



**Cardiff
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Cardiff Metropolitan University

**AN INVESTIGATION INTO THE ROLE CUSTOMER SERVICE QUALITY PLAY ON
CUSTOMER SATISFACTION AND REPEAT PURCHASE DECISION IN THE UK
COSMETIC INDUSTRY**

MSc International Business Management

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DECLARATION

This work is being submitted in partial fulfilment of the requirements for the degree of MBA .and has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

STATEMENT 1

This dissertation is the result of my work and investigations, except where otherwise stated. Where correction services have been used, the extent and nature of the correction are marked in a footnote(s).

Other sources are acknowledged by footnotes giving explicit references. A bibliography is appended.

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ABSTRACT

The UK cosmetic industry is a highly competitive market that requires constant innovation and adaptation to maintain customer satisfaction and drive repeat purchase decisions. This study aims to critically investigate the role customer service quality plays in customer satisfaction and repeat purchase decisions in the UK cosmetic industry by evaluating its impact, examining the relationship between customer service quality and satisfaction, and assessing the benefits of repeat purchases. The research methodology was guided by the research onion model, utilizing an interpretive research philosophy and an exploratory research approach for qualitative data analysis.

Findings revealed that customer service is a critical aspect in driving repeat purchase decisions in the UK cosmetic industry, with factors such as brand innovativeness, product packaging, green cosmetics, and electronic word-of-mouth communication playing significant roles in enhancing customer satisfaction and loyalty. The study also highlights the importance of repeat purchases in providing valuable insights into consumer behaviour and preferences, as well as increasing revenue for companies.

Based on these findings, the study recommends that companies in the UK cosmetic industry invest in product innovation, prioritize sustainability and ethical practices, leverage electronic word-of-mouth communication, tailor marketing strategies and product offerings, and provide excellent customer service to enhance customer satisfaction and drive repeat purchase decisions. By focusing on these strategies, companies can ensure long-term success and growth in the highly competitive cosmetic and personal care market.

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List of Abbreviation

e-WOM- Electronic Word-of-Mouth

UK- United Kingdom

MMAT-Mixed Methods Appraisal Tool

CASP- Critical Appraisal Skills Programme

SERVQUAL- Service Quality

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CHAPTER ONE

INTRODUCTION

1.0 Research Background

Due to the rising demand for cosmetics and personal care items, the UK cosmetic market has expanded significantly in recent years (Morin-Crini et al., 2019). Customer loyalty and repeat business are now essential components for the success of cosmetic businesses as the sector becomes more competitive (Azizan and Yusr, 2019). Customer satisfaction and repeat business decisions in a variety of industries, including the cosmetics industry, have been shown to be significantly influenced by the quality of the customer service provided (Choi et al., 2019; Ramanathan et al., 2020).

The significance of good customer service in the cosmetic sector has been highlighted by numerous studies. In the Chinese cosmetic industry, for instance, a study by Cao et al. (2018) discovered that customer service quality had a positive impact on repeat purchase decisions due to its significant influence on customer satisfaction. The global cosmetic market was the focus of research by Miao et al. (2022), which found that excellent customer service quality had a positive impact on customer satisfaction and repeat purchase intentions. While there is some evidence that customer service quality affects customer satisfaction and repeat purchase decisions in the cosmetics industry, in-depth research that is specifically targeted at the UK cosmetic industry is lacking. In the particular context of the UK cosmetic market, which might have its own unique characteristics and consumer preferences, it is also necessary to critically evaluate the extent to which customer service quality affects customer satisfaction and repeat purchase behaviour.

This study seeks to close this gap by critically examining how customer service quality affects consumer satisfaction and repeat purchase decisions in the UK cosmetic industry. The research's specific goals are to assess the benefits of repeat purchases, critically assess the role of customer service in repeat purchase decisions, investigate the extent to which customer satisfaction is impacted by customer service quality and suggest additional improvements to the efficiency of customer service quality in boosting customer satisfaction and repeat purchase behaviour in the UK cosmetic industry.

This study aims to advance knowledge about the connection between customer service excellence, client satisfaction, and decisions to make additional purchases in the context of the UK cosmetic industry through a thorough review of the literature and empirical analysis. The results of this study should help companies that make cosmetics, policymakers, and researchers better understand the role that customer service quality plays in encouraging consumer satisfaction and repeat business, as well as identify practical ways to raise customer service standards in the UK cosmetics sector.

1.1 Research Problems

The success and sustainability of cosmetic businesses are dependent on customer satisfaction and repeat business in the fiercely competitive UK cosmetic market (Kassim et al., 2021). In many industries, including cosmetics, the quality of customer service has been identified as a key element that has a significant impact on consumer satisfaction and decisions to make subsequent purchases (Chiu and Cho, 2021). However, despite the growing significance of good customer service, there are a number of gaps in the existing literature that must be filled to fully comprehend its significance in the context of the UK cosmetic industry.

First, as stated by Jaini et al. (2020), there is a dearth of research that specifically examines how customer service standards affect consumers' decisions to make subsequent purchases in the UK cosmetic industry. There is little knowledge of how customer service quality affects repeat purchase behaviour in the context of cosmetics in the UK, despite the fact that repeat purchases are crucial for businesses as they increase customer loyalty and long-term revenue.

Secondly, according to the report of Giao et al. (2020), it is unclear how much a company's customer service standards influence consumer satisfaction in the UK cosmetic industry. There is a need for empirical research that examines the relationship between customer service quality and customer satisfaction in the specific context of the UK cosmetic industry. It is widely acknowledged that customer satisfaction is a major factor in determining repeat purchase behaviour. In addition, the benefits of repeat purchases in the UK cosmetic industry must be carefully evaluated, even though they are desirable for businesses. There is a dearth of in-depth research on the potential drawbacks or restrictions of repeat purchases in the context of cosmetics in the UK (Giao et al., 2020), despite the fact that previous studies have concentrated on the positive effects of repeat purchases on business outcomes.

By critically examining how customer service quality affects customer satisfaction and repeat purchase decisions in the UK cosmetics industry, this research seeks to fill in these knowledge gaps. To increase the efficiency of customer service quality strategies, improve customer satisfaction, and encourage repeat purchase behaviour in the UK cosmetic industry, the study's findings will offer useful insights to cosmetic businesses, policymakers, and practitioners.

1.2 Research Aim and Objectives

1.2.2 Research Aim

This research aims to critically investigate the role customer service quality play in customer satisfaction and repeat purchase decision in the UK cosmetic industry.

1.2.3 Research Objectives

The specific objectives of the research are as follows:

1. To critically evaluate the role customer service plays on repeat purchase decisions in the UK cosmetic industry;
2. To critically examine the extent to which customer satisfaction in the UK cosmetic industry is affected by customer service quality;
3. To critically assess the benefits of repeat purchases in the UK cosmetic industry;
4. To recommend further improvement on the effectiveness of customer service quality on customer satisfaction and repeat purchase decisions in the UK cosmetic industry

1.3 Research Scope

The scope of this study will focus on the UK cosmetic industry, specifically examining the role of customer service quality in influencing customer satisfaction and repeat purchase decisions. The study will adopt a comprehensive approach by critically evaluating various aspects, including the impact of customer service on repeat purchase decisions, the relationship between customer service quality and customer satisfaction, and the benefits of repeat purchases in the context of the UK cosmetic industry. The research will also make recommendations for further improvements in the effectiveness of customer service quality strategies in enhancing customer satisfaction and repeat purchase behaviour in the UK cosmetic industry.

The research will involve a thorough literature review to gain a comprehensive understanding of the existing knowledge on the topic, including relevant theories, models, and empirical studies. Additionally, an empirical analysis will be conducted to gather primary data from cosmetic businesses and customers in the UK through surveys, interviews, or other appropriate research methods. The data collected will be analyzed using appropriate statistical techniques to draw meaningful conclusions and make recommendations. The research scope will be limited to the UK cosmetic industry and may not be generalizable to other countries or industries. However, the findings of this study are expected to provide valuable insights for cosmetic businesses, policymakers, and researchers in understanding the importance of customer service quality in driving customer satisfaction and repeat purchase behaviour in the unique context of the UK cosmetic market.

1.4 Conclusion

In conclusion, this research aims to fill the gaps in the existing literature by critically investigating the role of customer service quality in influencing customer satisfaction and repeat purchase decisions in the UK cosmetic industry. The findings of this research are expected to provide valuable insights for cosmetic businesses, policymakers, and researchers in understanding the importance of customer service quality in driving customer satisfaction and repeat purchase behaviour, and identifying strategies for enhancing customer service quality in the UK cosmetic industry. It can thus be concluded that this research is significant as it will shed light on the role of customer service quality in the UK cosmetic industry and provide valuable insights for businesses, policymakers, and researchers in enhancing customer satisfaction and driving repeat purchase behaviour, ultimately contributing to the success and sustainability of the cosmetic industry in the UK.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The UK cosmetic industry has been thriving for several years, with a wide range of products and services available to consumers. According to a report by Craddock et al. (2021), the UK cosmetic market is estimated to be worth £14.5 billion, with an annual growth rate of approximately 2%. The market is highly competitive, with numerous established brands (such as L'Oreal Paris, Maybelline, Dove, Rimmel London and MAC Cosmetics) and new entrants striving to gain a foothold. The key product categories in the UK cosmetic market include skincare, hair care, makeup, and fragrance, with skincare accounting for the largest share of the market (Rähse, 2020). The UK cosmetic market is characterised by a high level of innovation, with companies constantly introducing new products and services to meet changing consumer demands.

