

The Loyalty of Direct Sales Members of Beauty Care Products after the Epidemic -The Mediating Effect of Satisfaction and the Moderating Effect of Consumption experience

Kao-Shan Chen

Dept. of Business Administration, Vanung University, Taiwan

Abstract: *The purpose of this study is to explore the relationship between direct selling members on customer experience, purchase intention, customer satisfaction and customer loyalty through the members of a direct selling company of beauty care products in the United States. The results of the study found that purchase intention has a significant positive impact on satisfaction and loyalty, satisfaction has a mediating effect on purchase intention and loyalty, and customer experience has an moderating effect on purchase intention and loyalty.*

Keywords: *Beauty Care Product, Customer Experience, Purchase Intention, Customer Satisfaction, Customer Loyalty*

I. INTRODUCTION

In recent years, people's awareness of health has risen. Not only have they begun to pay attention to sleep quality, exercise and diet, but their consumption awareness of promoting personal health has also continued to rise, prompting more people to realize that the way to protect physical and mental health without drugs is quite popular and willing to support. Doing good health prevention work in advance can not only prolong life, but also reduce mortality by doing good quality physical and mental activities. There are many ways to maintain good physical and mental health, among which physical daily maintenance is the way most people use, and essential oil products are generally valued by consumers. Generally speaking, the research on customer satisfaction and loyalty is mainly for the analysis of external customers, and for direct selling members who are both customers and direct sellers, that is, the members of the organization are also customers. Few scholars have explored this topic. Under the impact of the COVID-19 crisis, members may experience changes in satisfaction and loyalty due to considerations of perceived care, protection, or safety. That is to say, under the impact of the COVID-19 crisis, consumer behavior may show Unique or different dynamics, such as exhibiting higher perceived risk/fear (Rather, 2021a; Ramkissoon, 2020), thus warrant further investigation. In order to understand this gap, this paper reviews the literature on the drivers, dynamics, and activity results of some customers' identification with brands and products during the epidemic (Büyükdağ & Kitapçı, 2021; Hultman et al., 2016; Stokburger-Sauer et al., 2012), indicating that the credibility of customers' brand perception will affect customers' attachment and loyalty to the brand. However, given that customers usually pay high attention to safety issues, we also expect to know whether the focus of customers' attention will change after the impact of the epidemic (Itani & Hollebeck, 2021).

After the pandemic, many business marketers hope to cultivate customers' recognition of their

brands, expecting that sales can slowly increase, so as to return to the situation before the outbreak (Krishna & Kim, 2021; Molinillo et al., 2022; Hollebeek et al. al., 2021). Most empirical studies regard customers' consumption experience as the driving factor affecting the degree of specific associations (Algharabat et al., 2020; Harrigan et al., 2018; Naeem & Ozuem, 2021), but some scholars believe that the strength of the associations explored The experience participation of different customers will be different, and if the degree of experience participation is lower than the standard, their repurchase intention will be reserved (Khan, Hollebeek & Islam, 2020), which will affect satisfaction and loyalty. Based on the above factors, this article hopes to understand the correlation between the consumption experience, purchase intention, customer loyalty and customer satisfaction of members of specific essential oil products after the pandemic, and hopes to provide important and novel insights through research and analysis, as a reference for the relevant units.

II. LITERATURE REVIEW

2.1. Consumption experience

Since today's world is driven by the experience economy, experience plays a key role in the service sector. The concept of consumption experience first appeared in traditional marketing activities, mainly to meet consumer needs and improve satisfaction (Schmitt, 1999). Subsequently, due to various factors such as technological development, market competition, in order to add value to services, and to optimize brands, research on consumption experience was promoted (Klaus & Maklan, 2007; Kuo et al., 2009; Ren et al., 2016). Therefore, providing a perfect consumption experience has become the primary task of achieving customer loyalty, gaining competitive advantage, creating brand equity and generating co-created value (So & King, 2010). From the manufacturer's point of view, consumption experience can be defined as the result of customers and services providing different elements and interacting to a certain extent, and may even be knowledge or information sharing (Gupta & Vajic, 2000); if from the consumer's point of view Looking at it, it can be defined as a memory point that consumers can feel and connect it with a lasting memory that consumers will cherish (Larsen, 2007). Godovykh & Tasci (2020) propose a more comprehensive definition, defining experience as the sum of negative to positive. All stimuli encountered in the pre-, during-, and post-consumption stages elicit positive cognitive, affective, sensory, and intentional responses that are filtered through individual differences in consumers, ultimately leading to varying outcomes associated with consumers' feelings.

2.2. Purchase intention and satisfaction

The real purpose of consumer satisfaction research is to predict consumers' behavioral responses to post-purchase. Therefore, people began to study consumer satisfaction from the perspective of behavior. One point of view is that the impact of consumer satisfaction on shopping intention is indirectly through attitude. For example, Oliver's (1980) research found that a high level of satisfaction can increase consumers' preference for a product, thereby increasing their intention to repurchase the brand's product. Bearden & Teel (1983) found in their research on car service that the impact of consumer satisfaction on purchase intention is mediated by attitude. But some people think that consumer satisfaction will have a

direct effect on purchase intention. For example, TARP (1979) survey found that a considerable proportion of dissatisfied consumers are unwilling to buy the same brand of products again.

La Barbera & Mazursky's (1983) study found that consumer satisfaction has a considerable impact on purchase intention, but the intensity of satisfaction's impact on purchase intention will decrease as the level of consumer loyalty increases. Oliver & Swan (1989) research shows that consumer satisfaction has a great influence on the willingness to purchase a car. There are also some experiments in the field of services to prove that there is a direct relationship between satisfaction and purchase intention. Cronin & Taylor (1992) found in their research on banking, catering and other service industries that consumer satisfaction is one of the important variables affecting purchase intention. Therefore, this study establishes research hypothesis:

H1: There is a significant positive relationship between purchase intention and satisfaction

2.3. Satisfaction and loyalty

Engel (1990) defined the satisfaction of brand products as the result of consumers' subjective evaluation that the selected brand products meet or exceed their expectations. He divides consumers' satisfaction with brand products into obvious satisfaction and potential satisfaction. The former refers to the consumers' satisfaction with the product resulting from the comparison between expectations and performance, and the evaluation of product performance. This is the result of brand product evaluation on the basis of fine processing. When the motivation or ability of the product is not satisfied, it is impossible for consumers to make a clear comparison between expectations and performance. At this time, this kind of satisfaction that is not realized by consumers is called potential satisfaction, which is the result of implicit evaluation.

