

COSMETICS CONSUMING BEHAVIORS OF VIETNAMESE WOMEN BEFORE AND DURING SOCIAL DISTANCE IN 2020-2021

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ABSTRACT

The epidemic caused by COVID-19 has prompted several cities in Vietnam to impose social distance measures to contain the virus's spread, which has resulted in restrictions on people's freedom of movement and the opening of spas and cosmetics shops in 2020 and 2021. Aims: Study the changes in buying and using cosmetics of Vietnamese women, contribute cosmetics knowledge for consumers, and suggest solutions to help cosmetics businesses that had revenue trouble. Methods: The research applies qualitative methods like observations, interviews, and an online survey. The sample size includes five interviewees and twenty survey participants who are Vietnamese women aged 19 to 30 from Southern Vietnam. The author also uses thematic analysis, secondary data and data description to analyze consuming behaviors of cosmetic products before and during the epidemic. Findings and conclusion: The cosmetics consuming behaviors of Vietnamese changed during the social distance. Most Vietnamese women prefer to use skincare products more than makeup products. Suggested methods for cosmetics businesses like promotions or discounts, selling online, and public relations products by press, influencers or celebrities, workshops, etc. Other researchers can use this study for understanding deeper cosmetics consuming behaviors of Vietnamese women before and during pandemics, and cosmetics businesses can develop products and marketing strategies. It also contributes to the knowledge of cosmetics consuming behaviors of females.

Keywords: *Cosmetics Consuming Behavior, Covid-19, Social Distancing, Vietnamese Women.*

PENDAHULUAN

There are a variety of ways to show the rest of the world one's social self. Makeup is one of these methods for expressing one's social self in society (Lee & Oh, 2018). Furthermore, the shades and degree of makeup used can be used to assess a person's appearance (from bare face to full makeup). A person's makeup is not only a reflection of their style and respect for others but also an implication of their emotions and intentions.

1.1. Background Of The Research

The cosmetics market in Vietnam has grown at a 30 percent annual rate in recent years, thanks to rapid economic growth that has helped raise salary. Top-selling items included perfumes, makeup, and skincare products. (vietnamnews.vn, 2020)

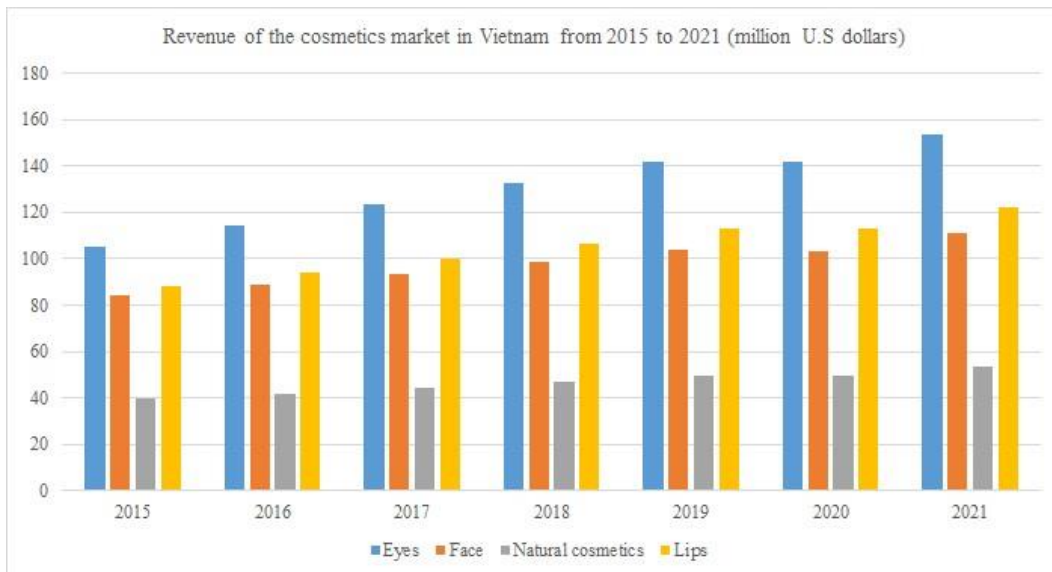


Figure 1: Market revenue for cosmetics in Vietnam from 2012 to 2021, segmented (in million U.S. dollars) (Source: Statista 2022)

Vietnam is a potential market for the middle class when it is forecasted to be about 33 million people. 'The Face Shop' is one of the most used brands by Vietnamese consumers. In spite of having small market share, Vietnam's cosmetics brands such as Thorakao, Ho Chi Minh Cosmetic, Lana, Biona, and Sao Thai Duong are focusing on strengthening their market position.

Vietnam cosmetics market's revenue has steadily increased over five years. Eyes, lips, and face cosmetics have been bought most. (see Figure 1). According to analysts, Vietnam's cosmetics business is minor compared to other markets. Nevertheless, it has grown well and is worth investing in. Vietnam has become an appealing destination for many foreign cosmetic brands. (boxme.Asia, 2021) From 2016 to 2020, the cosmetic, beauty, make-up, and skin care preparations import values are depicted in the graph below.

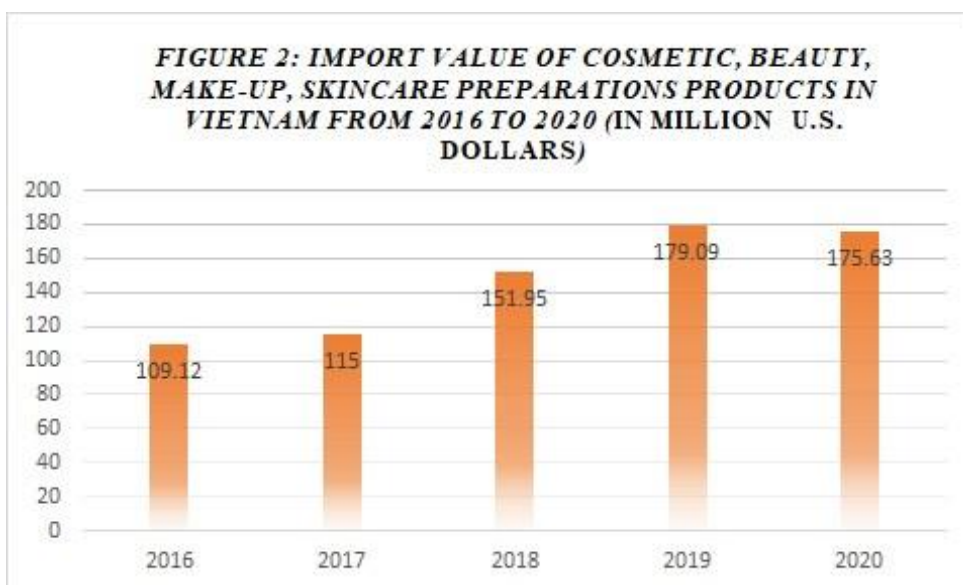


Figure 2. The import value of cosmetic, beauty, make-up, and skincare preparations in Vietnam from 2016 to 2020 (in million U.S. dollars) (Source: Statista, 2022)

Vietnam's cosmetic imports increased from USD 109.12 million in 2016 to USD 179.093 million in 2019 (statista.com, 2022). The beauty and personal care market in Vietnam was expected to recover despite a slight decrease in import value due to the COVID-19 pandemic in 2020. (Minh Ngoc Nguyen, 2021).

Organic skincare products have become more popular in Vietnam as consumers have become more aware of the benefits of self-care. Income growth and the increase in the number of young people are key factors driving the growth of the Vietnam skincare products market.

Consumers are easily affected by online advertising. The internet progress via mobile devices supports Vietnamese consumers to keep up with beauty trends faster, research product information, and shop online easily. (Global data company Kantar Worldpanel, 2020). Beauty products came in third on E-commerce platforms, after fashion and electronics. (vimaccos.vn, 2021). E-commerce websites provide consumers with numerous benefits such as steep discounts, easy price comparisons, greater variety, and doorstep delivery. These factors have increased the demand for cosmetics among consumers in the country, and buying cosmetics online has also become more popular over the years. (alliedmarketresearch.com, 2020). According to a Q&Me survey, Vietnamese women spend an average of VND 436,000 per month on cosmetics. Females in Ho Chi Minh City and Hanoi were ready to spend more on cosmetics and skincare products. (boxme.asia, 2021).

Significance of the study

- Include the most up-to-date information about consumption patterns of Vietnamese women before and during social distance.
- Assist cosmetics companies such as Nivea, The Face Shop, etc. in developing brands and marketing strategies and understanding customers' demands during the pandemic in Vietnam.
- Contribute cosmetics consuming knowledge of Vietnamese females for readers.

Gaps in the research: This study only looks at how Vietnamese women's cosmetics consuming behaviors changed as the epidemic spread, not men. It focuses on facial cosmetics consuming behaviors but not other types of cosmetics like shampoo, shaving cream, deodorant, nail polish, etc.

1.2. Rationale Of The Research

In December 2019, from Vu Han, China, infectious diseases caused by the severe acute respiratory syndrome, such as COVID 19 and SARS-CoV2, have posed one of humanity's challenges. The World Health Organization (WHO) declared these pandemics on March 11, 2020, because the number of confirmed COVID-19 pass-away cases grew. There is no specific treatment for this illness, so the WHO issued personal hygiene guidelines to slow the pandemic (Harvard Medical School, 2020). Governments also have instilled in people the Principles of Covid disease prevention 5K: regular handwashing, social distancing, wearing a medical mask, making medical declarations, not gathering, and keeping distance. (Cartaud et al., 2020).

Research problems: Even though there are only a few confirmed cases and no demises associated with COVID-19, the Vietnam Prime Minister issued Directive No. 16 of social distance from April 1st, 2020 to April 16th, 2020, and Directive No. 17 extended from July 19th, 2021 to September 30th, 2021 (moh.gov.vn, 2020-2021). This strategy has eased the spread of COVID-19, but it has also put a stop to the economy and harmed the lives of the inhabitants (Bach Xuan Tran et al., 2020). Thousands of workers had to quit their jobs

and left for the countryside. (vietnamnews, 2021). Once again, cosmetics shops and businesses had to close for isolation in 2021.

