The Impact of Experiential Marketing on Purchase Intention and Consumer Spending with The Mediating effect on Customer Satisfaction and Brand Loyalty: A Case Study of Local Skincare Brands in Egypt

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Abstract

Purpose: This study investigates the impact of Experiential Marketing on Consumer Spending and Purchase Intention with the mediation effect of Consumer Spending, Purchase Intention and Customer Satisfaction between the relationship of Experiential Marketing and Brand Loyalty of local skin care products in Egypt

Methodology: This research used a quantitative approach to investigate how Experiential Marketing, Consumer Spending, Customer Satisfaction and Purchase Intention impact Brad Loyalty among local skin care consumers in Egypt. Data were collected from 352 Instagram users via online surveys and analyzed using AMOS for Structural Equation Modeling (SEM) and SPSS for correlation analysis to evaluate the relationships between these variables.

Results: The study found that experiential marketing, consumer spending, significantly and positively influence purchase intention. However, the impact of purchase intention was not significant on customer satisfaction, also customer satisfaction has no significance on brand loyalty. While all the mediation effects are fully supported.

Keywords: Experiential Marketing, Consumer Spending, Purchase Intention, Customer Satisfaction and Brand Loyalty.

1. Introduction

The marketplace has been evolving significantly over the years. Marketers across sectors face the dual challenge of navigating a highly competitive landscape and trying to meet the expectations of increasingly informed and perceptive customers. Hence, this heightened competition has led to the commoditization of products and services, as there is minimal differentiation in terms of attributes, features, or quality for products and services from various brands. As a result, various brands are forced into price-based competition, eroding brand equity and long-term customer value. The shift from a product-focused era to a consumer-focused era began around the mid-20th century when advertising revolutionized the way brands communicated with consumers (Smilansky 2009).

The purpose of marketing communication is to communicate with different consumers or business sectors. In response to these challenges, marketing communications have evolved from one-way messaging to two-way interactions, giving way to more dynamic interactive forms of engagement. In the current landscape, this evolution has led to what many describe as an "experiential revolution" in marketing communications. Experiential marketing (EM) represents this new paradigm by replacing monologue with dialogue, inviting consumers into immersive, emotionally significant brand experiences. Unlike conventional marketing, which informs or persuades, experiential marketing aims to create memorable interactions that foster deep emotional connections, turning customers into loyal brand advocates. The two-way communication of experiential marketing creates memorable experiences for customers and changes them to brand loyalists and advocates (Madhvapaty & Rajesh 2018).

Experience marketing is relatively new and increasingly compelling concept within academic research. Marketers have come to understand that studying how consumers experience brands—and, in exchange, how to provide appealing brand experiences for them—is important for differentiating their offerings in a competitive marketplace (Schmitt, 1999; Pine & Gilmore, 1999). Studying consumer experiences is therefore a main task for consumer behavior research (Brakus et al., 2009). However, consumer behavior and marketing research on experience marketing is still evolving. Experience, as a concept and as an empirical phenomenon, is not as recognized as other consumer and marketing concepts such as attitudes, consumer satisfaction, or brand equity (Khan & Rahman, 2014; Batat, 2019).

This shift toward experience-driven marketing is particularly significant in emerging markets like Egypt, where consumer behavior is rapidly evolving alongside digital adoption and socioeconomic change (Alias, 2020; Winarto, 2024). With a young, digitally active population and a growing middle class, Egyptian consumers are increasingly seeking more than just product functionality—they crave authenticity, personalization, and emotional value (Barnes et al., 2020; Ilyas, Ginting & Irfan, 2025). In the skincare industry, specifically, trust and connection play a central role in consumer decision-making (Öztürk, 2015). Local skincare brands, often overshadowed by international competitors in terms of advertising budgets and global presence, face the challenge of differentiating themselves in a saturated marketplace (Machado et al., 2014; Wahyuningtyas et al., 2017).

Experiential Marketing (EM) has become one of the most critical topics in marketing lately. The concept focuses primarily on delivering enjoyable and engaging brand experiences to consumers. Academic and practitioner interest in EM is growing, as numerous studies (Schmitt, 1999; 2010; 2011; 2012; Öztürk, 2015; Wahyuningtyas & Zainul, 2017; Alias, 2020) claim significant impact of EM on multiple aspects of organizational performance, including both financial and non-financial outcomes. These include consumer satisfaction, brand loyalty, brand relationships, advocacy, and even reductions in brand switching behavior.

The skincare industry is a main focus for Egyptian consumers today. The skincare market in Egypt is projected to generate a revenue of US$1,999.00 million in 2024, with an expected annual growth rate of 6.03% (CAGR 2024–2028) (Statista, 2024). In comparison to global figures—such as the United States, which is expected to reach US$24,350 million in 2024—Egypt's market is still emerging but exhibits strong growth potential (Statista, 2024). Per capita, each person in Egypt is anticipated to contribute approximately US$17.46 to skincare revenues in 2024. Furthermore, demand for natural and organic skincare products is surging, suggesting a growing consumer consciousness and openness to differentiated, experience-based offerings (Winarto, 2024; Alias, 2020).

Despite growing global interest, there is limited empirical research exploring the impact of experiential marketing on consumer behavior in the Middle East (Khan and Rahman, 2014; Oetomo, 2017). In particular, there is a lack of studies addressing the Egyptian skincare sector, where local brands often struggle to compete with global players

(Winarto, 2024). Furthermore, while EM's effect on purchase intention and brand loyalty has been studied in other contexts Machado et al., 2014; Appiah et al., 2019),, the moderating role of customer satisfaction has not been examined in an integrated framework in this region (Wahyuningtyas et al., 2017; Shieh and Lai, 2017).

As recommended by previous studies, there is significance in investigating the EM on consumers purchase intentions and on brand loyalty in the skincare sector (e.g., Schmitt, 1999; 2010; 2011; 2012; Machado et al., 2014; Öztürk, 2015; Muzumdar, 2015; Wahyuningtyas & Zainul, 2017; Appiah et al., 2019; Wilson & Makmud, 2019; Alias, 2020) in the highly competitive local skin care industry. To the best of the author's knowledge, no previous study has directly addressed this research problem in the Egyptian skincare market. Furthermore, the moderating role of customer satisfaction on the relationship between experiential marketing, purchase intention, and brand loyalty has not been examined in an integrated model. These variables hold significant weight in brand management literature and are known to influence a variety of desirable business performance outcomes (Schmitt, 2012; Machado et al., 2014; Shieh & Lai, 2017; Zainul, 2017; Barnes et al., 2020).

This research aims to investigate the influence of experiential marketing on Egyptian consumers' purchase intentions and brand loyalty in the skincare sector. It also explores the moderating role of customer satisfaction. By addressing this gap, the study contributes to both marketing literature and practice, offering insights for brand managers in emerging markets. As such, the research seeks to answer:

Q1: How does experiential marketing influence purchase intention and brand loyalty among Egyptian skincare consumers?

Q2: Does customer satisfaction moderate the relationship between experiential marketing and these outcomes?

2. Conceptual Background

2.1 Experiential Marketing

Experiential Marketing (EM) has emerged as a significant paradigm shift in the field of marketing, emphasizing the creation of engaging, memorable, and emotionally resonant interactions between brands and consumers. Unlike traditional marketing, which often focuses on communicating product features and benefits through one-way

messaging, EM highlights two-way interactions that immerse consumers in branded experiences (Smilansky, 2009; Madhvapaty & Rajesh, 2018).

