

The Study on Chinese Cosmetics Repurchase Intention: A Survey Based on the Florasis Brand, Guangxi Province, China

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Abstract: In the development of cosmetics industry, the most critical aspect is the consumer segment, focusing on the factors that affect cosmetics consumers in the consumption process will enable companies to have a better understanding of the needs of cosmetics consumers and develop corresponding marketing strategies, thus improving the competitiveness of Chinese Mainland cosmetics companies. The purpose of this study was to investigate the factors of university students in Guangxi province repurchase Florasis products. In this study, a questionnaire with 23 questions created by the researcher was used. The statistical population consisted of Florasis brand consumers and repurchase consumers, and 370 people were selected by non-probability sampling to answer the research questionnaire. By using multiple research methods and combining the data obtained from the survey, factors that influence consumers to repurchase Florasis were derived. In addition, this study aims to provide some ideas for marketers.

Keywords: Cosmetics, repurchase, Florasis brand

1. Introduction

1.1. Development of Chinese cosmetic brands

In the past 10 years, the number of cosmetics enterprises in China has increased year by year. In 2020, the size of the domestic cosmetics market reached 340 billion RMB (220.21 billion MYR) and from January to November 2021, the market size reached 367.8 billion RMB (238.22 billion MYR), with a growth rate of 15.3%. However, the revenue of local cosmetics brands is significantly lower than that of international brands, and China is still a global cosmetics consumer power rather than a powerful country (ASKCI Consulting Co. Ltd, 2022).^[2]

With the arrival of "Beauty Economy", cosmetics, as one of the consumer goods that can quickly improve the overall image, is in an era of widespread use and it has gradually become one of the six areas of "Appearance level economy" in China. In 2019, "Cosmetics" ranked third with a popularity index of 98.37%, just behind "Fitness" and "Clothing" and not far behind.

At present, Chinese cosmetics industry is mainly dominated by foreign companies, the main reason is that the development of Chinese cosmetics industry is late, due to lack of standardization in the past, there are many unqualified domestic cosmetics, if things go on like this, consumers will have lost faith in domestic cosmetics. Since the European and American cosmetics become the main purchase object, Chinese cosmetics industry has been in the state of trade deficit for a long time, and in recent years, due to the continuous expansion of Chinese cosmetics demand, cosmetics trade volume has grown year by year, the trade deficit has also continued to expand, and the total import and export of Chinese cosmetics industry reached 15.858 billion dollars, the trade deficit reached 11.132 billion dollars in 2019, (Reportrc, 2020).^[24]

However, it is worth paying attention to that there are signs of the rise of cutting-edge local cosmetics in China in recent years. According to the Toutiao Index, while the majority of Internet users still focus on Cosmetics brands in Europe and the United States, attention on domestic brands has increased in these years. In the first quarter of 2019, 16 percent of Chinese netizens paid attention to domestic cosmetics brands, not much different from those in Japan and South Korea.

1.2. Problem statement

In 2019, COVID-19 has had a strong impact on all fields of the world economy (Yang & Han, 2021), and these adverse effects may also affect florasis. ^[31] During the COVID-19 epidemic, consumers have switched all work to remote or home work, so they rarely go out to work, and they don't have to wear makeup, which indirectly affects florasis's business. With the rise of Chinese local beauty brands, national fashion cosmetics are gradually becoming popular in the market. It should be pointed out that while facing development opportunities, domestic cosmetics are also facing many challenges. First of all, from the sales list of domestic cosmetics released by e-commerce platform, the sales are still unstable. Second, international famous brands still occupy a high market share, and domestic brands need more development time. Third, due to the impact of the COVID-19 and the online sales model, it is more difficult to expand the business of offline physical stores. Fourth, although some progress has been made in the export volume of domestic cosmetics, the overall level is not high, and the export is still in the primary stage.

1.3. Research Objectives

The five objectives of the case will be used to achieve:

- (1) To investigate the influence of price reasonableness on repurchase intention.
- (2) To examine the influence of perceived quality on repurchase intention.
- (3) To examine the influence of safety value on repurchase intention.
- (4) To examine the influence of hedonic value on repurchase intention.
- (5) To examine the influence of social value on repurchase intention.

