The impact of using Instagram on the purchase decision of pink marketing customers: (an applied study of the beauty centers in Amman)

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أثر استخدام الانستغرام على قرار الشراء لعملاء التسويق الوردي: (دراسة تطبيقية لمراكز التجميل في عمان)

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Abstract

The article aims to investigate the effect of using Instagram on the purchase decisions of Pink Marketing Customers. This study uses a quantitative descriptive cause-effect and cross-sectional approach. To implement this study, data were collected from 41 beauty centers in Amman using a questionnaire. After confirming the suitability of the data, it was coded against SPSS. Then normal distribution, validity, and reliability of the tool were assured, followed by descriptive analysis and correlation between the variables. Finally, the effect was tested by multiple regressions. The study showed many results, most notably the presence of an effect of using Instagram with its dimensions (Brand Familiarity, Product matching, Electronic word of mouth) on the purchase decision of Pink Marketing customers. This study was conducted on beauty centers in Amman, so this study recommends conducting future research to collect more data over a longer period to verify the validity and reliability of the current model and measurement tool. The study recommends conducting more research to include other beauty centers in Jordan and beauty centers outside Jordan to ensure that the results can be generalized. Today, the application the use of Instagram in the purchase decision process in beauty centers in Amman has become one of the most important things that beauty centers must take into account. That is why the use of Instagram must be applied in the vision, mission, and strategies of beauty centers in Amman to direct daily plans and operations toward achieving competitive advantages. This study recommends that other beauty centers consider the importance of using Instagram because of its impact on business continuity. This study can be considered one of the few studies that deal with the use of Instagram and explores its impact on the purchase decision in beauty centers in Amman.
Keywords: Instagram Usage, Purchase Decision, Beauty Centers in Amman, Pink Marketing.

المستخلص

هدف المقال التحقق من تأثير استخدام Instagram في قرار الشراء الخاص بعملاء Pink Marketing. من أجل تنفيذ هذه الدراسة، تم جمع البيانات من 41 مركز تجميل في عمان عن طريق استبيان. بعد التأكد من التوزيع الطبيعي للإجابات وصحة وموثوقية الأداة، تم إجراء تحليل وصفي والتحقق من الارتباط بين المتغيرات. أخيرًا، تم اختبار التأثير عن طريق الانحدار المتعدد. أظهرت الدراسة عددًا من النتائج أبرزها تأثير استخدام Instagram بأبعادها (معرفة العلامة التجارية، مطابقة المنتج، الحديث الشفهي الإلكتروني) على قرار الشراء لعملاء التسويق الوردي. اليوم أصبح تطبيق استخدام Instagram في عملية اتخاذ قرار الشراء في مراكز التجميل في عمان من أهم الأمور التي يجب على مراكز التجميل مراعاتها. لذلك يجب تطبيق استخدام Instagram في رؤية ورسالة واستراتيجيات مراكز التجميل في عمان لتوجيه الخطط والعمليات اليومية نحو تحقيق مزايا تنافسية. أوصت الدراسة بضرورة مراعاة مراكز التجميل الأخرى أهمية استخدام Instagram لما له من تأثير على استمرارية العمل. أجريت هذه الدراسة على مراكز التجميل في عمان، لذا توصي هذه الدراسة بإجراء بحث مستقبلي لجمع المزيد من البيانات على مدى فترة أطول للتحقق من صحة وموثوقية النموذج الحالي وأداة القياس. توصي الدراسة بإجراء المزيد من الأبحاث لتشمل مراكز التجميل الأخرى في الأردن ومراكز التجميل خارج الأردن لضمان إمكانية تعميم النتائج.: يمكن اعتبار هذه الدراسة واحدة من الدراسات القليلة التي تتناول استخدام Instagram، وتستكشف تأثيره على قرار الشراء في مراكز التجميل في عمان.

الكلمات المفتاحية: استخدام الانستغرام، قرار الشراء، مراكز التجميل في عمان، التسويق الوردي.

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1. Introduction

Social media has become one of the most impactful sites in marketing. It not only helps in marketing products and services but also provides many opportunities for marketers to create new brand familiarity for consumers. In addition, social media is considered one of the most impactful tools to increase consumers' purchasing decisions. Whereas (Instagram) is considered one of the most impactful social media for the women's accessories sector in all its fields, due to the great speed of (Instagram) in transmitting content (Rouse, 2017). The rapid development of social media has led to the creation of major changes at the level of individuals and companies, which led to its rapid spread and great popularity. An attractive avenue and channel for presenting the various activities, programs, and marketing plans that impact the purchasing decision of consumers (Barker, 2017). The great spread of the (Instagram) network led to a wide sharing of data by all its users, which led to the creation of an environment characterized by an abundance of information and data, as we find that the majority of individuals and companies use the Instagram network to access their accounts several times a day and use them in sales. In addition, purchase (Chaffey and Ellis-Chadwick, 2016). (Instagram) is considered one of the most widespread platforms among the youth category, through which it allows to identify and engage with brands, and it is a complementary tool for marketing efforts in an attempt to attract consumers and the public, and one of the largest growing means in the twenty-first century, where (Instagram) is considered one of the most important Platforms that allow data to be analyzed and presented to individuals or companies as targeted data through which the marketer can target any segment of society accurately and within a specific geographic area (Jasmine, et al, 2017)