Consumers in the UK's cosmetic market are very competitive, not only expecting high-quality products but also outstanding customer service. Customer service excellence has emerged as a crucial element in today's business environment that can have a significant impact on customer satisfaction, decisions to make additional purchases, and overall business success. Therefore, it is crucial for companies operating in this sector to comprehend the idea of customer service quality and its implications in the context of the UK cosmetic industry. The role of customer service quality in the UK cosmetic industry is thoroughly examined in this chapter, along with its definition, conceptualization, impact on customer satisfaction and repeat purchase decisions, advantages of repeat purchases, existing research on methods to improve customer service quality, and potential areas for further development. This chapter illuminates the significance of high-quality customer service while highlighting potential research gaps. It offers useful information for practitioners, decision-makers, and researchers in the UK cosmetic industry. A summary of the study's findings in the form of a research gap is synthesised in this chapter.

2.1 Decisions Regarding Repeat Purchases and Customer Service

The attributes, components, and traits of the service offered by cosmetic businesses that are positively regarded by customers can be defined and conceptualised in the context of the UK cosmetic industry. It includes all pre-sales, sales, and post-sales activities as well as customer

interactions and experiences with the cosmetic businesses. It also entails providing a high level of service that satisfies or exceeds customer expectations (Mai et al., 2022).

Reliability, or the capacity of cosmetic businesses to consistently deliver their promised services, products, and information accurately and on time, is one aspect of customer service quality. To fulfil customer expectations, one must be reliable, dependable, and trustworthy (Pakurár et al., 2019). According to research, the cosmetic industry's customers' satisfaction and plans to make additional purchases are significantly influenced by dependable customer service (Meesala and Paul, 2018).

The willingness and promptness of cosmetic companies to respond to customer questions, complaints, and requests in a timely and helpful manner is another aspect of customer service quality. It entails being aware of, proactive about, and available for, the needs of customers (Denga et al., 2022). According to studies in the cosmetics industry, responsive customer service is positively correlated with customer satisfaction and repeat buying habits (Choi et al., 2019).

Assurance, which relates to the staff's competence, knowledge, and professionalism as well as the degree of customer confidence and trust in cosmetic businesses, is another essential aspect of customer service quality. It entails having knowledgeable and experienced staff who can give customers accurate information, direction, and support (Lwin et al., 2022). According to research, assurance significantly predicts customer loyalty and intentions for repeat purchases in the cosmetics sector (Zhao et al., 2022).

From the foregoing, it can be concluded that providing reliable, responsive, and assured customer service is a key component of the UK cosmetic industry's commitment to quality. It has a significant impact on decisions related to customer satisfaction, loyalty, and repeat business. In the fiercely competitive cosmetics market, companies that prioritise and excel at providing high-quality customer service are likely to gain an advantage (Sukesi and Akbar Hidayat, 2019).

2.1.1 Theoretical Framework

Numerous theoretical frameworks, models, and concepts have been proposed to understand this relationship, which shows how extensively the literature has explored the role of customer service quality in influencing repeat purchase decisions.

The SERVQUAL model, created by Parasuraman et al. (1988), is one of the most well-known theoretical frameworks. According to Pakurár et al. (2019), it suggests that service quality is made up of five dimensions: dependability, responsiveness, assurance, empathy, and tangibles. According to this model, customers assess service quality using these criteria, and higher service quality levels are associated with higher customer satisfaction and intentions to make additional purchases (Parasuraman et al., 1988).

Building and maintaining enduring relationships with customers is essential, according to relationship marketing theory. This viewpoint contends that strong customer relationships, which in turn promote increased customer loyalty and repeat purchasing habits, depend on providing excellent customer service (Bruneau et al., 2019). Numerous industries, including the cosmetic industry, have found that providing high-quality customer service is a crucial component of relationship marketing (Klein and Sharma, 2022; Valens et al., 2020).

According to the Expectancy Disconfirmation Theory, consumers form expectations about the calibre of the services they will receive and contrast these expectations with their actual perceptions of the services they received (Meirovich et al., 2020). Positive disconfirmation occurs when the perceived service quality meets or exceeds the customer's expectations. This increases customer satisfaction and increases the likelihood that the customer will make repeat purchases (Choi et al., 2019). According to research (Zhao et al., 2022; Alhedhaif et al., 2016), the level of customer service influences repeat purchase decisions in the cosmetics industry by significantly influencing customer expectations and perceptions.

Customer loyalty is defined by repeat purchasing patterns, positive word-of-mouth, and a willingness to recommend the company to others. According to customer loyalty models, customer service quality is a crucial factor in determining customer loyalty. By fostering trust and forming strong emotional bonds with customers, high-quality customer service is thought to increase repeat purchase intentions (Yuan et al., 2021; King et al., 2016). Customer service quality significantly affects customer loyalty and repeat purchase behaviours, according to empirical studies in the cosmetics industry (Restiana, 2021; Yang et al., 2019).

In conclusion, research suggests that the level of customer service influences decisions about repeat purchases in the cosmetics sector. Theories like the SERVQUAL model, relationship marketing theory, expectancy disconfirmation theory, and customer loyalty models can help us

understand how customer service quality affects our propensity to make repeat purchases. For businesses in the UK cosmetic industry looking to improve the calibre of their customer service and encourage repeat business, these frameworks, models, and concepts provide helpful theoretical foundations for future research.

2.2 Customer Satisfaction and Customer Service Excellence

Customer satisfaction, a crucial marketing concept, describes the degree to which consumers believe that a product or service has met their needs, expectations, and desires (Syafarudin, 2021). Customer satisfaction can be viewed in the context of the UK cosmetics market as an overall assessment of customers' interactions with cosmetic brands or retailers as well as their experiences using cosmetic products and services (Ameen et al., 2021).

According to the literature, in the cosmetic industry, customer satisfaction is significantly influenced by how well a company treats its customers. According to Parasuraman et al. (1988), customer service quality is the degree of excellence in interactions between customers and cosmetic brands or retailers, including responsiveness, reliability, assurance, empathy, and tangibles. Higher levels of customer service quality are associated with higher levels of customer satisfaction in the cosmetics industry, according to studies (Sugiarto and Octaviana, 2021; Pakurár et al., 2019; Yılmaz and Temizkan, 2022).

Additionally, studies have emphasised the significance of good customer service in reducing unfavourable consumer encounters and complaints, which can affect consumer satisfaction in the cosmetics sector. Ahmed et al. (2020) discovered that providing excellent customer service and effectively resolving customer complaints and grievances had a positive impact on customer satisfaction and increased the likelihood of repeat business.

Research has also indicated that customer perceptions of value and trust may act as a mediating factor in the relationship between customer service quality and customer satisfaction. For example, excellent customer service is viewed as a sign of the value provided by the cosmetic brand or retailer, and such perceptions of value have a positive impact on customer satisfaction (Cuong and Khoi, 2019). Customer satisfaction in the cosmetics sector is positively impacted by trust, which is created through dependable and responsive customer service (Nguyen, 2020).

From the information in the literature, it can be inferred that empirical research done in the UK cosmetic industry suggests a favourable correlation between customer satisfaction and the quality of the service provided to them. According to these studies, providing higher levels of service quality, including elements like dependability, responsiveness, assurance, empathy, and tangibles, can increase client satisfaction and propensity to repurchase. It has also been discovered that providing excellent customer service and effectively resolving customer complaints and grievances increases customer satisfaction levels. To increase customer satisfaction and loyalty, cosmetic brands and retailers must prioritise and invest in high-quality customer service, according to these findings, which also highlight the significance of customer service quality in the UK cosmetics industry.

2.3 The Advantages of Repeat Purchases in the UK Cosmetic Industry

The UK cosmetics industry can benefit in a number of ways from repeat business. One of the major benefits of repeat business is first and foremost customer loyalty. Customers are more likely to form a long-term relationship with a cosmetic brand or retailer when they make repeated purchases, which increases customer loyalty. According to Wang et al. (2021), loyal customers are more likely to be dedicated to the brand, be less price-sensitive, and recommend the brand to others, all of which can lead to sustained revenue growth.

Second, repeat purchases help the UK cosmetics industry's sales grow. Compared to one-time buyers, customers who make repeat purchases produce a steady stream of income over time. Repeat customers often spend more because they are accustomed to the brand and have grown to trust it, which raises average transaction values and overall sales volume (Sanny et al., 2020).