1.4. Research Questions

The study aims to answer the following questions:

- (1) Does price reasonableness influence repurchase intention?
- (2) Does perceived quality influence repurchase intention?
- (3) Does safety value influence repurchase intention?
- (4) Does hedonic value influence repurchase intention?
- (5) Does social value influence repurchase intention?

1.5. Research Significance

Although the brand of florasis has only been established for five years, florasis has faced great challenges since its first day. It must face the huge competition from the international and domestic beauty market. On the other hand, it must invest a lot of money to establish an advantage in product development. Today's cosmetics rely heavily on consumer repurchase. Previous researchers mainly focused on international or national cosmetics product trends or marketing strategies of specific cosmetics. This study will focus on the factors that may affect consumers' repurchase of Florasis, and explore how to help Florasis retain consumers and increase repurchase rate. Finally, the findings contribute useful information to the researchers to have a deeper insight of consumer repurchasing behavior so that design the appropriate framework model for development.

2. Literature Review & Hypotheses

2.1. Repurchase Intention

Repurchase intention is a major concern for companies to be competitive in the market, and are considered by academics and practitioners. It is also intended to repeat the purchase of certain products or services from time to time. In the online context, it is defined as the reuse of online channels to buy from specialized retailers (Yan et al, 2015). Hellier et al (2003) defined the repurchase intention as the individual's judgement about buying again a designated service from the same company, taking into

account his or her current situation and likely circumstances.^[12] Repurchase intention is very important for customer loyalty and it plays a vital role in the company's survival, continued operation, market growth and retention of existing customers, hence, it is important for companies to not merely encourage the customers to purchase products, but also encourage customers repurchase (Hellier et al, 2003).^[12]

2.2. Price Reasonableness

In the cosmetics industry, price is an increasingly important topic. For many types of businesses, including hospitals, dali and tourism, it is extremely important to know whether customers perceive prices and price changes as appropriate or inappropriate (Ryu & Han, 2010).^[25] Consumers' concerns about price fairness affect their product/service choice behavior (Ryu & Han, 2010).^[25] Customers often use price reasonableness as a cue when evaluating their product and service experience and shape their attitude toward suppliers (Han & Kim, 2009; Varki & Colgate, 2001).^[16] Individual judgments about whether a firm's prices are reasonable or unreasonable often lead to unfavorable decisions for that firm (eg, a decision to spread negative word of mouth or switch) and often increase price sensitivity (Oliver & Swan, 1989).^[20] According to Zeithaml (1983), the term "price" has both monetary and non-monetary aspects.^[34] The monetary aspect is the objective price (ie, the actual price) of a product or service, while the non-monetary aspect is the price perceived by consumers (ie, the coded price) (Jacoby & Olson, 1977).^[14] Han and Kim (2009) describe this coded price as an individual's assessment of the appropriateness/reasonableness of the price of a product or service compared to competing firms' prices.^[16] In other words, price reasonableness can be described as a customer's perception of whether the price of a product or service is appropriate compared to competitors' prices (i.e., reference prices). Oh (2000) and Zeithaml (1983) argued that consumers are more likely to remember the encoded/perceived price than the actual price after subjectively evaluating the reasonableness of the price compared with the reference price provided by the competitor.^[34]

Hypothesis 1: Price Reasonableness has a significant positive impact on repurchase intention.

2.3. Perceived quality

Perceived quality is widely recognized as one of the important factors influencing purchase intention Malaysian consumers tend to perceive brand-name products as high quality (Pauzi et al., 2014).^[21] American consumers position product quality as reliability, durability, and ease of use (Pitman, 2015).^[22] Wong and Sidek (2010) showed that product quality includes the characteristics and attributes of the product and if the product can meet the needs and expectations of consumers, consumers may repeat purchases of a single brand.^[29] Consumers think the product is of high quality, while if the product cannot meet Consumer needs and expectations, consumers may switch several brands because consumers perceive the product to be of lower quality. For example, consumers apply cosmetics for work, leisure and sports. At this sense, the functional properties of cosmetics such as breathability, quick drying, light weight, water resistance and durability are essential considerations for the consumer when purchasing the cosmetics. In addition, consumers look closely at the quality of a product through its features, functionality and packaging as consumers demand new features and the tangible quality of the product being sold leads to repeat purchases of a brand or between several brands switch (Khraim, 2011).^[15]

Hypothesis 2: Perceived quality has a significant positive impact on repurchase intention.