Instagram is one of the most widespread and used social media, especially by young people (females specifically), as it focuses on the visual aspect of content delivery; that is, it relies on images only at a very high rate, unlike other platforms that rely on gender in content and therefore Its focus on the visual aspect is much less. This spread and the increasing use of Instagram provides a platform to promote brands of products and services, which affects the buying decision of consumers and increases the desire to

use the offered products, which leads to companies moving towards marketing via Instagram, so using Instagram correctly leads to gaining new customers, and increasing Sales, profits, and maintaining the competitiveness of organizations and businesses greatly impacts the purchasing decision of consumers. In line with the above, and due to the limited Arab and foreign studies in the field of using Instagram, and the limited adoption of these topics in many business organizations, and to embody them in practice, this study came intending to show the impact of using Instagram on the purchase decision of Pink Marketing Customers.

1.2 Study Purpose and Objectives

This study aims to investigate The Impact of Using Instagram on the Purchase Decision of Pink Marketing Customers (An applied study of the beauty centers in Amman)

The current study aims in general to investigate the impact of using Instagram on the purchase decision of Pink Marketing Customers., of the beauty centers sector in Amman, by achieving the following objectives:

1- Investigate the level of using Instagram with its combined dimensions (brand familiarity, product matching, electronic word of mouth) among pink marketing customers

2- Investigate the level of the purchase decision combined dimensions (Need recognition, searching for information, evaluating alternatives, making a purchase decision, evaluating the purchase decision) among pink marketing customers.

3- Investigate the Impact of using Instagram with its combined dimensions (brand familiarity, product matching, electronic word of mouth) on the combined dimensions of the purchase decision (recognizing the need, searching for information, evaluating alternatives, making a purchase decision, evaluating the purchase decision) among pink marketing customers.

4- Investigate the relationship between using Instagram with its combined dimensions (brand familiarity, product matching, electronic word of mouth) on the combined dimensions of the purchase decision (recognizing the need, searching for information, evaluating alternatives, making a purchase decision, evaluating the purchase decision) among pink marketing customers.

1.3 Study Significance

The importance of the current study is related to the topic it addresses, as it dealt with topics (the use of Instagram and the purchase decision), which are relatively recent. Accordingly, the importance of the current study can be demonstrated through the following:

Theoretical importance, represented in:

1- Contribute to highlighting the concept of both the use of Instagram and the purchase decision, which are considered among the modern topics in Business.

2- The current study simulates both the theory and application of the above attempts to link and interact between the use of Instagram and the purchase decision to discover the type of relationship and its level of statistical significance.

Practical importance, represented in:

1- Benefiting from increasing the practices of using Instagram to enhance the purchase decision in light of a rapidly changing and rapidly changing environment.

2- Providing information that helps pink marketing customers under study to enhance strengths and address deficiencies or imbalances when making a purchase decision.

1.4 Problem Statement

The rapid developments in the world of communications and the great development in the world of the Internet led to a re-engineering of marketing operations, which is represented in the shift from traditional marketing to electronic marketing by business organizations wishing to continue, stay, and achieve a leading position in the business market. This development led to the development of purchasing behavior Consumers are turning to social media (Instagram) for purchases (Jucaitytė, 2014).

The most important advantage that Instagram provides as a social media and as an advertising channel is the ability to quickly reach huge numbers of Internet surfers and consumers through this site, in addition to identifying the interests of current or potential customers, which prompts many companies to develop their traditional marketing methods and create content on the Internet. Instagram to take advantage of the marketing opportunities offered by social media, and with the increasing number of people using social media, especially Instagram, the researcher found that there is a great need to study the impact of Instagram on the purchase decision at pink marketing.

Accordingly, and the recommendations of previous studies, the need to study the impact of Instagram on the purchase decision, due to its importance on business organizations. Therefore, and accordingly, the problem of this research can be realized through the scientific answer to the following:

1- What is the importance of implementing the elements of using Instagram for pink marketing customers?

2- What is the importance of purchasing decision dimensions for pink marketing customers?

3- Is there a relationship between the use of Instagram and the purchase decision of pink marketing customers?

4- Is there an impact of the elements of Instagram usage on the purchase decision of Pink Marketing customers?

1.5 Study hypotheses

Based on the statement of the study problem, questions, and objectives that we mentioned, the research hypotheses are formulated as follows:

The first main hypothesis:

H01: There is no impact of using Instagram on the purchase decision dimensions (Need recognition, search for information, evaluate alternatives, make the purchase decision, evaluate the purchase decision) at pink marketing customers at ($\alpha \leq 0.05$).

From this, branch the following sub-hypotheses:

H01-1: There is no impact of the use of Instagram on the recognition of the need of pink marketing customers, at ($\alpha \leq 0.05$).

H01-2: There is no impact of using Instagram on searching for information in pink marketing customers, at ($\alpha \leq 0.05$).

H01-3: There is no impact of using Instagram on the Evaluating alternatives in pink marketing customers, at ($\alpha \leq 0.05$).