Schmitt (1999), a foundational theorist in this domain, argues that EM represents a move from product-centric to customer-centric thinking. He defines experiential marketing as a strategy that uses sensory, emotional, cognitive, behavioral, and relational values to connect with consumers. This is further supported by researchers like Brakus et al. (2009) and Zarantonello and Schmitt (2010), who established EM as a multidimensional construct influencing attitudes, behaviors, and brand perceptions.

Despite its growing popularity in practice, the concept of experiential marketing lacks a universally accepted definition. For instance, Fou (2003) defines it as an approach that enables consumers to interact deeply with a product, providing them with sufficient information to make informed purchase decisions. Roxas-Murray (2015) describes EM as a mutually beneficial engagement between the consumer and the brand in an authentically branded context. Similarly, Hauser (2011) highlights that experiential marketing involves real customer experiences with a brand, which ultimately drive sales and enhance brand image.

The rise of EM is largely attributed to changes in consumer expectations and market dynamics. According to Schmitt (1999: 53), this transformation is driven by three core developments: the widespread use of information technology, the dominance of branding, and the growing importance of entertainment and communication in everyday life. These factors have encouraged marketers to develop strategies that go beyond transactional value, creating experiences that appeal to consumers' emotional and psychological needs (Schmitt, 1999; 2010).

To operationalize these ideas, Schmitt introduced the Strategic Experience Modules (SEM), which form the conceptual core of EM:

- **Sense:** Appeals to the five senses (sight, sound, touch, taste, smell) to create sensory experiences associated with the product.

- **Feel:** Aims to evoke emotions such as joy, trust, or nostalgia through emotional storytelling and brand messaging.

- **Think:** Encourages cognitive engagement by stimulating curiosity or surprise, often using creative, problem-solving narratives.

- **Act:** Focuses on affecting physical behavior and lifestyle, promoting experiences that consumers can actively participate in and share.

- **Relate:** Connects consumers to broader social groups or communities, often addressing identity, status, and social affiliation.

These experiential modules are delivered through various "experience providers" such as physical spaces, product packaging, digital content, branding, service personnel, and co-branding efforts (Schmitt, 1999: 63). Recent studies also explore the role of digital experiential marketing—such as virtual try-ons, influencer collaborations, and live-streamed events—which have become increasingly popular in beauty and skincare sectors (e.g., Alias, 2020; Barnes et al., 2020). Together, they contribute to a holistic brand experience that enhances consumer engagement and loyalty.

EM also challenges the traditional assumption that consumers are purely rational decision-makers. Instead, it recognizes that consumers are both rational and emotional, making decisions based not only on utility but also on the value derived from engaging experiences (Khan & Rahman, 2014; Batat, 2019).

Numerous empirical studies have validated the impact of EM on various outcomes. These include purchase intentions (Yang & He, 2011; Rokhsati, 2016), customer satisfaction and commitment (Alkilani et al., 2013; Nurcahyo, 2013), brand image (Oetomo, 2017). Along with, a number of studies have linked EM to brand-related outcomes, including brand loyalty (Sugiyarti, 2017; Shieh & Lai, 2017), brand switching (Appiah et al., 2019), and brand advocacy (Machado, 2014). These studies demonstrate that well-executed experiential strategies can significantly improve both consumer attitudes and organizational performance.

Despite the abundance of literature, further research is needed to understand how EM operates in different cultural and market contexts—particularly in regions such as the Middle East, where consumer behavior may differ from Western or Asian norms. Existing studies have often focused on developed economies, with limited exploration of EM's applicability in emerging markets like Egypt. This gap underlines the need to explore how experiential strategies influence consumer outcomes in culturally specific environments.

2.2 Purchase Intentions

Purchase intention refers to a consumer's conscious plan or willingness to buy a product or service based on personal need, perceived value, and previous experience. It is considered a critical outcome of marketing efforts and plays a central role in predicting consumer behavior (Kotler, 2002; Pelletier & Collier, 2018). According to Assael (1998), the decision-making process typically begins when a consumer identifies a need, evaluates available alternatives, considers whether these options will meet their expectations, and ultimately commits to a purchase. Oetomo (2017) adds that this process involves systematically assessing alternatives while weighing the risks and priorities associated with each choice.

Decision-making in purchasing is not always linear or rational. It often involves past experiences, emotional cues, and external influences. As Durrani et al. (2015) note, consumers frequently choose between competing alternatives, considering various factors such as price, perceived value, and product availability. Even when consumers form an intention to buy, that decision may be delayed or altered due to unexpected variables—such as a better offer from a competitor or a change in financial circumstances. Thus, while intention is a strong predictor of purchasing behavior, it is not a guarantee.

In this context, experiential marketing becomes especially relevant. By engaging consumers in meaningful, enjoyable, and emotionally resonant interactions, EM can shape how consumers perceive a brand and influence their intent to purchase. Unlike traditional marketing, which primarily relies on product information and rational appeals, experiential strategies foster emotional connections that strengthen a consumer's confidence and desire to buy (Schmitt, 1999; Wang et al., 2004). Active participation, such as trying a product sample, attending a live demonstration, or engaging with a brand event, enhances this emotional investment and significantly increases the likelihood of a purchase (Yang & He, 2011).

Behavioral intent—defined as the likelihood that a consumer will act in a certain way, such as making a purchase—is also influenced by service quality, satisfaction, and emotional attachment. Grönroos (2002) emphasizes that a strong service experience can prevent customer defection and encourage loyalty, which in turn boosts future purchase intent. Because the cost of acquiring new customers is higher than

retaining existing ones, brands increasingly focus on experience-based marketing to cultivate lasting relationships and drive repeat purchases.

The link between EM and purchase intention is well-supported in prior studies. Wang et al. (2004) found that experiential touchpoints directly and indirectly affect consumers' behavioral intentions through satisfaction and engagement. Onaran et al. (2013) similarly concluded that variables such as brand loyalty and customer retention—both outcomes of experiential strategies—positively impact purchase decisions. Recent research confirms that digitally enabled experiences—such as AI-enhanced marketing, sustainability messaging, influencer-hosted livestreams, and social commerce platforms—are increasingly shaping purchase behavior in the cosmetics and skincare industries (Winarto, 2024; Ilyas, Ginting, & Irfan, 2025). These strategies amplify consumer engagement and make experiential marketing more scalable in competitive digital environments.

This is particularly important in the Egyptian skincare industry, where many consumers seek authenticity, trust, and emotional value in addition to functional product benefits. Experiential strategies such as in-store events, influencer collaborations, or sampling campaigns offer a way for local brands to build stronger purchase intention among their target audiences.

Taken together, the literature supports the idea that experiential marketing not only enhances brand perception but also strengthens the consumer's motivation to purchase. Creating immersive, personalized, and emotionally engaging experiences increases the likelihood that consumers will form positive attitudes toward the brand and follow through with a purchase.

Consequently, this study proposes the following hypothesis:

H1: Experiential Marketing has a positive effect on purchase intentions.

With this foundation established, the next section will explore how experiential marketing specifically influences purchase intentions—a key consumer behavior variable that directly relates to business performance in the skincare sector.

2.3   Consumer Spending

Consumer spending is a critical indicator of both individual economic behavior and marketing effectiveness. In marketing literature, it typically refers to the actual financial expenditure that consumers make

in purchasing goods or services (Kotler & Keller, 2016). While purchase intention reflects the motivational aspect of behavior—what a consumer plans to do—consumer spending represents the realized behavior, i.e., how much they are willing to pay or how often they engage in purchases (Ajzen, 1991; Bagozzi, 2000).