They met difficulties in maintaining brand appeal and selling products during the COVID-19 (adjust.com, 2020). According to Phan Anh (2021), shippers could not ship products among cities and provinces from July 2021 to September 2021 as the testing Covid-19 per three days and regional restrictions. Hence, ordering cosmetics online was also a barrier for buyers.

The literature review reveals that the social lockdown changes behaviors in various manners and personal care. The overall demand for cosmetics decreased (Wischhover, 2020). As consumers had fewer social engagements, the fascination of using makeup was declined, plummeted even more after the release of Covid-19. People were looking for ways to unwind such as using skincare was a popular choice came to the forefront. (cbinsights.com, 2021). There was no research on cosmetics consumption habits of Vietnamese women before and during social distancing, but there was research on foreigners. No research suggests solutions for cosmetics companies in Vietnam to recover after social distance. Hence, the author conducted the cosmetics consuming behaviors of Vietnamese females pre and during the lockdown in South Vietnam and suggested methods to help low revenue cosmetics businesses. It also contributes to readers' understanding of cosmetics consumption habits during distancing. The study applies qualitative methods backed by interviews, observations, and an online survey.

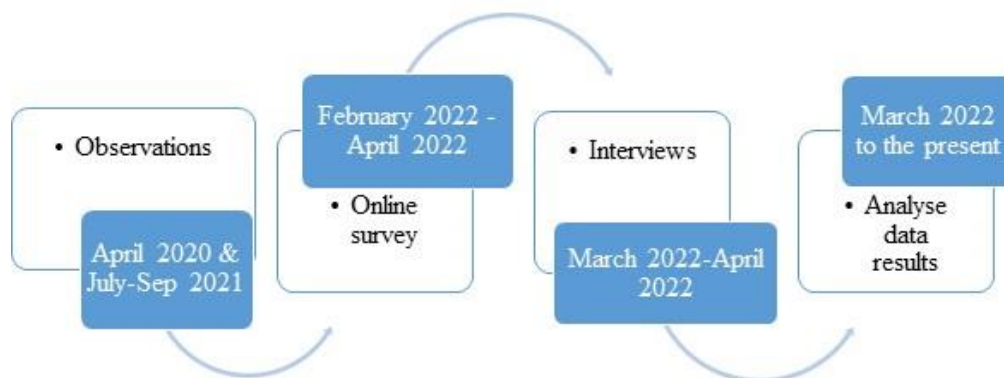


Figure 3. General Schedule For The Various Stages

The author did the observations in April 2020 and July-September 2021. The survey was sent to participants from February 2022 to April 2022, and interviews were conducted and recorded from March 2022 to April 2022. The author stays connected with participants and interviewees through Facebook and emails.

1.3. Research Questions

- a. How have Vietnamese women's cosmetics consuming behaviors changed because of social distance?
- b. What can cosmetics businesses do to recover from the social distance?

1.4. Objectives

- Contribute knowledge in the field of cosmetics consuming behaviors during distancing for readers
- Learn more about consumer behavior and gain a better understanding of it.

1.5. Scope and Limitations

The respondents and interviewees will answer questions about their cosmetics using habits and opinions about cosmetics use before and during social distance.

The geographical location: In the South cities of Vietnam, such as Bien Hoa City, Di An City, Ho Chi Minh City and Phu Quoc District. This study still has limitations because of time constraints and lack of explaining information. In addition, the Covid-19 pandemic made it difficult for the author to distribute the survey to a high number of female consumers in three regions of Vietnam.

1.6. Implications

The importance of conducting this research is that it gives suggestions for helping the cosmetics businesses of Vietnam to gain revenue and increase demand of consumers again after a long time of social distance. This study can be material for future research of cosmetics consuming behaviors of Vietnamese women after social distance. It brings readers knowledge of how social distancing changed cosmetics using habits of Vietnamese females.

1.7. Structure of Research

Chapter II is about a Literature review about cosmetics consuming behaviors of Vietnamese and foreign consumers before and during distancing. Chapter III consists of research methods, question design, and the data analysis technique. Sample demographics and main results and findings are in Chapter IV. Chapter V includes the conclusion, limitations, and future research recommendations.

LITERATURE REVIEW

The pandemic's spread paralyzed Vietnam's economy and affected the Vietnamese people's lives. Shops for cosmetics and companies in Vietnam must close and Vietnamese citizens must stay at home and not travel for several months, resulting in many behavioral and personal care change. The demand for cosmetics has fallen (Wischhover, 2020). During the COVID-19 pandemic, cosmetics businesses struggled to maintain brand attractiveness and solve inventories. Many makeup shops selling online reported that they faced challenges in time delivery for consumers would be longer than usual. (My Phuong, 2021).

From July to September 2021, when the social distance was the greatest, shippers had difficulty moving merchandise between cities and provinces (Phan Anh, 2021). This literature review gives an overview of cosmetics consuming behaviors of Vietnamese women and international consumers before and during the lockdown. Thematic review is applied.

Used resources for conducting previous research:

ORIGINAL RESEARCH article, Curationis, 31., Google Scholar, International University VNU library website, Fash Text 9, 1, Journal of Islamic Marketing, Polymer Science and Innovative Applications, Wiley online library, Journal of cosmetic Dermatology, Atlantic Marketing Journal, etc

2.1. Conceptual framework

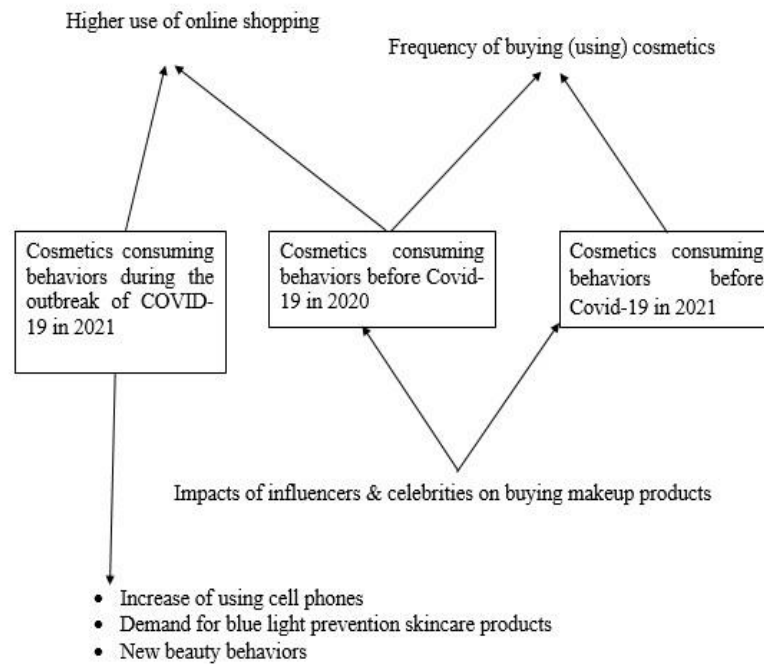


Figure 4. Conceptual framework

2.2. Theoretical framework

Cosmetics

Cosmetics, according to Robin Augustine and Anwarul Hasan (2020), are products that are used to rub on the human body for cleansing, enhancing attractiveness, beautifying, or altering appearance. R.Ramasubramania Raja et al. (2016) also defined cosmetics as substances that are applied to the skin to improve one's look. By looking, smelling, and feeling well, one can improve one's beauty and self-confidence. Color cosmetics are a mixture of chemicals used to enhance the human body's appearance or scent. This category includes cosmetics such as facial make-up, shampoo, nail care, etc. (Ashmita Roy, 2017). Cosmetics are classified in "Figure 5".

Cosmetic classification	Emulsions E.g. Vanishing cream, sun cream, etc.
	Powders E.g. Face powders, eye shadow, etc.
	Stick E.g. Lipsticks
	Oils E.g. Makeup remover oil
	Jelly E.g. Moisturizing gel cream and gel masks, etc.
	Paste E.g. Deodorant paste, whitening paste, etc.
	Cream with rubbing beads E.g. Exfoliating cream

Figure 5. Cosmetic classification (Source: Tannu Saini, 2016)

The cosmetics definition of Ashmita Roy (2017) is used because it mentions color facial cosmetics which are suitable for the author's intended meaning for this study.

Consuming behavior

Consuming behavior means individuals, groups, and organizations use consumption behavior to meet their needs and desires, they select, purchase, and use goods and services. It refers to the way people shop and how they spend their money. motivations behind it in the marketplace. (yourarticlelibrary.com, 2022)

Definition of Louden and Bitta about consuming behaviors is the decision- making process and physical activity when consumers consider, buy, use, or remove goods (yourarticlelibrary.com, 2022). The study applies the definition of Louden and Bitta (yourarticlelibrary.com, 2022) because it has an appropriate description for this research.

Factors Influencing Consumer Decisions

Factors are unique to the purchasing situation such as things that consumer want to purchase and reasons for buying them. There (lumenlearning.com, 2022) (see Figure 6).

Other factors influence consumer behavior	Marketing considerations e.g. product design, price, promotion, packaging, positioning & distribution.
	Individual characteristics e.g. age, gender, education & income level.
	Psychological factors e.g. purchasing motivations, product perception & attitudes toward the product.
	Situational factors e.g. the physical environment at the time of purchase, social surroundings & time factor.
	Social factors like social status, peer groups & family.
	Religion, social class—caste and sub-castes—are all cultural factors.

Figure 6. Factors affecting consumer behavior (Source: questionpro (2022))

Consumer behavior is not constant. The nature of the products can change it. This study's problem is affected by social factors.

Social Distancing

Social distancing is an order imposed by governments saying that people must keep a safe distance (about 6 feet) from others, stay at home and avoid gathering venues such as schools, churches, concert halls, and public transit to prevent infection. (American Psychological Association, 2020).