H01-4: There is no impact of using Instagram on making a purchase decision in pink marketing customers, at ($\alpha \leq 0.05$).

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H01-5: There is no impact of the use of Instagram on the Evaluation of the purchase decision in pink marketing customers, at ($\alpha \leq 0.05$).

1.6 Study model

Figure (1-1) illustrates the study model, which shows the presence of two variables, the independent variable using Instagram, and the dependent variable purchasing decision.

The independent variable, Instagram usage, consists of three sub-variables: (Brand familiarity, product matching, and electronic word of mouth). As for the dependent variable of the purchase decision, it consists of five sub-variables: (Need recognition, searching for information, evaluating alternatives, making the purchase decision, and evaluating the purchase decision).

Figure (1): Study model
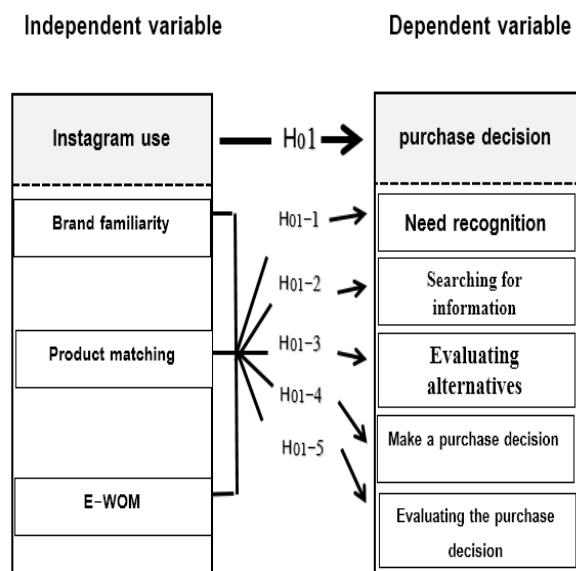
Source: for independent variable: (Patna, College, 2020). For dependent variable: (Kotler, Kellerk Koshy, and Jha, 2013)

1.7 Study Limitations and Delimitations

Human limits: the majority of Instagram users.

Place Limitation: beauty centers in Amman.

Time Limitation: This study was carried out within the period between 1st semester and 2nd semester of the academic year 2023/2022.

Study Delimitation Study delineation: The use of beauty centers in Amman limits their ability to be generalized to beauty centers in other cities. The study was conducted in Amman, Jordan. Therefore, the generalization of the results of beauty centers in Amman to beauty centers

and/or other cities may be questionable. Extending the analysis to include all beauty centers in other cities presents future research opportunities, which can be done by conducting further tests with larger samples within the same beauty centers. The Inclusion of beauty centers will help alleviate the problem of generalizing conclusions to organizations and other sectors. Moreover, more empirical research involving data collection from different countries, especially Arab countries is needed.

2. Theoretical framework and previous studies

Instagram is considered one of the most interactive social networks among young people, as it allows communication between individuals and companies in a virtual environment. The decision to buy through Instagram, especially related to cosmetic products for pink marketing customers, in addition to that Instagram, is considered one of the most impactful means in attracting customers, due to the different methods it offers in selling, including Instagram stories and statuses. In addition, Instagram is considered one of the most impactful means in the purchase process. In addition, it provides the opportunity for customers to express their opinions about the products offered, and to provide their recommendations, which contributed significantly to the creation of new and multiple sources of information that other customers need in the process of making a purchase decision, Thus, Instagram has become one of the most prominent sources used in the field of marketing today, due to its importance and credibility compared to other traditional means. Customers can impact the brand by providing opinions and suggestions on Instagram, which directly affects the purchase decision of customers (Hussain, Ahmed, Jafar, Rabnawaz, Jianzhou, 2017).

This current chapter consists of a theoretical discussion of each of the use of Instagram in terms of concept, importance, and dimensions of measurement. It will also include the purchase decision in terms of concept, importance, and dimensions, in addition to reviewing a group of previous Arab and foreign studies and the advantages of the current study.

2.2 Instagram Use

The Instagram platform is one of the social media that was launched in October 2010 by Kevin and Mike, in addition to that in 2011 Apple launched Instagram as the best application

on the iPhone for this year, which gained the application additional popularity when it was launched on Android devices, due to the operations The application has been downloaded one million times in less than a day since its launch. In addition, Instagram is a comprehensive service that allows buyers and sellers to share activities and interests and create buying and selling operations through it (Djafarova & Rushworth, 2017). The great technical development witnessed by the information and communication technology sector in recent years, especially with the spread of the Internet, which made the world communicate in a virtual world, which created assumptions that control little by little the social reality that has become known as social networks, including Instagram, where Instagram is considered an impactive marketing tool for various Trademarks due to the ease of communication with users by creating an account and allowing users to follow brands and give responses and messages and make any remarks to them (Roncha, Radclyffe, 2016)

