage involved a focus-group discussion with 29 students who used Shopee and had previously used or were currently using L'Oréal sunscreen. Participants were selected purposively to ensure that they had experience searching for, evaluating, and purchasing products on Shopee. The discussion results were used to revise the measurement-scale items and questionnaire.

The quantitative stage used a questionnaire based on a five-point Likert scale. The survey was administered both in person and online through Google Forms. Under the rule that the minimum sample size should be five times the number of observed variables, the study identified a minimum requirement of 125 observations. The final dataset contained 175 valid responses and therefore met the analytical requirements.

Secondary data were collected from market reports, product pages, user feedback and reviews, platform sales reports, academic publications, industry reports, and specialized sources relating to e-commerce, cosmetics, sunscreen products, and the L'Oréal brand.

3.3 Measurement Scales

Table 4: Initial Measurement-Scale Structure

ID	Measurement Scale	Number of Items	General Content
TC	Store trustworthiness	3	Number of positive reviews; official store status; operating history and responsiveness.
TN	Shopee shopping experience	3	User-friendly interface; payment and delivery; returns and refunds.
DG	Online ratings	4	Information presentation; reading reviews; images/videos; negative reviews.
XH	Social influence	3	Friends/peers; family/relatives; idols/advertisers.
KM	Promotional value	2	Perceived savings; flash sales, discount codes, and promotional programs.
TH	Attitudes and shopping behavior	6	Positive attitude; brand evaluation; trust; repurchase preference; shoppertainment; reading reviews and sales volumes.

Source: Research-variable table in the original report

3.4 Data Analysis Methods

The data were initially cleaned and compiled using Microsoft Excel 2019 and subsequently analyzed in SPSS. The procedure comprised: (i) descriptive statistics for sample characteristics; (ii) Cronbach's alpha reliability testing, with item–total correlations greater than 0.3 and alpha values of at least 0.6 considered acceptable for evaluation; (iii) exploratory factor analysis (EFA) using the

Kaiser–Meyer–Olkin coefficient and Bartlett’s test; (iv) Pearson correlation analysis; (v) multiple linear regression to determine the magnitude of effects; (vi) assessments of multicollinearity, the Durbin–Watson statistic, and residual distribution; and (vii) t-tests and ANOVA to examine differences by gender and income.

The adjusted general regression equation was specified as follows:

$$TH = const + \beta_1 TC + \beta_2 DG + \beta_3 XH + \beta_4 KM.$$

4. Results

4.1 Market and Brand Context

The cosmetics market on Vietnamese e-commerce platforms has grown rapidly, with competition among Shopee, TikTok Shop, and other platforms. The original report cites iPrice data indicating that approximately 31% of cosmetics retail sales in 2024 were generated through e-commerce platforms; convenience, product variety, and promotions encouraged the shift toward online shopping. Shopee continued to hold the leading position, while TikTok Shop expanded rapidly through livestreaming and shoppertainment.

In the cosmetics industry, consumers can readily compare prices, information, and reviews across sellers. Competition therefore concerns not only price but also product quality, brand reputation, digital content, customer experience, and support services. Although demand for sunscreen products is increasing, buyers continue to face limitations in product-selection knowledge and usage practices, as well as the risk of counterfeit or substandard goods.

L’Oréal operates official stores, in-platform advertising, livestreaming, and promotional campaigns on shopping occasions such as 9.9, 11.11, and 12.12. The original report cites Metric data indicating that L’Oréal sunscreen products maintain substantial sales revenue and volume on e-commerce platforms, reflecting strong brand recognition and relevance to young consumers.

4.2 Sample Characteristics

Table 5: Sample Characteristics (N = 175)

Criterion	Group	Frequency	Percentage (%)
Gender	Male	71	40.57
Gender	Female	104	59.43
Educational institution	Hanoi University of Natural Resources and Environment	62	35.43
Educational institution	Hanoi Academy of Theatre and Cinema	31	17.71
Educational institution	Vietnam Dance Academy	22	12.57
Educational institution	Hanoi College of Commerce and Tourism	30	17.14
Educational institution	Tue Tinh College of Medicine and Pharmacy	30	17.14
Year of study	First year	41	23.43
Year of study	Second year	85	48.57
Year of study	Third year	28	16.00
Year of study	Fourth year	21	12.00
Monthly income	Below VND 5 million	103	58.86
Monthly income	VND 5–10 million	37	21.14
Monthly income	Above VND 10 million	27	15.43
Monthly income	Other	8	4.57

Source: Authors’ survey and data analysis results, 2026

The sample included a higher proportion of female than male respondents, and second-year students constituted the largest group. Most respondents reported a monthly income below VND 5 million, which is consistent with the financial-resource characteristics of the student population. The sample was distributed across all five educational institutions within the research scope.