Blomer & Kasper (1995) believed that obvious satisfaction directly affects brand loyalty, because satisfaction is based on positive and clear evaluation of the brand, which will make consumers commit to the brand, and the commitment to the brand is a necessary condition for generating true brand loyalty, so satisfaction will be positively correlated with brand loyalty. Potential satisfaction is based on the implicit evaluation of brand choice. Consumers just accept the brand and do not necessarily produce commitment to the brand. Although there is a positive correlation between latent satisfaction and real brand loyalty, it is not as big as the correlation between apparent satisfaction and real brand loyalty. The research results also prove this point. Additionally, the study found that the motivation and ability to evaluate brand choices has a direct impact on true brand loyalty. Therefore, this study established the research hypothesis:

H2: There is a significant positive relationship between satisfaction and loyalty

4. The impact of satisfaction on purchase intention and loyalty

Consumers have a preference to buy a particular brand due to product attributes, image, quality, features, and price, and usually commit to buying it and recommending it to others. They go from occasional purchases to regular purchases and increase purchase frequency due to brand loyalty. Brand loyalty is very important for organizations to increase sales, command premium prices, and retain customers. There is a significant difference between repurchase rate and brand loyalty because repurchase rate is the result of actions that demonstrate loyalty (Bloemer, 1995). Brand loyalty occurs when

customers express a significant relationship with a brand through repeat purchases. This loyalty will be beneficial to the firm as end customers will agree to purchase at a premium price and may also participate in introducing new customers to the firm (Reichheld, 1990). Brand loyal customers do not evaluate brands, they just buy with confidence based on their experience (Sidek, Yee & yahyah, 2008). Some organizations try to get loyal customers by coercing customers or luring customers with low prices, but eventually lose customer loyalty; High customer loyalty (Grönholdt et al, 2010).

Consumers' purchase intentions may be impulsive, partly pre-planned, or completely pre-planned. In impulse buying behavior, the consumer makes an instant decision and buys the product that is more attractive to him. In part pre-planning, the consumer selects a product type and style and selects a brand. In a fully preplanned purchase, the consumer has already selected the product and brand to purchase (Engel et al., J., 1995). In addition, there are also literatures that purchase intention will affect future brand loyalty (Gogoi, 2013). It can be seen from the above that consumers' purchase intention is affected by problem identification, information search, alternative plan evaluation, purchase and post-purchase behavior, and consumers' purchase intention also depends on brand awareness and brand loyalty (Engel et al., J., 1995), in addition, loyalty will also be affected by brand awareness, consumer confidence, satisfaction and consumer purchase intention (Aaker, D., 1990). Based on the literature review above, this study establishes the research hypothesis:

H3: There is a significant positive relationship between purchase intention and loyalty

H4: Satisfaction has a mediating effect on purchase intention and loyalty

2.5. The impact of consumption experience on purchase intention and loyalty

Purchase intention is a decision that studies why consumers purchase a particular brand (Shah et al., 2012). Purchasing decision is a complicated process for customers. Usually, purchase intention is related to customers' attitudes, perceptions and behaviors. Purchase intention plays an important role in customers' understanding and evaluation of certain products. Along with the influence of value, perceived quality and price while changing (Mirabi et al., 2015). In addition, Gogoi (2013) also pointed out that intrinsic and extrinsic motivations also affect consumers during the purchasing process.

Psychological variables determine how the market is determined by group preferences in the market to determine market segmentation, and consumers make corresponding individual decisions based on their cognition of products, personnel, ideology, or other attitudes and media (Alpert & Gatty, 1969; Demby, 1989). Schmitt (1999) pointed out that the senses can stimulate consumers and provide consumers with a sense of satisfaction. At the same time, they also pointed out that the more sensory contact surfaces of a product, the stronger the depth of the product. Solomon (1998) believes that hearing in the senses is a kind of word-of-mouth communication, which in turn can create a certain degree of satisfaction. Consumers' knowledge of products comes from actual use experience to some extent, so consumers trust word-of-mouth communication far more than mass media communication.

Fishbein & Ajzen (1975) put forward Theory of Reasoned Action (TRA), explaining the voluntary behavior of consumers after systematic and rational thinking through the information they have obtained. Among them, the individual's behavioral intention is affected by attitude and subjective norms. The more

positive the individual's behavioral attitude is, the higher the behavioral intention is; on the other hand, subjective norms are affected by factors such as social customs, others' opinions, or pressure. Its research found that consumers' evaluations of related products and brand attitudes, combined with the motivating effect of external factors (such as product experience, etc.), constitute consumers' willingness to purchase. When rational consumers consider buying items, they will rationally judge whether the value of the product they believe is higher than the price paid, and make a decision whether to buy (Dickson & Sawyer, 1990). Based on the above literature review data, whether the degree of consumption experience involvement will affect loyalty is the focus of this study, so this study establishes research hypothesis:

H5: Consumption experience has a moderating effect on purchase intention and loyalty

2.6. Consumption experience and satisfaction

Schmitt (1999) proposed that after customers observe or participate in events, they will feel the stimulation to induce their motivation, generate consumption behavior or think and identify, and enhance the value of products the concept of experience marketing. What customers want is to make their senses dizzy and touch their hearts, and the products that stimulate their minds, experiences are usually not spontaneous. Gilmore (1998) also mentioned the concept of experiential marketing in his book *The Experience Economy*, pointing out that a company consciously uses services as the stage and commodities as props to integrate consumers into it and create A sequence of activities performed that can be worth remembering. McLuhan (2000) believes that everyone's perception of experience is different, and experience comes from the individual's emotions and interactions with things.