### 2.2.1 Definition and concept of Instagram Use

Barker, (2017) indicated that the use of Instagram has a positive impact on companies in influencing the purchase decision of customers by creating familiarity and providing a sense of satisfaction when purchasing and motivating them to buy again, in addition to creating virtual communities, which motivates the consumer to buy online, because Instagram It allows companies to reach a wider audience at the lowest costs, in addition to increasing companies' sales through funded advertisements that target more audiences. Carranza (2015) explained that Instagram allows users to edit and upload photos and short videos through mobile applications and create stories that allow customers to view them, users can add comments to photos or videos and use location-based geotags to index posts, provide Users have a feature that makes their profile protected so that only their followers can view their publications, in addition to that Instagram provides business organizations with the geographical location of the store, which makes it easier for customers to search for it. Augustinus and Agnes (2020) stressed that Instagram is very impactive in building the brand and in making the purchase decision because Instagram focuses heavily on mobile users and visual elements and naturally gives way to publishing content in addition to helping to reach the largest number of target customers and work to publicize the brand. Hilary (2016) explained

that the use of Instagram is not only for individuals but also for companies, due to the services it provides, starting with sharing photos and starting to create a free commercial account to promote its brand and products and ending with the purchase decision. Companies that have commercial accounts can sell quickly, and Instagram users can like, comment and bookmark others' posts, as well as send private messages to their friends via Instagram Direct.

2.2.2 Dimensions of Instagram usage

In determining the dimensions of the use of Instagram, the researcher relied on each one (College & Patna, 2020; Salama, 2020). The dimensions are brand familiarity, product conformity, and electronic word of mouth, and Figure (1) depicts the dimensions of Instagram use adopted in the study.

Figure (1): The dimensions of Instagram usage adopted in the study
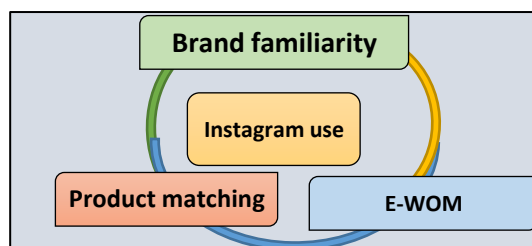
Brand Familiarity

Brand familiarity refers to the extent to which customers can remember or recognize a brand; brand familiarity is a key consideration in consumer behavior, while a consumer's ability to recognize or remember a brand is key to deciding. In addition, the consumer cannot purchase unless the consumer is well aware of the brand to be purchased, while the familiarity of the brand does not mean enough for the consumer to be able to remember the name of a particular brand, but he must remember different features sufficient to complete purchase process (Alhaddad, 2015). Hati et al., (2021) indicated that brand familiarity is defined as the knowledge and familiarity of consumers of a particular brand so consumers can easily identify this particular brand. In addition to that, familiar brands are clearer to consumers, and familiarity with the brand is formed because of previous experience with this brand. Maziriri and Chinomona, (2017) explained that familiarity with the brand refers to the consumer's direct and indirect experience with this brand, so it is more likely that the consumer will choose the familiar brand over another brand, according to his experience, in addition to that, for the consumer

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to make a purchase decision, he must To be familiar with the brand and feel confident about it. Indriani et al., (2020) confirmed that familiarity with the brand indicates that the more experience with this brand, the more it becomes known, in addition, the more the brand continues to meet the needs and desires of the consumer, the more it becomes preferred by him, that the brand Familiarity makes consumers feel confident and well-suited.

Product Matching

Product matching is a form of data analysis in e-commerce, which is considered one of the important topics due to the importance of matching the offered product with the sold product, and e-commerce sites such as Instagram, Amazon, eBay, and many other stores take into account the importance of product matching, in addition to that These websites are now using artificial intelligence to identify product matches and similarities (Ajinkya, 2017). Juan, Zhicheng, Yutao, Xiaochen, and Ji-Rong, (2020) indicated that product matching is the process that determines the product, its characteristics, prices, and other features through different resources using product depth techniques, while product matching in companies is considered one of the most important competitive advantages. Wójcik & et al, (2020) explained that buying in traditional and well-known ways is completely different from electronic commerce, as the e-commerce environment is advanced and very competitive between companies, in addition to that, sellers on social networking sites offer products that are identical to consumers, in our electronic world. Today companies are giving high attention to the importance of product conformity. Shah, Kopru, and Ruvini, (2018) stressed that companies are working to match the product by improving the quality of the catalog provided by these companies, which makes it easier to find the products you want and remove duplicate lists, most e-commerce stores are now using artificial intelligence to analyze attributes The product and features provided by the seller to the consumer, and whether the seller offers a product that is identical to the advertisement or not.

E-WOM (Electronic Word of Mouth)

Electronic word of mouth is a primary means through which people can obtain information related to their interests, such as quality of service, brand products, travel, and dining experiences, and many travel

organizations use E-WOM to facilitate business, as well as to provide adequate information on the business for companies, (Kanwel, Lingqiang, Asif, Hwang, Hussain, Jameel, 2019). Matute et al, (2016) emphasized that E-WOM refers to customer evaluation of products, brands, and services on social networking sites, it is a positive or negative statement made by potential, current, or former customers about a specific product or company through social networks or the Internet, therefore, E-WOM is an important source of information for consumers during the purchase decision process, due to its reliability, ease of access to information, low cost, and wide availability of information. Lončarić, Ribarić, and Farkaš, (2016) indicated that E-WOM refers to sharing information about a product or service in the form of recommendations through social media, online reviews, or content generated by the impact, in addition to that, this information is shared on search engines such as Google, Bing, and websites. E-commerce such as Amazon, eBay, and Instagram.

