check for updates

Factors affecting the choice of Rohto Vietnam company's acnes product line

iD **Hung Van Tran**[1+]
iD **Anh Viet Tran**[2]

[1,2]*Hung Vuong University, Ho Chi Minh City, Vietnam.*
[1]*Email:* tranvanhung80@dhv.edu.vn
[2]*Email:* anhtv@dhv.edu.vn

(+ Corresponding author)

ABSTRACT

The objective of this study is to identify the various elements that influence the decision-making process in selecting the acne product line offered by Rohto Vietnam Company specifically within the context of Ho Chi Minh City, Vietnam. A representative sample consisting of 265 clients who have used acnes' facial care and acne prevention products within Ho Chi Minh City was gathered and subjected to analysis. This study makes a substantial contribution by investigating the factors that influence consumers' choices for Rohto Vietnam's Acnes product line in Ho Chi Minh City, Vietnam. The results underscore the importance of various factors including safety, aesthetics, brand reputation, pricing, geographical proximity, promotional efforts and social impact in influencing consumer decision-making. Understanding these factors and the implications they carry will help Rohto Vietnam develop targeted marketing strategies to effectively position and support the acne product line which will eventually lead to the attraction and retention of a loyal customer base. The company should place a high level of importance on product safety, allocate resources towards enhancing product aesthetics, establish a robust brand image, carefully evaluate pricing strategies and execute impactful marketing and promotional initiatives. These actions are necessary to meet consumer expectations and strengthen their competitive advantage within the skincare industry.

Contribution/Originality: It offers Rohto Vietnam guidance on how to develop focused marketing strategies to better position and sell the acne product line which is a useful contribution. According to these recommendations, companies should prioritize product safety, invest in attractive product design, establish a strong brand identity, consider price options and carry out efficient marketing and promotion in order to satisfy consumer demands and maintain their leadership position in the skincare industry.

1. INTRODUCTION

Consumer behavior and decision-making processes play a vital role in shaping the success and competitiveness of companies in today's market. Understanding the factors that influence consumer decisions is essential for businesses to effectively target their marketing efforts and gain a competitive advantage. This study indicates that it will provide Rohto Vietnam with useful insights by identifying and analyzing these aspects enabling the firm to improve its marketing strategies and more successfully respond to consumer preferences. The acne product line of Rohto Vietnam Company in Ho Chi Minh City is a popular choice among consumers. This study uses an empirical research approach to better understand the factors that influence consumer preferences. A careful examination may

provide important information that can improve Rohto Vietnam's marketing strategies and better serve its consumers. A company may better personalize its products and services to meet the demands of its target audience by understanding significant trends and preferences. This will ultimately lead to increased customer satisfaction and loyalty as well as greater profitability for the company. This study is an important step for Rohto Vietnam in terms of improving its company procedures and comprehending its customers.

An established multinational corporation with a reputation for providing a wide range of products, Rohto Vietnam Company is a subsidiary of Rohto Pharmaceutical Co., Ltd. and operates in the healthcare, pharmaceutical and cosmetics sectors. Rohto Vietnam has gained a strong foothold in the Vietnamese market, catering to the needs and preferences of consumers. Acnes have emerged as a popular brand in the skincare industry, specifically targeting individuals with acne-prone skin in Ho Chi Minh City and surrounding areas. Rohto Vietnam's success in the Vietnamese market can be attributed to its ability to provide high-quality products that meet the unique needs of local consumers. The acne brand has gained popularity among those with acne-prone skin in Ho Chi Minh City and surrounding areas. Acnes have become the brand preferred by people who want to enhance the look and health of their skin because of its wide range of affordable and efficient skincare products. Rohto Vietnam's commitment to innovation and customer satisfaction has also helped it stay ahead of the competition in this rapidly growing market. As the company continues to expand its product offerings and reach new customers across Vietnam, it is poised for even greater success in the years ahead.

