**NEW CONTRIBUTIONS OF THE THESIS**

**Thesis topic**: ***Factors influencing consumers' intention to repurchase green cosmetics in Vietnam***

Major: Business Administration (Faculty of Business Administration) Major code: 9340101

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**New academic and theoretical contributions**

The thesis integrates TPB and TCV into the study of the intention to acquire green cosmetics in Vietnam for the first time. This combination helps to overcome TPB's limitation of only describing attitudes without explaining the underlying values that create attitudes; at the same time, TCV expanded from the scope of 'initial purchase' to 'repurchase'. The structural model (values → attitudes → intentions) tested in the study demonstrates stronger interpretive capacity than previous models, complementing the rationale for green consumption behavior in emerging markets.

The thesis clarifies the mediating role of attitudes in the relationship between consumer values and acquisition intentions. Unlike studies that mainly look at direct impact, the thesis demonstrates that attitude is an intermediate variable, transforming the impact of consumer values into acquisition intent; in which the safety value and the emotional value have the strongest intermediate level, while the conditional value does not create an indirect impact. This result expands TPB and TCV by showing that acquisition intent is formed not linearly, but through a clear "attitude channel", which helps to further explain the acquisition of green cosmetics in Vietnam.

**New findings and proposals drawn from the research and survey results of the thesis**

The study provides important scientific evidence for green cosmetics businesses in Vietnam to identify the key factors influencing acquisition intentions, thereby supporting businesses to prioritize marketing strategies, design messages and develop appropriate products. On that basis, the thesis proposes three groups of key solutions: (1) improving consumer attitudes through transparent communication about health and safety benefits; (2) enhancing emotional, safety and environmental values with friendly packaging design, reputable certifications and campaigns to encourage community contributions; (3) promote social factors through influencers, user communities and green consumer standards, in order to promote the acquisition of green cosmetics.

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