Kotler (1997) pointed out that consumer satisfaction comes from the degree of pleasure or disappointment formed by comparing the expectations and expectations before the purchase of the product with the performance of the product's functional characteristics or service performance after the actual purchase. The gap between the two will be positive satisfaction and negative satisfaction. Tehrani (2002) believes that enterprises can continue to build relationships with customers in a humane way to achieve customer satisfaction. Novak (2002) proposed that from an industry point of view, customer satisfaction is a leading indicator of wealth creation. In addition, Swan & Combs (1976) believed that product performance includes operational performance and expressive performance; the former refers to whether the physical performance of the product meets the actual needs (called physical performance), and the latter refers to the psychological satisfaction (called psychological performance). When the operational performance of the product is less than the original expectation, consumers may be dissatisfied; but when the operational performance of the product is greater than the original expectation, consumers are not necessarily satisfied, only when the expressive performance is equal to or exceeds the original expectation. Consumers can only be satisfied when their expectations are met. Therefore, from the point of view of the operational performance and expressive performance of the product, in order to satisfy consumers, the product must meet the expectations of consumers both in operation and expression. Whether the degree of involvement in consumption experience (including product and service experience) has an impact on consumer satisfaction is the focus of this study. Therefore, this research establishes research hypotheses:

H6: Consumption experience has a moderating effect on purchase intention and satisfaction

III. RESEARCH METHODS

3.1. Research framework and assumptions

This study mainly explores the relationship between the purchase intention and loyalty of direct sales members of beauty care products after the epidemic, and proposes a research framework based on the research purpose and related literature (see Figure 1), using Pearson correlation analysis (Pearson correlation), In order to understand the relevant situation, as well as the relevant situation of the purchase intention, satisfaction, consumption experience and loyalty of the tested samples after the pandemic. Then, using the PROCESS software developed by Hayes (2013), using the Model 8 in the plug-in model to conduct bootstrap analysis (Bootstrap) repeated 5,000 sampling analyzes to test the mediating effect of satisfaction on purchase intention and loyalty. And the interference effect of consumption experience on purchase intention and satisfaction, and purchase intention on loyalty. Among the research variables, the independent variable is purchase intention, the intermediary variable is satisfaction, the consumption experience is the interference variable, and the dependent variable is loyalty.

The research structure diagram is shown in Figure 1 below.

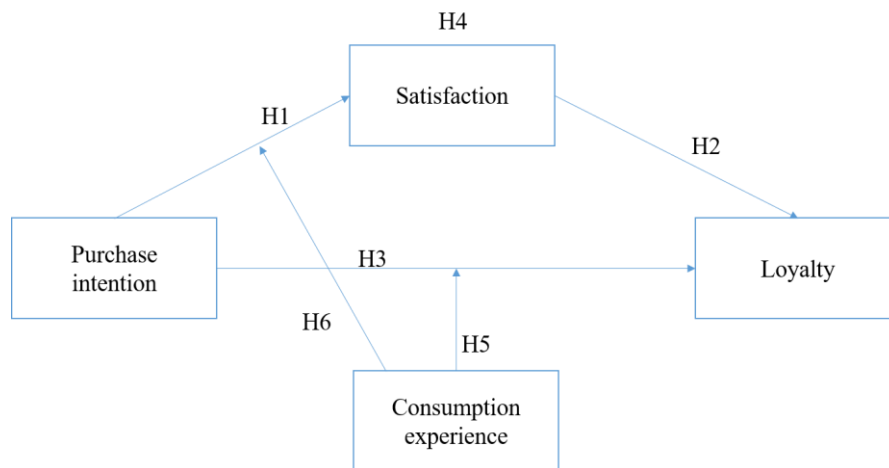


Figure 1 research structure

Base on the research structure, the research hypothesis as follow: :

H1: There is a significant positive relationship between purchase intention and satisfaction

H2: There is a significant positive relationship between satisfaction and loyalty

H3: There is a significant positive relationship between purchase intention and loyalty

H4: Satisfaction has a mediating effect on purchase intention and loyalty

H5: Consumption experience has a moderating effect on purchase intention and loyalty

H6: Consumption experience has a moderating effect on purchase intention and satisfaction

3.2. Research objects and samples

This study aims to explore the loyalty of beauty direct sales members to brands after the pandemic, so a questionnaire is designed and distributed in the form of a Google form, and the objects are direct sales members of American multinational companies. Under the constraints of limited manpower, time and funds, this study adopted the convenience sampling method to distribute questionnaires to the

members of the case company. A total of 329 questionnaires were distributed, and 309 questionnaires were recovered. 309 questionnaires were valid, and the recovery rate was 94%. The structure of the respondents in this research sample is divided into five categories: region, age, marriage, education level, and monthly income, as shown in Table 1 below:

Table 1 Samples (n=309)

Variables	Item	Samples
Area	Taiwan	287 (87.2%)
	Oversee	30 (12.8%)
Age	21-30 years old	33(10.0%)
	31-40years old	86 (26.1%)
	41-50years old	130 (39.5%)
	51 years old	80 (24.3%)
Education	Junior high school	12(3.6%)
	Senior high school	60(18.2%)
	University	201(61.1%)
	Master	56(17.0%)
Marriage	Single	137 (41.6%)
	Married	192 (58.4%)
Monthly income	Less than 20,000	36 (10.9%)
	20,001-40,000	128 (38.9%)
	40,001-80,000	122 (37.1%)
	80001-120000	28(8.5%)
	More than 120,001	15 (4.6%)
Monthly purchase amount	Less than 3,000	152(46.2%)
	3,001-4,000	99(30.1%)
	4,001-5,000	41(12.5%)
	5.001-6,000	17(5.2%)
	More than 6,000	20(6.1%)
Membership	Full time	28(9%)
	Part time	87(26.4%)
	Customer	214(65.0)%
Membership time	Less than 1year	161(48.9%)
	1.1-3	105(31.9%)
	3.1-5	39(11.9%)
	More than 5years	24(7.3%)
User	Own	270(82.1%)
	Family	51(15.5%)

Others

8(2.4%)

Source: Compiled by this study

In addition, in the question of "How to get in touch with and learn about the brand and products of DOTTERRA Essential Oil Company", 90% of the members learned about it through relatives and friends, and only 10% learned about it through advertisements or other channels.

