

The Impact of Social Media Marketing on Purchase Decision through Customer Experience: An Empirical Study on Skin and Hair Care Products in Egypt

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Abstract

The primary objective of this study is to conduct an empirical examination of the relation between Social Media Marketing (SMM) and purchase decisions, while also considering the mediating influence of customer experience within the context of Egyptian skin and hair care products. The objectives of this study are as follows: to explore the relation between social media marketing (SMM) and consumers' purchase decisions, to analyse the relation between SMM and customers' overall experience, to assess the impact of customers' experience on their purchase decisions, to investigate the moderating role of social platforms in the relationship between SMM and purchase decisions, and lastly, to examine the mediating role of customers' experience in the relationship between SMM and purchase decisions. The data gathered in this study was obtained via a survey consisting of 390 valid replies. The data was examined using the Structural Equation Modelling approach (SEM). The main findings derived from this study indicate that there is a statistically significant direct relation between social media marketing (SMM) and purchase decision. Additionally, the study reveals a statistically significant direct relation between SMM and customer experience, as well as between customer experience and purchase decision. The findings of the study reveal that the customer experience has a partial mediating role in the relation between social media marketing (SMM) and purchase decision.

Keywords: SMM, Purchase Decision, Customer Experience, Skin and Hair Care Products.

Introduction

Multiple online media channels have emerged in recent years to promote a company's products and inspire customers to make purchasing choices. According to Aswani et al. (2018), these channels emerged as a consequence of advancements in information and communication technologies. Later research on social media marketing activities demonstrated that creating social connections via online platforms is recognized as an emerging strategy for advertising and reaching large audiences (McClure & Seock, 2020; Wang et al., 2019). Several social media platforms have lately emerged as a result of advancements in communication technologies, prompting marketing practitioners to use them for engaging, communicating, and working with their social clients (Grover et al., 2019). Rapid improvements in internet and information technologies have presented business practitioners with great options for reaching their consumers and reinforcing their brand values (Saheb et al., 2021; Reveilhac and Blanchard, 2022). In light of its importance in influencing customer purchasing behavior, the use of social media for communicating and marketing new goods or services has grown tremendously (Park et al., 2021). Kar and Kushwaha (2021) claimed that people often explore social media while looking for crucial information about a company. Social media platforms provide a way for people to engage and communicate. It makes it easier for companies to communicate with customers and provide services like online shopping, product search, and payment. Furthermore, it encompasses a wide variety of web-based resources that facilitate the virtual sharing and broadcasting of vast amounts of information among internet users (Gómez et al., 2019). As the usage of social media platforms expands globally, companies have begun to focus on improving the cus-

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tomer experience via these channels and internet websites in general (Rose et al., 2011). Customer experience is a goal-oriented approach that emphasizes creating good behavioral intentions and promoting customer loyalty. The way customers interact with, evaluate, and trust a business is significantly impacted by it. The importance of customer experience in the process of evaluating services has been highlighted by several academics (Versimo and Menezes, 2016). The customer's evaluation of the value of the product or service is influenced by their experience. The customer's purchase decision might be significantly impacted by this. The evaluation of customer experiences may be influenced by the contacts between companies and customers, which may occur over time and across many channels (Maklan & Klaus, 2013). The proliferation of social media platforms has had a profound impact on customer experience management. Social media presents multiple opportunities for fostering positive experiences that can cultivate enduring relationships encompassing activities such as product information retrieval, purchase transactions, and delivery (Rose et al., 2011). One potential explanation for this phenomenon might be attributed to the little experience that companies engaging with online customers possess. Upon reviewing previous empirical research on SMM, it becomes evident that a significant number of these studies have focused on investigating the influence of SMM on consumers' purchase intention, rather than their actual purchase behavior (Sun & Wang, 2020). Previous studies have mostly focused on investigating the direct effects of SMM on consumer behavior. Nevertheless, those that explored the processes through which SMM may affect purchase decisions are scarce (Mason et al., 2021; Hasan & Sohail, 2021). Accordingly, the present study tends to investigate the relation between SMM and purchase decision through the mediation role of customer experience in the skin and hair care products in Egypt.

Literature Review

The independent variable in this study is social media marketing, which encompasses perceived relevance, interactivity, entertainment, and informativeness. The mediator variable is customer experience, which includes peace of mind, moments-of-truth, outcome focus, and product experience. Social platforms are considered the moderating variable, while the dependent variable is the purchase decision.