Thirdly, loyal customers can spread good word of mouth about the UK cosmetics industry. Repeat customers who are happy with the service are more likely to recommend the business to others and spread good word of mouth. This may lead to greater brand recognition and perhaps even the acquisition of new clients. Repeat customers may turn into brand evangelists who promote the brand by sharing their positive experiences with others and on social media (Sharma et al., 2022). This could result in organic brand promotion and possible new customer referrals.

Repeat purchases have positive and negative effects on the UK cosmetics market, which have been extensively researched in the literature. The importance of customer retention and loyalty in the

cosmetics industry has been highlighted by a number of empirical studies that have examined the advantages that repeat purchases can provide to cosmetic brands and retailers.

The positive effect of repeat purchases on customer loyalty in the UK cosmetics industry has been highlighted in numerous studies. As a result of repeat customers' propensity to be more devoted to a brand, research by Grisaffe et al. (2019) discovered that repeat purchases were positively correlated with customer loyalty. In the cosmetics industry, Suchánek and Králová, (2019) found that repeat customers showed higher levels of brand loyalty than one-time customers. These results imply that repeat purchases can support the development of long-term client relationships, which can be advantageous for cosmetic brands and retailers in terms of client loyalty and retention.

Repeat purchases and customer loyalty have both been found to increase sales and revenue in the UK cosmetics sector. According to studies, compared to one-time buyers, repeat customers typically spend more and have higher average transaction values (Lysenko-Ryba and Zimon, 2021). As repeat customers continue to make purchases, this may eventually lead to an increase in sales volume and revenue. Additionally, repeat customers are more likely to share favourable word-of-mouth recommendations, which can help to spread brand awareness and possibly attract new clients (Karim and Rabiul, 2022). These results underline the significance of repeat purchases in boosting sales and revenue for retailers and cosmetics brands.

However, it is crucial to evaluate the empirical studies that looked at the advantages of repeat purchases in the UK cosmetics industry critically. The validity and generalizability of some studies may be compromised by issues with sample size, methodology, or potential bias. Additionally, consumer preferences and behaviours may alter over time, which may have an impact on the implications of repeat purchases in the cosmetics industry. To ensure a thorough understanding of the benefits and implications of repeat purchases in the UK cosmetic industry, a critical analysis of existing empirical studies must be conducted.

2.4 Additional Enhancements to the Level of Customer Service

It is crucial to pinpoint areas where the effectiveness of customer service quality needs to be further improved to increase customer satisfaction, loyalty, and repeat purchases in the UK cosmetics industry. Several areas where more advancements can be made have been found through a review of the existing literature. Examples of potential areas for improvement include personalised

customer service, timely and responsive customer service, omnichannel customer service, employee empowerment, and proactive problem-solving (Li, et al., 2023; Yin et al., 2022; Behera et al., 2021; Abdigali, 2021).

Numerous studies have looked into ways to improve the standard of customer service in the cosmetics industry. The importance of personalization in customer service, for instance, has been highlighted by research (Ameen et al., 2022). This includes tailoring recommendations, offers, and communications to specific customers based on their preferences, needs, and purchase history. Furthermore, Maagi and Mwakalobo (2023) identified timely and responsive customer service as being essential for retaining customers. This includes shortening response times, giving accurate information, and promptly resolving customer questions and concerns. Additionally, an omnichannel approach to customer service has been proposed as a way to increase customer satisfaction and loyalty by delivering consistent and seamless customer service across multiple channels (Hamouda, 2019). It has also been acknowledged that providing high-quality customer service in the cosmetic industry requires employee training and empowerment through thorough training programmes, giving employees decision-making authority, and fostering a customer-centric culture (Asante et al., 2023). Additionally, proactive problem-solving has been suggested as a way to preserve customer satisfaction and loyalty through mechanisms like routine customer feedback collection, customer satisfaction monitoring, and proactive communication with customers (Chan and Chiu, 2022).

Numerous empirical studies have offered suggestions for enhancing the standard of customer service in the UK cosmetic industry. These studies (Ravi and Vedapradha, 2023); Alzoubi et al., 2022; Morea et al., 2021) have emphasised the significance of strategies like the personalization of customer service, timely and responsive customer service, omnichannel customer service, employee training and empowerment, and proactive problem resolution for improving the customer service quality. These suggestions can provide practitioners and decision-makers in the UK cosmetic industry with useful information to help them identify and put into practice strategies that will improve customer service quality and ultimately increase customer satisfaction, loyalty, and repeat purchases.

2.5 Research Gap

Due to the dearth of empirical studies specifically examining the efficacy of customer service quality improvement strategies in the cosmetic industry, there is a research gap in the area of customer service quality in the UK cosmetic industry. There may also be a gap in empirical research that assesses the actual implementation and impact of these strategies in the UK cosmetic industry, even though existing literature has offered insights on strategies, practises, and approaches to improve customer service quality. Further investigation is therefore required to determine the best practices suited to the distinctive features of the UK cosmetics industry, as well as to evaluate the efficacy of various customer service quality improvement strategies and measure their impact on customer satisfaction, loyalty, and repeat purchases. Practitioners and policymakers in the sector may find this to be a useful source of information for maximising customer service quality efforts and achieving better business results.

2.6 Conclusion

In the UK cosmetics industry, customer service quality is critical because it has a direct impact on consumer satisfaction, repeats purchasing behaviour, and ultimately, business success. The definition and conceptualization of customer service quality, the influence of customer service quality on customer satisfaction and repeat purchase decisions, as well as the advantages of repeat purchases for the cosmetic industry, have all been well covered in the existing literature. In terms of empirical studies that specifically examine the efficacy of customer service quality improvement strategies in the cosmetic industry, there may be research gaps. To maximise their efforts to deliver high-quality customer service and improve business outcomes, practitioners and policymakers may benefit greatly from further research in this area. In general, fostering customer loyalty, increasing sales, and promoting positive word-of-mouth are crucial for the sustainability and long-term success of cosmetic businesses in the UK market. This can be done by understanding and improving customer service quality.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

The research onion is a well-known framework that offers an organised strategy for carrying out research, as put forth by Saunders et al. (2018). The layers of the research onion model each represent a different stage of the research process. The layers are data collection, data analysis, research ethics, research philosophy, research methods, and research strategy (Saunders et al., 2007). The research onion model can help to make sure that research is done methodically and that each layer is given enough thought and attention. For instance, the research method layer takes into account the overall strategy for gathering and analysing data while the research philosophy layer takes into account the underlying hypotheses and beliefs that direct the research process. The research onion model (Figure 3.1) served as a blueprint for the methodological development of this study.

In order to support the study's goal of studying the impact of customer service quality on customer satisfaction and repeat purchase decisions in the UK cosmetic industry, the chapter opens by outlining the choice of interpretive research philosophy. The chapter goes on to describe that the qualitative research approach was selected to examine qualitative data from case studies, policy papers, and stakeholder interviews, along with a systematic review. A flexible and open-ended exploration of the research question was possible because of the use of an exploratory research design. The procedure for gathering the data included a thorough evaluation of prior research utilising a systematic review approach. The Critical Appraisal Skills Programme (CASP) Qualitative Research Checklist was used to evaluate the quality of some of the studies included in the research. The obtained data were analysed using the thematic analysis technique. In order to increase the rigour and quality of the study, it can be claimed that using the research onion as a

guide helped ensure that every area of the research process was thoroughly handled.