2.3 Purchase Decision

The purchase decision process refers to a set of stages that the consumer goes through to solve a problem related to meeting his needs, in addition to that, consumer behavior is of great importance to business organizations because of its importance and trying to identify it to stand and identify the factors affecting it and that affects the private purchase decision with it. The customer makes many purchase decisions daily to obtain products that are similar to his current or future needs and desires, and therefore he follows a certain purchasing behavior, as he follows actions that result from a person who is exposed to internal or external impacts or desires, to obtain a specific product similar to his needs and his desires (Sheikh, Azzam, Hassouna, 2014).

2.3.1 Definition and Concept of the Purchase Decision

Isaac and Odunlami (2015) indicated that the purchase decision refers to the behavioral behaviors of the buyer while he is in the process of searching for goods and services to purchase them to determine the desired level of satisfying his needs, desires, and expectations. Better before buying. Ahmed and Al-Humaidi (2017) explained that the purchase decision process goes through many basic steps that the consumer goes through when choosing the commodity or service that he seeks to acquire, and these steps are represented in five basic stages: 1- Realizing the

problem 2- Searching for information 3- Evaluating alternatives 4- Purchase decision 5- Post-purchase behavior. Kudeshia and Kumar (2017) indicated that the purchase decision-making process is defined as the process of selecting the best alternative from a group of available alternatives of commodities that provide the maximum possible degree of consumer satisfaction at the lowest costs. Khaf Allah and Katatliya (2019) defined the purchase decision as a process of selecting and selecting an alternative from the alternatives after a process of comparison, evaluation, and comparison between groups of alternatives that achieves the largest possible amount for the individual at the lowest cost. Al-Qurashi and Al-Kilani, (2015) stressed that the purchase decision is considered a continuous process that starts from feeling the need for the commodity and ending with the desire to purchase, and while the purchase decision differs according to the different nature of the commodity or service to be purchased, some of them are of an important nature that requires the collection of information There are many about it, and others do not need to think long about the purchase process, as the purchase decision is quick and does not need to collect information.
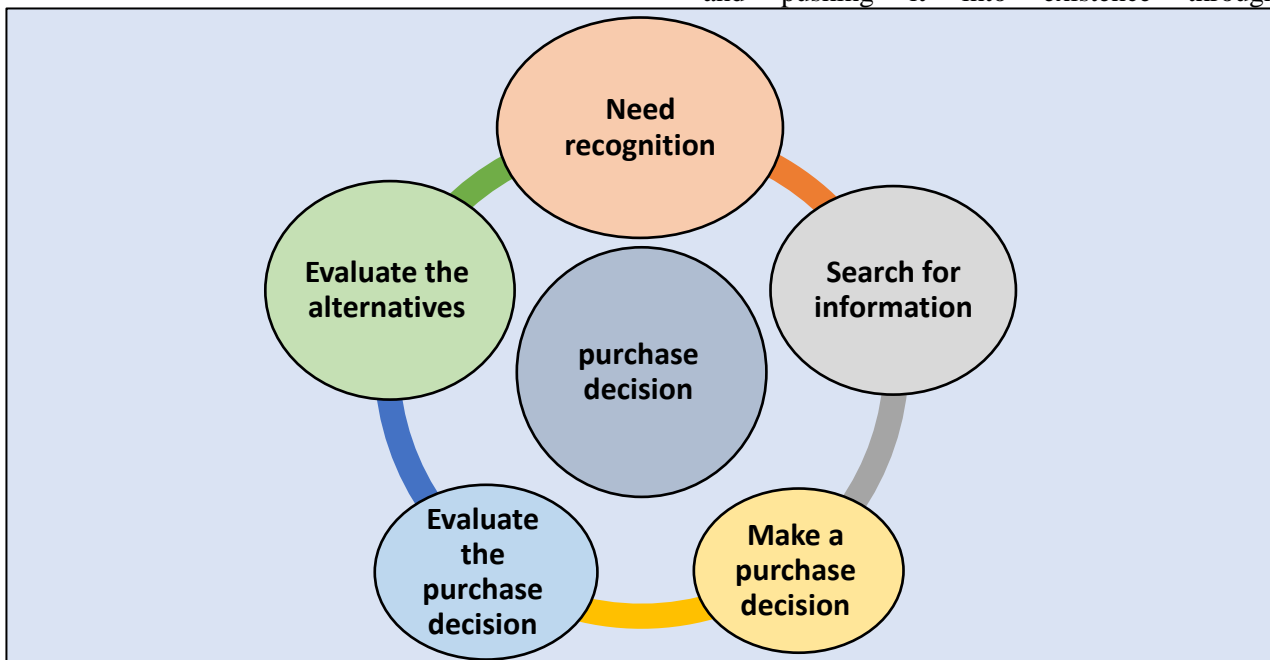
2.3.2 *Dimensions of the Purchase Decision*

Figure (2-2) depicts the dimensions of the purchase decision adopted in the study.