4.3 Reliability Testing of the Measurement Scales

Table 6: Cronbach’s Alpha Reliability Test Results

Scale	Number of Items	Cronbach’s Alpha	Conclusion
Store trustworthiness (TC)	3	0.666	Accepted
Shopping experience (TN) – first test	3	0.303	Not acceptable
Shopping experience (TN) – after adjustment	3	0.511	Removed from the model
Online ratings (DG)	4	0.761	Accepted
Social influence (XH)	3	0.752	Accepted
Promotional value (KM)	2	0.701	Accepted
Attitudes and shopping behavior (TH)	6	0.870	Accepted

Source: SPSS data analysis results, 2026

The TC, DG, XH, KM, and TH scales met the reliability thresholds adopted in the study. The TN scale produced low alpha values in both tests and was therefore removed before EFA and regression analysis. This result altered the initial model, reducing the empirical model to four independent variables: TC, DG, XH, and KM.

4.4 Exploratory Factor Analysis

Table 7: KMO and Bartlett’s Test Results

Variable Group	KMO	Chi-square	df	Sig.	Conclusion
Independent variables	0.762	724.928	780	0.000	Data were suitable for EFA; the variables were grouped into four factors.
Dependent variable TH	0.787	517.857	150	0.001	Data were suitable for EFA; the factor loadings of TH1–TH6 ranged from 0.713 to 0.830.

Source: SPSS data analysis results, 2026

The KMO value for the independent variables was 0.762, and Bartlett’s test yielded Sig. = 0.000, indicating that the data were suitable for EFA. The observed variables loaded onto four factors: TC, DG, XH, and KM. For the dependent variable, the KMO value was 0.787 and Sig. = 0.001; the factor loadings of all six TH items reached acceptable levels. The EFA results support the convergent and discriminant validity of the adjusted measurement structure.

4.5 Multiple Linear Regression Results

Table 8: Multiple Linear Regression Results

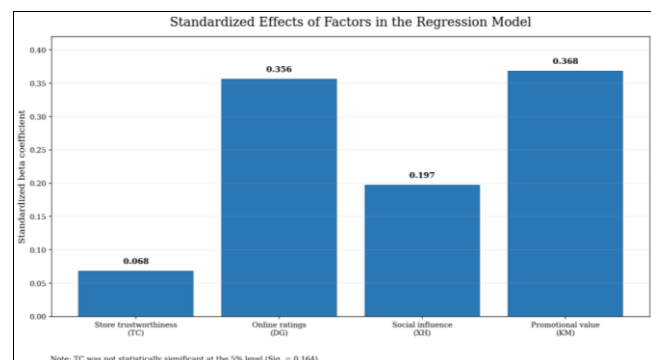
Variable	B	Standard Error	Beta	t	Sig.	VIF
Constant	0.325	0.306	—	1.063	0.289	—
TC	0.084	0.060	0.068	1.397	0.164	1.036
DG	0.345	0.065	0.356	5.309	0.000	1.962
XH	0.181	0.050	0.197	3.579	0.000	1.324
KM	0.325	0.058	0.368	5.641	0.000	1.855

Source: SPSS data analysis results, 2026

The model yielded $R = 0.781$, $R^2 = 0.610$, and an adjusted R^2 of 0.601. Thus, the variables included in the model explained 60.1% of the variance in consumer attitudes and shopping behavior, while the remaining 39.9% was attributable to factors not included in the model. The Durbin–Watson statistic was 1.956, which fell within the range used in the original report to conclude that the residuals were not autocorrelated. The ANOVA table in the original report recorded $F = 66.494$ and $\text{Sig.} = 0.044$, on the basis of which the model was assessed as statistically significant overall.

The unstandardized regression equation was: $TH = 0.325 + 0.084TC + 0.345DG + 0.181XH + 0.325KM$.