Among the multiple-choice items of "The most important considerations for becoming a full-time or part-time direct selling member", the most important considerations are product use needs and income increase. The details are shown in Table 2.

Table 2 Factors considered for full-time and part-time

Factors	Response		Percentage of Observations
	N	Percentage	
Own business	63	10.0%	19.4%
Product use requirements	269	42.6%	82.8%
Increase income	131	20.8%	40.3%
Make friends	55	8.7%	16.9%
Free working hours	60	9.5%	18.5%
Stimulate their own potential	37	5.9%	11.4%
Joined due to human pressure	16	2.5%	4.9%
Total	631	100.0%	194.2%

Source: Compiled by this study

In the multiple-choice item of "The most frequently discussed topics when contacting or meeting senior members", the most frequently discussed topics are product functions, work status, performance progress, and problems faced in order. The details are shown in Table 3 shown.

Table 3 The most frequently discussed topics between members and senior members

	Response		Percentage of Observations
	N	Percentage	
Work status	118	16.7%	36.2%
Performance	96	13.6%	29.4%
Problems with sales	89	12.6%	27.3%
Social current affairs	47	6.6%	14.4%
Families	69	9.8%	21.2%
Competition	12	1.7%	3.7%
Product Features	276	39.0%	84.7%
	707	100.0%	216.9%

Source: Compiled by this study

3.3. Reliability and validity analysis

Based on the reliability and validity of the questionnaire, this study thoroughly reviewed the previous literature, adopted the relevant theoretical framework of previous studies, and selected key theoretical components suitable for the research background and research scope to form the content of the questionnaire. This study adopts the questionnaire survey method, which has four parts. The first part is purchase intention, the second part is satisfaction, the third part is consumption experience, and the fourth part is loyalty. The first part of the scale of purchase intention refers to the data of Gogoi (2013) and Kotler & Armstrong (2010); the second part of the satisfaction scale refers to the measurement items of Opata et al. (2021) and Parry et al. (2021). Modified; the third part of the consumption experience scale is modified from the 12-item scale of Kumar & Kaushik (2018); the fourth part of the loyalty scale is modified from Kumar & Kaushik (2017). Through exploratory factor analysis on the scale data, after deleting inappropriate items, the Cronbach α values of all dimensions are higher than 0.8 (purchase intention=0.930, satisfaction=0.957, consumption experience=0.952, loyalty=0.962), indicating that its internal consistency is good and belongs to high reliability.

This study uses SPSS software to conduct confirmatory factor analysis on 309 sample data. The results show that the Bartlett test values corresponding to each dimension are significant at the level of 0.001, and the overall KMO value of the measurement scale is greater than 0.5, indicating that this study The data are suitable for factor analysis. At the same time, the accumulated variance explained by the common factors extracted by each facet is greater than 50%, which proves that the sample data has good construct validity. The factor standard loads of all measurement indicators on their respective latent variables are between 0.7171 and 0.954, all of which are greater than the requirement of 0.5, indicating that the scale has good convergent validity.

IV. RESULTS

4.1. Case company profile

dōTERRA was established in Utah, USA in 2008, and established a Taiwan branch in 2009. It is a multinational multi-level marketing company dedicated to developing the essential oil industry and promoting aromatherapy. Its product line includes professional and pure Adjustment-grade essential oils, nutritional health care products, essential oil skin care products, salon-grade hair care products, and household cleaning and daily necessities, etc. Direct selling members are located in more than a dozen countries around the world, with more than 10 million members, including more than 60% full-time and part-time dealers. In 2017, it was selected as the best medium-sized enterprise employer in the United States by Forbes magazine for two consecutive years.

4.2. Descriptive statistics and correlation analysis

Table 4 is the descriptive statistics and correlation analysis of each variable, and the mean, standard deviation, Pearson correlation coefficient and so on of the main variables are obtained. There is a significant positive correlation between purchase intention and satisfaction, purchase intention and consumption experience, and purchase intention and loyalty. There is a significant positive correlation

between satisfaction and consumption experience, and a significant positive correlation between satisfaction and loyalty. Consumption experience is significantly positively correlated with loyalty. Therefore, the significance of the correlation between the variables selected in this study is consistent with theoretical expectations, indicating that further mediation analysis can be carried out. From the analysis results, we can see that there is a significant positive impact on purchase intention and satisfaction, thus supporting the research hypothesis H1. Satisfaction has a significant positive impact on loyalty, thus supporting the research hypothesis H2. Purchase intention and loyalty have a significant positive impact, thus supporting research hypothesis H3.

Table 4 Means, standard deviations and correlation coefficients (n=309)

Dimension	Means	standard deviations	Purchase intention	Satisfaction	Consumption experience	Loyalty
Purchase intention	4.1491	0.81336	-			
Satisfaction	4.1810	0.76362	0.440**	-		
Consumption	4.2695	0.74242	0.500**	0.515**	-	
Loyalty	3.8556	0.88024	0.521**	0.504**	0.528**	-

Note: two-tailed test , **p<0.01 , *p<0.05

4.3. Linear regression analysis

Next, a stepwise linear regression analysis was performed with purchase intention, satisfaction and consumption experience as independent variables and loyalty as a dependent variable. After the aforementioned data analysis and processing, this study then uses hierarchical regression analysis to further confirm whether the correlation between variables is significant. The demographic variables in this study include region, age, education, marital status, monthly income, and the monthly purchase amount of essential oils, membership nature, membership years, product users as control variables, and purchase intention as independent variables. Degree is the dependent variable, satisfaction is the mediating variable, and consumption experience is the interference variable. Hierarchical regression analysis is carried out, and the analysis results are shown in Table 5.