Figure (2): Dimensions of the purchase decision adopted in the study

Need recognition

The appearance of the problem or the feeling of need is the starting point for the purchase decision process, as the feeling of need often arises as a result of an external impact to arouse the desire to buy among people through advertisements and similar methods of promotion known, and it may be a result of the consumer's dissatisfaction with the current product, so he initiates the search for an alternative product He covers the deficiency he feels (Machado, and Davim, 2016). Bashir, (2013) indicated that most digital consumers are highly aware of their needs and desires and that they plan what they want to buy in terms of products and services, and they constantly strive to complete the purchase process without delay because they focus on a specific goal of shopping, which satisfies their basic needs. After all, it directs behavior towards the goal and not behavior based on searching for new things that motivate them. Ghazie and Dolah, (2018) explained that the consumer feels a specific need that he wants to satisfy, and the marketer plays his role in influencing this need and pushing it into existence through

In determining the dimensions of the purchase decision, the researcher relied on Khalifa and Agha (2017). The dimensions are Need recognition, searching for information, evaluating alternatives, making a purchase decision, evaluating the purchase decision, and

advertisements that affect the consumer, and that shopping through social media is one of the main digital marketing channels works to support The organization's efforts to build familiarity of its brand and promote it, especially through digital advertising, which has become an important part

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of digital marketing. Khalifa and Agha, (2017) indicated that at this stage the consumer has a specific need that is not satisfied, and he may not be aware of it, therefore, while browsing on Instagram, he may notice an advertisement that raises his needs and desires, and that this product may satisfy these needs and not This need must be known beforehand.

Searching for Information

The decision to buy products through social networking sites, especially high-value products, requires consumers to collect information about their characteristics, benefits, prices, who sells them, and what is the guarantee of this product, while various digital marketing channels provided consumers with access to comprehensive and documented information about organizations, their products, and their prices. With complete ease, at any time and place the consumer needs, in addition to that, digital marketing provided consumers with the advantage of not relying on what companies say about their brand only but rather relying on the opinions and information provided by a large number of people who use the product (Al-Jahwari, Joshi, Al-Mandhari, 2020). Alghizzawi, (2019) confirmed that the conversations and comments made by users through various digital marketing channels contribute to providing accurate and clear information to consumers, in addition to that, customers at present depend on the opinions that are shared among users through social networking sites order to process Purchasing and reducing the risks that may occur to customers when they purchase the product. Chitharanjan, (2016) explained that at this stage, the stage of searching for information that helps the consumer in the appropriate purchase decision begins, for example: what are the available brands, what are their advantages, where are they located, and what are the facilities provided by stores, and this information can be obtained From various sources such as friends, neighbors, and family, or through advertisements that make it easier for the consumer to choose. Menendez, Saura, Matos, and Correia, (2020) stressed that business organizations must develop an impactive strategy to build positive opinions about their products on digital marketing channels, and they must monitor and manage the opinions, comments, and blogs that social media pioneers make about their products to prepare a marketing strategy to impact their future purchasing decisions.

Evaluating Alternative

At this stage, the stage of evaluating alternatives and searching for information that helps the consumer make the appropriate purchase decision begins, and begins the process of comparison and Evaluating alternatives from the available brands. Jalal, Mohammed, and Abdullah (2022) indicated that at this stage, the collected information about the product to be purchased is evaluated to choose the best alternative that satisfies the consumer's needs and desires if his purchasing behavior is characterized by rationality and rationality. Yasmin, Tasneem, and Fatema (2015) confirmed that digital marketing channels help the consumer to easily make an immediate comparison between the products offered by different sales stores and at different times as well, as customers do not need to visit different sales stores to obtain information about the product. To be purchased.

Making a Purchase Decision

Purchasing through digital marketing channels compared to purchasing through traditional methods is completely different, as the consumer often buys the product from stores that provide him with many benefits and reduce the risks that he may be exposed to, in addition to that, the consumer often searches for stores that provide all the guarantees that guarantee To the consumer that there are no risks in the purchase process that the consumer may be exposed to (Anil and et, 2018). Hawkins and Mothersbaugh (2013) confirmed that purchasing from virtual stores has many evaluation criteria among them, which include the quality of offers, prices, product quality, and brands offered by other stores, in addition to that there are other criteria, the most important of which is the availability of products upon request or receipt The product at the right time, in addition to providing after-sales services, which include responding to solving problems facing customers on time and with the speed of crisis, in addition to the extent to which the quality of the product matches the customer's expectations and providing all guarantees if the customer is not satisfied with the product and wants to return it.