2. LITERATURE REVIEW

Consumer decision-making processes are complex and multifaceted influenced by a wide range of factors at both the individual and environmental levels. At the individual level, personal characteristics, psychological factors, and consumer attitudes contribute to the decision-making process. Previous studies have highlighted the significance of individual-level determinants in shaping consumer behavior (Rook, 1987; Schiffman, Kanuk, & Wisenblit, 2010). For instance, consumers' characteristics such as age, gender and income can significantly impact their preferences and choices (Lefebvre & Romero-Mosquera, 2023; Reibstein, 2002). Additionally, psychological factors, including motivation, perception and learning also play a crucial role in influencing consumer decisions (Kotler & Keller, 2016). Understanding the interplay between these individual-level factors is fundamental in comprehending the decision-making process regarding skincare products like the acnes product line. There are plenty of choices available to us as customers when it comes to skincare products. Making a choice might be difficult due to the abundance of possibilities. That's why understanding the factors that influence our decisions is so important (Arjuna & Ilmi, 2020). The acne product line is marketed towards individuals who suffer from acne. However, characteristics pertaining to the individual level are also present within this target market. Motivation may drive some individuals to seek out a solution for their acne while others may not be as motivated to address the issue. Perception also plays a role in decision-making. How do consumers perceive the effectiveness of the acnes product line compared to other options on the market? Finally, finding out whether customers have had success with the acnes product line in the past is another crucial consideration. Consumer decisions about skincare products such as acnes are influenced by the interaction of these factors. Furthermore, environmental-level determinants, encompassing social, cultural and economic factors also exert substantial influence on consumer decision-making. Social factors such as reference groups, family and social class shape individuals' preferences and choices (Stewart, 1993). Cultural factors including cultural values, beliefs and norms contribute to the formation of consumer attitudes and behaviors (Korman, 1985). Understanding the impact of these environmental-level factors on the decision to choose the acnes product line will provide Rohto Vietnam with actionable insights for designing targeted marketing strategies. In addition to environmental level factors, personal factors such as age, gender and lifestyle also play a significant role in consumer decision-making. For example, younger consumers may be more drawn to trendy and innovative products while older consumers may prioritize quality and reliability. Cultural

factors such as values and beliefs can also influence purchasing decisions. For instance, in some cultures, natural and organic products are highly valued. Furthermore, psychological factors such as motivation, perception and attitudes can impact consumer behavior. The acnes product line may have an advantage over competitors among highly driven consumers who strive to enhance skin care. Finally, situational factors such as time constraints and urgency can also influence decision-making. Consumers who need a quick solution for an unexpected breakout may opt for the acnes product line if it is readily available at their local store.

Previous research has extensively explored the factors influencing consumer behavior and decision-making in various contexts including skincare products and related industries. Studies have investigated factors such as product quality, brand reputation, price, product packaging, product efficacy and availability as significant determinants of consumer decision-making (Kim & Kim, 2005; Lupo & Cole, 2007; Solomon, Dahl, White, Zaichkowsky, & Polegato, 2014). These studies provide valuable insights into the cognitive processes and motivations that drive consumer decision-making highlighting the importance of these factors in shaping consumer preferences. Reputation can influence consumer trust and loyalty towards a brand while price can impact affordability and perceived value. On the other hand, product packaging can affect the attractiveness and appeal of a product while product efficacy can determine its effectiveness in meeting consumer needs and expectations. Availability also plays a crucial role in consumer decision-making as it affects convenience and accessibility. Understanding these determinants of consumer decision-making is essential for businesses to develop effective marketing strategies that cater to the needs and preferences of their target audience. Businesses may obtain a competitive advantage in the market and create strong relationships with their consumers by giving these characteristics top priority in their branding initiatives. This study aims to focus specifically on the acne product line offered by Rohto Vietnam in Ho Chi Minh City to contribute to the existing body of knowledge. The study will provide targeted insights that can be directly applied to the company's marketing efforts. A representative sample consisting of 265 clients within Ho Chi Minh City will be analyzed using statistical software. The results of this research will provide valuable insights into consumer preferences, behaviors and attitudes towards Rohto Vietnam's product line. This information can be used to inform marketing strategies such as product positioning, pricing and promotion. Additionally, the research may uncover opportunities for new product development or improvements to existing products. This study has the potential to significantly enhance Rohto Vietnam's understanding of its target market and improve its competitiveness in Ho Chi Minh City's crowded consumer goods market.

The theoretical frameworks used in this study will provide a firm basis for data analysis and interpretation consistent with previous research on consumer behavior and decision-making. Askadilla and Krisjanti (2017) will use Ajzen (1991) Theory of Planned Behavior (TPB) as a theoretical framework to investigate the relationship between consumers' attitudes, subjective norms, perceived behavioral control and their intentions to choose the acnes product line. Individuals' behavioral intentions are influenced by their attitudes towards the behavior. According to the theory of planned behavior, subjective norms reflect the perceived social pressure to perform the behavior and perceived behavioral control represents the perceived ease or difficulty of performing the behavior (Cheng, 2019; Jang et al., 2022). The study aims to provide insights into the psychological processes that influence consumer behavior. Researchers hope to identify the key drivers of consumer decision-making when it comes to choosing the acnes product line by   examining attitudes, subjective norms and perceived behavioral control. This research will help marketers better understand how to position their products and communicate with consumers in a way that resonates with their needs and preferences. Additionally, the findings may have broader implications for understanding consumer behavior more generally as the constructs under investigation are relevant across a range of different contexts and industries. This study represents an important step towards improving our understanding of what motivates consumers to make certain choices and how we can use this knowledge to create more effective marketing strategies in the future.