2.4. Safety value

Product safety scandals are an important factor driving organic food purchases (Davis, 2010; Fotopoulos and Krystallis, 2002). For example, the 2008 incident of melamine-contaminated dairy products in China killed and sickened thousands of children (Xie et al., 2015).^[30] Likewise, in the context of Pentachlorophenol (PCP), cases of ovarian cancer regarding the daily use of Johnson & Johnson's talcum powder and bath products (Bloomberg, 2016) may remind consumers to be more cautious about the products they use on a daily basis.^[5] Bauer et al. (2013) defined the perceived safety value as the degree to which consumers perceive a product to be consumed as harmless because these products do not contain synthetic chemical residues.^[3] Majority of the consumers consider organic products to be of high quality because they use natural ingredients and no chemicals (Midmore et al., 2005).^[18] This statement was supported by Yin et al (2010) who revealed that 67.5% of the respondents initially purchased organic food because of the lack of chemical ingredients they received.^[32]

Hypothesis 3: Safety Value has a significant positive impact on repurchase intention.

2.5. Hedonic value

Hirschman and Holbrook (1982) defined hedonic consumption as those aspects of consumer behavior that are related to the multisensory, fantasy and affective aspects of the product use experience.^[13] In other words, hedonic products are not viewed as target entities, but instead provide experiential consumption, enjoyment, and pleasure. They can be classified according to sensory satisfaction and emotional experience (Cervellon and Carey, 2014).^[7] Chitturi et al. (2008) argue that when products are produced, there is a positive emotional response when they exceed consumer expectations. Hedonic shopping plays both positive and negative roles in consumption regarding consumers' benefit. The negatively extreme form of hedonic shopping is impulse purchase or compulsive shopping.

From the perspective of food, products offer hedonism if they have a superior taste and provide an overall enjoyment in the buying, cooking and consumption experience (Bauer et al., 2013).^[3] In Zanoli and Naspetti's (2002) qualitative study of Italian consumers' perceptions of organic food, they pointed out that the consumption of organic products is associated with health, which is associated with implicit values such as happiness and hedonic mood.^[33] Arvola et al. (2008) also found that self-reward for doing the right thing was significantly associated with attitudes towards purchasing organic food.^[1] The hedonic properties of organic cosmetics are considered positive (Cervellon and Carey, 2014; Kesari et al., 2016). Therefore, we expect that consumers who have a pleasant experience with the use of organic Pentachlorophenol (PCP) are more likely to have a positive attitude towards the product.^[7]

Hypothesis 4: Hedonic Value has a significant positive impact on repurchase intention.

2.6. Social value

Sweeney and Soutar (2001) describe social value as the utility of derived from the ability of a product to enhance social self-concept.^[28] It is measured by selecting the sides of the image (Sheth et al., 1991).^[27] According to Grubb and Grathwohl (1967), consumers tend to engage in behaviors, including purchases, to obtain positive responses from social peers.^[10] A study by Kumar and Ghodeswar (2015) showed that there is an important relationship between social attractiveness and green product purchasing decisions.^[17] It shows that perceptions of one's behavior have a considerable impact on green buying behavior. Social attractiveness has an impact on developing consumers and product preferences as consumers tend to buy products that conform to social concepts.

Hypothesis 5: Social Value has a significant positive impact on repurchase intention.