Promotional value exerted the strongest effect ($\beta = 0.368$), followed by online ratings ($\beta = 0.356$) and social influence ($\beta = 0.197$). All three coefficients were positive and had $\text{Sig.} = 0.000$. Store trustworthiness had a positive coefficient but was not statistically significant at the 5% level ($\beta = 0.068$; $\text{Sig.} = 0.164$). VIF values ranged from 1.036 to 1.962, indicating no evidence of serious multicollinearity.



Source: Visualized by the authors from the regression results, 2026

Fig 2: Comparison of Standardized Beta Coefficients

4.6 Tests of Differences by Gender and Income

Table 9: Results of Difference Tests

Criterion	Method	Result	Conclusion
Gender	Independent-samples t-test	Levene's Sig. = 0.262; Sig. (2-tailed) = 0.055	No statistically significant difference between male and female respondents.
Income	One-way ANOVA	Levene's Sig. = 0.252; ANOVA Sig. = 0.438	No statistically significant difference among income groups.

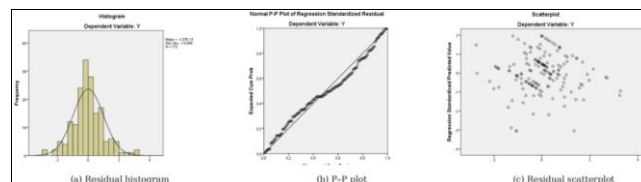
Source: SPSS data analysis results, 2026.

Although the mean shopping-behavior score was higher for female respondents (3.7788) than for male respondents (3.5211), the difference was not statistically significant.

Similarly, the income groups did not differ significantly in their decisions to purchase L'Oréal sunscreen on Shopee.

4.7 Assessment of Selected Model Assumptions

The original report used a histogram, a normal P–P plot, and a residual scatterplot to assess normality and homoscedasticity. The plots were interpreted as showing no material violations of the basic assumptions of linear regression.



Source: SPSS data analysis results reported in the original document, 2026

Fig 3: Selected Residual Diagnostic Plots for the Regression Model

5. Discussion

The finding that promotional value was the strongest factor indicates that students are highly sensitive to economic benefits. This finding is consistent with Bui Lê Khánh Huyền *et al.* (2023), who emphasized the role of shopping stimuli in shoppertainment, and Thanavisarnkajon (2025)^[23], who identified promotion as an important determinant of cosmetics-purchase decisions on electronic platforms. Given that most respondents earned less than VND 5 million per month, discount codes, free shipping, flash sales, and gifts may create a clear perception of savings and encourage purchasing decisions.

Online ratings ranked second in their magnitude of influence. This result is consistent with Wisedpanich and Wittayakom (2025)^[22], who found that online reviews from actual users had the strongest influence on Gen Z consumers' intention to purchase skincare products. Because cosmetics cannot be inspected directly before an online purchase, images, videos, and the experiences of previous buyers become important information sources for reducing perceived risk.

Social influence had a positive effect, although it was weaker than the two factors above. This result is consistent with Phạm Thị Vân (2025)^[9], Hoo *et al.* (2025)^[24], and Akram *et al.* (2023)^[20], all of whom emphasized the role of friends, influencers, online communities, and social content in shaping attitudes or purchase intentions. For students, recommendations from acquaintances, key opinion leaders or key opinion consumers (KOLs/KOCs), and skincare communities may stimulate interest and reinforce product choice.

Store trustworthiness had a positive coefficient but did not reach statistical significance. A cautious interpretation is that the sample comprised respondents who already had experience purchasing products on Shopee and using L'Oréal sunscreen; consequently, variation in perceived trustworthiness may have been limited. However, this result does not imply that trustworthiness is managerially unimportant. For cosmetics applied directly to the skin, information on origin, expiration dates, labels, and return policies remains a fundamental condition that allows buyers to consider other factors.

The absence of significant differences by gender and income suggests that the principal mechanisms identified may be relatively widespread among the surveyed students. Although female respondents had a higher mean score than male respondents and income groups differed in purchasing power, the statistical evidence was insufficient to establish such differences in the population.

6. Managerial Implications and Recommendations

6.1 For Students

6.1.1 Use Promotional Offers Judiciously

Promotional value exerted the strongest effect on purchasing behavior; students should therefore distinguish between genuine economic benefits and emotionally driven shopping stimuli. Before participating in sales events, buyers should identify their needs, skin type, financial capacity, and the timing of product use. A heavily discounted product that is unsuitable may still result in waste.