Furthermore, the Technology Acceptance Model (TAM) developed by Davis (1989) will provide insights into consumers' acceptance and adoption of the acne product line. TAM posits that consumers' behavioral intentions towards a technology (skincare products) are determined by their perceived usefulness and perceived ease of use (Alfadda & Mahdi, 2021). This model will allow us to examine how consumers perceive the acnes product line in terms of its usefulness in addressing acne-related concerns and its ease of use in incorporating it into their skincare routines. Acnes have been a go-to for many consumers looking to address acne-related concerns. However, in today's market where there are countless options available, it is essential to understand how consumers perceive the brand's usefulness and ease of use. We can gain insights into how acnes can improve its product line and better cater to its target audience by examining these factors. In terms of usefulness, acne has proven to be effective in addressing acne-related concerns. Its products contain ingredients that target acne-causing bacteria and reduce inflammation resulting in clearer skin. However, when it comes to ease of use, acne may fall short for some consumers. The brand's products require consistent use and may not fit seamlessly into everyone's skincare routine. Acne can continue to be a trusted brand in the skincare industry by understanding these perceptions and addressing them accordingly. In addition to the theoretical frameworks, the study will also consider demographic, psychographic and sociocultural factors that may influence consumer decision-making. Demographic factors such as age, gender, education and income have been found to impact consumer preferences and behaviors (Kotler & Keller, 2016). Psychographic factors, including personality traits, values and lifestyle provide deeper insights into consumers' motivations and preferences (Solomon et al., 2014). Sociocultural factors, encompassing social norms, cultural values, and reference groups, significantly shape consumer behavior (Stewart, 1993). This study will provide a comprehensive understanding of the various influences on consumers' decisions to choose the acnes product line by incorporating these factors into the analysis.

It is essential to note that this research will adhere to ethical standards to protect the confidentiality and anonymity of participants. All participants will provide informed consent and the collected data will be used solely for research purposes. Confidentiality will be maintained throughout the research process and data will be reported in aggregate form to ensure the anonymity of participants. In a nutshell, the purpose of this study is to identify the factors influencing the selection of the acnes product line in Ho Chi Minh City. This study will provide valuable insights into the attitudes, intentions, and perceptions of consumers regarding the acnes product line using a quantitative research methodology and theoretical frameworks such as the Theory of Planned Behavior and the Technology Acceptance Model. The results of this study will contribute to the existing body of knowledge in the field of consumer behavior and decision-making, allowing Rohto Vietnam to develop targeted marketing strategies to satisfy the changing needs and preferences of Ho Chi Minh City consumers.

3. METHODS

A sample of Ho Chi Minh City consumers will be chosen to participate in the study. The sample size will be determined using appropriate statistical techniques to assure the validity and reliability of the findings (Hair, Sarstedt, & Ringle, 2019). The survey and questionnaire data will be analyzed to obtain a thorough understanding of the factors influencing the decision to select the Acnes product line using descriptive and inferential statistics.

3.1. Participants

With 300 questionnaires distributed, 282 pounds were collected. 265 votes were valid and included as research data, 17 invalid answers were removed due to a lack of information ensuring the sample response was 125. The survey was conducted by Google Form scanning the code Direct QR (quick response) of customers who have used acnes' facial care and acne prevention products in the Ho Chi Minh City area. The 265 respondents were classified based on their age, gender, academic level and monthly income throughout the processing stage.

Table 1. Demographic characteristics of the study participants.

Variables	Characteristics	N	%
Age	Under 18	10	3.8
	18-22	206	77.7
	Over 22	49	18.5
	Total	265	100
Gender	Male	23	8.7
	Female	242	91.3
	Total	265	100
Academic level	High school	10	3.8
	Intermediate college	98	37.0
	University	138	52.1
	Graduate university	19	7.2
	Total	265	100
Monthly income	Under 5 million dong	211	79.6
	Over 5 million dong	54	20.4
	Total	265	100

The characteristics of the participants in the study are presented in Table 1. The sample consisted of 265 participants with varying age ranges. The majority of the participants were in the age group of 18-22 (77.7%) followed by those over 22 (18.5%). Only a small percentage of participants were under 18 years old (3.8%). In terms of gender, the majority of participants were female (91.3%) while a smaller percentage was male (8.7%). Regarding academic level, the participants represented a range of educational backgrounds. The majority of participants were university students (52.1%) followed by intermediate college students (37.0%). A smaller percentage of participants were either in high school (3.8%) or graduate (7.2%). When examining income levels, the majority of participants reported an income under 5 million dong (79.6%) while a smaller percentage reported an income over 5 million dong (20.4%). These demographic characteristics provide insight into the composition of the sample and the representation of different age groups, genders, academic levels and income levels. These characteristics are important to consider when interpreting the findings and generalizing the results to a larger population.