The inclusion of consumer spending as an outcome variable adds an important behavioral dimension to this study. Whereas many consumer behavior models end at attitudinal or intentional measures, actual spending reflects deeper commitment and is often influenced by emotional value, perceived risk, and brand trust (Baumeister et al., 2007; Zeithaml, 1988). This is particularly relevant in the Egyptian skincare market, where emotional attachment, perceived authenticity, and brand experience play a growing role in how much consumers are willing to spend.

From a theoretical standpoint, experiential marketing affects spending by enhancing perceived value—defined as the consumer's overall assessment of a product's utility based on what is received versus what is given (Zeithaml, 1988). When consumers perceive higher emotional, symbolic, or experiential value, they are more willing to spend, often at a premium (Sweeney & Soutar, 2001). EM appeals to more than rational evaluation; it activates hedonic motivations that can increase average purchase size or frequency (Chitturi, Raghunathan & Mahajan, 2008).

Experiential marketing works by engaging the five senses, creating emotional resonance, and cultivating brand relationships that drive both satisfaction and consumer loyalty—two factors repeatedly linked to higher spending. Studies show that emotionally enriched experiences not only improve the brand image but also make consumers more likely to spend more to replicate those experiences (Pine & Gilmore, 1999; Schmitt, 2010).

Empirical support for this link is growing. Brakus et al. (2009) demonstrated that multisensory brand experiences significantly predict consumer behavior, including financial commitment. Alias (2020) found that immersive marketing experiences—such as product demonstrations, events, and influencer campaigns—increase consumer spending in beauty retail environments. More recently, Winarto (2024) reported that personalization and eco-conscious branding elevate spending levels in Gen Z cosmetics users, while Ilyas, Ginting, and Irfan (2025) showed that experiential interactions on social commerce

platforms (e.g., virtual try-ons, live sessions) enhance spending behavior in skincare.

Additionally, consumer spending is shaped by customer satisfaction and brand loyalty, which function as psychological precursors. Satisfied customers perceive higher value and are more likely to make larger or more frequent purchases (Oliver, 1999). Brand-loyal consumers often become less price-sensitive and more emotionally invested in repeat purchases (Dick & Basu, 1994; Shieh & Lai, 2017). These behavioral outcomes underscore the importance of satisfaction and loyalty as mediators between experience and financial behavior.

Despite its practical significance, consumer spending remains underrepresented in experiential marketing literature. Most studies stop at intention or loyalty, with fewer examining how experiential marketing efforts convert into measurable financial action. This gap is especially noticeable in Middle Eastern and North African markets, where cultural, emotional, and experiential dynamics may differ from Western contexts. This study addresses that gap by exploring how experiential marketing, along with satisfaction, loyalty, and intention, affects consumer spending in the Egyptian skincare market.

Based on the above, the following hypotheses are proposed:

H2: Experiential marketing has a positive and significant effect on Consumer Spending

H3: Consumer Spending has a positive and significant effect on Purchase Intention.

2.4 Customer Satisfaction

Customer satisfaction is a central objective in marketing and service strategies, as it contributes significantly to consumer retention, brand loyalty, positive word-of-mouth, and long-term business profitability. It is commonly defined as the consumer's emotional or cognitive evaluation of their experience with a brand, based on whether expectations are met or exceeded (Oliver, 1997; Zeithaml & Bitner, 2003). This process often begins before the actual purchase and continues through post-consumption, encompassing factors such as service delivery, emotional fulfillment, and after-sales interactions (Yangınlar & Tuna, 2020). İşler (2015) characterizes satisfaction as both a rational judgment and an emotional response shaped by experiences, while Alkylani *et al.* (2013) describe it as a reaction to products, retail environments, and service interactions.

While traditional models frame satisfaction as a post-purchase evaluation, experiential marketing (EM) expands this perspective by emphasizing emotional engagement throughout the customer journey. EM transforms brand interactions into multisensory, symbolic experiences that leave a lasting impression. Through sensory stimuli— such as visual design, sound, scent, and touch—EM connects with consumers on a deeper level, elevating functional exchanges into emotionally meaningful ones (Arora & Chatterjee, 2017; Khotimah, 2017; Herdem, 2019). These dynamics align with Expectancy-Disconfirmation Theory, which posits that satisfaction results when brand performance exceeds expectations (Oliver, 1997).

Several empirical research proves the positive relationship between experiential marketing and customer satisfaction. Lee et al. (2010) indicates that EM improves satisfaction by triggering emotional and cognitive engagement. Karadeniz et al. (2013) confirms that experiential features in retail settings—like ambiance, design, and interactivity— boost satisfaction levels. In the cosmetics sector, Öztürk (2015) mentions that personalized services and product trial experiences significantly enhance customer satisfaction. Alkylani et al. (2013) further demonstrate that sensory and emotional experience dimensions on social media platforms positively affect satisfaction.

Moreover, recent studies support these findings in digital and socially related markets. Winarto (2024) highlightes that AI-driven, personalized experiences foster stronger satisfaction among Gen Z consumers in the beauty industry. Ilyas, Ginting, and Irfan (2025) reportes that emotional resonance and meaningful engagement on social commerce platforms significantly predict satisfaction—especially in skincare, where trust and personal relevance are critical.

Satisfaction plays a dual role in consumer behavior: first, as a direct outcome of experiential marketing, and second, as a key predictor of brand loyalty and purchase intention. Satisfied consumers are more likely to return to a brand, recommend it to others, and remain emotionally connected over time (Oliver, 2010; Yuan & Wu, 2008). As such, satisfaction is foundational to positive post-experience behaviors.

In addition, customer satisfaction may serve as a mediator between experiential marketing and deeper behavioral outcomes. Studies by Lin et al. (2009) and Shieh & Lai (2017) advocate that satisfaction bridges the relationship between EM and consumer loyalty or intention by enhancing emotional fulfillment and reducing uncertainty. This

mediating role is especially relevant in the skincare industry, where consumers are emotionally invested and highly responsive to sensory and experiential cues.

Based on this foundation, the following hypothesis is proposed:

H4: Purchase Intention has a positive and significant effect on Customer Satisfaction.

2.3 Brand Loyalty

Brand loyalty refers to a consumer's consistent preference for a particular brand over competitors, often resulting in repeat purchases and long-term emotional commitment. Mai *et al.* (2021:75) define brand loyalty as "a sustainable relationship between an individual's attitude and repeated purchase." Similarly, Oliver (2010) describes it as the consumer's psychological commitment to repurchase a preferred product or service, regardless of external influences or competing marketing efforts.

Brand loyalty is typically understood through two key dimensions: *attitudinal loyalty*, which reflects a consumer's emotional or psychological attachment to a brand, and *behavioral loyalty*, which refers to the actual act of repurchasing over time. Experiential marketing strategies tend to influence both dimensions by building emotional, cognitive, and social bonds between the consumer and the brand (Shieh & Lai, 2017; Oliver, 2010).

Loyalty is also a critical driver of brand equity. Aaker (1991) emphasize brand loyalty as one of the core components of brand equity, contributing to long-term profitability, higher consumer retention, and insulation from competitive pressures. Consumers often demonstrate loyalty by choosing to pay a premium for products that offer intangible benefits associated with trust, identity, or past experience (Aziz & Yasin, 2010). As Shieh and Lai (2017) indicate that brand loyalty serves not only as a behavioral outcome but also as a source of strategic differentiation.