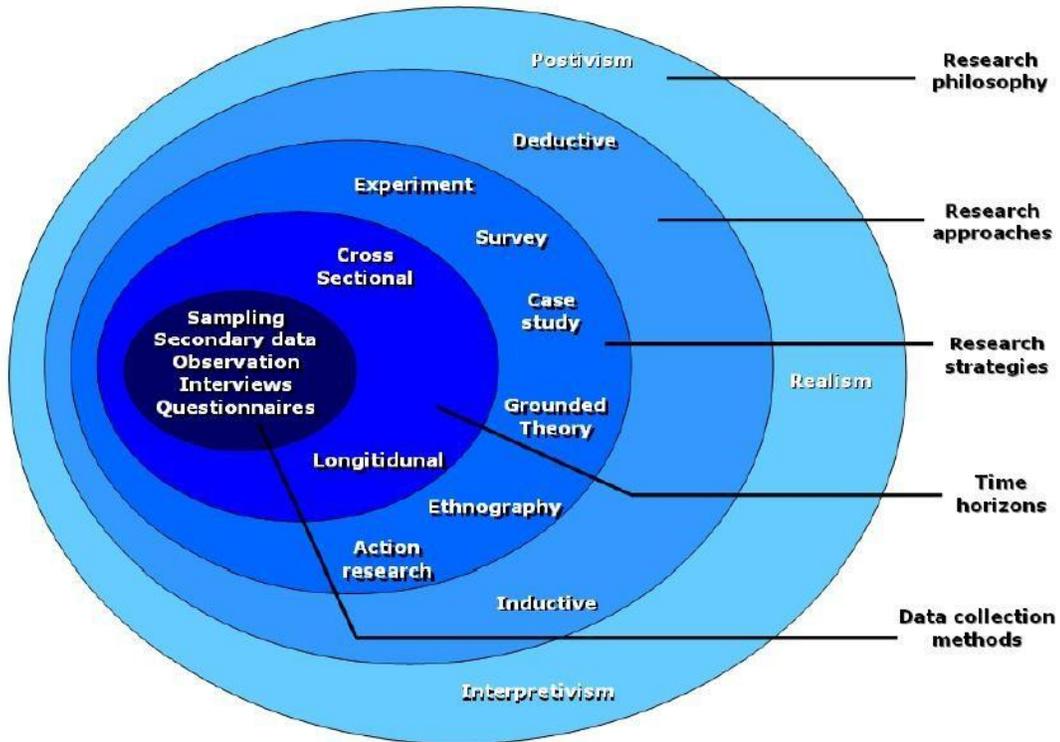


Figure 3.1: Research Onion Source: Saunders, 2007

3.1 Research Philosophy

The interpretive research philosophy was used in this study. The interpretive research philosophy affirms that reality is socially created and subjective, and it places a strong emphasis on comprehending and interpreting social processes from the viewpoint of the individuals involved (Cuthbertson et al., 2020). The study's goals, which include examining the impact of customer service quality on consumer satisfaction and repeat purchase intentions in the UK cosmetics businesses, are supported by the philosophy that was adopted for the study. The interpretive research philosophy, according to Dangal and Joshi (2020), enables a deeper comprehension of the experiences and viewpoints of people and groups in a specific setting. This method is very helpful when researching complicated, multifaceted, and subjective social phenomena like customer satisfaction and customer service quality. This study emphasises that customers'

experiences and views of the quality and satisfaction of customer service are impacted by their unique perspectives, needs, and expectations by adopting an interpretive research philosophy.

3.2 Research Approach

The interpretive research philosophy is closely related to qualitative research methodologies, such as interviews, focus groups, ethnography, and meta-analyses of previous studies, according to the paper by Aspers and Corte (2019). To gain a more complex knowledge of the study issues, qualitative research methodologies help gather rich and in-depth data on social phenomena (Barrett and Twycross, 2018). A systematic review approach was used in this study. This provides a more detailed understanding of the viewpoints of the stakeholders, the decision-making processes, and the contextual factors that impacted the quality of customer service in the cosmetic sector, claim Kougiaris et al. (2020). The use of qualitative methods allowed for an in-depth exploration of the complexities and nuances of purchase decision, customer satisfaction, and their impact on business performance in the cosmetic industry by capturing rich and contextual information that quantitative methods might not fully capture (Hewson, 2018). As a result, the study was able to pinpoint and assess the underlying dynamics and motivations that have an impact on consumer satisfaction, purchasing behaviour, and corporate performance in the cosmetic industry.

3.3 Research Design

An exploratory research strategy was chosen for this study because it is appropriate for examining a subject where there is little prior research or expertise. According to Tu (2018), exploratory research strives to get a deeper grasp of the issue and generate ideas for additional research. The research topic, which is to critically examine the impact customer service quality plays in customer satisfaction and repeat purchase choice in the UK cosmetic industry, was able to be explored in an open-ended and flexible manner thanks to this approach. The exploratory study design will enable a comprehensive and in-depth analysis of the existing literature on the subject, help to spot research gaps and offer suggestions for future studies in this field. This study intends to add to the body of knowledge on the impact of customer service quality on customer satisfaction and repeat purchase decisions in the UK cosmetics industry by employing an exploratory research design.

3.4 Data Collection Method

In order to gather data for this study, a thorough evaluation of the body of knowledge on how customer service quality affects customer satisfaction and repeat purchase intentions in UK cosmetics businesses was conducted. Relevant papers published in academic literature, government documents, and peer-reviewed journals were found and examined using a systematic review methodology. A set of predetermined inclusion and exclusion criteria were employed to screen papers for inclusion in the study, ensuring the selection of pertinent literature. Articles that were published in English between 2010 and 2023 that had a focus on the UK cosmetic industry met the inclusion criteria. Articles that did not fit these requirements were not included in the analysis.

A thorough search of online databases, including Metsearch, ProQuest, Emerald Journals, PschINFO, OECD iLibrary, Scopus, JSTOR, Wiley Online Library, and ResearchGate, was done to gather the data. To do the search, a variety of pertinent terms and phrases were used, including "customer service quality," "customer satisfaction," "repeat purchase decision," "cosmetic industry," and "UK." To guarantee that the information gathered was current, the search was restricted to papers that were published within the last ten years.

A visual representation of the study keywords and the connections between the various search terms examined in the meta-analysis can be found in Figure 3.2. It displays the connections between the various groups of keywords and related terms that were utilised to find data sources for this meta-analysis. The circles' A, B, and C stand for the terms "customer service quality," "customer satisfaction," and "repeat purchase decisions," respectively. The relationships between the various sets of keywords are shown by the intersections of the circles. Thus, it can be said that the diagram provided a beneficial tool for the researcher to grasp the scope and emphasis of this work by helping to identify the important themes and topics in the research and how they are related to one another.

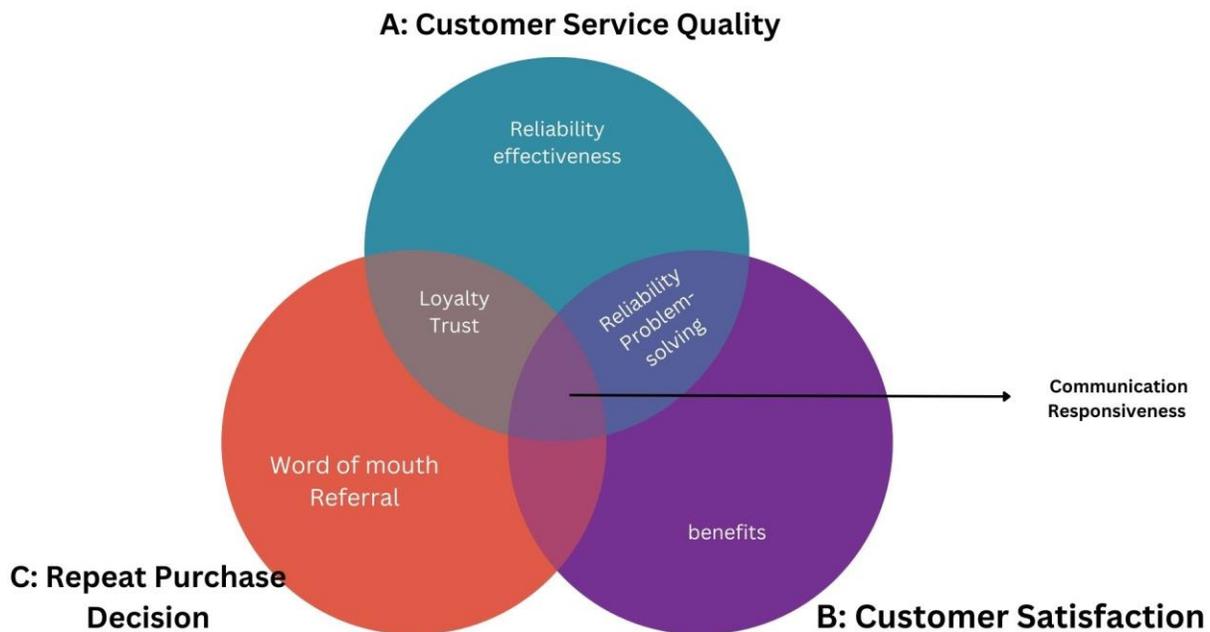


Figure 3.2: Venn Diagram for the research keywords

An approach known as theme analysis was used to examine the data gathered from the literature review. To answer the research questions and achieve the study's objectives, the analysis required finding and classifying important themes and ideas from the literature. The data acquired for this investigation was trustworthy, valid, and current because a thorough literature review was used to gather it. Additionally, it made it possible to conduct a thorough examination of the literature already in existence, which shed light on how customer satisfaction and repeat purchase decisions are influenced by the quality of the customer service provided in the UK cosmetics business.

3.5 Assessment of Data Quality

The tool for assessing the quality of some of the studies included in this study was the Critical Appraisal Skills Programme (CASP) Qualitative Research Checklist (Appendix I). The criteria for rating the research topic, study design, data collection methods, data analysis, and conclusions were incorporated in this commonly used checklist, according to Long et al. (2020). Each qualitative research project was carefully assessed using the CASP Checklist, with evaluation outcomes being recorded for each criterion. To determine the overall quality of the investigations,

the results were assessed in light of their advantages and disadvantages. A justification for the assessment results was provided, detailing how the CASP Checklist was applied and how it complemented the question and strategy of the study. The CASP Checklist and the assessment methodology's limitations were also taken into account.