3.2. Measurements

The reference scales from previous studies will be translated and adjusted during the discussion between the authors with the help of experts and customers who have used acne products. Experts interviewed and commented on the research model as well as the research topic. The interviewed customers all agree with the factors affecting consumer choice decisions in the proposed model: (1) Safety (2) Appearance (3) Brand (4)) Location (5) Price (6) Promotion (7) Influencers. The Likert scale is designed in the form of 5 points from level 1 (strongly disagree) to level 5 (strongly agree). The authors designed a survey questionnaire that included learning about personal characteristics and measuring scales of concepts in the research model, then sent the survey online (designed on a Google form) to the main research subjects who have used acne products.

The research model has 8 research concepts for a total of 25. According to the empirical rule of Hair, Black, Babin, Anderson, and Tatham (2014) (5k), the minimum number of samples to be taken is 125. However, according to the statistical principle, the larger the sample size, the closer it is to the population and the more representative it is. Therefore, in this study, a sampling target of 300 is set.

4. RESULTS

4.1. Reliability

The internal consistency of subscales was evaluated by examining the reliability of the scale using Cronbach's alpha (Cronbach, 1951). The Cronbach's alpha coefficient for all variables exceed 0.6 and the observed variables have a relationship coefficient beyond 0.3. It is generally recommended that Cronbach's alpha exceeds 0.70 in order to establish the trustworthiness of a scale (Hair, Money, Samouel, & Page, 2007; Taber, 2018). However, it is worth

noting that values below 0.70 might still be considered acceptable. Hence, it can be inferred that the scale employed in the study is suitable and dependable and the observed variables show a strong correlation with the overall variable, thereby ensuring the inclusion of relevant tests in accordance with the analysis.

4.2. Correlation

According to the results of the Pearson analysis, the statistically significant coefficients ($p < 0.05$) and positive correlation coefficients between the independent and dependent variables show that the independent factors have a considerable impact on the decision-making process. This observation implies that when the values of the independent variables increase, there is an associated increase in the probability of making a choice. Nevertheless, it is imperative to acknowledge that the presence of correlation does not automatically indicate causality as there can be additional variables that exert an influence on the decision-making mechanism. Furthermore, future investigations could delve into potential moderating factors that might influence the association between the independent variables and the decision-making process. In a nutshell, the aforementioned results provide important insights into the factors that people consider when making decisions which provides the basis for marketing techniques that aim to influence customer behavior.

4.3. Regression

The elements impacting consumers' choice of the acne product line were identified through the use of multiple linear regression analysis. The independent variables: safety, appearance, brand, price, location, promotion and influencer were subjected to a multiple linear regression analysis. The choice of the consumer was the dependent variable. All independent variables were examined for multicollinearity using Pearson's bivariate correlation. Allison (1999) found that the correlation coefficients were less than 0.8 indicating that there was no multicollinearity between the independent variables. The variance inflation factor (VIF) and tolerance value were determined to test this hypothesis.

Table 2. Analysis of variance (ANOVA).

ANOVA[a]						
Model		**Sum of squares**	**Df**	**Mean square**	**F**	**Sig.**
1	Regression	33.495	7	4.785	44.230	0.000[b]
	Residual	27.803	257	0.108	–	–
	Total	61.298	264	–	–	–

Note: a. Dependent variable: F_QD.
b. Predictors: (Constant).

Table 3. Coefficients.

Coefficients								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**T**	**Sig.**	**Collinearity statistics**	
		β	**Std. error**	**B**			**Tolerance**	**VIF**
1	(Constant)	0.034	0.238	–	0.144	0.885	–	–
	F_AT	0.143	0.034	0.205	4.218	0.000	0.749	1.336
	F_HT	0.097	0.033	0.128	2.957	0.003	0.935	1.070
	F_TH	0.124	0.032	0.186	3.880	0.000	0.768	1.303
	F_GC	0.216	0.039	0.262	5.608	0.000	0.809	1.236
	F_DD	0.158	0.049	0.165	3.220	0.001	0.671	1.490
	F_CT	0.134	0.036	0.162	3.683	0.000	0.911	1.098
	F_AH	0.120	0.031	0.180	3.898	0.000	0.829	1.206

Note: F_AT, safety; F_HT, appearance; F_TH, brand; F_GC, price; F_DD, location, F_CT, promotion; and F_AH, influencer.