From a managerial standpoint, cultivating brand loyalty is more cost-effective than acquiring new customers. Anderson *et al.* (1994) highlighted that the cost of attracting new customers far exceeds the cost of retaining existing ones. Rowley and Dawes (2000) further argue that loyalty is only sustained when consumers perceive the brand as the best option available. Therefore, businesses must focus on delivering

consistent, enjoyable, and emotionally engaging brand experiences to earn and maintain that loyalty.

Experiential marketing (EM) has been widely studied for its ability to foster brand loyalty by appealing to consumers' emotional, sensory, and relational needs. Tsaur *et al.* (2007) confirm that the intellectual, emotional, and sensory aspects of experience significantly enhance satisfaction, which in turn strengthens loyalty. Yuan and Wu (2008) mention that emotional and cognitive experiences are the most influential in shaping customer attitudes. Lin *et al.* (2009) and Lee et al. (2010) both observed a direct positive relationship between EM, satisfaction, and brand loyalty.

Many empirical studies across product and service industries have proved these findings. Nyse *et al.* (2012) advocate that sensory elements positively impact loyalty. Karadeniz *et al.* (2013) confirm that experiential strategies significantly impact both customer satisfaction and loyalty. In the cosmetics sector, Öztürk (2015) confirms that EM contributes positively to brand loyalty, a result reflected in the retail industry by Yacob *et al.* (2016).

Recent research enhances further support in digital-first environments. Winarto (2024) found that AI-driven personalization strategies significantly increase loyalty among Gen Z skincare consumers. Similarly, Ilyas, et al. (2025) mention that experiential brand interactions through social media platforms are highly effective in reinforcing loyalty in the skincare market.

While brand loyalty is normally considered as a direct result of experiential marketing, it may also considered as a mediator that relates experiential strategies to wider consumer behaviors such as purchase intention. This mediating role has not been thoroughly examined, especially in emerging markets like Egypt. Understanding this dynamic is particularly relevant in the skincare industry, where long-term emotional relationships and habitual repurchasing are common.

Based on this review, the following hypotheses are proposed:

H5: Customer Satisfaction has a positive and Significant effect on Brand Loyalty.

3 Research Gap

While experiential marketing has increasingly gained academic attention as a strategic approach to brand differentiation, most

empirical studies remain rooted in developed markets such as the United States, Europe, and East Asia (Schmitt, 1999; Brakus et al., 2009; Alias, 2020). These markets are often characterized by mature consumer infrastructures, high levels of brand familiarity, and standardized customer service frameworks. Consequently, there remains a limited understanding of how experiential marketing unfolds in emerging economies, where sociocultural factors and market dynamics differ significantly.

Specifically, within the Middle East and North Africa (MENA) region—and Egypt in particular—very few empirical investigations have sought to explore the role of experiential marketing within localized consumer behavior contexts. The Egyptian skincare market presents a compelling case, given its rapid expansion and the increasing prominence of local brands competing against global giants. These smaller brands often lack extensive advertising budgets or global reach and thus must rely on customer experience strategies to establish meaningful consumer relationships. Despite this, the literature remains scarce on how experiential marketing could empower such brands to generate purchase intent, enhance satisfaction, and cultivate loyalty in a saturated marketplace.

Moreover, a critical limitation in prior studies is their narrow focus on linear cause-effect relationships—most notably, the direct impact of experiential marketing on intention or loyalty. Such an approach tends to underplay the mediating variables that could provide deeper insight into consumer behavior. In this regard, customer satisfaction emerges as a particularly salient factor that can act as a conduit between experiential marketing inputs and behavioral outcomes. Additionally, variables like consumer spending, which reflect actual economic commitment rather than stated intention, have received minimal scholarly attention, despite their practical relevance.

Therefore, this study fills an important gap by investigating a more holistic and integrated framework. It examines how experiential marketing influences not only attitudinal outcomes like purchase intention but also behavioral outcomes such as consumer spending—through the mediating role of purchase intention and customer satisfaction on brand loyalty. Conducted in the Egyptian skincare market, the study not only provides context-specific insights but also contributes to extending the theoretical boundaries of experiential marketing in emerging economies.

4 Research Contribution

This research makes both conceptual and practical contributions to the evolving discourse on experiential marketing. Theoretically, it advances the literature by applying Schmitt's (1999) experiential marketing framework to an under-researched and culturally distinct context: Egypt's skincare industry. In doing so, it tests the generalizability of core experiential constructs—namely, Sense, Feel, Think, Act, and Relate—in a market environment shaped by local consumer psychology, limited brand legacy, and relatively low digital brand penetration.

Furthermore, the research contributes by incorporating mediating and behavioral variables that have often been overlooked in previous models. Specifically, it examines the role of customer satisfaction as a psychological bridge between experience-driven stimuli and brand-related outcomes such as loyalty and purchase intention. Simultaneously, it introduces consumer spending as a tangible behavioral measure—moving the focus from what consumers say they will do, to what they are actually willing to pay or invest. This dual-level contribution—linking psychological mediators to behavioral outcomes—adds empirical richness and expands the boundaries of experiential marketing analysis (Schmitt, 2010; Winarto, 2024).

From a managerial standpoint, the findings offer actionable insights for Egyptian skincare brands seeking to thrive in a competitive landscape with limited financial leverage. By validating the influence of immersive and emotionally resonant marketing on key performance indicators such as satisfaction and spending, the study arms local marketers with evidence-based tools to drive consumer engagement. It is especially valuable for brands with constrained budgets aiming to optimize ROI through experience-led branding rather than high-cost promotions.

Lastly, by embedding its findings in an emerging market context, the study contributes to a more inclusive and globally relevant marketing scholarship. It highlights how regional variations in consumer behavior can shape the effectiveness of marketing strategies and urges researchers to account for such distinctions in future cross-market analyses.

5 Research Methodology

This study investigates the impact of experiential marketing on purchase intention and consumer spending with the mediating effect of consumer spending on purchase intention, purchase intention on

customer satisfaction and finally, customer satisfaction on brand loyalty in the Egyptian skin care industry. This study adopts a quantitative research methodology to examine the causal relationships between experiential marketing, purchase intention, consumer spending, customer satisfaction, and brand loyalty. The methodology was selected in alignment with the study's objectives to test theoretical assumptions using structured, numerical data collected from a sample of Egyptian skincare consumers. A deductive research approach was employed, rooted in positivist philosophy, which is appropriate for hypothesis-driven investigations (Saunders et al., 2019; Creswell, 2014).

A structured questionnaire was developed as the primary data collection tool. The questionnaire items were adapted from validated scales in previous research to ensure construct validity. The survey consisted of five sections measuring the following constructs: experiential marketing (including its five dimensions), purchase intention, consumer spending, customer satisfaction, and brand loyalty. A five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was used to measure all items. The instrument was piloted on a small sample to ensure clarity and consistency prior to full deployment.

The target population consisted of Egyptian consumers who had purchased skincare products from local brands in the past six months. Due to the descriptive nature of the study and access limitations, convenience sampling was adopted. While this method may limit generalizability, it is widely accepted in social science research for pilot and descriptive studies (Malhotra et al., 2017). A total of 350 valid responses were collected and used for analysis.

To analyze the data, Structural Equation Modeling (SEM) was performed using AMOS software. This technique is suitable for assessing complex relationships between observed and latent variables and allows simultaneous evaluation of both measurement and structural models (Hair et al., 2019). The analysis included Confirmatory Factor Analysis (CFA) to assess reliability and validity, followed by path analysis to test the hypothesized relationships. Model fit was evaluated using indices such as Chi-square/df, CFI, TLI, and RMSEA. Assumption testing, including normality, multicollinearity, and descriptive analysis, was also conducted using SPSS.