Social Media Marketing

In recent scholarly literature, Wang et al., (2019) conducted a study where several components of SMM were used to examine their impact on consumer purchasing decisions. This study, however, focused on four key dimensions of SMM that contributed to their impact on purchase decisions via customer experience. These dimensions encompassed (perceived relevance, entertainment, interaction, and informativeness). Upon reviewing prior research, it becomes evident that there is a lack of research studies examining these variables within the Arab area. Companies now have the ability to demonstrate and provide their products and services via a multitude of visual mediums, such as photos, videos, and other forms of media. Meanwhile, social media provides clients with a huge platform on which they may review their favored products and easily communicate with the company (Kim et al., 2021). Trust is a crucial factor in the individual adoption of contemporary information technology systems (Liu et al., 2022). When consumers develop a strong sense of trust in companies that engage in self-promotion via social media platforms, they are more likely to express a heightened level of confidence when making purchases from these companies. In contemporary times, companies have the ability to effectively interact with customers and establish communication via many social media platforms. This enables them to endorse their products or services and promote favorable perceptions among customers (Thaker et al., 2020). According to Liao et al., (2019), the information on social media tends to spread rapidly among clients and minimize the risk of purchasing desired products or services (Liao et al., 2019).

Customer Experience

The concept of customer experience encompasses several dimensions, including behavioural, cognitive, sensory, affective, and social responses of customers to marketing stimuli, as outlined by Schallehn et al. (2019). Customers' experiences are significant occurrences that include the interactions and engagements between customers and a certain entity or establishment. According to Garg (2014), the purchase intention of customers may be influenced by a pleasant and good sensory experience. According to Brakus et al. (2009),

customer experience refers to the subjective and behavioral reactions shown by customers in response to brand-related stimuli that are inherent to a brand's design. The integration of customer experience within the marketing area includes customer satisfaction, customer equity, and relationship management. As stated previously, the customer experience process starts with the pre-purchase stage, followed by the purchase stage, and ends with the post-purchase stage, including the whole of the customer journey. Throughout the many stages of this particular experience, the customer engages with distinct touchpoints that are contingent upon the characteristics of the product or service. These touchpoints may be categorized as either partner-owned, brand-owned, or customer-owned. The role of affective experience has considerable importance in the decision-making process among consumers of various goods and services (Nardini & Lutz, 2017). The creation of diverse customer experiences is a marketing endeavour that encompasses sensory engagement and prioritizes the enhancement of customer experiences. The experiences that are altered by sensory stimuli are influenced by the environment (Bustamante & Rubio, 2017). The primary objective of developing customer experiences is to provide high-quality services that align with the expectations of our clients (Gorgoglione & Panniello, 2018).

Purchase Decision

According to Kim and Sung (2009), prior research has defined a purchase decision as an individual's selection of a certain product or service offered by a corporation above those provided by its competitors. The consumer's purchase decision may be influenced by both internal and external marketing factors. Internal factors include several elements such as attitudes and views, knowledge, personality traits, perceptions, lifestyle choices, roles, and social position. In contrast, external factors include social class and culture. In light of the increasing exposure of consumers to diverse product and service options, service providers have recognized the difficult challenge of developing and maintaining successful connections with key customers in order to secure continued growth and market share (Salem, 2018). It has been observed by marketing professionals that consumers have developed an increased tendency to engage with fellow consumers through Internet channels and social media platforms. As a result, numerous service providers have established their own social network pages to build online connections with customers and develop positive brand perceptions (Hutter et al., 2013). According to Sharma et al. (2021), when consumers have a heightened awareness of a brand and its products, they often engage in online information searches and subsequently evaluate the advantages of choosing it over competing alternatives prior to finalizing their purchase. Therefore, social media platforms have emerged as a crucial method for digitally engaging and communicating with customers at reduced expenses. According to Gkikas et al. (2022), organizations have the potential to enhance customer engagement, effectively communicate crucial marketing messages, and efficiently target their preferred audience via the use of social media platforms (Huang et al., 2019; Liu et al., 2018). Customers will also have an opportunity to inspire others and share their opinions through comments, online reviews, and word-of-mouth (Liu et al., 2021).