Students may place products in their shopping carts or wish lists one to two weeks in advance to monitor price changes and limit the influence of artificial discounts. The original report proposes discounts of 15–30% combined with free shipping as a reference range for moderately priced products; this should be treated as a spending-management suggestion rather than a mandatory threshold.

Buyers should establish a monthly budget for personal-care products and assess the total value obtained from bundles, gifts, loyalty points, or coin cashback rather than focusing solely on the discount percentage. Purchasing decisions should be aligned with planned use and ability to pay.

6.1.2 Evaluate Online Reviews Systematically

Students should evaluate reviews systematically rather than relying solely on star ratings. The original report suggests prioritizing products with a sufficiently large review base, a high average rating, and a high proportion of positive feedback, while also reading recent reviews and reviews of three stars or fewer to identify issues such as a heavy or occlusive feel, eye irritation, excessive tone-up effects, skin irritation, or inadequate oil control.

Reviews containing images or videos should be compared with store information to verify the packaging, labels, texture, and condition of the product. Buyers should also consult two or three sources, such as Shopee, TikTok, Facebook, or skincare communities. Content from KOLs/KOCs should be treated only as supplementary information and cross-checked against the experiences of actual purchasers.

After use, students should submit honest reviews describing their skin type, product effectiveness, oil-control performance, any irritation, delivery quality, and, where possible, supporting images or videos. Such reviews contribute to improving information quality for the wider buyer community.

6.2 For L'Oréal and Sellers

6.2.1 Strengthen Store Trustworthiness and Transparency

Although store trustworthiness was not statistically significant in the model, it remains a fundamental condition for cosmetics purchases. Official stores should disclose product origin, ingredients, SPF rating, UVA/UVB protection, target users, expiration dates, storage instructions, and comparisons across product lines.

Images and videos should clearly display packaging, labels,

barcodes, product texture, and instructions for use. Expert explanations or guidance tailored to different skin types may reduce students' uncertainty. Businesses should also maintain consistent response times and provide advice on skin type, order status, and return policies.

Quality certifications, cosmetic-product notification documents, official distribution information, and research and development activities should be presented in a manner that is easy to verify. Information transparency helps strengthen trust and enables marketing programs, reviews, and promotions to operate more effectively.

6.2.2 Leverage Social Influence

L'Oréal should collaborate with KOLs, influencers, and beauty creators whose follower profiles align with the student market, giving priority to micro- and nano-influencers with high engagement and relatability. Content should focus on actual experience, the use process, advantages and disadvantages, and outcomes across different skin types.

The company could develop communities for sharing skincare experiences and integrate user feedback from Facebook, TikTok, or beauty forums. Referral programs could provide referral codes, reward points, or gifts to both referrers and referred customers, thereby leveraging trust in personal relationships.

Communication content should emphasize safety, transparent origin, and suitability for different skin types to build trust not only among buyers but also among family members and relatives who may influence students' decisions.

6.3 For Shopee

6.3.1 Improve the Quality of the Review System

Shopee should strengthen the detection and removal of fake reviews, spam, seeded content, and duplicate material; prioritize the "Verified Purchase" label; and permit reviews only after successful delivery. Reviews containing authentic images or videos should receive greater visibility, particularly for cosmetics.

The platform could introduce helpfulness voting and disclose the proportion of reviews containing images or videos, the repeat-purchase rate, and sellers' response rates to negative reviews. Coin or voucher rewards should be based on content quality, relevance, and evidence of actual experience rather than solely on review volume.

Technologies for detecting copied content, irrelevant images, and abnormal review patterns should be applied to improve authenticity. When the review system provides useful and credible information, buyers can reduce perceived risk and make decisions more efficiently.

6.3.2 Strengthen Customer Support and Risk Mitigation

Shopee should simplify and increase the transparency of return and refund procedures by clearly presenting the applicable conditions, eligible cases, and required evidence on product pages. Complaint-response and resolution times should be disclosed, and users should be able to track processing progress within the system.

The platform should closely supervise cosmetics stores and issue warnings or take action against sellers with high complaint rates, inaccurate deliveries, or quality violations. Shopee and L'Oréal should coordinate to disclose certifications, anti-counterfeit labels, packaging images, and return commitments.

A multichannel support system incorporating chatbots, call centers, and service representatives should prioritize cases involving irritation, suspected counterfeit products, or incorrect deliveries. A clear buyer-protection mechanism increases perceived behavioral control, confidence, and long-term trust.

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