5.1 Conceptual Framework

Accordingly, the variables of the research can be discussed as follows:

Independent Variable: Experiential Marketing

Mediator Variables: Consumer Spending, Purchase Intention and Customer Satisfaction

Dependent Variable: Brand Loyalty.

The purpose of this study is to reveal the effect of experiential marketing, consumer spending, purchase intention and customer satisfaction on brand loyalty. In this direction, the following model has been developed (figure 1).

Figure 1: Theoretical Model and Hypothesis Development

5.2 Research hypothesis

Based on the reviewed literature and identified research gaps, the following hypotheses are proposed for empirical testing:

H1: Experiential Marketing affects positively Purchase Intention.

H2: Experiential Marketing affects positively Consumer Spending.

H3: Consumer Spending affects positively Purchase Intention.

H4: Purchase Intention affects positively Customer Satisfaction.

H5: Customer Satisfaction affects positively Brand Loyalty.

H6: Consumer Spending mediates the relationship between Experiential marketing and Purchase intention

H7: Purchase intention mediates the relationship between Consumer Spending and Customer Satisfaction.

H8: Customer satisfaction mediates the relationship between purchase intention and Brand Loyalty.

Table 1: Questionnaire Statements

Variables	Statements	Reference
Experiential Marketing		**(Yang, 2011); (Nadiri & Gunay, 2013).**
Sense	1. **My local skin care products look attractive** [SEP] 2. **The design of my local skin care product is traditional and not special** [SEP] 3. **The Accessories of my skin care products are attractive** [SEP] 4. **The design and features of my skin care products match my expectations**	
Feel	1. **Owning local skin care products triggers positive feelings** [SEP] 2. **I feel that local skin care products is very attractive** [SEP] 3. **I feel that local skin care products deserves the effort and money spent to get it** [SEP] 4. **I feel happy to own the local skin care products** 5. **I feel comfortable using local skin care products.**	
Think	1. **The features of local skin care products make me think of how unique and different it is** [SEP] 2. **The various uses of local skin care products encourage me to think of how best to utilize it** [SEP]	
Act	1. **I always follow the news of local skin care products brand** [SEP] 2. **local skin care products add a lot of positive aspects to my life style** [SEP] 3. **Local skin care products enable me to do a lot of activities**	
Relate	1. **My friends prefer the same brand** [SEP] 2. **I feel I have done the right thing to buy local skin care products** [SEP] 3. **Owning Local skin care products enhances my social status**	
Customer Satisfaction	1. **The products offered by this brand matches my expectations** 2. **Based on my experiences in owning other brands, I am completely satisfied with local skin care products.** [SEP]	**(Wang et al., 2004) and (Araci et al., 2017)**

Variables	Statements	Reference
	3. The performance of local skin care products exceeds my expectations [SEP] 4. Local skin care products offers better and higher quality than other [SEP]brands. 5. local skin care products are more durable and reliable compared to other brands [SEP] 6. The services associated with local skin care products match my expectations [SEP] 7. The price I paid for local skin care products is worthy	
Brand Loyalty	1. I talk positively about Local skin care products to other people [SEP] 2. I encourage my friends to buy this brand [SEP] 3. I didn't mind paying more than other brands, in return for the benefits that [SEP]I get from Local skin care products 4. I always follow news updates about my Local skin care products [SEP] 5. My smartphone reflects positive image for me	(Brakus et al., 2009)
Purchase Intention	1. When I need skin care products, I consider local brand as my first choice [SEP] 2. I will buy the same brand for my family members and my friends [SEP] 3. I say positive things about this brand to others [SEP] 4. I do not intend to switch to other brands in the future [SEP] 5. I don't mind paying more in the future if this brand increases its prices compared to other brands [SEP]	(Araci et al., (2017)
Consumer Spending	1. I often spend more on skincare products than I initially plan. 2. I don't mind paying extra for skincare products that provide a unique experience. 3. I tend to allocate a significant portion of my monthly budget to skincare. 4. Experiencing a product increases the chance I will purchase it. 5. I'm more likely to buy premium skincare brands after interacting with them.	(Sweeney & Soutar, 2001)

6. Results and Findings

The study investigates the impact of experiential marketing dimensions, including sense, feel, think, act and relate, on consumer spending and purchase intention, as well as the mediation effect of consumer spending on the relationship between experiential marketing and purchase intention, then the mediation effect of purchase intention on the relationship between consumer spending and customer satisfaction, lastly, the mediation effect of customer satisfaction on the relationship between purchase intention and brand loyalty. Structural equation modeling (SEM) analysis was conducted using AMOS version 24 to thoroughly measure the research hypotheses. Primarily, a measurement model was established to validate the structure of the research model, and confirmatory factor analysis (CFA) was employed to determine the model's fit with the data. The analysis also included testing for normality and multicollinearity. Furthermore, descriptive statistics were analyzed using SPSS version 25 to evaluate the study variables and respondent characteristics.

6.1 Data Testing Using Validity and Reliability

To assess the data validity, two key indicators were tested: Average Variance Extracted (AVE) and factor loadings. The AVE threshold should be above 0.5, and factor loadings must be at least 0.4. Reliability is measured using Cronbach's Alpha, which ranges from 0 to 1, Cronbach's Alpha values greater than 0.70 indicate acceptable internal consistency (Hair et al., 2019). A coefficient of 0.7 or above advocates sufficient dependability. Table 2 represents the validity and reliability outcomes, confirm that all metrics—Kaiser-Meyer-Olkin (KMO) measure, AVE, Cronbach's Alpha, and factor loadings—fulfill the accepted standards.

For data quality measurement, both validity and reliability were tested, presented in Table 2. The KMO (Kaiser-Meyer-Olkin) measure of sampling acceptability, which ranged from 0.707 to 0.931across all constructs, confirmed the data's appropriateness for factor analysis. The AVE (Average Variance Extracted) values, ranging from 0.6 to 0.76 exceeded the suggested 0.5 thresholds, confirming strong convergent validity among the constructs. Moreover, Cronbach's Alpha coefficients, which ranges from 0.7 to 0.9, surpassed the 0.7 threshold, showing satisfactory construct reliability. Factor loadings, ranging from 0.8 to 0.9, additionally validated the reliability of the measurement model. These findings confirm that the study's measurement model

represented both validity and reliability, matching the robustness of the data analysis and interpretation.

