

Factors affecting consumers repurchase intention toward skincare cosmetics among college students

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Abstract

This study scrutinized the factors that influence repurchase intention of skincare cosmetics among college students in Panabo City, Davao del Norte. It specifically looked at customer attitude, brand reliability, product description clarity, and retailer trust, as well as their link to repurchase intention. The study used a descriptive-correlational design with 381 respondents selected using simple random sampling, guided by the Theories of Planned Behavior, Expectation Confirmation Theory, and the Theory of Reasoned Action. The findings demonstrated that customer attitude, clarity, and trust in retailers had a substantial impact on repurchase intention, whereas reliability did not. The findings emphasize the significance of maintaining product quality, open communication, and good retailer-consumer connections to keep loyalty.

Keywords: customer attitude, reliability, clarity, trust, repurchase intention, skincare cosmetics

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1. Introduction

Customers that are dissatisfied share their experiences online, which strongly influences their friends repurchase decisions (Nguyen et al., 2021). Price sensitivity further influences consumer loyalty, with students being especially influenced by cost and marketing (Lin et al., 2022). Poor service quality and a lack of trust undermine brand loyalty, particularly among younger consumers who prioritize convenience and transparency (Lee & Choi, 2019; Al-Debei & El-Haddadeh, 2020).

Understanding brand reliability, customer attitude, product description clarity, and retailer trust is critical for firms looking to foster long-term loyalty. In the digital age, when options abound, customer retention has become a greater issue than acquisition. Marketing strategies must now be aligned with growing consumer expectations, particularly in terms of transparency and sustainability (Li & Zhang, 2024). Despite existing research on repurchase intentions, a significant gap remained in understanding how these factors affected consumers repurchase intentions among college students. Previous studies explored repurchase intention but examined different factors. For instance, Kim et al. (2019), in their study "The Role of Customer Satisfaction and Trust in Repurchase Intention," focused primarily on satisfaction and trust as predictors but did not account for emerging variables like customer attitude, reliability, and clarity, which became increasingly relevant in marketplaces. These gaps underscored the need for a more holistic approach to understanding the complex and evolving factors that influenced repurchase intention.

Purpose of the Study - The purpose of this study was to identify the key factors that have a substantial impact on college students repurchase intentions for skincare cosmetics at Davao del Norte State College.

Research Objectives

- To analyze customer attitudes, dependability, product description clarity, retailer trust, and repurchase intention.
- To investigate the links between these independent variables and repurchase intentions.
- Determine which factors strongly predict repurchase intention.

Research Hypothesis - The null hypothesis (H_0) claimed that there are no significant factors affecting DNSC students' inclination to repurchase skincare products.

Theoretical Lens - This study was based on Ajzen's (1991) Theory of Planned Behavior (TPB), which states that attitudes, norms, and perceived control influence intention which in turn impact behavior. Oliver's (1980) Expectation Confirmation Theory (ECT), which emphasizes satisfaction from expectation-experience alignment, and Fishbein and Ajzen's (1975) Theory of Reasoned Action (TRA), which emphasizes attitudes and norms as drivers of behavioral intentions, both lent support to this.

2. Review of Related Literature

Customer satisfaction and trust are regularly identified as important determinants of repurchase. Kim et al. (2019) found that favorable post-purchase experiences boost repeat purchases, whereas Singh and Pandey (2022) underlined that trust in both the brand and the retailer fosters long-term loyalty, particularly in competitive online markets. However, inadequacies still exist in the post-pandemic society. Li and Zhang (2024) stated that confusing product descriptions and evolving consumer sentiments weaken trust and discourage repurchases.

Today’s consumers are more concerned with authenticity, safety, and ethical methods, leading businesses to reconsider their strategies.

Recent studies have also highlighted the importance of transparency, performance reliability, and peer influence in skincare purchases. Mashur et al. (2019) discovered that honest marketing fosters trust, but Huong et al. (2024) discovered that peer influence through social media greatly influences young consumers’ decisions. Reliable product performance helps to maintain loyalty because missed expectations can easily propagate negative word-of-mouth online. Overall, the literature suggests that, while satisfaction and trust are still important, new criteria such as transparency, information clarity, and customer attitude are increasingly affecting repurchase behavior in the post-pandemic marketplace.

3. Research Design

A quantitative descriptive-correlational design was used to investigate the associations between the independent variables and repurchase intentions.

Respondents - The respondents were 381 DNSC students selected using Slovin’s algorithm from a population of 7,926. The criteria included being at least 18 years old, being a legitimate student, and having previously used skincare cosmetics.

Sampling - Simple random sampling was used to ensure fair representation across the student population.