David Harrison and Hai Thao Nguyen (2022) define social distance as that people are told to stay at home unless they have important business to attend to, such as grocery and pharmacy shopping, emergency medical services, or going to work at businesses that are not shut down. When people need to go outside, they should leave at least two meters between them. Meetings or gatherings of more than two people are not permitted in public locations. Government officials must work from home and not come into the office unless necessary. Individual travel between provinces (including domestic air travel) is confined to essential mobility (which Directive 16 does not define but is understood to include movements such as returning home from work) (mayerbrown, 2022). The definition of David Harrison and Hai Thao Nguyen (2022) is applied for the study as it defines correctly and efficiently that can support the research.

Blue Light Prevention Skincare Products

According to Erin Celletti, they are products that can help the face skin prevent the blue light of electronics and screens. For instance, Chantecaille Blue Light Protection Hyaluronic Serum can hydrate and plump skin while shielding it from the visible effects of blue light pollution (ERIN CELLETTI, 2022).

Blue Light

Blue light, also known as HEV (High Energy Visible) light, is emitted by electronic devices such as tablets, smartphones, and TV. It has been linked to premature skin aging and cancer damage. (Dacy Knight and Olivia Handcock, 2022). It also causes wrinkles and dark spots (ERIN CELLETTI, 2022).

New Beauty Behaviors

New beauty behaviors are actions of foreign consumers during the lockdown like makeup for Zoom meetings and stay-at-home makeup. (Choi, YH., Kim, S.E. & Lee, KH,

2022) The study uses the Theoretical framework below (Figure 7) to construct a structure for answering the two research questions. The framework consists of one independent variable and three dependent variables.

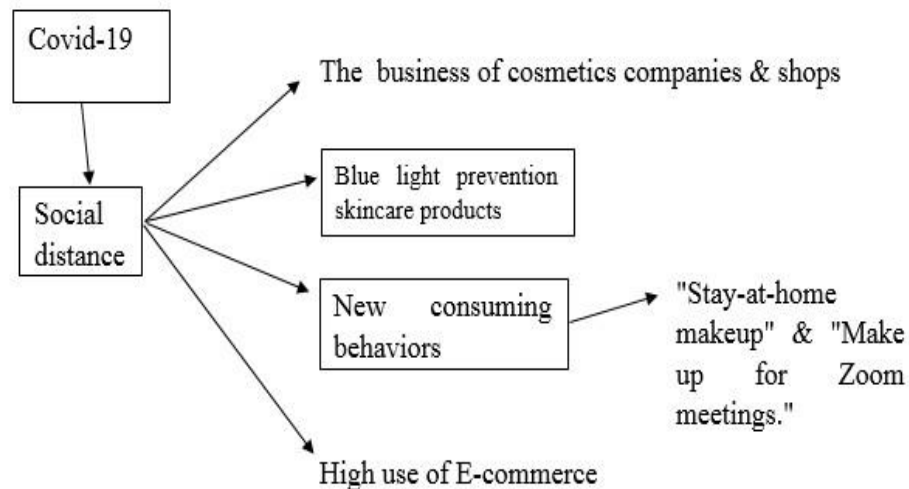


Figure 7. Theoretical framework of the research

2.3. Previous research

There has been some research done on the trend of using cosmetics and cosmetics consumers' behaviors changes of Vietnamese and foreign consumers during the lockdown.

In 2020 and 2021, the QandMe.net website performed studies on the use of cosmetics by Vietnamese. A survey of 458 ladies over 16 in 2020 and another one of 863 males and females in 2021 is conducted. Gardner et al. (2021) used a survey method to gather information on consumers' cosmetics habits, too. On the contrary, Youngsil Ma BA, Ki Han Kwon Ph.D. (2021) used a narrative review of 300–400 references found utilizing representative journal search services like PubMed, Google Scholar, Scopus, etc. (2019–2021). It looked at the relationship between changes in beauty market purchase patterns before COVID-19 and the effects of COVID-19 on lifestyle purchasing patterns. Choi et al. (2022) focused on researching the fluctuation of cosmetics awareness and interest of men and women amid the sickness. A PLS-SEM analysis was used to investigate the impact of infectious disease spread on consumer interest in cosmetic products. Choi et al. (2022) used Python 3.7, NodeXL 1.0.1, and SmartPLS 3.0.

Table 1. Summary Of Previous Research

Authors	Methods applied and sample sizes	Research/ Article Topic
QandMe.net (2020-2021)	2020: Survey method, 458 ladies over 16. 2021: Survey method,	Xu huong tieu dung my pham tai Vietnam 2020 How Covid-19 changed beauty care behavior in

Gardner et al. (2021)	A sample of 1,715 female students at a public university in the Southeastern United States was used in the survey.	The Impact of COVID-19 on the Cosmetic Industry during the pandemic.
Youngsil Ma BA, Ki Han Kwon Ph.D. (2021)	A narrative review of 300–400 references	Changes in purchasing patterns in the beauty market due to Post-COVID-19: Literature review
Choi et al. (2022)	Python 3.7, NodeXL 1.0.1, and SmartPLS 3.0	Changes in consumers' awareness and interest in cosmetic products during the pandemic

Cosmetics Consuming Behaviors Before Covid-19 In 2020

The number of young people aged 16 to 22 wearing cosmetics daily has risen substantially. The results of Q&Me (2020) showed that lipsticks, cushion foundation, and mascara were the most popular makeup item among women. The Vietnam cosmetics industry has developed gradually because of high consumer demand and technological advancements. The most widely used skincare products are facial cleansers (including makeup remover), sunscreen, and moisturizers. Half of the buyers focused on the origin and ingredients of the products. Consumers also followed the makeup styles of celebrities such as Ho Ngoc Ha, Hariwon, etc. (Q&Me, 2020). Gardner et al. (2021) also found that the US cosmetics industry thrived and kept growing in the coming decade due to dynamic industry changes, such as influencer marketing and celebrities launching their makeup lines. (Senn-Kalb, 2020).

Consumers are willing to pay a higher price for higher quality and comfort. The amount of makeup depends on the age of the consumers. 60% of people over 23 take care of their skin daily. Party is the occasion for frequent users (89%). The most famous brands are Nivea (55%), Pond's (51%), The Face Shop (37%), etc. Online websites have become a popular place to acquire cosmetics and primary sources of information. Cosmetics information sources are available on the internet, such as Facebook, official cosmetics sites, YouTube, etc.

Frequency of buying cosmetics of Vietnamese in 2020

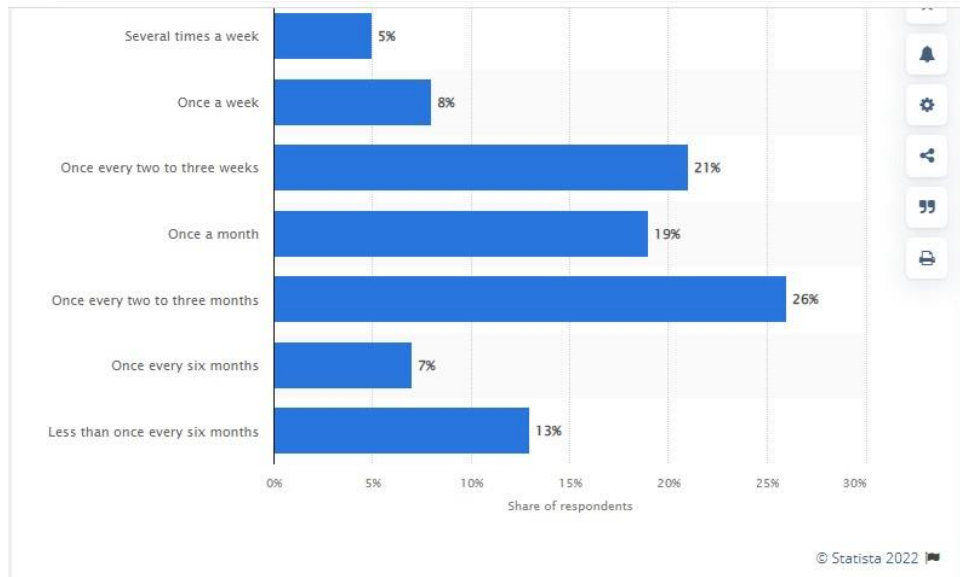


Figure 8. Frequency of buying cosmetics of Vietnamese in 2020 (Source: Statista, 2022)

In Figure 8, the percentage of consumers buying cosmetics was not frequent, which was only once per three months or weeks at the beginning of 2020. However, spending among regular make-up users (once a week or more) has increased by more than 10%. (Q&Me, 2020)

Higher Use Of Online Shopping In 2020



Figure 9. Higher use of online shopping in 2020 (Source: Q&Me, 2021)

The proportion of consumers using online shopping will keep growing to 73% in 2020. (Figure 9) Because of the low prices and positive evaluations, 73 percent of people have used EC to purchase cosmetics. EC has become one of the most popular cosmetics distribution methods. The three most popular web channels are Shopee, Tiki, and Facebook (Q&Me, 2020).

Cosmetics consuming behaviors before Covid-19 in 2021

Vietnamese enjoy the Korean beauty style of shining white and flawless skin. Korean cosmetics brands are most concerned with advertising or K-star ambassadors. The popularity of Korean cosmetics is not only from their high-quality products but also from their eye-catching packaging (business.marketinginasia, 2021). Brand name, price, convenience, color options and trends are five critical factors that influence consumer selection (Gardner et al., 2021).