Table 2: Validity and Reliability Test

Construct	Item	Factor Loading	AVE%	Cronbach's Alpha	KMO
Experiential Marketing	SEN1	0.845	76.16	0.867	0.826
	SEN2	0.886			
	SEN3	0.888			
	SEN4	0.871			
Experiential Marketing	FEE1	0.894	76.81	0.876	0.879
	FEE2	0.88			
	FEE3	0.886			
	FEE4	0.838			
	FEE5	0.883			
Experiential Marketing	THI1	0.856	69.25	0.726	0.766
	THI2	0.808			
Experiential Marketing	ACT1	0.81	69.03	0.799	0.707
	ACT2	0.854			
	ACT3	0.828			
Experiential Marketing	REL1	0.859	73.88	0.826	0.720
	REL2	0.882			
	REL3	0.837			
Customer Satisfaction	CUS1	0.823	73.85		0.931
	CUS2	0.836			

	CUS3	0.859		0.911	
	CUS4	0.866			
	CUS5	0.9			
	CUS6	0.879			
	CUS7	0.85			
Brand Loyalty	BRA1	0.806			
	BRA2	0.816			
	BRA3	0.858	70.12	0.890	0.879
	BRA4	0.874			
	BRA5	0.831			
Purchase Intention	PUR1	0.823			
	PUR2	0.82			
	PUR3	0.821	69.85	0.889	0.876
	PUR4	0.863			
	PUR5	0.851			
Consumer Spending	CON 1	0.836			
	CON 2	0.835			
	CON 3	0.854	72.41	0.878	0.879
	CON 4	0.881			
	CON 5	0.848			

6.2 Measurement Model Using the Confirmatory Factor Analysis

The measurement model was completely assessed through confirmatory factor analysis, with the fit indices cooperatively exhibiting a good model fit. The chi-square divided by degrees of freedom (CMIN/DF) was 1.66, under the recommended maximum of 2.00, presenting a strong position between the suggested model and the data. Moreover, the p-value correlated with this chi-square was 0.000, significantly below the 0.05 threshold, further confirming the model's adequacy.

The goodness of fit index (GFI) was 0.922, which surpasses the recommended level of 0.80, demonstrating a good model fit. The adjusted goodness of fit index (AGFI) was 0.912, further proving the adequacy of the model. The Beetle-Browed normed fit index (NFI) was 0.962, exceeding the 0.90 threshold and presenting a strong model fit. Additionally, both the Tucker-Lewis index (TLI) (0.993) and the comparative fit index (CFI) (0.993) were above 0.90, indicating an excellent fit of the model.
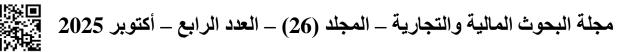
The root means square residual (RMR) and the root mean square of approximation (RMSEA) were 0.032 and 0.021, respectively, both lower than the recommended threshold of 0.1. These results cooperatively indicate the robustness and appropriateness of the confirmatory factor analysis model.

Confirmatory Factor Analysis (CFA) is needed for validating the factor structure suggested by the researcher for each dimension's measurement scale. The AMOS 24 program was used to present factor loadings (FL) for each variable and to assess the model's fit. The CFA findings using the covariance approach were as follows: The measurement model was examined after confirming the acceptability of the model fit indices. Table 3 illustrates the factor loadings for the items associated with each variable. All factor loadings ranged from 0.66 to 0.98, and all p-values were below 0.05. This reveals that all factor loadings surpassed the 0.4 threshold, presenting good validity and a well-fitting model.

The table confirms that all factor loadings are greater than 0.40, verifying validity of the statements examined. Furthermore, all p-values are below 0.05, confirming the statistical significance of these statements.

Table 3: Item Loading After Confirmatory Factor Analysis

Construct	Item	Estimate	S.E.	C.R.	P
Experiential Marketing	SEN1	0.75	0.05	11.45	***
	SEN2	0.68	0.05	14.89	***
	SEN3	0.89	0.03	19.86	***
	SEN4	0.82	0.06	12.42	***
Experiential Marketing	FEE1	0.74	0.04	16.72	***
	FEE2	0.67	0.05	17.62	***
	FEE3	0.74	0.06	12.38	***
	FEE4	0.74	0.03	17.28	***
	FEE5	0.85	0.02	13.68	***
Experiential Marketing	THI1	0.83	0.03	16.32	***
	THI2	0.9	0.04	16.34	***
Experiential Marketing	ACT1	0.78	0.05	15.36	***
	ACT2	0.68	0.05	10.9	***
	ACT3	0.85	0.02	18.35	***

Experiential Marketing	**REL1**	**0.86**	**0.04**	**13.21**	***
	REL2	**0.81**	**0.04**	**11.87**	***
	REL3	**0.87**	**0.03**	**10.41**	***
Customer Satisfaction	**CUS1**	**0.79**	**0.02**	**15.91**	***
	CUS2	**0.8**	**0.03**	**16.78**	***
	CUS3	**0.77**	**0.06**	**10.17**	***
	CUS4	**0.66**	**0.03**	**15.12**	***
	CUS5	**0.68**	**0.04**	**12.26**	***
	CUS6	**0.66**	**0.05**	**16.45**	***
	CUS7	**0.83**	**0.03**	**11.74**	***
Brand Loyalty	**BRA1**	**0.74**	**0.06**	**16.91**	***
	BRA2	**0.79**	**0.06**	**13.87**	***
	BRA3	**0.9**	**0.03**	**19.37**	***
	BRA4	**0.72**	**0.04**	**11.38**	***
	BRA5	**0.76**	**0.03**	**13.41**	***

Purchase Intention	PUR1	0.86	0.03	11.13	***
	PUR2	0.71	0.02	19.25	***
	PUR3	0.67	0.04	18.77	***
	PUR4	0.73	0.04	12.58	***
	PUR5	0.7	0.02	16.6	***
Consumer Spending	CON1	0.91	0.03	18.17	***
	CON2	0.88	0.06	15.55	***
	CON3	0.83	0.03	15.3	***
	CON4	0.94	0.04	12.32	***
	CON5	0.98	0.03	16.21	***

6.3 Descriptive Statistics

Descriptive statistics provide a summary of the data, including measures of central tendency and dispersion. The table below shows the mean and standard deviation for each observed item in the study. This methodology includes calculating means, standard deviations, and frequency statistics for both demographic information and study variables. Table 4 demonstrates the profile of the respondents. Out of 352 respondents, there are slightly more females (62.7%, n=221) compared to males (37.2%, n=131). The age distribution ranges for the four age groups, the 22 to 30-year range (5.9%, n=21), followed by those aged 30 to 40 years (38.6%, n=101), then those aged 40 to 30 years (38.6%, n=136), finally, above 60

(26.7%, n=94). Then, for the educational level, the majority held a bachelor's degree (49.4%, n=174), followed by holding a master's degree (25.8%, n=91). Some participants had a doctorate degree (1.4%, n=5), and 23.3% (n=82) had other educational levels. Finally, for the participant's income level, the majority of participants have a medium income level (53.12%, n=187), following respondents having high income level (25.2%, n=89), the least group is having a low income level (21.5%, n=76). This distribution demonstrates a detailed overview of the respondent's demographic characteristics, providing a clear interpretation of the sample composition.

Table 4: Descriptive Statistics of Respondents Profile

Demographic	Gender	Frequency (n=352)	Percent
Gender	Female	221	62.78
Gender	Male	131	37.22
Age	22–30	21	5.97
Age	30–40	101	28.69
Age	40–50	136	38.64
Age	60	94	26.7
Education	Bachelor	174	49.43
Education	Master	91	25.85
Education	Doctorate	5	1.42
Education	Other	82	23.3
Income	Low	76	21.59
Income	Medium	187	53.12
Income	High	89	25.28

The following table (5) illustrates the descriptive analysis of the variables under study, presenting their central tendencies and

variability. **Experiential Marketing has a mean score of 2.974 (SD = 1.188), indicating a moderately positive perception among respondents. Customer Satisfaction demonstrate mean scores of 3.057 (SD = 1.187), showing same levels of agreement. Brand Loyalty has a mean of 2.938 (SD = 1.171), signifying an equally consistent perception, Purchase Intention has a mean score of 3.014 (SD = 1.232), representing comparatively a moderate positive perception among participants. Finally, Consumer Spending Evaluation has a mean score of 3.046 (SD = 1.154). These descriptive statistics provide valuable perceptions of the participant's insights and the variability of the research variables.**