As shown in the hierarchical regression analysis in Table 5, the willingness to purchase ($\beta=0.44$, $p < 0.005$) has a significant positive correlation with satisfaction, and the willingness to purchase ($\beta=0.500$, $p < 0.001$) also has a significant positive correlation with consumption experience. Satisfaction ($\beta=0.515$, $p < 0.001$) has a significant positive correlation with consumption experience, and satisfaction ($\beta=0.504$, $p < 0.001$) has a significant positive correlation with loyalty. In the regression model, the coefficients of the independent variables (purchase intention, satisfaction, and consumption experience) on the dependent variable (loyalty) are significant.

Table 5 Regression analysis of purchase intention on loyalty (n=309)

Loyalty						
Variables	Demographics	AIndependent variable	B Mediating variable	A*B Interaction	C Moderating variable	A*C Interaction

Control variable						
Area	-0.024	-0.018	-0.032	-0.056	-0.019	-0.037
Age	-0.028**	-0.073	-0.088	-0.167	-0.044	-0.110**
Education	-0.089	-0.094	-0.090	-0.077**	-0.101	-0.089
Marriage	0.023	0.024	0.014	0.037	-0.008*	0.050
Monthly income	0.049	0.112*	0.049	0.041	-0.015*	0.004
Monthly purchase amount	0.139*	0.018**	0.171**	0.055	0.150**	0.033
Membership	-0.265**	-0.359**	-0.344**	-0.189**	-0.134**	-0.208**
Member time	0.255**	0.358**	0.329**	0.220**	0.311**	0.182**
User	0.082	0.054	0.065	0.045	0.108*	0.116
Independent variable						
Purchase intention		0.464**	0.391**	0.081	0.268**	0.203**
Mediating variable						
Satisfaction			0.298**	-0.313**		
Moderating variable						
Consumption experience					0.539**	-0.098**
R ²	0.302	0.215	0.267	0.340	0.376	0.437
Adj-R ²	0.280	0.213	0.265	0.336	0.374	0.434
F	13.655**	88.771**	118.298**	83.269**	195.113**	125.534**
ΔF		68.133	35.029	57.624	69.579	91.402

Note: Two-tailed test, **p<0.01 , *p<0.05

4.4. Analysis of the mediating effect of satisfaction on purchase intention and loyalty

This study uses module 8 (Hayes, 2013; Hayes, 2017) in the SPSS PROCESS macro to calculate the confidence interval obtained by bootstrap method 5000 times as the prediction and verification of the mediation effect, and analyzes the hypothesis H4 of this study that predicting satisfaction will mediate The relationship between purchase intention and loyalty. The results obtained are shown in Table 6. Satisfaction has a significant indirect effect on purchase intention and loyalty. The intermediary variable (satisfaction) does not contain 0 in the 95% confidence interval, CI = [-0.039, -0.023], and P =0.000<0.001, showing that satisfaction has a mediating effect on purchase intention and loyalty, thus supporting hypothesis H4.

Table 6 Mediating analysis of satisfaction on purchase intention and loyalty

Mediating variable	Mediating effect	Standard error	P	Lower Limit Confidence Interval(BootLLCI)	Upper Limit Confidence Interval(BootULCI)
Satisfaction	-0.031**	0.004	0.000	-0.039	-0.023

Note: Two-tailed test,**p<0.01 , *p<0.05

4.5. The relationship between purchase intention and loyalty - the verification of the moderating effect of consumption experience

This part also uses module 8 (Hayes, 2013; Hayes, 2017) in the SPSS PROCESS macro to calculate the confidence interval obtained by the bootstrap method 5,000 times as the prediction and verification of the interference effect, and analyzes the hypotheses H5 and H6 of this study to predict consumption Experience interferes with the relationship between purchase intention and satisfaction, and purchase intention and loyalty. The results obtained are shown in Table 7. It can be seen from Table 7 that consumption experience has a significant indirect effect on purchase intention and loyalty, because the interference variable (consumption experience) does not contain 0 in the 95% confidence interval, CI = [0.005, 0.056], and P=0.019 < 0.05, showing that consumption experience has an interference effect on purchase intention and loyalty, thus supporting hypothesis H5. Secondly, consumption experience has a significant indirect effect on purchase intention and satisfaction, because the interference variable (consumption experience) does not contain 0 in the 95% confidence interval, CI = [-0.120, -0.076], and P=0.000 < 0.001, It shows that consumption experience has an interference effect on purchase intention and satisfaction, thus supporting Hypothesis H6. It can also be seen from Figure 2 and Figure 3 that whether it is satisfaction or loyalty, the part with a high degree of consumption experience involvement is higher than the part with a low degree of consumption experience involvement.

Table 7 Correlation between purchase intention and loyalty - verification of the moderating effect of consumption experience

Path of moderating variable	Moderating effect	Standard error (BootSE)	P	Lower Limit Confidence Interval (BootLLCI)	Upper Limit Confidence Interval (BootULCI)
Purchase intention->consumption experience ->loyalty	0.030*	0.013	0.019	0.005	0.056
Purchase intention->consumption experience->satisfaction	-0.098**	0.011	0.000	-0.120	-0.076

Note: Two-tailed test,**p<0.01 , *p<0.05

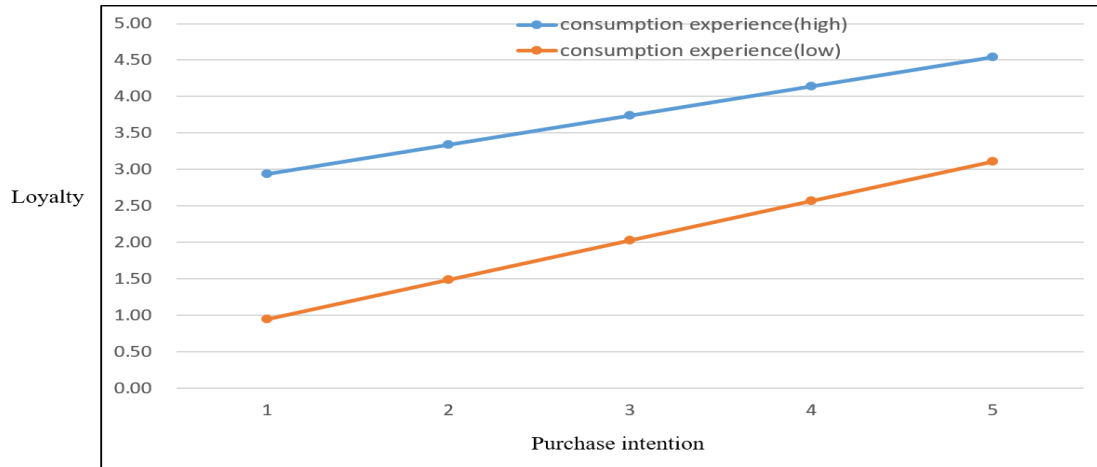


Figure 2. The relationship between consumption experience moderating purchase intention and loyalty