3.6 Data Analysis

The information acquired from the literature review was analysed using a theme analysis technique. The technique of thematic analysis included the following steps: finding patterns and themes in the data, looking at them, and interpreting them. It is a versatile and organised method that could be used to identify and explore complex patterns of meaning in the data (Tu, 2018),. Reading through the gathered data and being familiar with the material was the first step taken in the theme analysis process. The information was then coded, with relevant textual fragments identified and assigned a code. After that, the codes were gathered and organised into groups that might stand for topics. These themes were reviewed, enhanced, and the data were reanalyzed to ensure that they accurately reflected the data.

The analysis was conducted with the goals and research questions in mind to make sure that the themes revealed matched the study's specific research questions. The analysis was also informed by pertinent ideas and studies on decision-making involving repeat purchases, customer satisfaction, and customer service quality. The results of the thematic analysis were presented in a narrative fashion, with each theme being identified and fully explicated. The themes found were substantiated by applicable literary excerpts, and the results were compared to past research on the subject.

3.7 Research Validity and Reliability

To ensure the credibility and dependability of the findings, it is crucial to guarantee the validity and reliability of the research. According to Aspers and Corte (2019), reliability is the consistency of the research findings across time and among different observers, whereas validity is the extent to which the research accurately measures what it seeks to measure. To make sure that the data sources are pertinent to the research question and goals, they were carefully chosen. To make sure the themes found appropriately reflect the data, the data was analysed using a well-recognized and

proven thematic analysis approach. To make sure the results are in line with past work on the subject, the findings were contrasted and compared with existing studies.

This study uses a methodical and consistent strategy for data collection and analysis to assure the validity of this study. To ensure that the data is gathered consistently and uniformly, the researcher employs a standardised data collection process. To make sure the analysis is correct and consistent, an experienced researcher assessed the study. Based on the above, a meticulous method of data selection, analysis, and interpretation was used to guarantee the validity and trustworthiness of this study. This will guarantee that the results are precise, reliable, and trustworthy and offer insightful information about how customer service quality affects customer happiness and the choice to make additional purchases in the UK cosmetics business.

3.8 Ethical Considerations

To guarantee that the research is carried out in an ethical and responsible manner, the researcher abides by ethical standards while carrying out this study. The study took into account the ensuing ethical factors. All study participants provided their informed consent. The goal of the study, the method used to gather the data, and the participants' rights were all explained to the participants. Additionally, were allowed to have the choice to leave the study at any moment. All participant's data was kept anonymous and secret, with promise. Pseudonyms were given to participants, and their private information was safeguarded and secured. To ensure that all participant data is gathered, processed, and stored safely and responsibly, the study abides by data protection laws and regulations. The research was also carried out in a safe and responsible manner and took steps to ensure that any potential risk to participants is as small as possible. Participants were treated with respect and professionalism, and their rights and dignity were upheld during the course of the study.

3.9 Limitations

The generalizability of the findings in this investigation was compromised by a number of limitations. First off, because the study depended on secondary data, sampling bias is a possibility, and the results might not have accurately reflected the opinions and experiences of all parties involved in the UK cosmetic sector. Furthermore, because the correctness and comprehensiveness

of the data were reliant on the quality of the sources used, the validity of the data gathered from the secondary sources employed in the study may have been constrained. The nature and consistency of the sources used, together with alterations in the cosmetic industry throughout time, may have also had an impact on the data's credibility.

Furthermore, the study's results might only apply to the UK cosmetics business and might not be generalizable to other industries or geographical areas. As a result, the findings' reach and applicability might have been constrained. The relevance of the results and the potential contribution they may have made to the body of knowledge in the field were unaffected by these constraints, which may have reduced the study's overall efficacy. Based on the above, it is critical to recognise the impact these limitations might have on the findings' validity and generalizability.

3.10 Conclusion

The research's methodology is discussed in this chapter. The Saunders et al. (2018) organised framework known as the "research onion" served as a guide for creating the methodology. The research philosophy, research approach, research strategy, data collecting, data analysis, and research ethics are some of the layers that are highlighted in this chapter along with other levels of the research onion model. The study's goal of evaluating how customer service quality affects consumer satisfaction and repeat purchase intentions in the UK cosmetics business was supported by the interpretive research philosophy that was chosen. In order to examine qualitative data from case studies, policy documents, and stakeholder interviews, a systematic review was used. An open-ended and adaptable exploration of the research problem was made possible by the use of an exploratory research approach. Using a systematic review methodology, a thorough assessment of the body of current literature served as the data-gathering strategy. Using a theme analysis strategy, the gathered data was examined. The chapter concludes that using the research onion has helped ensure that every step of the research process was properly addressed to increase the rigour and quality of the study.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

This chapter presents the findings made through a structured search of databases to identify studies relevant to the aim and objectives of this study. The role of customer service in the UK cosmetic industry and its impact on customer satisfaction and repeat purchase decisions were explored in this chapter. Four studies were evaluated to assess their methodological quality and relevance to the research aim. The chapter highlighted the key aspects that impact customer service and purchase decisions in the UK cosmetic industry, The chapter concluded that customer service is a critical aspect of the UK cosmetic industry in driving repeat purchase decisions, and companies that focus on innovation, attractive packaging, and ethical practices can ensure long-term success and growth in the highly competitive cosmetic and personal care market.

4.2 Literature Search

To find relevant data sources for this research, the author conducted a systematic computer-based search across several databases. This search yielded a total of 17 papers from grey literature sources and 16 studies from the consulted databases. The author then removed 8 duplicate entries using the Zotero referencing tool but had to manually remove 3 duplicates as the software missed some of the copied articles. In total, 11 duplicate entries were removed, leaving 18 articles for inspection. The author eliminated any publications with unsuitable abstracts and titles, resulting in the removal of 18 articles and leaving only 4 articles for data extraction and synthesis, as illustrated in Figure 4.1.

4.3 An assessment of the quality of the reviewed publications

Table 4.1 displays the four studies included in the literature review and a summary of the study information. The Mixed Methods Appraisal Tool (MMAT) can be used to analyse the methodological quality of diverse research approaches, including systematic reviews, mixed methods, and qualitative research. Therefore, the selected studies were evaluated using the MMAT tool to provide insights into their quality and relevance to the study's aim.