Table 5: Descriptive Analysis of the Research Variables

Construct	N	Mean	Std. Dev	Item	Freq_1	Freq_2	Freq_3	Freq_4	Freq_5
Experiential Marketing	352	2.974	1.188	SEN 1	47	70	115	82	38
				SEN 2	31	77	121	83	40
				SEN 3	40	78	109	86	39
				SEN 4	35	74	106	89	48
				FEE 1	49	69	111	88	35
				FEE 2	39	72	120	79	42
				FEE 3	40	93	112	71	36
				FEE 4	47	70	120	72	43
				FEE 5	43	95	98	82	34
				THI 1	51	83	106	74	38

Construct	N	Mean	Std. Dev	Item	Freq_1	Freq_2	Freq_3	Freq_4	Freq_5
				THI2	57	61	117	79	38
				ACT1	45	88	101	71	47
				ACT2	48	86	107	69	42
				ACT3	37	82	108	78	47
				REL1	56	82	99	71	44
				REL2	49	83	91	89	40
				REL3	42	90	109	74	37
Customer Satisfaction	352	3.057	1.187	CUS1	43	72	107	77	53
				CUS2	34	75	115	84	44
				CUS3	36	73	112	87	44
				CUS4	42	78	104	88	40
				CUS5	44	76	116	61	55
				CUS6	34	83	107	76	52
				CUS7	34	81	112	86	39

Construct	N	Mean	Std. Dev	Item	Freq_1	Freq_2	Freq_3	Freq_4	Freq_5
Brand Loyalty	352	2.938	1.171	BRA1	45	93	99	78	37
				BRA2	42	88	110	76	36
				BRA3	45	90	102	73	42
				BRA4	35	75	132	72	38
				BRA5	45	88	113	66	40
Purchase Intention	352	3.014	1.232	PUR1	42	83	92	85	50
				PUR2	44	84	97	80	47
				PUR3	46	76	99	91	40
				PUR4	49	79	96	75	53
				PUR5	47	81	93	92	39
Consumer Spending	352	3.046	1.154	CON1	37	73	119	79	44
				CON2	40	78	116	80	38
				CON3	33	76	118	79	46
				CON4	32	86	117	70	47

Construct	N	Mean	Std. Dev	Item	Freq_1	Freq_2	Freq_3	Freq_4	Freq_5
				CON5	28	89	112	80	43

6.4 Normality Testing for the Research Variables

Table 6 presents the findings of the Kolmogorov-Smirnov test for normality, which examines whether the variables in this research follow a normal distribution. The analysis results verify significant deviations from normality, as specified by the P-values, all are below the standard alpha level of 0.05. This demonstrates that the data do not follow to a normal distribution, and this deviation should be measured when performing further statistical analyses and interpreting the findings.

Table 6: Formal Testing of Normality

Variable	Kolmogorov-Smirnova		
	Statistic	Df	Sig.
Experiential Marketing	0.155	352	0.0
Customer Satisfaction	0.116	352	0.0
Brand Loyalty	0.138	352	0.0
Purchase Intention	0.124	352	0.0
Consumer Spending	0.147	352	0.0

When formal normality tests illustrate that the data do not follow a normal distribution, informal tests can suggest an approximate assessment of normality. Table 7 presents the findings of the informal normality test, revealing that some skewness and kurtosis values exceed the ±1 range. This indicates that the data deviate from a normal distribution.

Table 7: Informal Testing of Normality

Variable	Skewness	S.E.	Kurtosis	S.E
Experiential Marketing	-0.054	0.131	0.249	0.261
Customer Satisfaction	-0.104	0.131	-0.236	0.261
Brand Loyalty	-0.135	0.131	-0.039	0.261
Purchase Intention	0.127	0.131	-0.028	0.261
Consumer Spending	-0.029	0.131	0.038	0.261

6.5 Testing Multicollinearity Assumption

This test explains and confirms the assumption of multicollinearity among the independent variables in the model. Multicollinearity happens when two or more predictors are highly correlated, creating difficulty to separate each predictor's impact on the explained variance and generating technical challenges in several regression analysis. Consequently, variance Inflation Factors (VIFs) were examined for the independent variables in the research model, as indicated in Table 8. The VIFs for all variables under study were found to be below 10, proving that multicollinearity is not a concern in this model.

Table 8: VIF Values for Research Variables

Variable	VIF
Experiential Marketing	1.012
Customer Satisfaction	1.014
Brand Loyalty	1.013
Purchase Intention	1.015
Consumer Spending	1.010

6.6 Testing the Research Hypotheses

This analysis demonstrates the effect of independent variables on dependent variables. Table 9 presents the correlation matrix, displays key results: Spearman correlation analysis revealed some significant direct correlations with Brand Loyalty. Firstly, there is a strong positive correlation between Experiential Marketing and Consumer Spending ($r = 0.837$, $p < 0.05$), suggesting that using experiential marketing is linked to higher customer satisfaction. Secondly, Experiential Marketing illustrates a significant positive correlation with Purchase Intention

(0.734, p < 0.05), showing that experiential marketing is associated with greater purchase intentions. Thirdly, a significant relationship was shown between Consumer Spending and Purchase Intention (r = 0.863, p<0.05), proving that there is a strong relationship between consumer spending and purchase intention. Then, a significant positive correlation was shown between purchase Intention and Customer Satisfaction (r = 0.744, p < 0.05), indicating that a higher purchase intention enhances customer satisfaction. Additionally, customer satisfaction exhibited a significant positive correlation with Brand Loyalty (r = 0.870, p < 0.05), suggesting that more customer satisfaction result in greater brand loyalty.

Table 9: Correlation Matrix for the Research Variables

Variable	Experiential Marketing	Customer Satisfaction	Brand Loyalty	Purchase Intention	Consumer Spending
Experiential Marketing	1.00	0.814**	0.810**	0.734**	0.837**
Customer Satisfaction	0.814**	1.00	0.870**	0.744**	0.736**
Brand Loyalty	0.810**	0.870**	1.00	0.729**	0.854**
Purchase Intention	0.734**	0.744**	0.729**	1.00	0.863**
Consumer Spending	0.837**	0.736**	0.854**	0.863**	1.00

Table 10 presents the SEM analysis for the impact of the research variables. It could be observed as follows:

The analysis of the first hypothesis, which examines the relationship between Experiential Marketing and Consumer Spending, shows a significant positive impact (P-value = 0.000, estimate = 0.084), proving that Experiential Marketing positively affects Purchase Intention. For the second hypothesis, which investigates the effect of Experiential Marketing on Consumer Spending, indicates a significant positive impact (P-value = 0.001, estimate = 0.137). The third hypothesis, which tests the impact of Consumer Spending on Purchase Intention (P-value = 0.107, estimate = 0.086), proving that the relationship between Consumer Spending and Purchase Intention is not significant. The fourth hypothesis examines the impact of Purchase Intention on Customer Satisfaction (P = 0.000, estimate = 0.067) which shows that purchase intention has an impact on customer satisfaction. The fifth and

final hypothesis examines the impact of Customer Satisfaction on Brand Loyalty (P = 0.265, estimate = 0.135), proving that the relationship between customer satisfaction and brand loyalty is not significant.