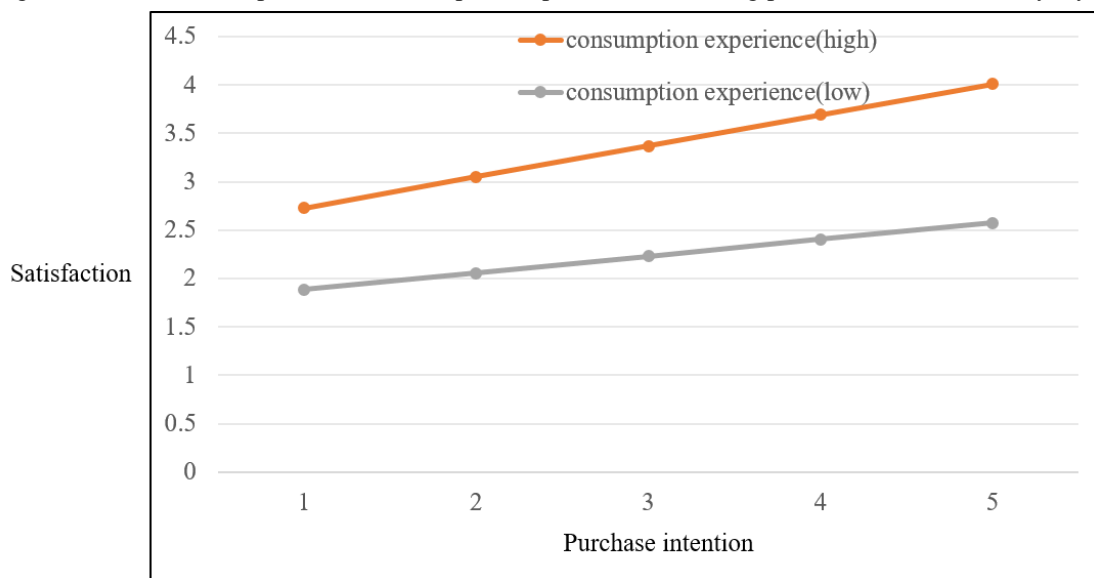


Figure 3. The relationship between consumption experience moderation purchase intention and satisfaction

V. Conclusions and Recommendations

5.1. Research conclusion

This study takes the loyalty of direct sales members of beauty care products after the COVID-19 pandemic as the research goal. After the aforementioned statistical analysis, the research results are summarized in Table 8:

Table 8 Research hypothesis results

Hypothesis	Results
H1: There is a significant positive relationship between purchase intention and satisfaction	Supported
H2: There is a significant positive relationship between satisfaction and loyalty	Supported
H3: There is a significant positive relationship between purchase intention and loyalty.	Supported
H4: Satisfaction has a mediating effect on purchase intention and loyalty	Supported

H5: Consumption experience has a moderating effect on purchase intention and loyalty Supported

H6: Consumption experience has a moderating effect on purchase intention and satisfaction Supported

According to the research results, the effects of direct effects are as follows: purchase intention has a significant positive impact on satisfaction; satisfaction has a significant positive impact on loyalty; purchase intention has a significant positive impact on loyalty. In terms of indirect effects: satisfaction has a mediating effect on purchase intention and loyalty; consumption experience has a moderating effect on purchase intention and loyalty; consumption experience has a moderating effect on purchase intention and satisfaction. From the results of the above collation, it can be seen that the research hypotheses from H1 to H6 are all supported.

5.2. Recommendations

According to the statistical analysis results of this study, the following five management implications and suggestions are put forward:

(1). Relationship between purchase intention and satisfaction and loyalty

After the pandemic, although direct sales members of beauty care products have been affected by the epidemic, for members who are willing to buy, satisfaction and loyalty still have a positive impact, showing the trust of direct sales members in the brand it will not change significantly due to the impact of the epidemic. This result is the same as that mentioned by Engel et al. (1995) and Gogo (2013), who believe that consumers' willingness to purchase depends on brand awareness and brand loyalty, and consumption Consumers' purchase intention will also affect future brand loyalty. Therefore, it is suggested that in addition to paying attention to the existing sales, the industry should also focus on the long-term planning of brand loyalty, that is, pay equal attention to short-term benefits and long-term development, so as to retain consumers.

(2). Satisfaction has a mediating effect on purchase intention and loyalty

In the hypothesis that satisfaction is an intermediary factor, the study found that satisfaction has an indirect mediating effect on purchase intention and loyalty. The direct effect value of purchase intention on loyalty is 0.248, while the indirect mediating effect value is -0.031, indicating that consumers have Satisfaction indirectly affects loyalty. This result is similar to the argument made by Grönholdt et al. (2010) that some organizations put a lot of effort into brand building, but may not necessarily get high customer loyalty. Therefore, it is suggested that the industry should pay more attention to consumer satisfaction in terms of serving consumers in order to obtain long-term customer loyalty.

(3). The interference effect of consumer experience on purchase intention, satisfaction and loyalty

Consumption experience has a significant effect on purchase intention and satisfaction, as well as the interference effect of consumption experience on purchase intention and loyalty. It means that direct sales members' doubts about the epidemic after the pandemic will increase due to the degree of involvement in consumption experience, so It is suggested that the industry should publicize relevant information in multiple ways and strengthen the service of consumer experience. As Dickson & Sawyer (1990) proposed, when rational consumers consider buying items, they will rationally judge whether the value of the

product they believe is higher than the price they paid. Cost, making a decision to buy or not, and what McLuhan (2000) proposed, everyone's perception of experience is different, and when the experience is highly interactive, it can create higher satisfaction.