SMM, Customer Experience and Purchase Decision

In contemporary society, social media has emerged as a fundamental component of individuals' daily lives. The retail industry is seeing a significant increase in businesses allocating more resources towards enhancing the online customer experience. The key concept at hand is the capacity to transform a visitor of a website into a customer. Certain design elements, such as visual stimuli, have a role in facilitating this process (Bleier et al., 2018). The online customer experience encompasses the customer's subjective and multifaceted psychological response to the online presence of a product or service. The inclusion of photos, videos, and comparative information on websites contributes to the social and sensory elements of the user experience. According to Nagy and Hajdu (2021), a crucial strategy for businesses is to enhance the customer experience and optimise the online buying process for each product or service offered. Bleier et al. (2018) argued that the nature of a product and the perceived trustworthiness of a brand have a significant effect on several dimensions of customer experience, ultimately affecting their purchasing behaviour. Therefore, it is essential for marketers to strategically use design elements in order to provide unique experiences for different products and brands. Moreover, it may be argued that videos have the most pronounced impact on the sensory perception of consumers. It is recommended that sellers include instructional and amusing

elements into their offerings, while also leveraging online design elements to influence consumer purchasing behaviours via personalised experiences tailored to the specific product being offered (Wibowo et al., 2020; Bate and Balawi, 2022). The manner in which a business propagates material on social media platforms is of paramount importance as it has a significant impact on the manner in which customers engage with the company and its products or services. As a result, the interaction among customers might potentially result in either a favourable or unfavourable experience. Within the realm of customer experience, social media serves as a valuable tool for the acquisition of data pertaining to customer experience management. This data may be gathered, analysed and shared to effectively monitor the progress of every process. As stated by Rahman et al. (2022), “a company can gain a competitive advantage to maintain its business by providing a determined online customer experience that attracts, delights, and retains customers with a memorable experience by generating customer value, differentiating the company from competitors, and addressing client requirements towards their loyalty.” Therefore, the company cannot disregard the significance of every online customer experience decision, including transactions, pre- and post-purchase service, after-sales service, purchase selections, and if customers have been satisfied with the service, which will determine their referral decision. The reason for this is that the relation between the company and the customer is affected by the customer’s expectations, intentions, and perceptions (Deyalage & Kulathunga, 2019).

Conceptual Framework

The research conceptual framework is formulated as follows in light of the literature review discussed above:

The operational definitions pertaining to the conceptual framework are shown in Table 1.

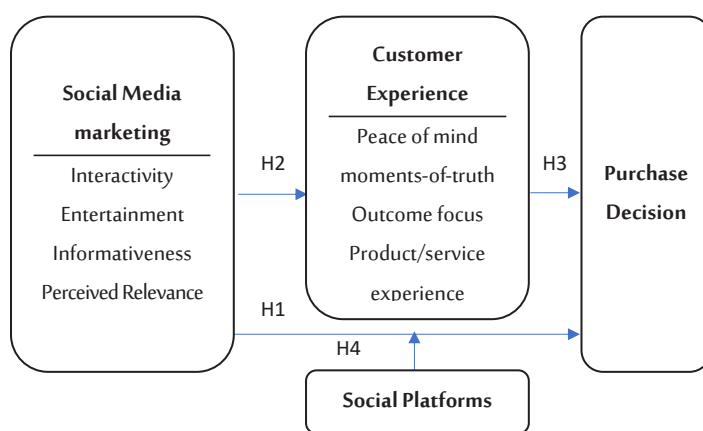


Figure 1- Conceptual Framework

Operational Definitions

Table 1- operational Definition

Variables	Measurement Scale
Independent Variable: Social Media Marketing	Hanaysha (2022) adapted from Alalwan (2018) and Cheung et al. (2020)
Mediator Variable: Customer Experience	Kumar et al., (2022); Klaus and Maklan (2012)
Dependent Variable: Purchase Decision	Hanaysha (2018)

Research Methodology

Data for this study is collected via the use of a questionnaire administered via Survey Monkey. The data obtained from the questionnaire is subjected to analysis using the Statistical Package for Social Sciences (SPSS). This software is utilised for the examination of quantitative data, encompassing descriptive statistics such as frequencies and percentages. Additionally, the hypothesised model is analysed through the Structural Equation Modelling technique (SEM) employing the Analysis Moment of Structures (AMOS) software.