The tolerance of each variable was greater than 0.1 and the VIF values for each variable were less than 10, indicating that there was no multicollinearity between the independent variables in the multiple regression analysis (Uyanık & Güler, 2013). The assumption was therefore supported and the regression analysis was conducted.

Tables 2, 3 and 4 demonstrate that the corrected coefficient, adjusted R^2 was 0.534 indicating that a one-unit change in the independent variable caused a change in the dependent variable and consumer decision-making.

Table 4. Model summary.

Model Summary[b]										
Model	**R**	**R^2**	**Adjusted R^2**	**Std. error of the estimate**	**Change statistics**					**Durbin-Watson**
					R^2 change	**F change**	**Df1**	**Df2**	**Sig.**	
1	0.739[a]	0.546	0.534	0.329	0.546	44.230	7	257	0.000	1.945

Note: a. Predictors: (constant), F_AH, F_HT, F_CT, F_TH, F_GC, F_AT, F_DD.
        b. Dependent variable: F_QD.

The regression model is significant from a statistical standpoint ($F_{(7, 264)}$ = 44.230, p<0.001, R^2 = 0.546). The results of the multiple regressions with independent factors regressed against consumer decision-making show that safety (β = 0.143, p<0.001), appearance (β = 0.097, p<0.05), branch (β = 0.124, p<0.001), price (β = 0.216, p<0.001), location (β = 0.158, p<0.05), promotion (β = 0.134, p<0.001) and influencer (β = 0.120, p<0.001) were significant predictors in the model.

5. DISCUSSION

The results of the multiple linear regression analysis indicate that several factors significantly influence consumer decision-making regarding the acne product line. These findings support the importance of safety, appearance, brand, price, location, promotion and influence in shaping consumer preferences (Ajzen, 1991; Davis, 1989; Schiffman et al., 2010). Safety is a crucial factor that consumers consider when making decisions about the acnes product line. Appearance also plays a significant role in shaping consumer preferences as consumers are more likely to purchase products that they find visually appealing. Brand recognition is another important factor as consumers tend to trust and prefer established brands over lesser-known ones. Price is also a significant consideration with many consumers opting for more affordable options. Location and convenience are also key factors with consumers preferring products that are easily accessible and available in their local area. Influencers who have the power to change consumer perceptions through endorsements and recommendations together with promotion and advertising are important factors in shaping consumer behaviour. These findings suggest that companies must carefully consider these factors when developing marketing strategies for the acne product line in order to maximize consumer appeal and drive sales.

Safety emerged as a significant predictor indicating that consumers prioritize products perceived to be safe for use on their skin (Baltazar et al., 2020; Ishak, Che Omar, Khalid, Ghafar, & Hussain, 2020; Lupo & Cole, 2007). Customers are more inclined to select the acnes product line when safety perceptions increase. This finding highlights the importance of providing information and reassurance about the safety of skin care products to gain consumer trust and confidence (Amberg & Fogarassy, 2019). In addition to safety, consumers also prioritize products that address their specific skin concerns. For example, those with oily skin may seek out products that control excess oil production while those with dry skin may look for products that provide hydration. Skincare brands need to offer a range of products that cater to different skin types and concerns in order to meet the diverse needs of consumers. Furthermore, consumers are increasingly interested in using natural and organic skincare products as they perceive them to be better for both their skin and the environment. Brands that prioritize using natural ingredients and sustainable packaging may have an advantage in attracting environmentally conscious consumers. Finally, convenience is also a key factor in consumer decision-making when it comes to skincare

products. Consumers often look for products that are easy to use and fit into their daily routines without causing disruption. Brands that offer multi-functional or time-saving products may be more appealing to busy consumers who value efficiency.

Appearance also played a significant role in consumer decision-making with consumers being influenced by the visual appeal of acnes products (Kotler & Keller, 2016). Consumers are attracted to products that are visually pleasing and well-designed indicating that aesthetics are an important factor in their choices. Customers take into account a product's quality and effectiveness in addition to its appearance when making purchases. They want products that are reliable and can deliver on their promises. This is particularly true for skincare products like acnes where consumers are looking for solutions to their skin problems. Another important factor that influences consumer decision-making is brand reputation (Cooley & Parks-Yancy, 2019). Consumers tend to trust brands that have a good reputation for producing high-quality products. This is why companies like acnes invest heavily in building their brand image and reputation through advertising, social media marketing and other promotional activities. Finally, price is also an important consideration for consumers when choosing skincare products. While they want products that are effective and well-designed, they also want them to be affordable and within their budget. Companies like acnes need to strike a balance between offering high-quality products at a reasonable price in order to attract and retain customers in today's competitive market.