- (4). The research found that direct sales members get more than 90% of the company's information through the introduction of relatives and friends, while the rate of obtaining relevant information through advertising materials is quite low. Therefore, it can be considered to transfer part of the budget for advertising materials to the establishment of interpersonal relationships among direct selling members For the purpose of network expansion. Secondly, when choosing to join a company as a full-time or part-time direct selling member, the main considerations are product use needs and income increase, while only 10% of them want to start their own business, which is obviously low. Because in order to strengthen the organization's physique and competitiveness, it is necessary to allow members to transform the concept of occupation into the concept of business. Therefore, it is recommended to establish and strengthen the culture of internal entrepreneurship in order to establish a sustainable business map. Finally, when contacting or meeting superior members, the most important issue is product function, followed by work status, performance progress, and problems faced. Competition in the same industry only accounts for 1.8%. Although confidantes are very important, knowing the enemy is equally important, the suggestion should involve more information on the market in order to maintain the best state of competition.

References

- [1]. Aaker, D. (1990). Consumer evaluations of brand extensions. *Journal of Marketing*, 27-42.
- [2]. Ajzen, I. (1985). *Action Control: From Cognitions to Behaviors*, New York, NY: Springer, 1985.
- [3]. Ajzen, I. (1991). The Theory of Planned Behavior, *Organizational Behavior and Human Decision Processes*, 50(3), 179–211.
- [4]. Algharabat, R., Rana, N. P., Alalwan, A., Baabdullah, A., & Gupta, A. (2020). Investigating the antecedents of customer brand engagement and consumer-based brand equity in social media. *Journal of Retailing and Consumer Services*, 53, 101767.
- [5]. Alpert, L. and R. Gatty. (1969). Product Positioning by Behavioral Life Styles, *Journal of Marketing*, 33, 65-69.
- [6]. Amine, A. (1998). Consumers' true brand loyalty: the central role of commitment. *Journal of Strategic Marketing*, 6(4), 317.
- [7]. Berden W. O., Teel, J. E. (1983). Selected Determinants of Consumer Satisfaction and Complaint Reports. *Journal of Marketing Research*, 20, 21- 28.
- [8]. Berry, R. (1997), *Direct Selling: from door to door to network marketing*, Butterworth Heinemann, Oxford.
- [9]. Bloemer, J. K. (1995). The Complex Relationship between Consumer Satisfaction and Brand Loyalty. *Journal of Economic Psychology*, 2.
- [10]. Bolemer J. M. M., Lemmink, J. G. A. M. (1995). The Importance of Customer Satisfaction in

- Explaining Brand and Dealer Loyalty. *Journal of Marketing Management*, 8, 351- 364.
- [11]. Büyükdag, N., & Kitapci, O. (2021). Antecedents of consumer-brand identification in terms of belonging brands. *Journal of Retailing and Consumer Services*, 59, 102420.
- [12]. Cronin Jr, S. (1992). A Taylor Measuring Service Quality: A Reexamination and Extension. *Journal of Marketing*, 1992, 56, 55- 68.
- [13]. Demby, E. H.(1989). Psychographics Revisited: The Birth of Technique.*Marketing News*, January 2, 21.
- [14]. Engel, J.F., Blackwell, R.D. &Miniard, P.W. (1995). *Consumer behavior*(8thEd.) New York: Dryden Press.
- [15]. Fan, W., Gao, H., Wang, W., & Li, H. (2021). Crafting the customer experience in omnichannel contexts: the role of channel Integration. *Journal Business Research*, 126, 12-22
- [16]. Farr, A., & Hollis, N. (1997). What do you want your brand to be when it grows up? Big and strong? *Journal of Advertising Research*, 23-36.
- [17]. Ferrel, L., Gonzalez-Padron, T. L., &Ferrel, O.C. (2013), An Assessment of the Use of Technology in the Direct Selling Industry, *Journal of Personal Selling & Sales Management*, 30, 157-165.
- [18]. Godovykh, M.,&Tasci, A.D. (2020). Customer experience in tourism: a review of definitions, components, and measurements. *Tourism Management Perspectives*, 35, 100694.
- [19]. Gogoi, B. J. (2013). Study of antecedents of purchase intention and its effect on brand loyalty of private label brand of apparel. *International Journal of Sales & Marketing*, 3(2), 73-86.
- [20]. Grönholdt, L., Martensen, A. &Kristensen, K. (2010). The relationship between customer satisfaction and loyalty: cross-industry differences. *Total Quality Management*, 509-514.
- [21]. Gupta, S. &Vajic, M. (2000). The contextual and dialectical nature of experiences. *New Service Development: Creating Memorable Experiences*, 15, 33-51.
- [22]. Harrigan, P., Evers, U., Miles, M., & Daly, T. (2018). Customer engagement with tourism social media brands. *Tourism Management*, 59, 597- 609.
- [23]. Hertati, L., &Safkaur, O. (2019). Impact of Business Strategy on the Management Accounting: The Case of the Production of State-Owned Enterprises in Indonesia. *Journal of Asian Business Strategy*, 9 (1), 29-39.
- [24]. Hertati, L., &Syafarudin, A.(2018). How the Implementation of the Industrial Revolution 4.0Management Information System Influenced Innovation: The Case of Small and MediumEnterprises in Indonesia. *Journal of Asian Business Strategy*. 8 (2) 52-62.
- [25]. Hollebeek, L., Smith, D. L., Kasabov, E., Hammedi, W., Warlow, A., & Clark, M. K. (2021). Customer brand engagement during service lockdown. *Journal of Services Marketing*, 35, 201-209.
- [26]. Houston, M. J. & Rothschild, M. L.(1978). Conceptual and Methodological Perspective in Involvement, in *Research Frontiers in Marketing: Dialogues and Directions*. *American Marketing Association*, 184-187.

