

# Factors Influencing Chengdu University Students' Repurchase Intention on Domestic Cosmetic Brand

Yingying Liu

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** In the age of the beauty economy, the Sichuan cosmetics industry continued to maintain a high level of prosperity thanks to the expansion of the beauty consumer population into the university student market, which prefers to use more cost-effective domestic brands for their consumption. This study listed three research objectives: influencing factors of students' repeated purchase intention, critical factors affecting students in domestic brands, and marketing strategies for sustaining the student market in Sichuan. Four sets of hypotheses were tested based on the significant impacts between perceived value, brand image, and repurchase intention; perceived product quality, perceived service quality, and perceived value; product image, corporate image, and brand image; and purchase satisfaction and repurchase intention.

**Keywords:** Influencing Factors ; Repurchase Intention ; Domestic Cosmetic Brand

## 1. Introduction

In the era of the beauty economy, the cosmetics industry continues to maintain a high boom thanks to the expansion of the beauty consumer population, the increase in skincare steps, and the upgrading of consumption performed strongly. From 2015 to 2020, the consumption scale of cosmetics in China had increased from 204.9 billion yuan to 340 billion yuan, with a compound growth rate of approximately 8.81%. According to statistics from the National Bureau of Statistics, in 2019, the retail sales of cosmetics units above the designated size were close to 300 billion yuan. The industry's overall market size was compact at 500 billion yuan. In 2020, the total retail sales of cosmetics in China were 340 billion yuan, an increase of 9.5% compared to 2019. The pandemic in 2020 had had a more significant impact on the overall economy. In this environment, retail sales of cosmetics can still maintain growth (Chen 2021)<sup>[1]</sup>. Overall, the cosmetics market in China has great potential for future development and a large market scale. It is expected to maintain an important position in the global cosmetics industry market in the next five years.

## 2. Theoretical Basis

### 2.1 Influencing factors of perceived value

European customer satisfaction index evaluation model, ECSI model developed the American customer satisfaction index evaluation model. The model has seven structural variables: corporate image, customer expectations, perceived product quality, service quality, value, customer satisfaction, and loyalty. Among these variables, the five structural variables of corporate image, customer expectations, perceived product quality, perceived service quality, and perceived value are the cause variables of customer satisfaction (Ari; et al. 2016)<sup>[2]</sup>. To the scholars mentioned above, customer satisfaction is defined as the perception of consumption results, comparing the feelings before and after consumption. If the customer's feelings after consumption are equal to or exceed the "expected," the customer will be satisfied.

### 2.2 Customer satisfaction

The in-depth study of customer needs and customer satisfaction began in the mid-1960s. Cardozo (1965)<sup>[3]</sup> suggested that customer satisfaction leads to repeat purchases through empirical research on consumer behavior for first time. Afterward, many discussions and analyses on the concept of customer satisfaction have been produced, and many definitions have been given by academia. The connotation of repurchase intention is similar to that of personal relationship persistence. Social transaction theory has become one of the social psychology theories that study the determinants of personal relationship persistence. Social transaction theory also reveals some relevant determinants of repeat purchase intention

## 3. Understanding the Influencing Chengdu University Students' Repurchase Intention on Domestic Cosmetic Brand

### 3.1 American Customer Satisfaction Index Model (ACSI) model

The ACSI model is currently adopted or borrowed by many countries and regions. In this model, customer satisfaction is placed in a causal interaction system that affects and interacts. The model can obtain the relationship between customer experience and customer satisfaction and indicate the consequences of customer satisfaction: customer complaints and customer loyalty, thus giving the characteristics of forwarding customer satisfaction expectations (Hult; et al. 2019)<sup>[4]</sup>.

### 3.2 European Customer Satisfaction Index (ECSI) model

The European Customer Satisfaction Index (ECSI) model is constructed based on ACSI and under the organization of the

European Quality Organization, European Quality Management Foundation and other institutions.

### **3.3 Influencing factors of brand image**

Khoironi; et al. (2018)<sup>[5]</sup> divided brand image dimensions based on the existing brand equity system, mainly product image, corporate image, humanized image, and symbolic image. A tendency for a product or service. Repeat purchase intention is a kind of consumer psychological activity. It is an attitude or reflection of consumers after purchasing products or services. Consumers may feel happy after buying the right products they need.