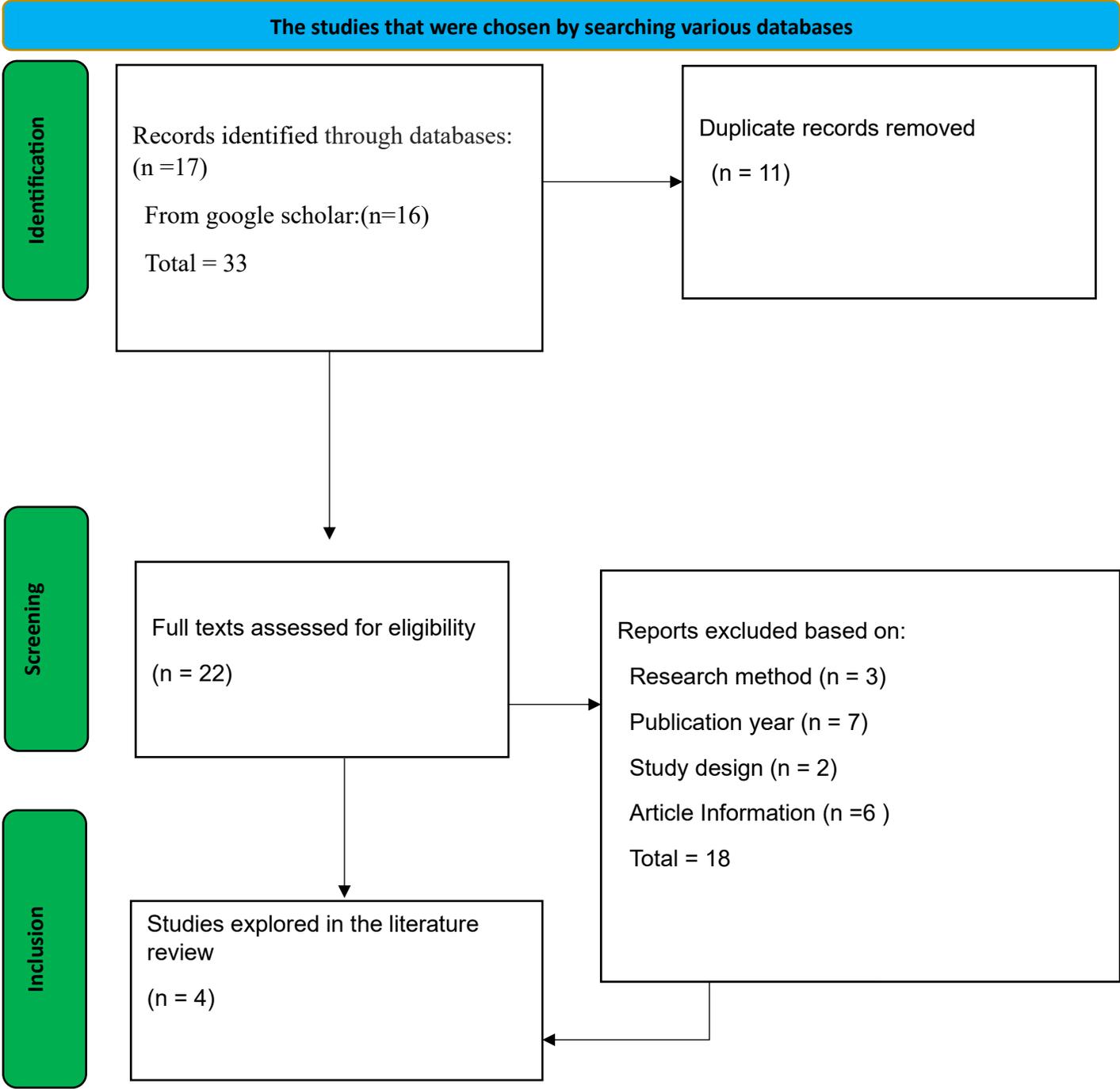


Figure 4.1: PRISMA flow diagram

The publication by Ahamed et al. (2012) is well-designed and conducted. The study used a survey method to collect data from a sample of female cosmetics users at a leading university in the UK. The study also developed a conceptual framework and hypotheses related to the variables of interest and refined the questionnaire and assessed the validity and applicability of measures for the cosmetics market through ten pilot tests with female consumers. The data were analyzed using exploratory factor analysis, correlation, and multiple regression. The study also explored the moderating role of individual differences such as frequency of use and frequency of purchase. Overall, the study provides valuable insights into the factors that influence customer satisfaction and repeat purchase decisions in the cosmetics industry, which could be useful for brand managers and marketers in developing effective marketing strategies.

The article by Lin et al. (2019) provides a clear and detailed description of the research design, methodology, and findings. The study used a qualitative research design using focus groups to explore consumer attitudes towards green cosmetics in the UK, which is an appropriate approach for exploring in-depth consumer attitudes and perceptions. The document also acknowledges the limitations of the research, such as data collection issues, and suggests further studies to improve the accuracy and integrity of the research. Overall, the document provides valuable insights into the factors that influence customer satisfaction and repeat purchase decisions in the UK cosmetics industry, specifically concerning green cosmetics.

The publication by Griffiths and Mullock (2018) is well-researched and draws on a range of sources to explore the regulatory challenges in the global market for cosmetic surgery, with a focus on the UK. The study also situates the domestic evidence within the global phenomenon of cosmetic surgery and assesses the risks and harms of cosmetic surgery tourism. The study appears to be interdisciplinary, drawing on feminist theory, legal analysis, and empirical research to provide a comprehensive understanding of the regulatory challenges in the global market for cosmetic surgery. Overall, the study appears to be of high quality and provides valuable insights into the regulatory challenges in the global market for cosmetic surgery.

Table 4.1: Synthesis Matrix of Research Findings

Authors	Research aim	Research approach	Main findings	Insights into the factors that influence customer satisfaction and repeat purchase decisions in the UK cosmetics industry
Ahamed et al., 2012	to investigate the effects of product packaging and brand innovativeness on perceived product quality, loyalty, and word-of-mouth intentions in the cosmetics market, specifically among female consumers.	The study surveyed female cosmetics users at a leading university in the UK using self-administered questionnaires to explore their purchasing and usage patterns of six major cosmetic brands. Data collected included evaluations of product packaging, brand innovativeness, perceived quality, loyalty, and word-of-mouth intentions. The study used exploratory factor analysis, correlation, and multiple regression to analyze the data and also explored the moderating role of individual differences.	the factors that influence customer satisfaction and repeat purchase decisions in the cosmetics industry, specifically among female consumers. The study found that product packaging and brand innovativeness are major contributors to consumer evaluations of perceived quality, loyalty, and word-of-mouth intentions. The study also found that frequency of use and frequency of purchase moderate the effects of product packaging and brand innovativeness. The studies also found that frequency of use and frequency of purchase moderate the effects of product packaging and brand innovativeness.	The findings suggest that brand managers should pay closer attention to product packaging evaluations and brand innovativeness as information cues to match consumer profiles in target markets. The study also highlights the importance of product innovation in the cosmetics industry, as the product life cycle tends to be short, and consumers are likely to be more aware of extrinsic information cues such as product packaging and brand innovativeness.

Lin et al., 2018	The research aims to explore consumer attitudes towards green cosmetics in the UK and to identify the factors that influence the formation of these attitudes.	The research approach used in this study is a qualitative research design using focus groups to explore consumer attitudes towards green cosmetics in the UK.	The study found that in the UK, there is a prevailing neutral attitude towards green cosmetics due to a lack of knowledge and confusing market standards. Most respondents prioritized price and performance over green elements when choosing cosmetics. However, the growing awareness of natural and organic ingredients and green production may change this attitude in the future.	Price and performance are the most important factors that customers consider when choosing cosmetics. Therefore, companies that want to increase customer satisfaction and loyalty should focus on delivering high-quality products at competitive prices.
Griffiths and Mullock, 2018	The research aim of this document is to explore the regulatory challenges in the global market for cosmetic surgery, with a focus on the UK.	The research approach is interdisciplinary, drawing on feminist theory, legal analysis, and empirical research to provide a comprehensive understanding of the regulatory challenges in the global market for cosmetic surgery. with a focus on the UK.	This study examines cosmetic surgery in the UK and finds that there is an increasing demand driven by factors such as social media and celebrity culture. However, there are also cultural and physical harms. The regulatory response has been mixed, and cosmetic surgery tourism is a significant issue. Women from different countries have different reasons for seeking surgery abroad, and a global regulatory response is necessary but faces significant challenges.	Factors that can influence customer satisfaction and repeat purchase decisions in the UK cosmetics industry include regulatory policies, product quality, brand reputation, price, and social media presence.
Yang, 2022	to explore the influence of the "web celebrity" phenomenon on young consumers' perception of social media, using Kylie	This study employed the mixed-methods approach, combining qualitative and quantitative data collection and analysis methods. The author collected data from social	The study found that consumers have a positive attitude towards Kylie Cosmetics and its products, with high consumer satisfaction and strong electronic word-of-mouth communication between consumers. The success of the company is attributed to Kylie Jenner's	While the findings are specific to Kylie Cosmetics, some insights that can be drawn into the factors that influence customer satisfaction and repeat purchase decisions in the UK

	<p>Jenner's successful marketing of her cosmetics company as an example.</p>	<p>media comments under specific hashtags related to Kylie Cosmetics and used an analysis tool to detect consumer-perceived quality and satisfaction. The author also visualized the connections of word-of-mouth communication between consumers to test the status of eWOM in the experiment.</p>	<p>character setting, brand marketing, and consumer acceptance of the products, with consumer purchasing decisions influenced by their initial recognition of the brand and perception of external evaluations.</p>	<p>cosmetics industry are the importance of brand reputation, the impact of electronic word-of-mouth communication and social media presence, the role of initial recognition and perception of external evaluations in purchasing decisions, and the need for effective brand marketing and consumer acceptance of products.</p>
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The study conducted by Yang (2022) employed a mixed-methods approach, combining both qualitative and quantitative data collection and analysis methods, which enhances the validity of the findings. The author collected data from social media comments under specific hashtags related to Kylie Cosmetics, which is a relevant and accessible source of data for this topic. The use of an analysis tool to detect consumer-perceived quality and satisfaction is a systematic and objective way of analyzing the data. However, the small sample size of 500 posts analyzed under three hashtags may limit the generalizability of the findings, and the lack of information on the representativeness of the sample may affect the validity of the results. Therefore, while this study provides some insights into consumers' perceptions of Kylie Cosmetics, more rigorous research is needed to fully understand the factors that contribute to the success of the brand.

In conclusion, the four studies included in the literature review were evaluated using the Mixed Methods Appraisal Tool (MMAT) to assess their methodological quality and relevance to the study's aim. Although all the studies had their strengths and limitations, they collectively contributed to the body of knowledge and are relevant to the research aim of the current study. Hence, they can still be considered good for conducting this meta-analysis.

4.4 The role customer service plays on repeat purchase decisions in the UK cosmetic industry

Customer service plays a pivotal role in the success and growth of the UK cosmetic industry, as it directly influences repeat purchase decisions. To effectively cater to customer needs, companies need to understand and address the various factors that contribute to consumer satisfaction, loyalty, and word-of-mouth referrals. The research findings of this study emphasize several key aspects that impact customer service and in turn, purchase decisions in the UK cosmetic industry.

According to the study conducted by Ahamed et al. (2012), companies must continuously invest in research and development to create innovative products and features that meet the evolving preferences and needs of consumers. By doing so, they can enhance brand perception and customer loyalty, leading to repeat purchases. Innovative practices should be integrated into all aspects of the brand, from product formulation to marketing and communication strategies. In addition, the authors emphasised that attractive and innovative product packaging not only serves as a reliable information cue for customers but also helps create a strong visual identity for the brand.

Companies should invest in packaging design that is visually appealing, functional, and environmentally friendly, as this can positively influence customer satisfaction and loyalty, leading to repeat purchases.