Brand equity was found to be a significant predictor emphasizing the influence of the reputation and perceived value associated with the Rohto Vietnam brand (Kim & Kim, 2005). A strong brand image can build consumer trust and loyalty influencing their decisions in favor of the acne product line (Mandarić, Hunjet, & Vuković, 2022). In addition to brand equity, product quality and pricing also play important roles in a competitive market. Acnes have been able to maintain a high level of product quality using advanced technology and innovative ingredients to create effective skincare solutions for acne-prone skin. Pricing strategies have also been carefully crafted to appeal to a wide range of consumers with options for both budget-conscious shoppers and those willing to invest in premium products (Rivaldo, Kamanda, & Yusman, 2022). Another factor contributing to the success of acnes in the market is its marketing and advertising efforts. The brand has used various channels including social media and influencer partnerships to reach its target audience and promote its products effectively. Additionally, acnes have established a strong distribution network making their products widely available across Vietnam. The success of acnes can be attributed to a combination of factors including brand equity, product quality, pricing strategies, marketing efforts and distribution network which have helped the brand maintain a strong presence in the competitive skincare market in Vietnam.

Price sensitivity was observed as a significant factor with consumers considering the price when evaluating the value and affordability of skincare products (Solomon et al., 2014). As prices increase, the likelihood of choosing the acnes product line also increases suggesting that consumers weigh prices with other factors when making their decisions (Johnen & Schnittka, 2020). However, it is important to note that consumers are not solely driven by price as the quality and effectiveness of skincare products also play a crucial role in their decision-making process (Qazzafi, 2020). Consumers are willing to pay a premium for products that offer visible results and meet their specific skincare needs. This highlights the importance of brands investing in research and development to create innovative and effective skincare solutions that cater to the diverse needs of consumers. Additionally, marketing strategies that focus on highlighting the unique benefits and features of a product can help increase its perceived value and justify a higher price point. Price is an important consideration for consumers when purchasing skincare products. It is not the only factor that influences their decision-making process. Brands must strive to strike a balance between affordability and quality to remain competitive in the market.

Factors such as location, promotion and influencer endorsements were also significant predictors. Convenient availability, effective promotional strategies and positive influencer recommendations positively influenced consumer decision-making in favor of the acnes product line (Reibstein, 2002; Rook, 1987). These findings

underscore the role of marketing efforts and external influences in shaping consumer choices. However, it is important to note that other factors such as product quality, price and brand reputation also play a crucial role in consumer decision-making (Moraes, Gountas, Gountas, & Sharma, 2019). In addition, the rise of e-commerce and social media has given consumers more access to information and reviews from other customers which can further influence their purchasing decisions (Lăzăroiu, Neguriţă, Grecu, Grecu, & Mitran, 2020; Zak & Hasprova, 2020). Companies must continue to adapt their marketing strategies to meet the changing needs and preferences of consumers in today's digital age. This may involve leveraging social media platforms to engage with customers and influencers, offering personalized promotions and discounts and investing in product innovation to improve quality and value for consumers (Bigne, Chatzipanagiotou, & Ruiz, 2020). Ultimately, understanding the complex interplay between marketing efforts, external influences and consumer behavior is essential for businesses looking to succeed in today's competitive marketplace.

Rohto Vietnam needs to consider the growing trend towards natural and organic skincare products. Consumers are becoming increasingly aware of the potential harmful effects of certain chemicals commonly found in skincare products and are seeking out alternatives that are better for their skin and the environment. Rohto Vietnam can capitalize on this trend by incorporating more natural ingredients into its product lines and highlighting its commitment to sustainability. Another important consideration is the rise of e-commerce in the skincare industry.

With more consumers shopping online, Rohto Vietnam should prioritize its online presence and ensure that its products are easily accessible through various e-commerce platforms. Finally, Rohto Vietnam must stay updated with the latest skincare trends and innovations in order to remain competitive in a rapidly evolving market. Rohto Vietnam can maintain its success in the skincare sector by monitoring consumer preferences and making adjustments as needed.

6. IMPLICATIONS

This finding emphasizes the importance of product safety in influencing consumer choices within the skincare industry. Consumers are becoming increasingly aware of the potential risks associated with skincare products such as skin irritations, allergies or adverse reactions. Therefore, their decision to choose a particular product line such as acnes is significantly influenced by their perception of safety.