Evaluation of the Purchase Decision

At this stage, the consumer evaluates the purchase decision, that is, this last stage is very important for business organizations, as it determines whether the commodity led to the required satisfaction for the consumer, or it did not lead to the required satisfaction. In general,

post-purchase behavior is considered feedback for business organizations. Iftikhar and Khan (2017) indicated that the consumer's evaluation of the product and whether he was satisfied with the brand he purchased or dissatisfied with through digital marketing channels if the evaluation was positive, he would often re-purchase from the same store after trying it, in addition to that he would participate in Positive comments about the product, otherwise, if his experience is negative, he will talk about the product and give his experience to others as negative, which is largely reflected in the product as feedback, and he will recommend not to buy the brand and not to buy from the store either that sells it. Jalal, Mohammed, and Abdullah (2022) emphasized that the stage of evaluating the purchase decision does not apply to all commodities, there are commodities that the consumer usually buys, such as consumer commodities, despite that, the purchase of commodities for the first time may go through an evaluation process with the consumer, in addition to that The purchase evaluation behavior reflects the consumer's reaction after making the purchase and consuming the product and has an impact on his purchasing behavior when he needs the same product in the later stages of time.

2.4 Pink Marketing

Pink Marketing is defined as marketing to women, meaning that marketing mainly targets women, and takes into account their psychological nature, way of thinking, motives, and purchasing behavior (Ahmad, 2013). In any case, it becomes clear to us that women are the focus of pink marketing, and therefore pink marketing can be defined briefly and comprehensively as "marketing from women and for women." Pink marketing directs marketing activities toward women, and this means a positive impact on the largest segment affecting purchasing decisions, and drawing the attention of this segment to the brand and its products, which ultimately leads to increased profits, which is the goal of every company.

2.5 Previous Studies

Al-Qahtani Study (2015) study aimed to identify the factors that affect the purchase motives of Saudi consumers who use Instagram, where the study population is from the women's accessories sector, and the study sample consisted of (400) electronic questionnaires, and (340) questionnaires valid for statistical analysis were retrieved. The researcher relied on the electronic questionnaire to collect data and information about this study, and for the process of this study, several statistical methods were used through the statistical analysis program (SPSS). The study recommended a set of recommendations, the most important of which is to stay away from marketing products available in the Saudi market and focus on displaying products that are not available to Saudi women who use Instagram for purchases.

Kilani and Al-Qurashi (2015) study aimed to identify the impact of the social network on the consumer buying decision process, where the study population consisted of the majority of social network users purchasing their products in the city of Amman, and the study sample consisted of (500) consumers, of whom (430) responded. The number of valid questionnaires for use was (423), and the researchers relied on the electronic questionnaire to collect data and information about this study, and for the process of this study, several statistical methods were used through the Statistical Analysis Program (SPSS). The social network impacts the purchasing decision-making process for consumers, and the study recommended a set of recommendations, the most important of which was that companies interested in advertising their products on social networking sites should provide sufficient information to consumers.

Xin Et Al. (2017) study aimed to identify the impact of social media impacts on purchase intention, with a focus on source credibility, source attractiveness, product conformity, and conveyed meaning, as the study population consisted of social media users, and the study sample consisted of 200 respondents from a population The study using PLS-SEM technology, and the statistical methods showed many results, the most prominent of which is that the credibility of the source on social media has no important relationship with the purchase intention of consumers.

Astuti and Putri (2018) study aimed to determine the benefits of social media that companies can gain, especially sales on the Internet. 170 consumers on the Internet, and the researchers relied on the electronic questionnaire to collect data and information about this study. For the process of this study, several statistical methods were used through the Statistical Analysis Program (SPSS). The statistical methods showed many results, most notably that Instagram has a significant positive impact on consumer confidence in shopping via the Internet

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and making a purchase decision, where the study recommended a set of recommendations, the most important of which is to increase the interest of companies that use Instagram in marketing to pay attention to consumer evaluation because of its impact on building trust between the consumer and the company.

Abdelbagi study (2020) study aimed to study the impact of advertising deception on the purchasing decision of the consumer on social media and the spoken word as a mediator change, where the study population consisted of students at the University of Tabuk in the Kingdom of Saudi Arabia and the study sample consisted of 120 students from the study community, and the researcher relied on The electronic questionnaire to collect data and information about this study and for the process of this study, several statistical methods were used through the Statistical Analysis Program (SPSS). The most important of them is that governments must enact a law to protect the rights of consumers during the online purchase process.

Augustinus and Agnes (2020) study aimed to identify the impact of the adoption of marketing via Instagram on the consumer purchase decision on fashion, where the study population consisted of many hotels in the city of Batam in Indonesia, and the study sample consisted of 110 questionnaires, where the questionnaire was used to collect data and information about these The study and for the process of this study, several statistical methods were used through the statistical analysis program (SPSS). The statistical methods showed many results, most notably that the use of Instagram has a good relationship with the consumer's purchase decision because it affects the purchase decision, and where the study recommended a set of recommendations, the most important of which is increasing interest in the topic The use of Instagram because of its impact in providing satisfaction to customers in terms of purchasing products.

Daoud's study (2020) aimed to know the impact of Instagram on the purchasing behavior of females, as the study population was from Syrian universities. Regarding the study sample, it consisted of (350) female students from Syrian universities. The questionnaire was distributed to them directly. The number of valid questionnaires for analysis is only (273), where the researcher relied on the questionnaire to collect data and information about this study, and

for the process of this study, several statistical methods were used through the Statistical Analysis Program (SPSS). The statistical methods showed many results, most notably that the experience of influencers on Instagram has a positive relationship in clarifying the position of females and their purchasing behavior, and the study recommended a set of recommendations, the most important of which is to rely on highly reliable female influencers for Instagram marketing.