Lin et al. (2018) on the other hand mentioned that sustainability and ethical practices have become increasingly important to consumers, and companies in the UK cosmetic industry and suggested that these companies should prioritize transparency and adhere to green standards and regulations. As stated by the authors, by providing clear information about the environmental impact of their products, companies can improve customer awareness and promote positive attitudes towards green cosmetics. Additionally, advanced biotechnologies for extracting natural ingredients can help create high-performance products that cater to the growing demand for green cosmetics. Therefore, it is imperative for marketers to educate consumers about the benefits of green cosmetics and provide clear information about the products to improve customer satisfaction and repeat purchases.

The study on Kylie Cosmetics (Yang, 2022) demonstrates the importance of electronic word-of-mouth communication in driving customer satisfaction and loyalty. Companies should pay attention to the perceived value and satisfaction of consumers and organize activities that can enhance the effect of e-WOM communication in the digital age, online reviews and social media play a significant role in shaping consumer perceptions and decisions. Companies should leverage electronic word-of-mouth communication to engage with customers, address their concerns, and build trust. Activities that enhance e-WOM communication, such as influencer collaborations, user-generated content, and online communities, can help drive customer satisfaction and repeat purchases.

Finally, as opinionated by Griffiths and Mullock (2018), a deep understanding of consumer behaviour and preferences is crucial for companies to tailor their marketing strategies and product offerings effectively. By analysing consumer trends, companies can identify target segments, predict future needs, and develop products that resonate with their customers, ultimately leading to increased satisfaction and loyalty.

The findings made through this study align with the body of knowledge. For instance, research has shown that customer service plays a critical role in driving repeat purchase decisions and

ultimately, the success and growth of cosmetic companies. In particular, as reported by Lin et al. (2017), companies that invest in product innovation, sustainable and ethical practices, transparent communication, and tailored marketing strategies are more likely to satisfy their customers and enhance their loyalty. Moreover, the literature has also highlighted the importance of understanding consumer behaviour, preferences, and trends in developing effective marketing strategies and product offerings. The use of market research, data analytics, and consumer segmentation has become more prevalent in the cosmetics industry to gain insights into consumer needs, motivations, and preferences (Moisander et al., 2020; Nandi et al., 2016). Hence, it can be said that the findings align with the literature.

Based on the above discussion one can conclude that customer service is a critical aspect of the UK cosmetic industry in driving repeat purchase decisions. Companies should continuously invest in product innovations, prioritize customer satisfaction, and adapt their promotional strategies to the evolving needs and preferences of their target audience. By doing so, they can ensure long-term success and growth in the highly competitive cosmetic and personal care market.

4.5 The extent to which customer satisfaction in the UK cosmetic industry is affected by customer service quality

Customer service plays a significant role in repeat purchase decisions in the UK cosmetic industry. The findings from various studies emphasize the importance of several factors that influence customer satisfaction loyalty, including brand innovativeness, product packaging, consumer attitudes towards green cosmetics, and electronic word-of-mouth communication. Ahamed et al. (2012) found that brand innovativeness is a crucial predictor of perceived quality, loyalty, and word-of-mouth intentions in the UK cosmetic industry. Companies that invest in innovative products and features can strengthen brand associations and emotional bonding with customers. By focusing on innovation, cosmetic brands can differentiate themselves from competitors, ensuring continued customer loyalty and positive word-of-mouth referrals.

The study by Ahamed et al. (2012) also discovered that product packaging evaluations and brand innovativeness positively influence perceived quality, loyalty, and word-of-mouth intentions in the cosmetics market. Therefore, investing in attractive and innovative product packaging can serve as effective and reliable information cues for customers. This can lead to increased customer

satisfaction, as well-packaged products can create a sense of quality and luxury, enhancing the overall customer experience.

Lin et al. (2018) explored consumer attitudes towards green cosmetics among British female consumers, finding that there is a need for clearer green standards and regulations in the industry. The study suggests that marketers need to educate consumers about the benefits of green cosmetics and provide clear information about their products. As the demand for eco-friendly products continues to grow, cosmetic companies that adapt to these trends by providing greener alternatives can improve customer satisfaction and loyalty.

Yang (2022) found that most consumers have a positive attitude towards Kylie Cosmetics, with consumer satisfaction being relatively high. The study also found that the connections between users are very close, and the degree of centralization is very high, indicating a good word-of-mouth marketing effect for Kylie Cosmetics. This suggests that electronic word-of-mouth communication can be an effective marketing tool for cosmetic companies. By leveraging social media platforms and online reviews, companies can create a positive brand image and increase customer satisfaction.

Based on these deductions, it can be said that the findings discussed align with previous literature on the UK cosmetic industry (Dhillon et al., 2022; Hwang et al., 2021). The study reinforces the importance of customer service quality, brand innovativeness, product packaging, green cosmetics, and electronic word-of-mouth communication in enhancing customer satisfaction and loyalty in the cosmetics industry. Therefore, the UK cosmetic industry must continually adapt to changing consumer demands and preferences. By focusing on brand innovativeness, product packaging, green cosmetics, and electronic word-of-mouth communication, companies can improve customer satisfaction and loyalty, leading to long-term success in the competitive cosmetics market.

4.6 The benefits of repeat purchases in the UK cosmetic industry

The benefits of repeat purchases in the UK cosmetic industry are significant for building brand loyalty and increasing revenue. Lin et al. (2018) noted that the industry is growing rapidly, with a market value of £9.8 billion in 2017, and is expected to continue on a positive trajectory. Sustainable products and refillable beauty products are gaining popularity, indicating that

consumers are becoming more conscious of their impact on the environment and looking for ways to reduce waste and save money in the long term.

Repeat purchase behaviour is common among consumers in the UK cosmetic industry, as noted in a survey conducted by Ahamed et al. (2012), where nearly 31% of respondents stated that they purchased cosmetics and personal care products at least once a month. By providing high-quality products that meet consumers' needs and preferences, companies can build brand loyalty and encourage repeat purchases. Repeat purchase also increases revenue for companies, as consumers who are satisfied with their previous purchases are more likely to buy from the same brand again (Lin et al., 2018).

Repeat purchase behaviour also offers companies insights into consumer behaviour and preferences, which can inform product development and marketing strategies (Griffiths and Mullock, 2018). Thus, repeat purchase is a key driver of growth and success in the UK cosmetic industry. Companies can leverage sustainable and refillable products to align with consumer values and preferences, invest in innovative product features and packaging to strengthen brand associations and emotional bonding with customers, educate consumers about the benefits of green cosmetics and ensure competitive pricing and performance to encourage repeat purchase behaviour (Lin et al., 2018). Furthermore, companies can utilize electronic word-of-mouth communication as an effective marketing tool to influence consumer purchasing decisions (Yang, 2022).

These findings are supported by previous studies conducted by Haverila et al. (2022) and McKenzie et al. (2022), emphasising that repeat purchase is a key driver of the growth and success of businesses

4.7 Conclusion

In conclusion, the studies reviewed in this research have highlighted the significance of customer service in driving repeat purchase decisions and customer satisfaction in the UK cosmetic industry. The findings suggest that companies should invest in innovative product development, attractive and innovative packaging, sustainable and ethical practices, transparent communication, and tailored marketing strategies to cater to the evolving preferences and needs of customers. The study also emphasizes the importance of understanding consumer behaviour and trends to develop effective marketing strategies and product offerings. By focusing on these aspects, cosmetic

companies can differentiate themselves from competitors, ensuring continued customer loyalty and positive word-of-mouth referrals, and ensuring long-term success and growth in the highly competitive cosmetic and personal care market.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This research aims to critically investigate the role customer service quality play in customer satisfaction and repeat purchase decision in the UK cosmetic industry. The specific objectives of the research are to critically evaluate the role customer service plays on repeat purchase decisions in the UK cosmetic industry; critically examine the extent to which customer satisfaction in the UK cosmetic industry is affected by customer service quality; and critically assess the benefits of repeat purchases in the UK cosmetic industry.

Based on the findings of this study, it can be concluded that customer service is a critical aspect of the UK cosmetic industry in driving repeat purchase decisions. Companies should continuously invest in product innovations, prioritize customer satisfaction, and adapt their promotional strategies to the evolving needs and preferences of their target audience. By doing so, they can ensure long-term success and growth in the highly competitive cosmetic and personal care market

In addition, this study reinforces the importance of customer service quality, brand innovativeness, product packaging, green cosmetics, and electronic word-of-mouth communication in enhancing customer satisfaction and loyalty in the cosmetics industry. Therefore, by focusing on brand innovativeness, product packaging, green cosmetics, and electronic word-of-mouth communication, companies can improve customer satisfaction and loyalty, leading to long-term success in the competitive cosmetics market.

Furthermore, repeat purchase offers UK cosmetic companies insights into consumer behaviour and preferences. it also increases revenue for companies which can inform product development and marketing strategies. Therefore, repeat purchase is a key driver of growth and success in the UK cosmetic industry.