The following is the model diagram for this paper. (see *Figure 1*)

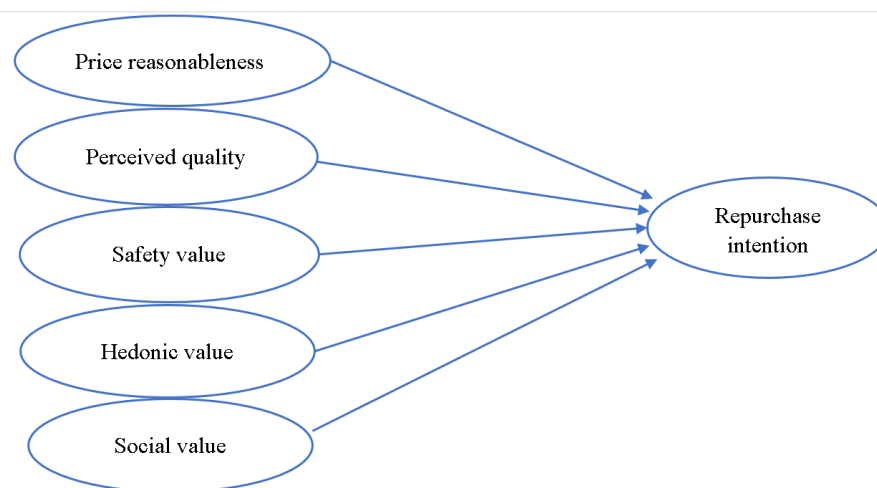


Figure 1: The conceptual model.

3. Methodology

3.1. Questionnaire Survey

For the purpose of this study, a web-based questionnaire (Chinese name called Wen juanxing) was

developed. In addition, there are 5 types of 23 questions, which includes Screening, sample background information, sample characteristic information, sample basic attitude, core variables. The scale questions are modified according to the papers and literature of previous researchers.

3.2. Sampling

In view of the special issue with Florasis, its target audience is majority of young female consumers. To ensure the high accuracy of the result, non-probability sampling will be used, and the invitation to participate in the survey was issued to university students whole of Guangxi province. The selected interviewees are existing users who have purchased Florasis from physical stores (offline) or internet channels (online) at least every year. Certainly, relatives or friends of the Florasis purchaser are welcome to take part in the questionnaire. The invitation letter included a web address where they could find the questionnaire. The questionnaire will be distributed through the Wechat. The data were collected between March and May 2022.

3.3. Research Instrument

The questionnaire was developed using a five-level Likert scale approach (see Table 1), which also includes some basic sample characteristics, where the number of options from 5 to 1 indicates "Strongly agree" and "Strongly disagree" in decreasing order.

Table 1: The 5-level Likert scale and the choices of statement based on the variables

Variable	Items	Scale	Source
Repurchase intention	I am interested in Florasis products. I am planning to buy Florasis products. I am determined that my next cosmetics will be the Florasis products.	1=Strongly disagree 5=Strongly agree	(Saiful Hasan, 2021) ^[11]
Price reasonableness	The price of Florasis products are inexpensive. The price of Florasis products is more competitive than other brands. The price of Florasis products are reasonable at present.	1=Strongly disagree 5=Strongly agree	(Moon & Han, 2019) ^[19]
Perceived quality	The likely quality of the Florasis brand is extremely high. I believe the performance of the Florasis brand is compatible to my expectation. The brand I choose has overall better quality than others brands.	1=Strongly disagree 5=Strongly agree	(Y.Chan & Mansori, 2016) ^[8]
Safety value	I believe that Florasis are free of harmful chemical residues. I believe that Florasis feature high product safety. I believe that Florasis are safer than conventional.	1=Strongly disagree 5=Strongly agree	(Bauer et al., 2013) ^[3]
Hedonic value	Buying Florasis products would give me pleasure. Buying Florasis would feel like doing the morally right thing. Buying Florasis would make me feel like a better person. The use of Florasis can affect my well-being positively. I would feel relaxed using Florasis.	1=Strongly disagree 5=Strongly agree	(Arvola et al., 2008) ^[1]
Social value	Buying Florasis would help me feel acceptable. Buying Florasis would improve the way that I am perceived. Buying Florasis would make a good impression on other people. Buying Florasis would give the buyer social approval. Buying Florasis would make people appreciate me more.	1=Strongly disagree 5=Strongly agree	(Sweeney & Soutar, 2001) ^[28]