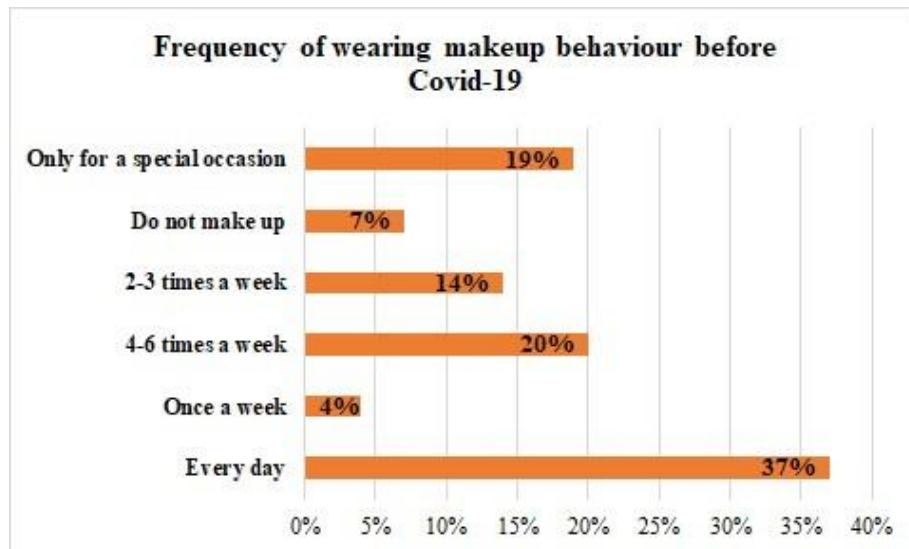


Figure 10. Frequency of wearing makeup behavior of 319 Vietnamese female respondents before Covid-19 in 2021 (Source: Q&Me, 2022)

Impacts Of Influencers And Celebrities In 2021

Consumers purchase cosmetics in big-box stores, beauty stores, drug stores, and grocery stores before COVID-19. In the United States, Ulta Beauty and Sephora beauty stores, as well as Walmart and Target, were the most popular shopping destinations. Selling items of influencers have had a substantial impact on consumer purchases and have raised sales of beauty products. (Youngsil Ma BA, Ki Han Kwon Ph.D., 2021).

Cosmetics Consuming Behaviors During The Outbreak Of COVID-19 In 2021

Decrease of using cosmetics, increase in skincare products use

Consumer perceptions of beauty were influenced by the Covid-19. People are just concerned with survival, food, and medicine during the epidemic. They faced a pandemic-like condition facing mortality, fear, and depression (Lee et al., 2020). The research findings of Youngsil Ma BA, Ki Han Kwon Ph.D. (2021) found that using products of by ladies increased before Covid - 19 because of Wanghong broadcasting's marketing (Wang Hong are popular Chinese influencers on the internet); however, they reduced during Covid - 19. People used sophisticated skincare to keep their skin healthy and clean while protecting themselves from the elements. Functional anti-aging cosmetics and wellness products demand went up as they wanted to make their faces look younger and more attractive.

People felt less of a need or opportunity to apply cosmetics under social distance order. In addition, they must wear masks and personal protective equipment (PPE) to avoid infection. However, masks and PPE could cause acne and peeling skin to rashes and itching. (aad.org, 2022). Therefore, consumers use skincare products more during the pandemic while makeup items are reduced (lipstick and foundation) since the outbreak except for eye makeup, which has a positive impact. It also shows that not all signs point to a downturn in the cosmetics industry. Consumers have a variety of concerns about their appearance in pandemic situations. (Choi et al., 2022). As well as studies by Youngsil Ma

BA, Ki Han Kwon Ph.D. (2021), and Choi et al. (2022), Gardner et al. (2021) discovered that participants used less of each type of cosmetic compared to pre-COVID. For each cosmetic product type, pre-COVID usage was higher than mid-COVID usage, though the decrease was more noticeable in the areas of face, eye, and lip care. During pandemic, consumers who usually use cosmetics are used to not using makeup. They prefer a natural appearance, which may have long-term consequences for the cosmetics industry (Edwards, 2020).

Similarly, Q&Me (2021)'s results were that Vietnamese consumers went out less or encountered fewer people in the Covid-19 period. As a result, 57 percent used makeup less frequently. The percentage of people using cosmetics has decreased.

User typology

User could be broken down into 4 types based their beauty care frequency change

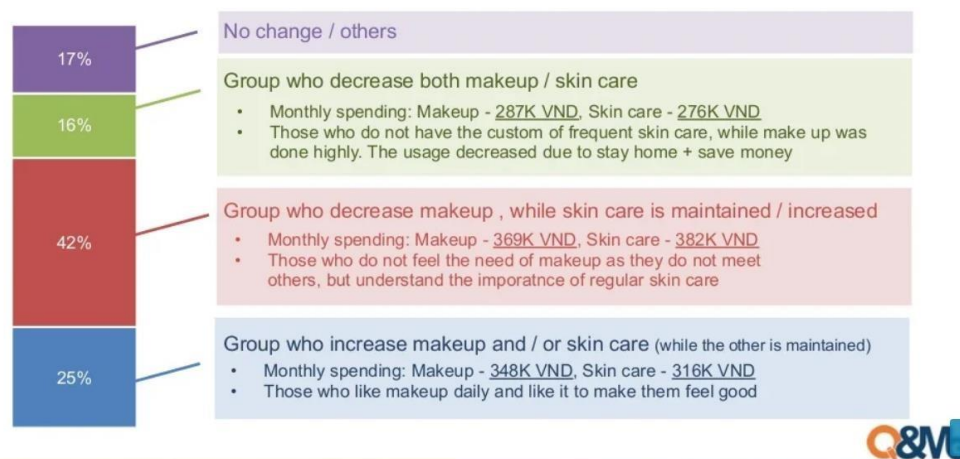


Figure 11. User typology of four groups during pandemic in 2021 (Source: Q&Me, 2021)

Figure 11 illustrates the user typology of four groups during the pandemic in 2021. They are 'no change' group, 'high use of cosmetics and not frequent skincare, but decreasing cosmetics used during the pandemic' group, 'not using makeup frequently but skincare use increased or maintained' group and group who 'loved makeup and skincare products. The proportion of groups who decreased makeup, but increased/maintained skincare use was high, 42%. (Q&Me, 2021).

The group that reduces the amount of makeup and skincare products they use. They have a lower sense of necessity because they are staying at home and trying to save money. "As a result of not going out during Covid-19, the frequency of doing skincare and wearing makeup is lower than before." a twenty-first-year-old lady from HCM City (Q&Me, 2021).

Due to fewer opportunities to socialize or go outside, the group recognizes the importance of regular skincare while also reducing makeup use. "To repair and revitalize my skin, I pay attention to my skincare routine and wore less makeup during the Covid-19." a 26-year-old Ho Chi Minh City woman (Q&Me, 2021).

Those who are most interested in makeup and skincare products during Covid-19 because they like to do makeup in their spare time and understand the importance of skincare. "Every day, I do my makeup and skincare as a matter of course." a 22-year-old woman from Ho Chi Minh City. (Q&Me, 2021).

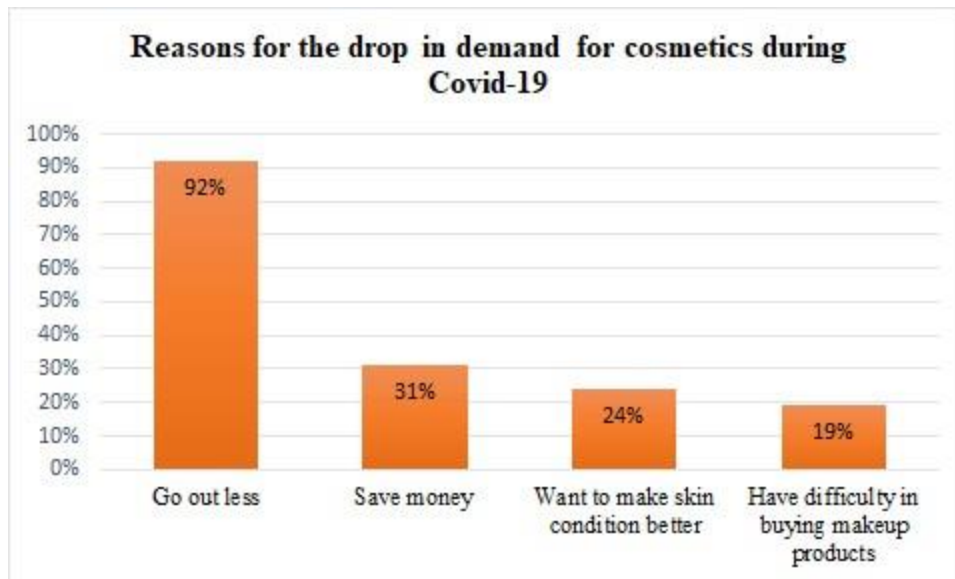


Figure 12. Reasons for the drop in demand for cosmetics during Covid-19 (Source: Q&Me, 2021)

Figure 12 shows why decreasing demand for cosmetics during the social distance that 'go out less' accounted for most (92%).

Increase in buying online, influencers (celebrities) impacts & using cell phones

Consumers have been more fond of online buying channels than purchases in-person to avoid contagious diseases such as COVID-19 and SARS-CoV2. Influential media people became influencers during the COVID-19, which impacted using behaviors. Product promotion and sales rates increase as a result of the widespread use of social media and celebrity marketing. Consumers buy items by looking at, touching, and smelling them directly before the pandemic (Youngsil Ma BA, Ki Han Kwon Ph.D., 2021). As a result of the pandemic, internet activities became more prominent than offline activities, creating consumer demand for many goods.

Because of the rise of Internet buying, contact between manufacturers and consumers have also increased. As a result, it became easier to create tailored cosmetics to match the demands of customers. On the other hand, the markets are currently shifting toward a consumer-oriented environment. Because of the market's diversification and the city's closure, the beauty industry's roles and purposes have changed. The alteration in cosmetics consumption behaviors has been thoroughly examined and shown. (Youngsil Ma BA, Ki Han Kwon Ph.D., 2021)

When consumers spend more time at home and make more video calls, they must adjust their new routines. Through the engagement of social media, web shopping generated significant links with various product purchase behaviors of social media followers, indicating that marketing potential appeals to corporations and brands. (2021) (Youngsil Ma BA, Ki Han Kwon Ph.D.) Cosmetics purchasing patterns are shifting as a result of COVID-19, a rapid transition to a non-contact society. The percentage of non-contact mobile shopping for individualized cosmetics is growing, and mobile cosmetics purchasing will continue to grow significantly in the future. As people's use of cell phones has grown, so has their exposure to blue light. Various wavelengths and durations of blue light can cause oxidative damage to skin cells. (2021) (Youngsil Ma BA, Ki Han Kwon Ph.D.)