Ultimately, based on the above conclusions, one can establish that customer service quality is a significant predictor of customer satisfaction, loyalty, and positive word-of-mouth referrals in the UK cosmetic industry.

5.2 Recommendation

Based on the deductions made through this study, the following are some recommendations for companies in the UK cosmetic industry to enhance their customer service quality and drive repeat purchase decisions:

- i. **Invest in product innovation:** Continuously invest in research and development to create innovative products and features that meet the evolving preferences and needs of consumers. By doing so, companies can enhance brand perception and customer loyalty, leading to repeat purchases.
- ii. **Prioritize sustainability and ethical practices:** Consumers are increasingly demanding eco-friendly products and transparency about the environmental impact of cosmetic products. Companies should prioritize sustainability and ethical practices and adhere to green standards and regulations to improve customer awareness and promote positive attitudes towards green cosmetics.
- iii. **Leverage electronic word-of-mouth communication:** In the digital age, online reviews and social media play a significant role in shaping consumer perceptions and decisions. Companies should leverage electronic word-of-mouth communication to engage with customers, address their concerns, and build trust. Activities that enhance e-WOM communication, can help drive customer satisfaction and repeat purchases.
- iv. **Tailor marketing strategies and product offerings:** Understanding consumer behaviour, preferences, and trends is crucial for companies to tailor their marketing strategies and product offerings effectively. By analysing consumer trends, companies can identify target segments, predict future needs, and develop products that resonate with their customers, ultimately leading to increased satisfaction and loyalty.
- v. **Provide excellent customer service:** Providing excellent customer service is crucial to driving repeat purchase decisions. Companies should invest in training their employees to provide top-notch customer service and go above and beyond to address customer concerns and provide personalized solutions. This can lead to increased customer satisfaction, loyalty, and positive word-of-mouth referrals.

5.3 Study Limitations

While the studies discussed above provide valuable insights into the factors that influence customer service quality and repeat purchase decisions in the UK cosmetic industry, several limitations should be considered when interpreting the findings. The main limitation of this study is that it is based on a literature review and critical evaluation of existing sustainability policies and regulations. Therefore, the study is limited to analysing and synthesizing available information and data rather than conducting primary research. Additionally, the studies were conducted using different methodologies and sample sizes, which makes it difficult to compare the results across studies. Furthermore, the sample sizes varied which may affect the generalizability of the results. Finally, the studies relied on self-reported data from participants, which may be subject to biases such as social desirability bias or recall bias. This may affect the accuracy of the findings and limit the conclusions that can be drawn.

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Appendices

Appendix A: Ethics Approval with Ethics Number

Appendix B: Agreed Meeting Schedule

Appendix C: CASP Quality Appraisal Tool

CASP Checklist: 10 questions to help you make sense of a **Qualitative** research

How to use this appraisal tool: Three broad issues need to be considered when appraising a qualitative study:

-  Are the results of the study valid? (Section A)
-  What are the results? (Section B)
-  Will the results help locally? (Section C)

The 10 questions on the following pages are designed to help you think about these issues systematically. The first two questions are screening questions and can be answered quickly. If the answer to both is “yes”, it is worth proceeding with the remaining questions. There is some degree of overlap between the questions, you are asked to record a “yes”, “no” or “can’t tell” to most of the questions. A number of italicised prompts are given after each question. These are designed to remind you why the question is important. Record your reasons for your answers in the spaces provided.

About: These checklists were designed to be used as educational pedagogic tools, as part of a workshop setting, therefore we do not suggest a scoring system. The core CASP checklists (randomised controlled trial & systematic review) were based on JAMA ‘Users’ guides to the medical literature 1994 (adapted from Guyatt GH, Sackett DL, and Cook DJ), and piloted with health care practitioners.

For each new checklist, a group of experts were assembled to develop and pilot the checklist and the workshop format with which it would be used. Over the years overall adjustments have been made to the format, but a recent survey of checklist users reiterated that the basic format continues to be useful and appropriate.

Referencing: we recommend using the Harvard style citation, i.e.: *Critical Appraisal Skills Programme (2018). CASP (insert name of checklist i.e. Qualitative) Checklist. [online] Available at: URL. Accessed: Date Accessed.*

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Paper for appraisal and reference:

Section A: Are the results valid?

1. Was there a clear statement of the aims of the research?

Yes	<input checked="" type="checkbox"/>
Can't Tell	<input type="checkbox"/>
No	<input type="checkbox"/>

HINT: Consider

- what was the goal of the research
- why it was thought important
- its relevance

Comments:

2. Is a qualitative methodology appropriate?

Yes	<input checked="" type="checkbox"/>
Can't Tell	<input type="checkbox"/>
No	<input type="checkbox"/>

HINT: Consider

- If the research seeks to interpret or illuminate the actions and/or subjective experiences of research participants
- Is qualitative research the right methodology for addressing the research goal

Comments:

Is it worth continuing?

3. Was the research design appropriate to address the aims of the research?

Yes	<input checked="" type="checkbox"/>
Can't Tell	<input type="checkbox"/>
No	<input type="checkbox"/>

HINT: Consider

- if the researcher has justified the research design (e.g. have they discussed how they decided which method to use)

Comments:

4. Was the recruitment strategy appropriate to the aims of the research?

Yes	<input checked="" type="checkbox"/>
Can't Tell	<input type="checkbox"/>
No	<input type="checkbox"/>

HINT: Consider

- If the researcher has explained how the participants were selected
- If they explained why the participants they selected were the most appropriate to provide access to the type of knowledge sought by the study
- If there are any discussions around recruitment (e.g. why some people chose not to take part)

Comments:

5. Was the data collected in a way that addressed the research issue?

Yes	<input checked="" type="checkbox"/>
Can't Tell	<input type="checkbox"/>
No	<input type="checkbox"/>

HINT: Consider

- If the setting for the data collection was justified
- If it is clear how data were collected (e.g. focus group, semi-structured interview etc.)
- If the researcher has justified the methods chosen
 - If the researcher has made the methods explicit (e.g. for interview method, is there an indication of how interviews are conducted, or did they use a topic guide)
 - If methods were modified during the study. If so, has the researcher explained how and why
 - If the form of data is clear (e.g. tape recordings, video material, notes etc.)
 - If the researcher has discussed saturation of data

Comments:

6. Has the relationship between researcher and participants been adequately considered?

Yes	<input checked="" type="checkbox"/>
Can't Tell	<input type="checkbox"/>
No	<input type="checkbox"/>

HINT: Consider

- If the researcher critically examined their own role, potential bias and influence during (a) formulation of the research questions (b) data collection, including sample recruitment and choice of location
- How the researcher responded to events during the study and whether they considered the implications of any changes in the research design

Comments:

Section B: What are the results?

7. Have ethical issues been taken into consideration?

Yes	<input checked="" type="checkbox"/>
Can't Tell	<input type="checkbox"/>
No	<input type="checkbox"/>

HINT: Consider

- If there are sufficient details of how the research was explained to participants for the reader to assess whether ethical standards were maintained
- If the researcher has discussed issues raised by the study (e.g. issues around informed consent or confidentiality or how they have handled the effects of the study on the participants during and after the study)
- If approval has been sought from the ethics committee

Comments:

8. Was the data analysis sufficiently rigorous?

Yes	<input checked="" type="checkbox"/>
Can't Tell	<input type="checkbox"/>
No	<input type="checkbox"/>

HINT: Consider

- If there is an in-depth description of the analysis process
- If thematic analysis is used. If so, is it clear how the categories/themes were derived from the data
- Whether the researcher explains how the data presented were selected from the original sample to demonstrate the analysis process
- If sufficient data are presented to support the findings
 - To what extent contradictory data are taken into account
- Whether the researcher critically examined their own role, potential bias and influence during analysis and selection of data for presentation

Comments:

9. Is there a clear statement of findings?

Yes	<input checked="" type="checkbox"/>
Can't Tell	<input type="checkbox"/>
No	<input type="checkbox"/>

HINT: Consider whether

- If the findings are explicit
- If there is adequate discussion of the evidence both for and against the researcher's arguments
- If the researcher has discussed the credibility of their findings (e.g. triangulation, respondent validation, more than one analyst)
- If the findings are discussed in relation to the original research question

Comments:

Section C: Will the results help locally?

10. How valuable is the research?

HINT: Consider

- If the researcher discusses the contribution the study makes to existing knowledge or understanding (e.g. do they consider the findings in relation to current practice or policy, or relevant research-based literature)
- If they identify new areas where research is necessary
- If the researchers have discussed whether or how the findings can be transferred to other populations or considered other ways the research may be used

Comments: The pre-menopausal stage has posed unquantifiable challenges to the woman's bodies and has affected them biologically, psychologically, socially and behaviourally. This study will be useful in improving the health of these people and indirectly improving their productivity at the workplace. It will also be useful in the development of policies and health promotions in the United Kingdom. Health practitioners can take a cue from it on how to administer physical activities to their patients while it will also serve as a valuable asset for government legislation and health strategies.