4. Data collection

A total of 402 respondents filled out the questionnaire. Removing the incomplete or invalid responses, 401 valid responses were used for this study. Of the 401 valid samples, 78.36% fell into the age range of 18-25, followed by 21.39% in the age younger or equal to 18 years old. The respondents with 92.1% are receiving higher education, in which, the gender of the most respondents is female (76.37%), male (23.63%). The country they prefer to buy cosmetics brands is Chinese mainland (78.05%). The usage

frequency of cosmetics per week was mainly distributed once or twice a week (53.12%) and 3 or 4 times a week (23.68%). This study used the statistical software, Statistical Package for the Social Sciences (SPSS) for data analysis.

5. Data analysis

Three different types of analysis methods will be used in this study, including descriptive analysis, Correlation analysis Analysis and Multiple regression analysis.

At the beginning, we need to carry out reliability and validity analysis on the scale questions in the questionnaire. In this study, the questionnaire data were analyzed for reliability and validity using SPSS 26.0. In this paper, internal consistency is used for reliability analysis, and Cronbach's alpha is chosen as the indicator of reliability. We carried out reliability analysis on the scale items, and the Cronbach's alpha of each scale item was >0.7 , the total of Cronbach's alpha is 0.801. Therefore, the reliability of the questionnaire is very good.

Validity analysis usually refers to the validity and correctness of the questionnaire scale. The method of validity analysis is factor analysis when SPSS is used for analysis. By conducting exploratory factor analysis for Repurchase intention, Price reasonableness, Perceived quality, Safety value, Hedonic value, and Social Value, the corresponding KMO values and Bartlett's sphericity test values can be derived and if their significance is less than the significance level of 0.05, it indicates that they are suitable for factor analysis. As shown below, The KMO value is 0.806, Sig. is 0.000. (See Table 2)

Table 2: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.806
Bartlett's Test of Sphericity	Approx. Chi-Square	2338.224
	df	231
	Sig.	.000

Using principal component factor analysis, divided into six factors, the cumulative explained variance of the six factors can be obtained, and the result is 60.077%, the result is within our acceptable range. Then variance maximization orthogonal rotation was used to observe the factor loading values of the rotated model, and all factor loadings are higher than 0.5 and all values of factor loadings of all measures >0.5 are distributed on only one factor (As shown below, Rotated Component Matrix.), it means that the effect of each dimension is good and there is no need to delete a certain indicator. So the Validity analysis effectively expresses the conceptual information of corresponding variables.

5.1. Descriptive analysis- Mean value analysis

Descriptive analysis uses the mean value to represent the overall attitude of the relevant questions or variables corresponding to the sample, and then describes the ranking of the sample to a certain question. Therefore, we used SPSS to conduct a descriptive analysis of 5 independent variables and 1 dependent variable of this paper, and captured the results of price reasonableness independent variable. According to the above table, the overall mean value of price reasonableness $M=3.1708$ and $SD=1.01314$. The overall mean value M of other independent variables is >3 . Among them, the overall mean value of dependent variable repurchase Intention $M=3.9900$ and $SD=0.73988$. It can be seen that the mean value of all variables is >3 , indicating a stronger attitude of agreement. Therefore, respondents have a higher degree of agreement on independent variables. Standard deviation represents the change degree of sample scores. The smaller the standard deviation of this questionnaire is, the more concentrated the scores are.

5.2. Correlation analysis

Correlation analysis is generally used to simply analyze the correlation between data. It is used to study continuous numerical variables or scale data, and only the correlation between every two variables can be analyzed. According to the results, there is a significant positive correlation between each variable.

5.3. Regression analysis

In regression analysis, if there are two or more independent variables, it is called multiple regression. In fact, a phenomenon is often associated with multiple factors, and it is more effective and practical to

predict or estimate the dependent variable by the optimal combination of multiple independent variables than to use only one independent variable. Therefore, multiple linear regression is widely used. During linear regression analysis, SPSS will output multiple tables, among which three tables are the core tables, namely Model Summary table, ANOVA table, and Coefficients table.