Results and Findings

The research questionnaire was sent to a total of 700 female respondents. Out of these, 428 questionnaires were returned, representing 61.1% of the total sample. Additionally, 38 questionnaires, accounting for 4.8% of the total, were either incomplete, ineligible, or refused by the participants. Furthermore, 272 questionnaires, making up 38.9% of the total, were not successfully reached. A total of 390 valid replies were obtained, resulting in a response rate of 55.7%. The findings reveal that: Facebook is the most widely used platform,

with 47.2% of respondents (184 individuals) utilising it. Instagram ranks second, with 23.1% of respondents (90 individuals) using it. YouTube is the third most popular platform, with 17.7% of respondents (69 individuals) utilizing it. Lastly, Pinterest has the lowest usage among respondents, with only 12.1% utilizing it. The measurement items show standardised loading estimates of 0.5 or above (the range from 0.504 to 0.922 at the alpha level of 0.05), which indicates the presence of convergent validity in the measurement model.

According to Hair et al. (2019), it is recommended that the Average Variances Extracted (AVE) should consistently exceed 0.50. The average values of the specific constructs, namely Interactivity (0.624), Informativeness (0.739), Entertainment (0.561), Perceived Relevance (0.583), Peace of Mind (0.690), Moments of Truth (0.564), Product Experience (0.596), Outcome Focus (0.575), and Purchase Decision (0.750), all exceed the threshold of 0.50. The use of Composite Reliability (CR) is employed as a means of evaluating the reliability of a construct inside the measurement model. The CR of Interactivity = 0.869, Informativeness = 0.918, Entertainment = 0.827, Perceived Relevance = 0.846, Peace of Mind = 0.930, Outcome Focus = 0.844, Moments of Truth = 0.837, Product Experience = 0.852 and Purchase Decision = 0.938). The measurement model demonstrates that all constructs show good reliability.

Measurement model Results: The 9-factor construct underwent CFA. The DF was observed to be 1129, which is expected to be more than 0. The calculated value of the chi-square statistic divided by the degrees of freedom (χ^2/DF) was found to be 2.369. The RMSEA was found to be 0.054, which is within the recommended threshold of less than 0.08. The TLI index obtained a value of 0.922, which is very close to 1.0. A value of 1.0 signifies a perfect match. The CFI was calculated to be 0.930. In CFA, the indices have a tendency to converge towards a value of 1.0.

Structural model summary: The findings obtained from the structural model analysis conducted using the AMOS program indicate that the degrees of freedom (DF) were 691, which should ideally exceed zero. Additionally, the ratio (χ^2/DF) was calculated to be 2.428. The RMSEA was found to be 0.055, which is within the recommended threshold of being less than 0.08. The TLI index showed a value of 0.919, indicating a high degree of proximity to 1.0, which signifies a perfect match. The CFI has been found to be 0.924. In CFA, it is found that all indices demonstrate a proximity to a value of 1.0.