Demand For Blue Light Prevention Skincare Products

As a countermeasure to blue light exposure, blue light prevention skincare products are designed to inhibit blue light and prevent skin aging. Blue light prevention skincare products, in contrast to general cosmetics, can have a beneficial effect of blocking blue light.

Blue light protection products are expected to become more popular in the future. (Youngsil Ma BA, Ki Han Kwon Ph.D., 2021).

New Beauty Behaviors During The Pandemic In 2021

Consumers frequently search the Internet for cosmetics and skincare information. On the Internet, there are more activities to learn about and purchase cosmetics that are appropriate for them. Individuals turning to the Internet for skincare advice from experts are becoming increasingly popular. When mask use became critical during the COVID-19 outbreak, sanitary management began. However, consumer behavior and priorities continue to shift.

Consumers' reasons for completely changing their cosmetic purchasing habits include wearing masks and working from home. (Altman, 2020). In the initial stages of the outbreak, demand for cosmetic products decreased, and people developed new beauty habits like "stay-at-home makeup" and "make-up for Zoom meetings," among other things. (Choi, YH., Kim, S.E. & Lee, KH, 2022).

Intention of using cosmetics again after Covid-19 Pandemic

The biggest concern for traditional beauty retailers is that online cosmetic retailers makes more job losses and business closures (Fernandez, 2020). The findings also show that post-COVID intention usage for various cosmetic product types will be similar to pre-COVID levels. The most common type of store visited by participants was a pharmacy after COVID. According to survey results of Gardner et al. (2021), cosmetic consumers will resume their previous behaviors following COVID for eye and lip cosmetics. People indicated they would avoid tinted makeup after COVID - 19, stock up on basic cosmetics while utilizing masks, and avoid buying beauty-related items. Consumers claimed they would use only basic makeup while using masks. (Youngsil Ma BA, Ki Han Kwon Ph.D., 2021).

Conclusion Of Literature Review

Consumers had a demand for buying and using skincare products more than products when the social distance was available compared before. It was because of less going out, skin effects of wearing masks, and survival concerns. Several consumers prefer to buy beauty products on EC, Facebook, Instagram, etc. Choi et al. (2022) believed that the cosmetics industry was still fine thanks to skincare products demand.

Researchers of studies are a Ph.D. candidate at Hanyang University's Department of Clothing and Textiles; doctoral student at the University of Missouri's Department of Textile and Apparel Management; a practical arts student and professor at Dongguk University's Graduate School of Culture and Arts' Division of Beauty Arts Care; a marketing graduate student, an Associate Professor, and a Professor at Middle Tennessee State University, USA; They have had articles published in a number of scholarly journals. These are sources that are recent and relevant to the topic of the current study. They all research how Covid-19 influences cosmetics interests, use, and buying of consumers in the world.

The data is from reputable and trustworthy websites, books, Q&Me Vietnam Market Research, Fash Text 9, 1 (2022), Atlantic Marketing Journal, Polymer Science, and Innovative Applications Book, among other academic journals.

Gaps And Flaws Of The Literature Review

This literature review still has some gaps and flaws that there was no research focused on Vietnamese women's cosmetics consuming behaviors but on foreigners'. For instance, Garden et al. (2022) studied female students at a Southeastern US Public University, Youngsil Ma BA, Ki Han Kwon Ph.D. (2021), and Choi et al. (2022). While the other researchers studied women's consumption habits of makeup products, only Choi et al. (2022) focused on studying the behaviors of both men and women. In 2020, Q&Me.com's research did not uncover how Vietnamese females' cosmetics consumption behavior changed as a result of social distance. The sample research of Garden et al. (2022) was

limited, in which only female students at the southeastern US public university participated. Similarly, the sample size of Youngsil Ma BA, Ki Han Kwon Ph.D (2021) was not clarified. Moreover, there were no predetermined research questions or search approaches. Compared to all research, only Youngsil Ma BA, Ki Han Kwon Ph.D. (2021), Choi et al. (2022), and Kantar (2021) suggested solutions for cosmetics companies to recover after social distance.

Overall, this study's topic is new and about the change in makeup products using habits of Vietnamese women because of the Covid-19 pandemic in 2020 and 2021. It might make readers have questions about how and why they changed.

CHAPTER III METHODOLOGY

In 2020 and 2021, the Covid-19 pandemic harmed Vietnamese health. Furthermore, the social blockade changed the purchasing habits of Vietnamese women, resulting in a decrease in cosmetics demand. (Wischhover, 2020). The revenue of cosmetics businesses has shown no sign of improvement. This study looks into the impact of Covid-19 on makeup consumption habits of Vietnamese women before and during social distance in 2020 and 2021. The qualitative method is used.

3.1. Method of Research Use

The author used the qualitative method based on observations, interviews, and an online survey to investigate cosmetics consumption habits and frequency of use of Vietnamese women in 2020 and 2021. The reason for choosing this method is that it comforts with the lack of specific rules and procedures to conduct the research and the author is better at literary writing skills than technical writing skills.

Observation method

This method reflects its directness and accuracy. The author observed that some Bien Hoa City women less than 30 in the neighborhood did not often wear makeup when the distancing happened in April 2020 and 2021.

Online survey

An online survey was composed of 20 respondents to gain insight into the consuming behaviors of cosmetics use among Vietnamese women. Respondents to the surveys were Vietnamese women aged 19 to 30 from cities in South Vietnam. Vietnamese men and females do not have cosmetics knowledge and women were not chosen to do the survey.

Open-Ended Interview Format

It is used to broaden the scope of its qualitative research formats. The participants must be Vietnamese females and have cosmetics and skincare knowledge.

3.2. Question Design

Questionnaire Of A Survey And An Interview

The survey questions are open-ended, option choices, filtering Likert scale, and closed-end questions. The survey and interview are designed to gather information about cosmetics consumption habits and opinions on using cosmetics of Vietnamese women before and during social distance.

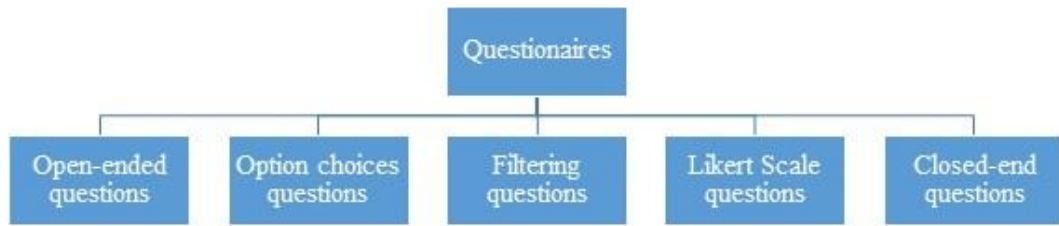


Figure 13. Questionnaire of the online survey & an interview

Nine interview questions including open-ended and closed-ended questions, which took the interviewee five minutes to reply.

The survey questionnaire was designed through Google Form. The URL was sent to respondents through email and Messenger. The questionnaire was administered for five months, from January 2022 to June 2022 and written in Vietnamese. There are 32 multiple choice questions with ready-made answers for the respondents to choose. It was conducted in a way that each question demands an answer. The questionnaire involves two parts.

The first part includes 16 multiple choice questions. The first four questions are the respondents' demography such as age, occupation, salary and working or living place. The second part consists of 15 five points Likert Scale questions:

1. Completely disagree
2. Disagree
3. Uncertain
4. Agree
5. Completely agree

3.3. Data Analysis Techniques

The study applies thematic analysis, an inductive approach and descriptive analysis to answer research questions including how Vietnamese women's cosmetics consumer behaviors have changed because of social distance and ways for businesses to recover from the social distance. Its aims are to compare how Vietnamese women bought and used cosmetics before and during the lockdown in Southern cities, which will help cosmetics companies develop new marketing strategies. Moreover, it contributes to expertise in the field of cosmetics to the benefit of the readers.

Data collection from observations

The author noticed females less than 30 of Bien Hoa City in the neighborhood during social distance in 2020 and 2021.

Data collection from a survey

There were 30 responses collected in February-April 2022. After being collected, they are coded and given themes as in the below table.