Instruments - The questionnaire was adapted from Huong et al. (2024), covering: customer attitude, brand reliability, clarity of product description, trust in retailers, and repurchase intention. It was validated by experts for content accuracy and pretested prior to full distribution.

Data Analysis - Mean: measured levels of variables, Pearson’s r: tested relationships, and regression analysis: identified significant predictors

4. Results and Discussion

Level of Customer Attitude - Table 1 reveals that DNSC students had a favorable opinion toward skincare cosmetics (M = 4.03, SD = 0.72). Students evaluated cosmetics positively, believing they were successful in improving looks and masking flaws.

Table 1
Level of Customer Attitude

Attitude	Mean	SD	Description
Using skin care cosmetics regularly improves my skin problems.	4.03	0.89	High
Skin care cosmetics improve my appearance.	4.18	0.84	High
Skin care cosmetics slow down my aging process.	3.95	0.88	High
Skin care cosmetics can aggravate existing medical conditions of my skin.			
Using skin care cosmetics is often costly for me.	4.09	0.88	High
Using skin care cosmetics helps conceal my skin imperfections.	4.15	0.88	
Overall	4.03	0.72	High

Legend: 1.00 – 1.79 Very Low 1.80 – 2.59 Low 2.60 – 3.39 Minimum 3.40 – 4.19 High 4.20 – 5.00 Very High

This aligns with Chang et al. (2020), who emphasized the role of self-image improvement in consumer loyalty. This underscored the need for manufacturers to emphasize the benefits of their products in marketing strategies to attract and retain customers.

Level of Reliability - The reliability was judged high (mean = 3.92, standard deviation = 0.65). Respondents were more likely to trust pharmacy counters and respected stores than online vendors.

Table 2
Level of Reliability

Reliability	Mean	SD	Description
Skin care cosmetics are trustworthy products for me.	3.84	0.86	High
I trust online retailers when buying skin care products.	3.49	0.91	High
I trust buying skin care cosmetics at reputable cosmetic stores.	3.97	0.77	High
I believe in the quality of skin care cosmetics at pharmacy counters and pharmacies.	4.11	0.79	High
I trust the brand's authenticity in terms of ingredients, origin, ...	4.08	0.83	High
I believe, promoted information about skin care cosmetics and effectiveness when using are consistent.	4.03	0.82	High
Overall	3.92	0.65	High

Legend: 1.00 – 1.79 Very Low 1.80 – 2.59 Low 2.60 – 3.39 Minimum 3.40 – 4.19 High 4.20 – 5.00 Very High

This supports Lee et al. (2019), who found product quality and brand association as determinants of repurchase. Additionally, the study by Lee and Goh (2019) stated that university students' purchase intentions toward skincare products were positively influenced by brand association and perceived quality, underscoring the importance of reliable product performance.

Level of Clarity - The product descriptions were quite clear ($M = 4.01$, $SD = 0.73$). Students underlined the need for clear, transparent product information. This indicated that the level of clarity affecting consumers' repurchase intention toward skincare cosmetics among college students was often observed.

Table 3
Level of Clarity of Product Description

Clarity	Mean	SD	Description
The clarity of media has a positive impact on my trust in skin care cosmetics.	3.93	0.85	High
Information on skin care cosmetics is clear and easy that I can understand.	4.08	0.79	High
Overall	4.01	0.73	High

Legend: 1.00 – 1.79 Very Low 1.80 – 2.59 Low 2.60 – 3.39 Minimum 3.40 – 4.19 High 4.20 – 5.00 Very High

This aligns with Ling (2019), who highlighted the role of detailed product descriptions in increasing purchase confidence. The findings suggested that when brands effectively communicated product details, such as ingredients, benefits, and usage instructions, consumers were more likely to trust and purchase those products.

Level of Trust in Retailers - Trust in retailers was **high** ($M = 3.94$, $SD = 0.68$). Students valued transparency and safety guarantees from retailers. This implied that students had confidence in the reliability, credibility, and integrity of the retailer. This trust likely enhanced their willingness to repurchase skincare cosmetics, as they felt assured of product quality and a positive buying experience.