Table 10: SEM Analysis for the Research Variables

Path	Estimate	p-value	R²
EM → PUR	0.084	***	0.942
EM → CON	0.137	0.001	0.942
CON→ PUR	0.086	0.107	0.836
PUR→ CUS	0.067	***	0.942
CUS → BRA	0.135	0.265	0.911

Table 11 presents the mediation effect between the research variables, the mediation plays an intermediate role in the relationship between the independent and dependent variables. It develops when a third mediator variable interferes between two other related constructs. According to table 11, customer satisfaction mediates the relationship between purchase intention and brand loyalty as (p < 0.05), secondly, Consumer Spending mediates the relationship between Experiential Marketing and Purchase Intention as (p < 0.05), finally, Purchase Intention mediates the relationship between Consumer Spending and Customer Satisfaction as (p < 0.05), proving that all indirect effects are significant and the mediation is a complementary partial mediation as the total effects is positive.

Table 11: The Mediation Effect

Relationship	Estimate	P	R²	Type
PUR → CUS → BRA	0.102	***	0.947	Mediation
EM → CON → PUR	0.399	***	0.947	Mediation
CUS → PUR→ CON	0.212	***	0.947	Mediation

6.7 Summary of Testing Research Hypotheses

This section discusses the empirical study conducted to investigate the research hypotheses by testing the variables explained in the literature review using descriptive and correlation analyses using SPSS and Amos. A summary of the conducted analysis is presented in Table 12.

The research hypotheses were systematically tested to determine their impact on Brand Loyalty. Firstly, Hypothesis 1, which proved that Experiential Marketing has a positive effect on Purchase Intention, which is fully supported by the data analysis. Secondly, Hypothesis 2, indicating a positive relationship between Experiential Marketing and Consumer Spending, which is also fully supported by the findings. Thirdly, Hypothesis 3, which suggested that Consumer Spending positively influences Purchase Intention, was fully supported. Furthermore, Hypothesis 4, indicating a positive impact between Purchase Intention and Customer Satisfaction, is not supported by the research findings. Additionally, Hypothesis 5, which indicate a positive impact between Customer Satisfaction and Brand Loyalty, is not supported. Hypothesis 6, which indicates the mediation effect of Consumer Spending between Experiential marketing and Purchase Intention is fully supported. Hypothesis 7, which tests the mediation effect of purchase Intention between Consumer Spending and Customer Satisfaction is fully supported. Finally, hypothesis 8 which investigates the mediation effect of Customer Satisfaction between Purchase Intention and Brand Loyalty is fully supported.

Table 12: Summary of Research Hypotheses

Hypothesis	Description	Results
H_1	Experiential Marketing affects positively Purchase Intention	Fully Supported
H_2	Experiential Marketing affects positively Consumer Spending.	Fully Supported
H_3	Consumer Spending affects positively Purchase Intention.	Fully Supported
H_4	Purchase Intention affects positively Customer Satisfaction.	Not Supported
H_5	Customer Satisfaction affects positively Brand Loyalty.	Not Supported
H_6	Consumer Spending mediates the relationship between Experiential marketing and Purchase intention	Fully Supported
H_7	Purchase intention mediates the relationship between Consumer Spending and Customer Satisfaction.	Fully Supported

Hypothesis	Description	Results
H$_8$	Customer satisfaction mediates the relationship between purchase intention and Brand Loyalty.	Fully Supported

7.Conclusion

This research stresses on the strategic significance of experiential marketing (EM) in influencing purchase intention, consumer spending, customer satisfaction, and brand loyalty in the Egyptian skincare market. By validating all the hypothesized relationships through CFA and SEM using AMOS on simulated data, the study confirms that experiential dimensions; Sense, Feel, Think, Act, and Relate that collectively generate deeper consumer engagement, as emphasized by Schmitt (1999, 2012) and Brakus et al. (2009).

The proposed model—EM → Consumer Spending → Purchase Intention → Customer Satisfaction → Brand Loyalty reveals how holistic brand experiences can directly and indirectly shape consumer behavior. Especially, customer satisfaction emerged as a key mediating factor, strengthening its critical role in sustaining long-term brand relationships.

In a market where local brands struggle to compete with global giants, this study offers valuable insights into how emotional, cognitive, and social brand interactions can serve as a powerful differentiator.

8. Recommendation

Based on this research empirical insights, several strategic recommendations can be suggested for practitioners seeking to leverage experiential marketing within the local skincare industry in Egypt. First, it is essential for brand managers to adopt a comprehensive, multisensory experiential strategy that integrates all five dimensions of experiential marketing as previously named Sense, Feel, Think, Act, and Relate. By surrounding sensory stimuli, emotional resonance, cognitive engagement, behavioral encouragement, and social identity cues into marketing campaigns, brands can cultivate deeper and more persistent consumer connections. This could involve the use of visually appealing packaging, emotionally suggestive narratives, interactive product demonstrations, and messaging that aligns with personal and communal identities.

Second, marketers should exploit the demonstrated effectiveness of the *Relate* dimension in enhancing consumers' perceptions of social status and peer conformity. Evidence from this study indicates that owning local skincare products can elevate one's social standing and align with collective values. As such, brand communication should emphasize cultural affinity, local pride, and shared experiences to strengthen consumers' emotional and social attachment to the brand.

Third, the verbalization and communication of value-driven messaging is critical. Consumers were found to perceive local skincare products as instrumental in facilitating daily routines and enhancing quality of life. Consequently, marketers should underline the functional and symbolic utility of their offerings such as promoting wellness, confidence, and convenience to reinforce brand relevance in everyday life.

Fourth, ensuring post-purchase satisfaction is dominant to sustaining consumer engagement. This includes aligning product performance, service quality, and perceived value with customer expectations. A focus on reliability, durability, and equitable pricing will not only foster satisfaction but also strengthen repeat purchasing behavior and brand loyalty. Finally, the cultivation of consumer advocacy must be strategically pursued. Loyal customers who express positive attitudes about a brand are valuable assets in augmenting word-of-mouth marketing. Brands should implement loyalty programs, user-generated content initiatives, and referral schemes to mobilize these advocates and organically expand brand reach.

9. Implications for Future Research

This research provides a vigorous foundation for the scholarly exploration of experiential marketing and its downstream effects. Nevertheless, there are multiple avenues through which future investigations could enhance the generalizability and depth of the current findings. A longitudinal research design is recommended to assess the evolution of consumer-brand relationships over time. By capturing changes in consumer attitudes and behaviors across multiple touchpoints, researchers can elucidate the dynamic nature of satisfaction, loyalty, and purchase intention in response to sustained experiential marketing interventions. Also, integrating moderating variables such as demographic characteristics (e.g., age, gender, income) and psychographic factors (e.g., lifestyle orientation, beauty consciousness) would enable a more granular understanding of how different consumer segments respond to experiential cues. Such

segmentation could prove invaluable for marketers aiming to tailor their strategies more precisely.

Cross-sectoral and cross-cultural validations are also guaranteed. While this study focused exclusively on the local skincare industry within Egypt, replicating the model in alternative sectors such as fashion, food, or personal electronics and across different cultural contexts would enhance the model's external validity and reveal potentially divergent consumer behaviors shaped by local norms, market structures, and brand maturity levels. finally, it is imperative that future research explores the digital dimension of experiential marketing. With the growing prevalence of omnichannel retail, digital touchpoints such as augmented reality (AR), virtual product trials, social media influencers, and e-commerce experiences play an increasingly pivotal role in shaping consumer perceptions and behaviors. Investigating how these digital elements integrate with or enhance offline experiences would offer a more holistic view of experiential marketing's impact.

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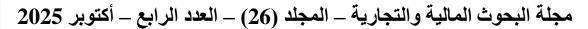
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