As shown in the figure below (see Table 3), R Square=0.300, indicating that all independent variable X can explain 30% of the change in the value of dependent variable Y, that is, 30% of the change in the value of dependent variable Y is caused by independent variable X.

Table 3: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.548 ^a	.300	.291	.62278
a. Predictors: (Constant), Social_Value, Hedonic_value, Safety_value, Price_reasonableness, Perceived_quality				

As shown in the figure below (see Table 4), we only need to pay attention to the P value (Sig.), Sig.=0.000, that is, among all independent variables, means at least one independent variable will have an impact on the dependent variable.

Table 4: ANOVA

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.927	5	13.185	33.996	.000 ^b
	Residual	153.589	396	.388		
	Total	219.516	401			
a. Dependent Variable: Repurchase_intention						
b. Predictors: (Constant), Social_Value, Hedonic_value, Safety_value, Price_reasonableness, Perceived_quality						

As shown in the figure below, (see Table 5) all the non-standardized regression coefficients B values of 5 independent variables $X > 0$, means that the independent variable X will have a significant positive impact on the dependent variable Y (repurchase intention). A relationship is considered statistically significant when the p value is less than 0.01, Based on the coefficient values based on regression, all independent variables have a relationship with the repurchase intention. According to this outcome, it can be argued that the variation in the dependent variable is significantly determined by Price reasonableness, Perceived quality, Safety value, Hedonic value and Social Value of the services.

Table 5: Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.367	.216		6.328	.000
	Price_reasonableness	.119	.032	.163	3.767	.000
	Perceived_quality	.220	.034	.285	6.399	.000
	Safety_value	.091	.033	.118	2.758	.006
	Hedonic_value	.126	.038	.144	3.284	.001
	Social_Value	.183	.037	.222	4.989	.000
a. Dependent Variable: Repurchase_intention						

6. Discussion

The study was completed by collecting data from customers who repurchase Florasis. As a pure online brand, Florasis has not only increased its sales year by year without the support of physical stores, but also successfully shaped the brand image of the NO.1 cosmetics in China. Although Florasis has achieved a huge amount of marketing, it still needs to make progress in improving the repurchase rate.

These results indicate that each independent X has a significant effect on repurchase intention. According to data feedback, all independent variables have a positive correlation with dependent variable

Y, and we had basically achieved the expected hope and experimental purposes. Demographic analysis shows that most customers are during 18-25 years old. This finding leads to an argument that the consumption level of students is not high. Even more, there are only 23.63% customers is male, so, another important finding based on the demographic analysis is that Florasis should attach importance to the male, and pay attention to growth trend of male customer repurchase Florasis.

In the cosmetics industry, price is a very sensitive factor for customers. The level of price positioning basically determines the main consumer groups and sales volume of cosmetics. Consumers usually compare the price of the product with thatmain of other companies and influence their purchasing decisions.Pakistan, Rajput, Kalhoro, and Wasif (Rajput,2012) revealed that price has a significant and positive relationship with consumer buying behavior. ^[23] (Lupiyoadi, 2013) states that the maximum price setting will be limited by consumer demand, especially purchasing power. Price is a strategy that determines where and how we sell a particular product. Ahmad, et al. (2011) expresses that perception of price fairness is significantly related with emotions. The perception of a fair price would be able to influence emotions, and they influence buying intentions. The caused unfair price named three customers' response behaviors roommates are exit, voice, and unloyalty.

In addition to price reasonableness, perceived quality is one of the most important influencing factors. Chang and Wildt (1998) stressed in the condition that price is considered as the only available information for consumers or a single-cue access, it would impact significantly on consumers'perceived quality. ^[9] Moreover, Oliver (1999) amply illustrated that consumer perceptions of product quality and/or product superiority can generate a strong sense of brand-directed preference leading to the development of loyalty. ^[20] All of Florasis's customers buy their products online. Therefore, product explanations by opinion leaders or shopping guides who live stream on short video platforms (especially Douyin) will become the primary source of perceived quality for consumers from Florasis.