Structural model

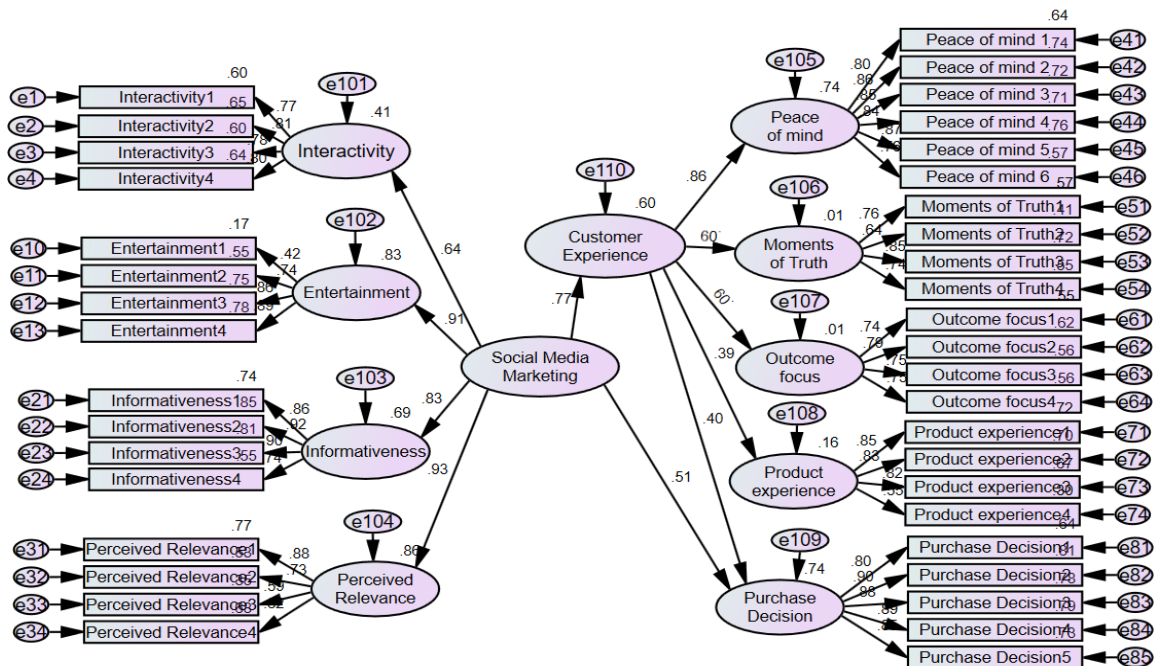


Figure (2) Structural Model (Final Result)

Discussion

This research study aimed at investigate the relationship between SMM and purchase decision with mediation role of customer experience in the Egyptian skin and hair care products. Prior literature suggested that the majority of studies on SMM explored their direct impacts on buyer behavior, while those that explored the processes by which SMM may influence purchase decisions are scarce (Mason et al., 2021; Hasan and Sohail, 2021). This research study addressed the gap in literature regarding purchase decision as well as that the scarce in such kind of research in skin and hair care products specifically in the Egyptian context.

The Direct Effect

The findings indicate a statistically significant beneficial association between social media marketing (SMM) and customer experience ($\beta = 0.513$, $CR = 4.931$, $CR > 1.96$, $p = 0.000$, $p < 0.05$). Thus, the hypothesis that social media marketing (SMM) has an influence on the purchase decision of Egyptian consumers regarding skin and hair care products is confirmed. This finding aligns with the research conducted by Muntinga et al. (2011), which claimed that interactions enabled by social media marketing platforms allow customers to access customer service while making specific purchases. Furthermore, The continuous enhancement of social media platforms is expected to foster more engagement among customers, as they engage in online conversations pertaining to a brand's advantages, narratives, and characteristics. These interactions have the potential to strengthen the relations between customers and their service providers, resulting in positive results in the exchange process. According to Arjun et al. (2021), it is suggested that marketers have the potential to use mobile applications, e-mail, and internet technology as means to facilitate more seamless interactions with customers. Zafar et al. (2021) claimed that interactivity has a significant role in molding customers' impulsive purchasing decisions. De Vries et al. (2012), Yeon et al. (2019), and Liao et al. (2019) conducted studies investigating the impact of social media interaction on consumer purchase decisions, and their findings indicated a substantial relationship between the two variables. In addition, the provision of entertainment through social media platforms occurs when service providers strategically create interesting and lighthearted content that effectively satisfies the entertainment requirements of their customers (Van Noort and Van Reijmersdal, 2019; Cheung et al., 2020; Mustafi and Hosain, 2020; Sohail et al., 2020; Pertierra, 2021). The concept of perceived customer relevance is applicable in virtual environments by strategically developing communications that respond to specific target customers. Zhu and Chang (2016) presented empirical findings supporting the belief that customers' purchase intentions are subject to the effect of perceived relevance, mediated by self-awareness. The act of responding promptly to customer requests on social media platforms has been shown to have a positive impact on purchase choices and brand confidence in the service provider (Gautam and Sharma, 2017). Lee and Hong (2016) argued that the concept of informativeness is evident in the efforts of marketing practitioners to develop attractive advertisements that have the potential to attract a larger customer base and shape their behaviors in relation to marketing material. According to Chhonker et al., (2018), Chen & Lin (2019), and Bilgin and Kethüda (2022), social media platforms give service providers a convenient means to effectively engage with and update their customers with the latest news and product offers. Consequently, these platforms provide a feasible channel for customers to seek and access certain products or services.

Furthermore, with regard to hypothesis H2, it is evident that SMM has an impact on customer experience in Egyptian skin and hair care products. This finding is supported by the statistical analysis, which reveals a strong positive relationbetween SMM and purchase decision ($\beta = 0.775$, $CR = 13.258$, $CR > 1.96$, $p = 0.000$, $p < 0.05$). This conclusion aligns with the research conducted by Rose et al., (2012), which showed that the online customer experience is a psychological phenomenon that arises as an individual's response

to the website of an online store. The determinant of an online customer experience provides significant importance in the process of attracting and retaining customers. By creating an unforgettable experience, companies can effectively generate customer value, create differentiation, and enhance customer delight, ultimately leading to customer loyalty. This loyalty, in turn, provides companies with a competitive advantage that enables them to sustain their business successfully (Rahman et al., 2022; Mbama and Ezepue, 2018).