The significance of safety as a predictor suggests that consumers value brands that prioritize product safety and invest in stringent quality control measures. Companies like Rohto Vietnam need to ensure that their acnes product line maintains high safety standards and communicates this information effectively to consumers. Transparent labeling, clear information about ingredients and adherence to regulatory guidelines can enhance consumer trust and contribute to the positive perception of safety associated with the brand. In addition to safety, other independent variables such as appearance, brand, price, location, promotion and influencer also emerged as significant predictors of consumer decision-making.

These findings highlight the multifaceted nature of consumer choices and the various factors that influence their decision to choose the acnes product line. The positive impact of appearance underscores the importance of aesthetics in attracting consumers. Skincare products that are visually appealing, well-designed and well-packaged have a higher likelihood of capturing consumer attention and influencing their purchase decisions. Companies should invest in product design and packaging strategies that align with consumer preferences and create a positive visual impact. The significance of the brand indicates that consumers associate value, reputation and trustworthiness with the Rohto Vietnam brand. Establishing brand equity and promoting customer loyalty require a strong brand image, consistent brand messaging and brand fulfilment of promises. Effective branding strategies that highlight the unique selling propositions of the acnes product line can further enhance its competitive

advantage. Price sensitivity also plays a role in consumer decision-making as indicated by the significant impact of price as a predictor.

Consumers evaluate the affordability and value proposition of skincare products, weighing the price against their perceived benefits. Companies should carefully balance pricing strategies to offer competitive prices while maintaining the perceived value of the product line. The significant predictors of location, promotion and influencers emphasize the importance of marketing efforts and external influences on consumer choices. Customers' decisions might be positively influenced by the acnes product line easy accessibility, successful marketing initiatives and encouraging influencer recommendations. Companies should consider strategic placement of their products, targeted promotional activities and collaborations with relevant influencers to enhance brand visibility and consumer engagement.

7. CONCLUSION

This study provides valuable insights into the factors influencing consumer decision-making regarding the acne product line of Rohto Vietnam in Ho Chi Minh City. The findings highlight the significance of safety, appearance, brand, price, location, promotion and influence in shaping consumer choices. Rohto Vietnam can develop targeted marketing strategies to effectively position and promote the acnes product line ultimately attracting and retaining a loyal customer base by understanding these factors and their impact. The company needs to prioritize product safety, invest in product aesthetics, build a strong brand image, consider pricing strategies and implement effective marketing and promotional activities to meet consumer expectations and enhance its competitive edge in the skincare market.

REFERENCES

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50*(2), 179-211.

Alfadda, H. A., & Mahdi, H. S. (2021). Measuring students' use of zoom application in language course based on the technology acceptance model (TAM). *Journal of Psycholinguistic Research, 50*(4), 883-900. https://doi.org/10.1007/s10936-020-09752-1

Allison, P. D. (1999). *Multiple regression: A primer*. Thousand Oaks, CA: Pine Forge Press.

Amberg, N., & Fogarassy, C. (2019). Green consumer behavior in the cosmetics market. *Resources, 8*(3), 1-19.

Arjuna, H., & Ilmi, S. (2020). Effect of brand image, price, and quality of product on the smartphone purchase decision. *EkBis: Journal of Economics and Business, 3*(2), 294-305.

Askadilla, W. L., & Krisjanti, M. N. (2017). Understanding Indonesian green consumer behavior on cosmetic products: Theory of planned behavior model. *Polish Journal of Management Studies, 15*(2), 7-15. https://doi.org/10.17512/pjms.2017.15.2.01

Baltazar, M. T., Cable, S., Carmichael, P. L., Cubberley, R., Cull, T., Delagrange, M., . . . Kukic, P. (2020). A next-generation risk assessment case study for coumarin in cosmetic products. *Toxicological Sciences, 176*(1), 236-252. https://doi.org/10.1016/j.yrtph.2021.105075

Bigne, E., Chatzipanagiotou, K., & Ruiz, C. (2020). Pictorial content, sequence of conflicting online reviews and consumer decision-making: The stimulus-organism-response model revisited. *Journal of Business Research, 115*, 403-416. https://doi.org/10.1016/j.jbusres.2019.11.031

Cheng, E. W. (2019). Choosing between the theory of planned behavior (TPB) and the technology acceptance model (TAM). *Educational Technology Research and Development, 67*, 21-37. https://doi.org/10.1007/s11423-018-9598-6

Cooley, D., & Parks-Yancy, R. (2019). The effect of social media on perceived information credibility and decision making. *Journal of Internet Commerce, 18*(3), 249-269.

Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *Psychometrika, 16*(3), 297-334.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 319-340. https://doi.org/10.2307/249008

Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2014). *Multivariate data analysis: Pearson new international edition* (7th ed.). Essex: Pearson Education Limited Harlow.