Table 2. Coding Data And Themes Of Survey

Survey questions	Selected responses	Code	Themes
<p>Q6. When do you use cosmetics?</p>	<p>“When hanging out and attending parties.”</p> <p>“For going to work or school.”</p> <p>“When face skin has problem”</p> <p>“Use it every night and every day.”</p>	<p>Cosmetics using habits</p>	<p>Cosmetics consuming behaviors before distancing</p>
<p>Q8. What type of cosmetics do you purchase?</p>	<p>“Lipsticks or lip balm”</p> <p>“Makeup remover”</p> <p>“Wrinkle removal”</p> <p>“Whitening cream/ foundation”</p> <p>“Concealers”</p> <p>“Eyeliners or eyebrow pencils”</p>	<p>Commonly purchased cosmetics</p>	<p>Cosmetics consuming behaviors before distancing</p>

<p>Q9. Where do you usually buy cosmetics?</p>	<p>“E-commerce sites.” “Official cosmetics shops”</p>	<p>Shopping offline and online</p>	<p>Cosmetics consuming behaviors before distancing</p>
<p>Q10. How much do you spend on cosmetics?</p>	<p>“From VND 200,000 to VND 500,000.” “Over VND 1 million”</p>	<p>Expenditures</p>	<p>Cosmetics consuming behaviors before distancing</p>
<p>Q11. Which origins of cosmetics do you trust to buy?</p>	<p>“Korea or Japan cosmetics” “The US or the UK” “Vietnam” “Thailand”</p>	<p>Cosmetics origins</p>	<p>Cosmetics consuming behaviors before and during distance</p>
<p>Q12. Which brand of cosmetic products do you usually buy?</p>	<p>“L’Oreal” ”Innisfree” ”Maybelline” ”The Face Shop”</p>	<p>Frequent purchased cosmetics brands</p>	<p>Cosmetics consuming behaviors before distancing</p>

<p>Q13. Why do you purchase a cosmetic brand?</p>	<p>“Complimentary reviews of purchased buyers”</p> <p>”Affordable prices”</p> <p>” Efficient uses”</p> <p>” Clear origins”</p> <p>” Suggestions from friends”</p> <p>” Good samples.”</p>	<p>Criteria for buying cosmetics</p>	<p>Cosmetics consuming behaviors before and during distance</p>
<p>Q15. b: Why don't you use or buy cosmetics during social distancing?</p>	<p>“I was not allowed to go out and meet people.”</p> <p>“I had to save money”</p> <p>“I do not have time.” “I do not have demand for cosmetics”</p> <p>“I do not know how to apply makeup”</p> <p>“I had allergies to cosmetics”</p>	<p>Reasons for cosmetics demand decrease</p>	<p>Cosmetics consuming behaviors during distancing</p>

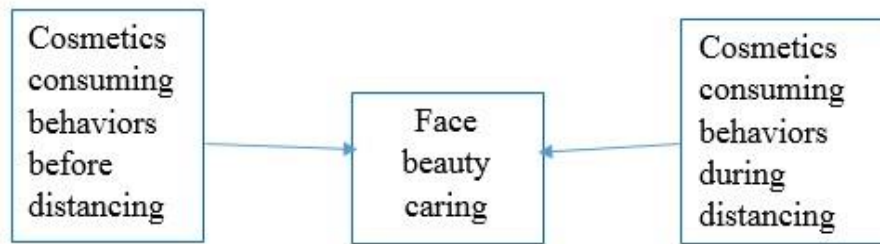


Figure 14. Themes of the research survey

The research follows the six steps developed by Braun and Clarke (2006) which describe how to familiarize yourself with the data, generate initial codes, search for themes, review potential themes, define and name themes, and produce a report. Finding themes were ‘consuming behaviors before distancing,’ and ‘consuming behaviors during distancing’. Both of them focus on face beauty by using cosmetics and skincare products, but they are different about the time. One theme is before social distance and the remaining theme is during social distance. The subtheme is ‘consuming behaviors before and during distance’. The social distance occurred in April 2020 and July-September 2021.

Cosmetics consuming behaviors before distancing themes means how consumers search, choose, buy, and use cosmetics before the social distance order. It primarily focuses on psychology, motivation, and behavior.

Cosmetics consumer behaviors during distancing themes are defined as selection, buying, using, and emotional and mental of consumers about cosmetics during the social distance.

Cosmetics consumer behaviors before and during social distance are the habits of cosmetic selection, purchase, and use that are not changed even before or during the lockdown.

Data collection from the interview

The author invited five survey participants interested in using cosmetics and skincare products to join the interview. Personal interviews were conducted and recorded directly and through Messenger calls from March-April 2022. The interviewees’ info is as follows.

Interviewee 1: Mrs. D in Bien Hoa City, 30 years old, an accountant

Interviewee 2: Ms. T in Bien Hoa City, 25 years old, an office staff.

Interviewee 3: Mrs. H from Bien Hoa City, 35 years old, a housewife.

Interviewee 4: Ms. K, Ho Chi Minh City, 21 years old, a student.

Interviewee 5: Ms. N in Bien Hoa City, 24 years old, a student.

Main themes of the interviews include ‘necessity of using cosmetics during distance’, ‘solutions for cosmetics businesses’ problem’, and ‘concerns of consumers when distancing’. The sub themes are ‘cosmetics consuming behaviors before social distance’ and ‘skincare consuming behaviors before social distance’.

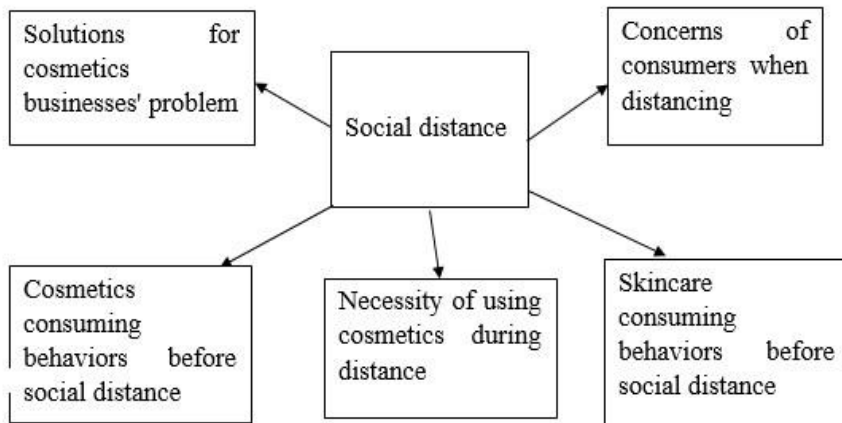


Figure 15. Thematic map of the interview

The necessity of using cosmetics during distance is the need for coloring the face with makeup products like lipsticks, eyeliners, blush, foundation, etc. when the social distance happens. Solutions for cosmetics businesses' problems are the methods for cosmetics businesses to solve the low revenue and bankruptcy problems. Concerns of consumers when distancing are known as things that consumers concentrate on during social distance.

3.4. Sampling procedures

The author used nonprobability sampling (convenience sampling) because it is easy to contact the respondents through email, Facebook messenger, and in person.

Sample size

There are 32 female consumers from 19 years old to 30 and 5 interviewees aged twenty-four to thirties. They are Vietnamese, use cosmetics, and have cosmetics knowledge.

CHAPTER IV DATA ANALYSIS AND FINDINGS

4.1. Sample demographics

The demographic data (age, gender, occupation, income and accommodation) gathered from the online survey and interviews. There are 20 survey respondents and 5 interviewees. The goal of the survey and interview is to collect info on Vietnamese women's consuming habits before and during social distance and their attitudes toward cosmetics use.

Original survey link:

https://docs.google.com/forms/d/e/1FAIpQLSe3PnRg1T5OIIzrzc_OIs2RiBT5WhXe0DUmxhZlfrLtN-23rw/viewform?usp=sf_link

Table 3. Summary of demographic data

	Survey participants (Vietnamese females 19-30)	Interviewees (Vietnamese females 19-35)	Totals
Sample size	20	5	25
Age			
19-25	12	3	15 (60%)
25-30	8	2	10 (40%)
Occupation			
Student	9	3	12 (48%)
Official staff	10	1	11 (44%)
Teacher	1	0	1 (4%)
Housewife	0	1	1 (4%)
Income			
Less than VND 3 million	5	2	7 (28%)
From VND 3 million to VND 4 million	6	2	8 (32%)
Greater than VND 5 million	9	1	10 (40%)
Accommodation			
Ho Chi Minh City	12	1	13 (52%)
Bien Hoa City	6	4	10 (40%)
Di An City	1	0	1 (4%)
Phu Quoc District	1	0	1 (4%)

Age and gender: Survey participants and interviewees are Vietnamese women aged 19 to thirties. They are all from the Southern cities of Vietnam. Vietnamese men and women who do not use cosmetics and have cosmetics do not do the survey and the interviews.

Occupation: Students, official staff, a housewife, and a teacher.

Income: Respondents earn less than VND 3 million, VND 3 million to VND 4 million, and VND 5 million or more.

Accommodation: Ho Chi Minh City, Bien Hoa City, Di An City, Phu Quoc.

4.2. Main survey & interview findings

Observation findings

The author noted that some Bien Hoa City women less than 30 in the neighborhood did not often wear makeup when the distancing happened in April 2020 and July- September 2021 as they spent much time at home without going elsewhere. Hence, makeup was unnecessary to them.

	Key findings	
	Before distancing	During distancing
Cosmetics & Skincare products consuming behaviors	<p>Frequent use cosmetics group</p> <p>Respondents have high demand and use cosmetics frequently when hanging out, attending parties, going to work or school & when face skin has troubles.</p>	<p>Not using cosmetics group Reasons: not allowed to go out and meet people, had to save money, had allergies to cosmetics, not have time, not have demand for cosmetics, not know how to apply makeup, & not have a demand for makeup.</p>
	<p>Less use cosmetics group</p> <p>Use E-commerce sites (Lazada, Shopee, Tiki, etc.) & go to official shops to buy cosmetics.</p>	<p>Use cosmetics group Reasons: Some respondents working from home wore lipstick and eyeliners when presenting online and having video calls.</p> <p>Practice makeup skills through videos of influencers. Some respondents are used to using makeup products daily.</p> <p>Use skincare products group</p> <p>Only use E-commerce sites to buy cosmetics</p>

	Buy skincare products on E-Commerce sites & at official stores	<p>Use E-commerce sites to buy skincare products group</p> <p>Not buy skincare products at E-commerce sites group</p>
<p>Unchanged cosmetics & skincare consuming behaviors pre & during lockdown</p>	<p>Respondents looking for cosmetics have complimentary reviews from purchased buyers, affordable prices, efficient uses, clear origins, recommendations from friends, good quality and samples before deciding to buy products.</p> <p>Korea, Japan, the US, the UK, Vietnam, and Thailand are trusted countries where respondents buy cosmetics and skincare products.</p> <p>Use E-commerce sites for buying cosmetics and skincare products.</p> <p>Use skincare products</p> <p>Respondents believe Vietnamese women prefer fragrance and non-irritating cosmetics with natural ingredients.</p> <p>Vietnamese women frequently educate themselves about cosmetics through websites, social media platforms, television commercials, and YouTube videos, among other sources.</p>	
<p>Opinions of respondents</p>	<p><i>Whether respondents prefer affordable cosmetics over expensive high-end cosmetics?</i></p> <p>It depends on what kind of cosmetics. If they can satisfy the</p>	