The findings indicate that H3: customer experience has an impact on purchase decision in Egyptian skin and hair care products. The statistical results ($\beta = 0.394$, $CR = 3.206$, $CR > 1.96$, $p = 0.001$, $p < 0.05$) provide support for the hypothesis that there exists a positive relation between customer experience and purchase decision. This finding aligns with the research conducted by Singh & Söderlund (2020). Moreover, according to Kulbyte (2018), the measurement of customer satisfaction is of the greatest significance as it has been shown that 72% of customers tend to share their positive experiences with a maximum of six others, while 13% of unsatisfied customers tend to express their discontent to fifteen or more people. Therefore, it is imperative to identify the determinants of online customer experience in order to mitigate any negative customer perceptions of the company. This can be achieved by prioritizing a customer-centric approach, which aims to enhance the online shopping experience and foster customer loyalty (Izogo and Jayawardhena (2018).

The Indirect Effect (Mediation and Moderation)

Furthermore, the results indicate a statistically significant indirect influence of SMM on purchase decision, mediated by customer experience ($P = 0.001$, $P < 0.05$). The findings of the study suggest that the customer experience partially mediates the relation between SMM and purchase decision. Thus, the hypothesis that customer experience serves as a partial mediator in the relation between SMM and purchase decision in the context of Egyptian skin and hair care products is confirmed.

The Moderating effects of social media platforms (A Multi Group Analysis)

The findings highlight the process in which social media platforms interact to influence the relation between SMM, customer experience, and purchase decision as follows:

- 1- For the Instagram platform, the positive relationship between SMM and purchase decision is stronger. The Instagram platform has a beta value of 0.5, whereas the YouTube platform has a beta value of 0.471, the Pinterest platform has a beta value of 0.449, and the Facebook platform has a beta value of 0.413.
- 2- The positive relation between SMM and customer experience is stronger for the YouTube platform with a beta value for the YouTube Platform =0.919, a beta value for the Facebook Platform =0.856, a beta value for the Instagram Platform =0.799, and a beta value for Pinterest Platform =0.616).
- 3- The Beta Value for Pinterest platform =0.508, the beta value for Instagram platform =0.449, the beta value for the YouTube platform =0.359, and the beta value for the Facebook platform =0.347) shows a stronger positive relationship between Customer Experience and Purchase Decision than the other three platforms.

Thus, the hypothesis that "Social media platforms moderate the relation between SMM and purchase decision in the Egyptian skin and hair care products" is confirmed. The current Covid-19 outbreak has led to a surge in the popularity of e-commerce, which has influenced consumer purchasing behaviors (Revinova, 2021). The growth of the retail industry has posed a significant threat to traditional merchants, compelling them to adapt their business strategies (Jain et al., 2021). In order for the platform provider to differentiate itself as the chosen platform, it must address and overcome certain challenges (Lekh, 2016). This is due to the fact that the success of an online shopping platform is based on how satisfied customers are with their

online shopping experience (Sharma and Aggarwal, 2019) while using the platform. However, Deyalage and Kulathunga (2019) have identified three distinct attributes that have an influence on customer satisfaction in relation to online shopping platforms. The areas of focus include website security, website design, and customer service.

This study has dual significance, including both academic and practical implications. The present study successfully fills the existing research gap and provides valuable additional knowledge to the existing literature. The conducted research developed a model that adds to the existing body of knowledge in the field. This model suggests the expansion of the investigative scope via the utilization of the structural equation modelling approach. SMM construct explained 60% of customer experience variance ($R^2 = 0.600$), hence an integrated framework computed structural model supported the hypothesis. In addition, 73.2 percent of the purchase decision variance was explained by SMM via customer experience ($R^2 = 0.732$). The consequences of the findings from this study have significant relevance for the advancement of Egyptian skin and hair care products. Firstly, it highlights the significance of online customer experience in the relation between SMM and the purchase decision. Hence, it is essential for the company to acknowledge the importance of each touchpoint pertaining to the online customer experience, encompassing interactions and the quality of service provided along the customer journey. This is crucial in cultivating a favorable experience that ultimately motivates customers to make purchases. Furthermore, the outcomes of this study provide valuable insights for policymakers and practitioners within the skin and hair care sector in emerging economies who seek to enhance their online business activities. Online platform providers should have an understanding of the determinants that influence customers' selection of their services over those offered by their competitors. Gaining insight into the key variables that influence consumers' selection of an online shopping platform would provide a significant benefit. These factors will influence their experience and contribute to the sustained use of the platform.