It can be said that product safety is one of the important influencing factors in any industry. Safety is especially important in the cosmetics industry. Nowadays, our cosmetics are overrun with chemicals, it's hard to say there are some natural herbs in cosmetics. However, no pollution and no harmful chemicals of cosmetics are still what consumers are struggling to pursue and insist on. Celeiro (2021) indicated that, permitted ingredients that come from petroleum distillation that might not be complete, may introduce PAHs in the final products through manufacturing processes. For their toxicity and carcinogenic properties, 16 PAHs have been catalogued as priority pollutants by the United States Environmental Protection Agency (EPA). ^[6]

According to its driving mechanism, consumers' shopping behavior can be divided into two categories, one is pragmatic shopping for the purpose of obtaining products and services based on pragmatism, and the other is hedonistic shopping related to the satisfaction, excitement, escape and other experiences brought by shopping. As Bloch and Bruce (1984) stated, consumers obtain hedonic value as well as task-related or product acquisition value during the shopping experience. Since the 1950s, a large number of consumer behavior studies have confirmed the importance of enjoyment, pleasure, happiness and other factors in the process of consumer shopping, and explored how consumers can optimize the pursuit of hedonism in the process of shopping. ^[4] Hedonic shopping is based on consumers' positive shopping experience, which will influence consumers' purchasing behavior, impulsive buying and shopping attitude.If consumers get a feeling of happiness, pleasure and excitement in the process of purchasing and using Florasis, they will continue to buy Florasis firmly in the future purchase decision.

The perceived social value of group members will affect the purchasing intention and behavior of group members. There is no single authoritative definition of social value but we can say that it refers to wider non-financial impacts of programmes, organisations and interventions, including the wellbeing of individuals and communities, social capital and the environment. (Schumpeter, 1909) ^[26] Nowadays, more and more business activities are integrated into social networking services. For example, the purchasing decisions of people in an APP group are easily influenced by other consumers. Consumers in this social circle show similar interests, hobbies and shopping habits. Even though they come from different places, they are able to analyze the purchasing experience and use experience with each other or purchase together.

Moreover, there are still many limitations in this study, for example, as this study focuses on young female college students with limited consumption ability, their understanding of the six variables may not be profound enough. As a result, when we use SPSS for data analysis, the values of each independent variable are evenly distributed. And nearly 30% of the customers in this article are male consumers, which we did not discuss due to the length, but this group cannot be ignored.

7. Conclusion

This paper has identified Price reasonableness variable, perceived quality variable, safety value variable, hedonic value variable, and social value variable has a significant effect on repurchase intention. Florasis, which is oriented in the Oriental colour makeup, has become the first domestic cosmetics brand in only four years, with a total transaction volume exceeding 5.4 billion yuan in 2021. The data obtained from 402 participants helped to answer the research questions and address the research objectives developed in this study. The findings of the study reveal the company creates profits and repurchase rate by providing services to customers. The results of this investigation show that Florasis should be cautious in setting price, in other words, they should look at competitors' prices and find the blank area of the market, continue to focus on the route of big brands in China's domestic makeup, after all, young consumers make up the majority of consumers. In terms of perceived quality, product functionality, ease of use and practicality should be enhanced. In terms of product safety, industry rules should be strictly followed to reduce the use of chemical substances and ensure product safety and reliability. As for hedonic value, consumers should feel the real pleasure of buying Florasis products, and the pleasure should be prolonged. In terms of social value, communities should be established for consumers with the same attributes and well maintained, which may increase the number of repurchases of products. This paper has argued that the factors influencing consumers' repurchase of Florasis are basically the five independent variables X mentioned above. In addition, Florasis can also amplify social value and choose to deploy platforms with large traffic pools such as Douyin and Taobao. From time to time, loyal customers are given coupons and be selected have possess to join the activities so that encourage them to repurchase Florasis, thus increasing Florasis sales.

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