## **4. The Conceptual Framework for the Research Study**

First This study takes the domestic cosmetic brand consumers from the university student population in Chengdu, Sichuan Province, China, as the target audience and studies the influencing factors and significance of their repeated purchase intention after purchasing and using domestic cosmetic brand products. First, centering on the core concept of “repurchase intention,” based on the research results of Lee; et al. (2019)<sup>[6]</sup>, repeat purchase intention is divided into perceived value, satisfaction, brand research on three aspects of the image. Secondly, according to the ACSI model and the ECSI model.

Second The perceived value is divided into perceived product quality and service quality for research. At the same time, the perceived value is used as a dimension that affects satisfaction measurement. According to the research conclusions of Kim and Chao (2019)<sup>[7]</sup>, brand image is divided into product image and corporate image research.

## **5. The Countermeasures for Influencing Chengdu University Students’ Repurchase Intention on Domestic Cosmetic Brand**

### **5.1 Influencing factors**

Influencing factors are those factors that can affect specific characteristics of the target object. Influencing factors can be used as control variables to determine the key influencing factors of an object. In mobile phone behavior analysis, the influencing factors mainly include demographic, geographic, and psychological factors.

### **5.2 Domestic cosmetic brand**

Compared to foreign cosmetics brands, Chinese brands intend to put their eggs in more baskets. Their marketing efforts are spread through a much more variety of activities and spread across many more platforms to adopt local users’ acceptance.

### **5.3 Perceived value**

In marketing terminology, perceived value is the customers’ evaluation of a product or service’s merits and ability to meet their needs and expectations, especially compared to its peers.

### **5.4 Perceived product quality and service quality**

Perceived product quality can be defined as how customers view product brand equity and overall advantages compared with existing alternatives. Perceived service quality is the customer’s evaluation of the general superiority or excellence of the service.

## **6. Conclusion**

Consumer satisfaction of domestic cosmetics brands can be measured from three aspects: perceived value, perceived product quality, and perceived service quality. Due to the trend of “domestic products rising” in domestic cosmetics brands in recent years, more and more emerging brands have emerged, traditional brands have begun to innovate gradually, and domestic cosmetics brands have started to become active in the domestic and foreign markets. Domestic cosmetics brands need to stick to their cost-effective advantages and occupy more markets. At the same time, we should also pay attention to improving product quality, product innovation, and staff quality. Only when consumers perceive that the money, energy, and time spent are worthwhile, the product quality is guaranteed, the product effect is good, and the service attitude is good.

## **References:**

- 
- [1] Chen, H. (2021). Analysis of China’s cosmetics industry market status and product structure in 2021. The cosmetics industry has huge potential. *Journal of China Cosmetics*. Vol 33, p.65-78.
  - [2] Ari, E. et al. (2016). A Model Recommended in ECSI Scope for Measurement of Quality Service. 4th International Tourism Congress. Vol 56, p.334-351.
  - [3] Cardozo, R. (1965). An Experimental Study of Customer Effort, Expectation, and Satisfaction. *Journal of Marketing Research*. Vol 2 Issue 3, p.244-249.
  - [4] Hult, G. et al. (2019). Antecedents and Consequences of Customer Satisfaction: Do They Differ Across Online and Offline Purchases? *Journal of Retailing*. Vol 95 Issue 1, p.10-23.
  - [5] Khoironi, T. et al. (2018). Product Quality, Brand Image and Pricing to Improve Satisfaction Impact on Customer Loyalty. *International Review of Management and Marketing*. Vol 8 Issue 3, p.51-58.
  - [6] Lee, J. et al. (2019). Understanding purchase intention of university students towards skin care products. *PSU Research Review*, Vol 3 No 3, p.161-178.
  - [7] Kim, R. and Chao, Y. (2019). Effects of brand experience, brand image and brand trust on brand building process: The case of Chinese millennial generation consumers. *Journal of International Studies*, Vol 12(3), p.9-21.