- [27]. Hultman, M., Skarmeas, D., Oghazi, P., & Beheshti, H. (2016). Achieving tourist loyalty through destination personality, satisfaction, and identification. *Journal of Business Research*, 68(11), 2227–2231.
- [28]. Itani, O., & Hollebeek, L. (2021). Light at the end of the tunnel: Visitors' virtual reality (versus in-person) attraction site tour-related behavioral intentions during and post-COVID-19. *Tourism Management*, 84, 104290.
- [29]. Jacoby, J., & Kaplan, L. (1972). Measuring the impact of buying behaviour on customer satisfaction. *Total Quality Management*, 10(4), 602-614.
- [30]. Kitz, R., Walker, T., Clarlebois, S., & Music, J. (2021). Food packaging during the Covid-19 pandemic: Consumer perceptions. *International Journal of Consumer Studies*, 46, 434–448.
- [31]. Kotler, P. (1997). *Marketing management: Analysis, planning, implementation and Control* (9th Ed). Englewood Cliffs, NJ: Prentice-Hall.
- [32]. Kumar, V., & Kaushik, A. (2017). Achieving destination advocacy and destination loyalty through destination brand identification. *Journal of Travel & Tourism Marketing*, 34(9), 1247-1260.
- [33]. Kumar, V., & Kaushik, A. (2018). Destination brand experience and visitor behavior: The mediating role of destination brand identification. *Journal of Travel & Tourism Marketing*, 35(5), 649 - 663.
- [34]. LaBarbera, P. A., Mazursky, D. (1983). A Longitudinal Assessment of Consumer Satisfaction/Dissatisfaction: The Dynamic Aspect of Cognitive Process. *Journal of Marketing Research*, 20, 393- 404.
- [35]. Larsen, S. (2007). Aspects of a psychology of the tourist experience. *Scandinavian Journal of Hospitality and Tourism*, 7(1), 7-18.
- [36]. Maslow, A. H. (1954). *Motivation and personality*. New York: Harper and Row.
- [37]. McLuhan, R. (2000). Go live with a big brand experience. *Marketing*, 26, 45-46.
- [38]. Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A study of factors affecting on customers purchase intention. *Journal of Multidisciplinary Engineering Science and Technology*, 2(1), 267-273.
- [39]. Molinillo, S., Japutra, A., & Ekinci, Y. (2022). Building brand credibility: The role of involvement, identification, reputation and attachment. *Journal of Retailing and Consumer Services*, 64, 102819.
- [40]. Novak, E. (2002), Does satisfaction pay? Public Utilities Fortnightly, *Arlington*, 76(7), 34-39.
- [41]. Oliver, R. L. (1989). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17(4), 460–469.
- [42]. Parasuraman, A., Zeithaml, V.A., & Berry, L. L. (1994)., Reassessment of Expectations as a Comparison Standard in Measuring Service Quality : Implications for Further Research, *Journal of Marketing*, (58), Jan, 111-124.
- [43]. Opata, C. N., Xiao, W., Nusenu, A. A., Tetteh, S., & Asante Boadi, E. (2021). The impact of value co-creation on satisfaction and loyalty: The moderating effect of price fairness (empirical study

- of automobile customers in Ghana. *Total Quality Management & Business Excellence*, 32(11), 1167–1181.
- [44]. Parry, M. E., Sarma, S., and Yang, X. (2021). The Relationships among Dimensions of Perceived Risk and the Switching Intentions of Pioneer Adopters in Japan. *Journal of International Consumer Marketing*, 33(1), 38-57.
- [45]. Pei-Chia Lan. (2016). Networking Capitalism: Network Construction and Control Effects in Direct Selling, *The Sociological Quarterly*, 43, 165-184.
- [46]. Pine, B.J. and Gilmore, J. H.(1999).*The Experience Economy: Working is Theatre and Every Business a Stage*, Boston MA: Harvard Business School Press.
- [47]. Ramkissoon, H. (2020). Perceived social impacts of tourism and quality-of-life: A new conceptual model. *Journal of Sustainable Tourism*, 28, 1–17.
- [48]. Rather, R. A. (2021a). Monitoring the impacts of tourism-based social media, risk perception and fear on tourist's attitude and revisiting behaviour in the wake of COVID-19 pandemic. *Current Issues in Tourism*, 24(23), 3275–3283.
- [49]. Rather, R. A. (2021b). Demystifying the effects of perceived risk and fear on customer engagement, co-creation and revisit intention during COVID-19: A protection motivation theory approach. *Journal of Destination Marketing & Management*, 20, 100564.
- [50]. Reichheld, F. F. (1990). Zero Defections: Quality Comes to Services. *Harvard Business Review*, (September-October), 105-111.
- [51]. Schmitt, B. H. (1999). *Experiential marketing: How to get customers to sense, feel, think, act and relate to your company and brand*. New York.
- [52]. Shah, H., Aziz, A., Jaffari, A. R., Waris, S., Ejaz, W., Fatima, M. & Sherazi., K. (2012). The Impact of Brands on Consumer Purchase Intentions, *Asian Journal of Business Management*, 4(2), 105-110.
- [53]. Sidek, Yee, A. F., & Yahyah, B. (2008). Influence of Brand Loyalty on Consumer Sportswear. *International Journal of Economics and Management*, 823- 836.
- [54]. So, K. K. F., & King, C. (2010). When experience matters: building and measuring hotel brand equity: The customers' perspective. *International journal of contemporary hospitality management*.
- [55]. Solomon, M. (1998). *Consumer behavior*. Englewood Cliffs. NJ: Prentice Hall.
- [56]. Stokburger-Sauer, N., Ratneshwar, S., & Sen, S. (2012). Drivers of consumer-brand identification. *International Journal of Research in Marketing*, 29(4), 406–418.
- [57]. Swan J E, Combs, L. J.(1976). Product Performance and Consumer Satisfaction: a New Concept. *Journal of Marketing*, 40, 25- 33.
- [58]. Tehrani, N. (2002). Publisher's outlook: The essence of CRM success. *Customer Interaction Solutions*, 21(1), 2-4.