<p>about cosmetics</p> <p>use when pandemic</p>	<p>criteria of buyers but not based on price, respondents will decide to buy.</p> <p>Attractive cosmetic packaging can influence respondents' purchasing decisions.</p> <p>Price influences cosmetic purchase decisions, according to many respondents.</p> <p>Vietnamese women are willing to pay more for cosmetics to have more beautiful skin.</p> <p>Korea and Japan are countries respondents think of first about cosmetics products.</p> <p>Some respondents were not sure about using cosmetics and skincare products for Vietnamese consumers amid social distance because healthcare, food stores, and Vietnam's economic growth are things respondents care about most.</p> <p>Some respondents believe that wearing makeup during lockdown is unnecessary.</p>
<p>Suggestive solutions for cosmetics shops and businesses</p>	<p>Give promotions, discounts and hold lucky draws.</p> <p>Produce sanitary, hygiene, and so-called trouble-care products.</p> <p>Change from traditional stores to E-commerce sites.</p> <p>Do PR activities: e.g., Give product samples for new customers.</p> <p>Calling to consult suitable cosmetics for old customers or using emailed newsletters to promote cosmetics businesses and keep them up to date on new products.</p> <p>Using social media to attract the attention of journalists and track journalists who cover the cosmetics industry.</p> <p>Develop TV advertorials</p>

	<p>Instagram, Youtube ads, Google ads) and find celebrities (or influencers) work as ambassadors for cosmetics brands. (business.qld, 2020)</p>
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Table 5. Results of online surveys

Survey questions	Frequency of the choices over 20 participants	Selected responses	Code	Themes
Q6. When do you use cosmetics?	14 11 5 1	“When hanging out and attending parties.” “For going to work or school.” “When face skin has problem” “Use it every night and every day.”	Cosmetics using habits	Cosmetics consuming behaviors before distancing
Q8. What type of cosmetics do you purchase?	18 10 3 10 7 14	“Lipsticks or lip balm” “Makeup remover” “Wrinkle removal” “Whitening cream/ foundation” “Concealers” “Eyeliners or eyebrow pencils”	Commonly purchased cosmetics	Cosmetics consuming behaviors before distancing

Q9. Where do you usually buy cosmetics?	14	“E-commerce sites.”	Shopping offline and online	Cosmetics consuming behaviors before distancing
	18	“Official cosmetics shops”		
Q10. How much do you spend on cosmetics?	14	“From VND 200,000 to VND 500,000.”	Expenditures	Cosmetics consuming behaviors before distancing
Q11. Which origins of cosmetics do you trust to buy?	19	“Korea or Japan cosmetics”	Cosmetics origins	Cosmetics consuming behaviors before and during distance
	11	“The US or the UK”		
		“Vietnam”		
Q12. Which brand of cosmetic products do you usually buy?	13	“L’Oreal”	Cosmetics brands	Cosmetics consuming behaviors before distancing
	14	”Innisfree”		
	9	”Maybelline”		
Q13. Why do you purchase a cosmetics brand?	17	“Complimentary reviews of purchased buyers” ”Affordable prices”	Criteria for buying cosmetics	Consuming behaviors before and during distance

	16	"Efficient uses"		
	13	"Clear origins"		
	12	"Suggestions from friends"		
	1	"Good samples."		
Q15. b: Why don't you use or buy cosmetics during social distancing?	14	"I was not allowed to go out and meet people." "I had to save money" "I do not have	Reasons for cosmetics demand decrease	Cosmetics consuming behaviors during distancing
	7	time."		
	3	"I do not have demand for cosmetics"		
	1	"I do not know how to apply makeup" "I had allergies to cosmetics"		

The selected answers are particular and appropriate. According to Table 1, the 'cosmetics consuming behaviors before distancing' theme comes up several times. When asked about when participants used cosmetics, the respondents chose "when hanging out and attending parties, going to work or school, when face skin has a problem, in the spare time, use every night and everyday." It demonstrates that Vietnamese women value their

appearance, as evidenced by their frequent use of makeup and high demand for cosmetics prior to social distance.

Before distancing, most respondents prefer to purchase color cosmetics such as "lipsticks or lip balm, makeup remover, eyeliners or eyebrow pencils, whitening cream or makeup foundation". "E-commerce and official cosmetics shops" are the most preferred options for purchasing cosmetics before lockdown. Participants like to use E-commerce platforms for hunting discounts and promotion codes. Furthermore, when broken down by product category, consumers are more likely to buy makeup in brick-and-mortar stores, as more shoppers are likely to make a bolder decision after testing products in person (Ashley Song, 2017). However, Vietnamese changed to online shopping, which grew in popularity in the first half of 2020 during social distancing. (Xinhua, 2020)

Depending on income, survey participants spend less or much on cosmetics. The findings show that a lot of respondents paid "from VND 200,000 to VND 500,000" for makeup products. Most answers to which brands of cosmetic products that respondents usually buy are "L'Oreal, Innisfree, Maybelline, The Face Shop." Table 1 shows that Vietnamese women prefer to use well-known cosmetics brands from countries such as France, the United States, Korea, and Japan.

'The consumer behaviors during the distancing' theme appear one time in Table

1. The reasons for not using or buying cosmetics during social distancing given by responders are that they were "saved money, not allowed to go out to meet people, not have demand for cosmetics and they do not have a demand for them." It demonstrates that when social distance occurs, cosmetics are not required.

'Consumer behaviors before and during the social distance' subtheme was repeated once. "Korea or Japan cosmetics, the US or the UK, Vietnam, and Thailand." are reliable countries of consumers because of the reputation for quality makeup products. Participants keep this preference before and during the lockdown. Another question is why respondents purchase cosmetics brands. They choose cosmetics for "Complimentary reviews of purchased buyers, affordable prices, efficient uses, clear origins, suggestions from friends, and good samples."

Personal (age, gender, culture, etc.) and social factors influence consumer purchasing decisions (family, friends, education level, social media, and income) (omniconvert, 2022). There are many reasons consumers should think carefully before buying, such as avoiding buying unneeded, fake, or poor-quality products.

Descriptive analysis

The research is backed by one quantitative tool, descriptive analysis. The answers are described with frequency analysis. The survey includes three closed-end questions in part I and fourteen Likert scale questions in part II.

Closed-end data

When asked whether respondents prefer affordable products over expensive high-end products, the answer "it depends on the types of cosmetics" makes up the majority. It means respondents will purchase suitable products for their skin, abilities, and criteria but not in terms of cheap or expensive.

When asked if respondents were using and buying cosmetics during social distancing, they answered "yes" nine times and they chose "not often" six times. "Yes" answers are most chosen means that they buy (or use) cosmetics online during the social distance. It is a way to ease the mood temporarily during the lockdown.

When consumers are separated for an extended period of time, they are more likely to experience negative emotions such as apathy, loneliness, and annoyance (moit, 2021). The ones who answered "not often" means they did not appreciate using cosmetics when the pandemic happened.

Respondents picked "yes" fourteen times and both "not often" and "no" only six times when asked if they used (or bought) skincare products like moisturizers, masks, and serums during social distancing. It demonstrates that most consumers appreciate skincare, so skincare products were in higher demand amid social distance.

Likert scale data

Respondents were "not uncertain" eleven times about "if Vietnamese women rarely used and did not buy cosmetics during social distancing." Six times "agree" and five times "completely agree" with this statement because of Directive No. 16, Vietnamese were not allowed to go outside for events and meet people. However, there are four times "disagree" and twice "completely disagree". These respondents think Vietnamese women still use cosmetics as they work from home amid the isolation. They wore lipstick and eyeliners when presenting online and having video calls. Another reason for using color cosmetics at home is to practice makeup will help their makeup skills become proficient by learning through makeup tutorial videos of bloggers and makeup artists like Chloe Nguyen, Goc Cua, Ty Le, etc. (Bao Tran, 2021).

"Vietnamese women use skincare products more when social distancing". Six respondents who were unsure about this. Respondents were concerned about healthcare and the country's economic development (Phan Anh, 2021), which explains why respondents were not sure about using cosmetics and skincare products of Vietnamese consumers during the lockdown. On this question, they "agree" seven times and "completely agree" six times because they agree that Vietnamese women value having beautiful, smooth, and clean face skin and care more about maintaining it.

Respondents nine times "agree", "completely agree" five times, and "disagree" four times that they "buy cosmetics through electronic websites like Lazada, Shopee, Tiki, etc. when the lockdown happened". Respondents can only buy cosmetics through the EC because of Directive No. 16. Other respondents disagree with buying this question because they did not have a demand for cosmetics, the Directive. No. 16 prevents shippers from delivering products and cosmetics shops from running out of demanded cosmetics products. (vnanet, 2021).

The results of the question "does E-commerce make purchasing cosmetics more convenient and faster?" There are eleven times when participants "agree" and eight times when they "completely agree." It demonstrates that consumers trust E-Commerce sites like Shopee, Lazada, and Tiki.

While respondents chose "uncertain" eight times, others chose "completely agree" six times and "agree" four times when asked if using cosmetics by Vietnamese women is necessary during social distancing. Other respondents chose "disagree" five times and "completely disagree" twice. Some believe that putting on makeup during lockdown is no need and while others think that it is fine. Daily using cosmetics is their routine pre-Covid 19 and it brings them a sense of confidence and happiness. When it comes to how to approach beauty in these troubled times, there is no right opinion. (Leah Chernikoff, 2020)

Another question asked respondents if their need to buy cosmetics will increase when the social distancing order ends. Seven times they "agree", six times "completely agree" and four times "uncertain". Respondents who agree that they have cosmetics using habits pre-Covid 19 will continue to use them again after social distance. However, the cosmetics consuming behaviors of other respondents may be changed. The Power Reviews study found that the majority of Americans (56%) are more concerned about skin care now than they were before the Covid - 19. At the same time, many consumers are reducing their makeup usage. (Premium Beauty News, 2021),

Respondents "agree" seven times and "completely agree" ten times with "Vietnamese women prefer cosmetics containing natural ingredients" Because they believe that natural cosmetics are good for the skin and the environment, and they make people feel assured. (laboratoires-biarritz, 2022). "Fragrance and benign cosmetics are more favored." As they make consumers feel good and safe, respondents "agree" six times and "completely agree" eleven times. (air-aroma, 2012).