Limitations and Suggestions for Future Research

This study examines the relation between SMM and purchase decisions, while also considering the mediating effect of customer experience in the context of skin and hair care products in Egypt. Further research should be expanded to include more developing countries.

Due to the confined scope of this study, which focused only on the skin and hair care business, it is important to acknowledge the highly specialized nature of the research environment. Consequently, it is believed that the findings may have implications that extend beyond this specific sector, potentially including SMEs across multiple sectors.

One of the limitations inherent in the present study was to the realization of the dynamics inside the relationship. The previously mentioned achievement was realized by the use of a cross-sectional research design, wherein data was systematically gathered over a designated period. As a result, if the data were collected longitudinally, one would obtain more insight into the dynamics of the relationship and maybe alternative deliverables. Hence, it is recommended for researchers to gather and examine data across many years.

The researcher used a quantitative methodology for data collection in this study. Therefore, it is recommended that future research endeavors explore using a qualitative methodology in order to get more comprehensive data and insights pertaining to this subject matter.

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Questionnaire

Demographics

- 1- **Age** (Less than 30 years - From 31– 40 years - From 41 – 50 years -More than 50 years
- 2- **Educational level** (High school or below - Bachelor - Master / PhD)
- 3- **Experience with your skin and hair care products**
 - (5 years or less - From 5 – 10 years - From 10 – 15 years - 15 years or more)
- 4- **which one of the following social media platforms do you mostly use?**
 - (Facebook - YouTube - Instagram - Pinterest)

Social Media Marketing

Interactivity

- Social media marketing is effective in gathering customers' feedback.
- Social media marketing encourages customers to offer feedback.
- Social media marketing makes me feel like it wants to listen to the voice of its customers.
- Social media marketing facilitates two-way communication between the customers and the firms.

Informativeness

- Social media marketing is a good source of product information and supplies relevant product information.
- Social media marketing provides timely information.
- Social media marketing is a good source of up-to-date product information.
- Social media marketing is a convenient source of product information.

Entertainment

- The content found in my skin and hair care products' social media seems interesting
- It is exciting to use my skin and hair care products' social media
- It is fun to collect information on products through my skin and hair care products' social media
- It is easy to kill time using my skin and hair care products' social media

Perceived Relevance

- Social media marketing means a lot to me.
- I think social media marketing fits to my interests.
- I think social media marketing fits with my preferences.
- Overall, I think social media marketing fits me.

Customer Experience

Peace of mind

- I am confident in their expertise of (my skin and hair care products), they know what they are doing.
- The whole process was so easy, they took care of everything.
- It is not just about the now, this skin and hair care products will look after me for a long time.
- I am already a customer, they know me and take good care of me, so why should I go somewhere else.
- I have dealt with them before so to get any product/service is really easy.

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Moments of truth

- It was important that the skin and hair care products was flexible in dealing with me and looking out for my needs
- It is important that they keep me up to date and inform me about new options
- It is important that the people I am dealing with are good people, they listen, are polite and make me feel comfortable
- The way they dealt with me when things went wrong will decide if I stay with them

Outcome focus

- Yes, there are other skin and hair care products, but I would rather stay with mine it makes the process much easier.
- It was more important to get the products/services than to shop around for a better rate.
- I stay with my skin and hair care products because I am no confident about using an alternative company.
- It was important that my account manager had the same products/services too (similar to me), he/she knew what I was going through.

Product experience

- I want to choose between different options to make certain I get the best offer.
- It is important to me to receive offers from different skin and hair care products.
- Unless I can compare different options, I will not know which one is the best for me.
- It would be great if I could deal with one designated contact through the entire process of getting my products/services.

Purchase Decision

- I feel good about my decision to purchase products from this skin and hair care products.
- I will positively recommend this skin and hair care products to other people.
- I frequently purchase from this skin and hair care products.
- I intend to purchase again from my skin and hair care products in the future.
- Overall, I am satisfied about my purchase of goods from my skin and hair care products.