Hair, J. F., Money, A. H., Samouel, P., & Page, M. (2007). Research methods for business. *Education+ Training, 49*(4), 336-337.

Hair, J. F., Sarstedt, M., & Ringle, C. M. (2019). Rethinking some of the rethinking of partial least squares. *European Journal of Marketing, 53*(4), 566–584.

Ishak, S., Che Omar, A. R., Khalid, K., Ghafar, I. S. A., & Hussain, M. Y. (2020). Cosmetics purchase behavior of educated millennial Muslim females. *Journal of Islamic Marketing, 11*(5), 1055-1071. https://doi.org/10.1108/jima-01-2019-0014

Jang, M. A., Lee, J. M., Bae, S., Jang, M. A., Lee, J. M., & Bae, S. (2022). A study of consumer choice behavior determination applying the theory of planned behavior (Tpb) of functional cosmetics. *Asian Journal of Beauty and Cosmetology, 20*(1), 95-110. https://doi.org/10.20402/ajbc.2022.0003

Johnen, M., & Schnittka, O. (2020). Changing consumers' minds at the point of sale: Price discounts vs. in-store advertising. *Marketing Letters, 31*(1), 49-71.

Kim, H.-B., & Kim, W. G. (2005). The relationship between brand equity and firms' performance in luxury hotels and chain restaurants. *Tourism Management, 26*(4), 549-560.

Korman, A. K. (1985). Culture's consequences: International differences in work-related values (Abridged edn). Gert Hofstede. In. London: Sage Publications Inc., London, 1984. No. of Pages: 327. Price:£ 11.95.

Kotler, P., & Keller, K. L. (2016). Marketing management (Global). In (15th ed., pp. 803-829). England: Pearson.

Lăzăroiu, G., Neguriţă, O., Grecu, I., Grecu, G., & Mitran, P. C. (2020). Consumers' decision-making process on social commerce platforms: Online trust, perceived risk, and purchase intentions. *Frontiers in Psychology, 11*, 890. https://doi.org/10.3389/fpsyg.2020.00890

Lefebvre, P., & Romero-Mosquera, L. M. (2023). Application of the theory of constraints and activity-based costing for product costing. *Journal of Management World, 2023*(1), 28–34. https://doi.org/10.53935/jomw.v2023i1.230

Lupo, M. P., & Cole, A. L. (2007). Cosmeceutical peptides. *Dermatologic Therapy, 20*(5), 343-349.

Mandarić, D., Hunjet, A., & Vuković, D. (2022). The impact of fashion brand sustainability on consumer purchasing decisions. *Journal of Risk and Financial Management, 15*(4), 176. https://doi.org/10.3390/jrfm15040176

Moraes, M., Gountas, J., Gountas, S., & Sharma, P. (2019). Celebrity influences on consumer decision making: New insights and research directions. *Journal of Marketing Management, 35*(13-14), 1159-1192.

Qazzafi, S. (2020). Factor affecting consumer buying behavior: A conceptual study. *International Journal for Scientific Research & Development, 8*(2), 1205-1208.

Reibstein, D. J. (2002). What attracts customers to online stores, and what keeps them coming back? *Journal of the Academy of Marketing Science, 30*, 465-473. https://doi.org/10.1177/009207002236918

Rivaldo, Y., Kamanda, S. V., & Yusman, E. (2022). The effect of products, services and promotions on decision on customer requests on service products at Bank Bsi Tiban Batam Branch. *Mantik Journal, 6*(2), 2377-2384.

Rook, D. W. (1987). The buying impulse. *Journal of Consumer Research, 14*(2), 189-199.

Schiffman, L. G., Kanuk, L. L., & Wisenblit, J. (2010). *Consumer behavior: Global edition, education* Upper Saddle River, NJ: Pearson.

Solomon, M. R., Dahl, D. W., White, K., Zaichkowsky, J. L., & Polegato, R. (2014). *Consumer behavior: Buying, having, and being.* London: Pearson.

Stewart, D. W. (1993). Handbook of marketing scales, multi-item measures for marketing and consumer behavior research. *Journal of Marketing Research, 30*(4), 525. https://doi.org/10.4135/9781412996761.n1

Taber, K. S. (2018). The use of cronbach's alpha when developing and reporting research instruments in science education. *Research in Science Education, 48* 1273-1296. https://doi.org/10.1007/s11165-016-9602-2

Uyanık, G. K., & Güler, N. (2013). A study on multiple linear regression analysis. *Procedia-Social and Behavioral Sciences, 106,* 234-240.

Zak, S., & Hasprova, M. (2020). The role of influencers in the consumer decision-making process. *In SHS Web of Conferences (Vol. 74, p. 03014). EDP Sciences.*