About the question "if price affects cosmetic purchase decisions", participants "agree" eight times and "completely agree" four times. Because the higher a product's price is, the fewer units it sells, pricing impacts greatly on consumers' purchasing decision. (Sadiq M. W. et al., 2020).

"Vietnamese women often self-learn about cosmetics through websites, social networks, TV ads, Youtube, and other means," respondents picked nine times. These tools are fast ways to search for cosmetics info and reviews of already used consumers. "Tapchilamdep.com, cosdna.com, tu dien lam dep.org, and callmeduy.com" are reliable sites that help buyers analyze cosmetics ingredients, pros, and cons and distinguish genuine from fake products. (Mai Thanh Duy, 2021) Ten times participants "agree" and five times "completely agree" that "Vietnamese women are willing to pay more for cosmetics to have more beautiful skin." because the value of cosmetics is worth their price, or the need is urgent. (Tim Stobierski, 2020)

"Are Korean and Japanese cosmetics the first brands that come to your mind among cosmetic brands?" Respondents "completely agree" nine times and "agree" six times. There are many reasons why consumers love to use their products. For example, Korea and Japan are well-known for their quality and safe cosmetics and skincare products. All ingredients in their products are carefully selected, modern production technologies are applied, and products are prepared in laboratories meeting international standards (we-xpats, 2020). Besides, prices are suitable with quality, and their unique packaging design makes a strong impression on consumers. (coanmy, 2020)

Respondents "agree" eight times and "completely agree" four times when asked if "beautiful cosmetic packaging attracts you to buy?" The consumer's first impression of a product is formed by its packaging. It is one of the most influential factors in their purchasing decision (Sarah Mooney, 2021)

With the question "if cosmetic companies should have promotions, discounts, lucky draws, etc. to stimulate demand," 12 times "agree" and five times "completely agree." Because so many people support these methods, they should be in the marketing strategies of low-profit cosmetics companies.

Interviews findings

In 2020 and 2021, the Covid-19 epidemic leads to social distance in cities of Vietnam and other countries in the world. It changes the living habits and cosmetic consuming behaviors of all consumers including Vietnamese. Before the social distancing order, Vietnamese women used cosmetics on special days, and at parties and used them daily when going to work.

However, in the interviewees' opinions, using cosmetics during social distance is unnecessary. Social distance orders made them stay at home and not go out, so cosmetics use was not much. They found that there is no need to use cosmetics and moved to use skincare products more like facial masks, serum, whitening and moisturizing cream to keep their face clean, smooth, healthy and moisturized. Some extracts of interviewees are as follows.

"When distancing, they worked online and stayed at home most of the time, so it is necessary for them to use skincare products rather than bold makeup. They can use face cream, so their skin will be whitened, smooth and tightened. They did not have to wear makeup much when they were at home, so using makeup products is not needed." Mrs. D answered.

"Yes. During a pandemic, women should use skin care products to keep their faces looking youthful and healthy." Ms. T answered.

"It is not necessary because women did not go out very often and wore masks." As a result, cosmetics are not required." Ms. N answered.

The number of infectious people kept growing; therefore, all Vietnamese people worried about the health of themselves and their families. The social distance lasted for months in 2020 and 2021, so Vietnam's markets had to close, the food price became expensive, and necessities were rare. Vietnamese people had difficulty buying things and were short of socializing. Female interviewees also had the same answers that they were concerned about health, food stores, and how to purchase necessities instead of using cosmetics.

"Because my family has many children, it is difficult to buy food during distance, so buying food comes first." Mrs. H said.

"When distancing, health is the most important. We had to prevent Covid-19 infection. The second important thing is sufficient food stores as I could not go out to buy food. Beauty care is not important." Mrs. D said.

"Mental health," Ms. N replied. "Because I have a background disease, I am concerned about Covid-19 infection and need to be more cautious. I'm also worried about food stores."

The isolation had an impact not only on Vietnamese people's lives, but also on cosmetics stores and companies. During and after the COVID-19 pandemic, they struggled to keep their brand appeal, and their revenue kept falling. (adjust.com,

2020). After interviews, interviewees have opinions on solutions for these businesses to gain revenue, such as selling products online, giving promotions or discounts, and producing sanitary products. The reasons are many consumers use technology devices, tend to buy affordable products, and need sanitary products to avoid Covid-19 infection.

"Companies should have discounts and promotions for women to maintain brands." Mrs. H said.

"They have to do public relations activities," Mrs. D explained. [pause] Give new customers samples, discounts, and care for existing customers, and find brand ambassadors."

"I see that there are no cosmetics shops that had to close because they changed to sell products on e-commerce sites. It will be good for them." Ms. N. said

Recommendations for cosmetics businesses after the social distance

Beauty companies have begun to make marketing tactics that deliver one-on-one customer care without lowering client satisfaction with standardized items. (Youngsil Ma BA, Ki Han Kwon Ph.D., 2021). Cosmetics companies should place a greater emphasis on sanitary, hygiene, and "trouble-shooting" products. Despite the pandemic's spread, consumers regard their social selves and self-esteem as important as skincare, so a niche cosmetics strategy is required to let customers portray their own identity. (Choi et al., 2022)

According to Kantar (2021), beauty brands must grasp new consumer expectations and habits and adjust to how their markets have developed to stay competitive. They should, in particular:

- Examine their product portfolio and innovation to adopt a broader viewpoint that satisfies consumer demands for safety, health, and environmental management.
- Create and demonstrate good value, for example, by enhancing efficacy and functionalities or incorporating new technologies to provide value-seekers a cause to buy.
- Adapt messaging to highlight health advantages, active chemicals, or scientific or medical qualifications. Create an e-commerce platform for them. For example, they may make shopping easier and more routine by increasing delivery and creating supporting infrastructure and payment systems.

- Reach customers online by addressing their beauty missions - learn about the many sorts of missions and how each platform addresses them to determine which are the fittest for the brand to enter.
- To maximize visibility and availability, create a consistent and complimentary online-to-offline (O2O) experience.

According to Amaryllis Liampoti, Head of Partnerships & Growth at BCG Digital Ventures, cosmetics businesses need to understand new user behaviors as much detail as possible to be successful. Marketers ought to have a way to capture, understand, and predict the needs and requirements of their customers regularly and proactively. They should apply new marketing strategies and use advertising messages by consumer feedback, personal preferences, and tastes.

Marketers should use machine learning in a completely new way to achieve "dynamic and targeted user segments." If there is the support of data-driven technology, capable of taking advantage of the information and delivering humane messages, it is enough to boost campaign effectiveness, and optimize automation. In real-time, to keep up with changing consumer tastes.

Businesses with data-driven workflows will understand what users are having problems with and solve that problem. They will achieve two objectives: creating a popular product (and brand) and generating new revenue streams. (Anne Verhoeven, 2020)

Conclusion: Before social distance, Vietnamese women frequently used and bought cosmetics for going to school, work, and parties. However, social distance made them have less demand for cosmetics products but increased the use of skincare products. The number of consumers buying beauty products online kept growing. Participants and interviewees also agreed that using cosmetics during social distance was unnecessary because they were at home most of the time, wore masks, and went out less to meet people. Moreover, they paid more attention to health, food stores, and saving money for necessities.

Many participants suggested that cosmetics businesses should produce sanitary products, change to selling products on E-Commerce sites, do PR activities, communicate with old consumers to consult for suitable products, and so on. Another way was to use machine learning in a completely new way.

CHAPTER V CONCLUSION AND RECOMMENDATION

5.1. Conclusion

The study has the same findings with previous research. It found that social distance lowered the revenue of cosmetics businesses and changed the cosmetics using habits of consumers compared to before the lockdown. Based on the qualitative methods, Vietnamese females less used cosmetics but increased their use of skincare products during the isolation. The reasons were that they spent much more time at home and were not allowed to go outside and travel. Moreover, the solution for cosmetic companies having revenue troubles after the pandemic is to establish marketing strategies such as increasing advertisements on media and social networks, giving customers samples, inviting influencers or celebrities to be brand ambassadors, promotions and discounts, etc.

Literary writing is applied over technical writing because it comforts a lack of specific rules and procedures to conduct research. The expected findings of the research are that many people used skincare products during distancing, preferences of using and buying beauty products, and effective ways for solving cosmetics businesses' low revenue.

As a result, the findings of the research matched expectations. The research has contributed to readers about how social distance influenced cosmetics usage habits of Vietnamese females aged nineteen to thirties and solutions for marketers of cosmetics businesses to solve low revenue after the lockdown.

5.2. Limitation and Recommendation for further research

5.2.1. Limitation

There are a few limitations in the study that should be mentioned. The procedure was time-consuming as it took weeks to collect info and interpret answers. Another issue is the limited number of interpretations available. The survey participants and interviewees are mostly Vietnamese women consumers in the Southern cities of Vietnam. Moreover, other reasons for the survey and interviews' answers were not discovered. The survey still lacks questions to compare cosmetics consuming behaviors of respondents before and during the lockdown.

5.2.2. Recommendation for further research

Future research is suggested to study topics such as cosmetics consuming behaviors of Vietnamese women consumers of the North and the South in Vietnam before and during lockdown, cosmetics, and skincare products consumption preferences of Vietnamese men and women in South Vietnam in 2021, and how the beauty market recovers after Covid-19 in the South of Vietnam. Future research should include a much larger sample of both Vietnamese men and women participants from across the country, to ensure that attitudes and behaviors of a larger population are consistent and other methods are suggested for the research like quantitative methods, experiments, mixed methods, theories, etc.

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