Table 4
Level of Trust in the Retailers

Trust in the Retailer	Mean	SD	Description
Retailers provide complete, consistent, and accurate information about their products.	3.91	0.80	High
The retail facility is fully capable of satisfying my needs when I come to buy skin care cosmetics.	3.91	0.80	High
The retailer guarantees the safety of my skin care cosmetics	3.88	0.82	High
I believe that retailers have built trust with enough potential and quality.	3.99	0.83	High
I believe that retailers have provided information about cosmetics in a safe, transparent and honest manner.	3.97	0.79	High
I believe that retailers that have clearly conveyed product information as well as origin, without any contradictions	3.99	0.78	High
Overall	3.94	0.68	High

Legend: 1.00 – 1.79 Very Low 1.80 – 2.59 Low 2.60 – 3.39 Minimum 3.40 – 4.19 High 4.20 – 5.00 Very High

This confirms Singh and Sahay (2020), which stated that trust in a retailer could greatly influence a consumer's decision to engage in repeat purchasing behavior, as consumers tended to rely on past experiences and transparent interactions.

Level of Repurchase Intention - Repurchase intention was rated **high** (M = 4.14, SD = 0.67), with effectiveness and suitability as the strongest drivers. This meant that the level of consumer repurchase intention toward skincare cosmetics among college students was oftentimes observed. This implied that DNSC students were highly likely to continue purchasing the skincare cosmetics they had been using.

Table 5
Level of Repurchase Intention

Consumer's Repurchase Intention	Mean	SD	Description
I will repeatedly buy skin care cosmetics because the brand is safe and reputable.	4.21	0.80	High
I will repeat purchases of skin care cosmetics because the brand is famous and frequently featured in the media.	3.85	0.87	High
I will repurchase skin care cosmetics when I find them effective and suitable for me.	4.36	0.80	Very High
I am willing to recommend my relatives/friends, and the community to the skin care cosmetics that I have bought repeatedly.	4.21	0.83	High
I am willing to re-buy the skin care cosmetics that I trust at a higher price even if another company sells them at a lower price.	3.99	0.94	High
I will prioritize purchasing skin care cosmetics from retailers that I trust.	4.20	0.82	High
The skin care cosmetics that I am using are worthy of my repurchase.	4.21	0.82	High
Overall	4.14	0.67	High

Legend: 1.00 – 1.79 Very Low 1.80 – 2.59 Low 2.60 – 3.39 Minimum 3.40 – 4.19 High 4.20 – 5.00 Very High

Kim and Kim (2020) similarly reported effectiveness as a primary motivator of repeat skincare purchases. Consumers were more likely to repurchase skincare products when they perceived these products as effective in addressing their skin concerns and well-suited to their individual needs. Similarly, Zhang et al. (2022) concluded that satisfaction with the effectiveness of skincare products was a key driver for repeat purchases, especially when the product aligned with consumers' specific preferences and skin types.

Relationships Among Variables - Pearson's r showed significant positive relationships between repurchase intention and Regression analysis ($R^2 = .668$, $F = 192.53$, $p < .001$) revealed that attitude, clarity, and trust in retailers significantly predicted repurchase intention. Reliability, however, did not ($p = .352$). **Attitude** ($r = .752$, $p < .001$); **Reliability** ($r = .722$, $p < .001$); **Clarity** ($r = .578$, $p < .001$); **Trust in retailers** ($r = .674$, $p < .001$).

Table 6
Factors Affecting Consumers' Repurchase Intention toward Skin Care Cosmetics among College Students in Panabo City

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	P-Value	Decision @=0.05
	Beta	Std. Error	Beta		
(Constant)	0.582	0.133			
Attitude	0.407	0.039	0.44	< .001	H ₀ Rejected
Reliability	0.035	0.038	0.038	0.352	H ₀ Accepted
Clarity	0.244	0.053	0.237	< .001	H ₀ Rejected
Trust in the Retailer	0.21	0.045	0.213	< .001	H ₀ Rejected

Dependent Variable: Repurchase Intention
Note: R= 0.817, R²=0.668, F-ratio= 192.525 p-value= < .001

Based on the results, attitude, clarity, and trust in the retailer were the factors that significantly affected consumers repurchase intention. However, reliability did not significantly affect consumers' repurchase intention. Attitude, clarity, and trust in the retailer were all significant factors that influenced repurchase intention, based on the p-values of 0.001. Understanding the role of these factors allowed businesses to craft targeted marketing strategies

5. Conclusion and Recommendations

Conclusion - The study found that DNSC students had a high repurchase intention for skincare cosmetics. Attitude, clarity, and trust all predicted repurchase intention, but reliability did not. This implies that emotional perception, transparent communication, and store trustworthiness are more important than reliability alone.

Recommendations

- To improve customer attitudes, businesses should focus on product benefits, affordability, and influencer collaborations.
- Brands should maintain dependability while resolving trust difficulties in online purchases.
- Retailers should promote transparency and safe product handling.
- Future studies should look into other psychosocial elements such peer influence, sustainability, and post-purchase satisfaction.

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