Susilo and Michelle (2021) study aims to determine the impact of social media (Instagram) on the purchase decision, where the study community consisted of some consumers who use (Instagram) for purchasing, the study sample consisted of (400) respondents, and the researchers relied on an electronic questionnaire to collect data And the information about this study and for the process of this study was used several statistical methods through the statistical analysis program (SPSS). Familiarity to let consumers of the importance of using (Instagram) in the process of buying products.

Muhammad and Hartono, (2021) study aimed to analyze the market for purchasing decision factors for users of social media on Instagram, where the study community consisted of consumers who use the Internet to shop from Instagram, and the study sample consisted of (102) electronic questionnaires distributed through the GOOGLE model, and the researchers relied on the questionnaire Electronic data collection and information about this study and for the process of this study, several statistical methods were used through the statistical analysis program (Smart PLS 3.0). Among the most important recommendations, companies should pay attention to the importance of price because of its positive and important value in Instagram shopping.

Night and Omary (2022) study aimed to know the impact of the electronic spoken word on the five stages of the purchase decision for new mobile phones, where the study population consisted of three institutions of higher education in the Governorate of Dhofar (Dhofar University - Technical College in Salalah - College of Applied Sciences in Salalah), and the study sample consisted of 295 male and female students from the study community, where an electronic questionnaire was used to collect data and information about this study and for the process of this study several statistical methods were used

through the statistical analysis program (SPSS) and (WarpPLS), and the study relied on descriptive statistics and exploratory factor analysis, and the methods showed The statistics showed several results, the most prominent of which is that the electronic spoken word has a statistically significant impact in all stages of purchasing decision-making.

2.6 What Distinguishes the Current Study from Previous Studies

What distinguishes the current study from previous studies can be stated as follows:

Where this study is distinguished in that it contributed to the transfer of many concepts and ideas from other foreign environments to the Arab environment to benefit from the accumulation of knowledge available in foreign studies.

Where the current study aimed mainly to demonstrate the impact of using Instagram on the purchase decision at pink marketing.

As for the axes of the current study benefiting from previous studies, they are as follows:

The contribution of previous studies in enriching the theoretical and intellectual side of the current study, and building the scale of the current study, by examining the scales and questionnaires in previous studies.

Paving the way for previous foreign studies in front of the current study, by looking at samples of previous studies and benefiting from them in the current study.

Familiarity with appropriate statistical methods for the current study by looking at samples of previous studies.

3. Study Methodology (Methodology and Procedures)

3.2 Study Design

The Study resorted to the use of the quantitative descriptive cause-effect approach, through a review of previous studies and theoretical literature that touched on the variables of the study individually and collectively, in addition to the use of the questionnaire prepared by the researcher based on standards developed by many researchers and in a manner suitable for the environment of beauty centers in Amman, the field of study, to collect and analyze primary data and test hypotheses.

3.3 Study Population, Sample, and Unit of Analysis

Beauty centers in Amman registered with the Amman Chamber of Industry, which totaled 1914. In addition, only 41 beauty centers in Amman were targeted, and they are the most famous. Unit of Analysis: The analytical survey unit consisted of 348 people who were using Instagram.

3.4 Data Collection Methods (Tools):

To achieve the objectives of the study, answer its questions, and test its hypotheses, the researcher developed the study tool (questionnaire) by referring to theoretical literature and previous studies related to the study variables. Thus, the researcher used two main sources to collect information, namely:

Primary data: To achieve this study, primary data was collected from Instagram users in beauty centers in Amman through a questionnaire, which was built and developed for this purpose. **Secondary sources,** represented by Arabic and foreign books and references, periodicals, research and previous studies that dealt with the subject of the study, and research and reading on various websites, to know the appropriate foundations and methods in writing the research.

3.5 Study Instrument (Tool)

The Questionnaire

The main study tool (questionnaire) included three parts:

Part I: The part related to the personal and functional variables of the study sample members through (4) variables (gender, age, educational qualification, and income level) to describe the personal and functional characteristics of the study sample members.

Part Two: It included the measure of the use of Instagram, with its dimensions (Brand familiarity, Product matching, E-WOM word of mouth) and included (15) paragraphs to measure it, The five-point Likert scale will be used so that each answer takes relative importance. The third part: Included the purchase decision scale with its dimensions (recognizing the need, searching for information, evaluating alternatives, making the purchase decision, and evaluating the purchase decision) and included (25) items to measure it. The five-point Likert scale will be used so that each answer takes relative importance.

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Data Collection and Analysis

A total of 348 questionnaires were collected out of 400 distributed to beauty centers in Amman. Data were collected from 41 beauty centers in Amman registered with the Amman Chamber of Industry and they are the most famous, all 348 collected questionnaires are complete, appropriate, and encrypted against SPSS 19.

Validity Test:

The validation of the instrument was confirmed using three methods: content, face, and construct. The validity of the content was confirmed by collecting data from multiple literary sources such as books, magazines, research papers, dissertations, articles, the World Wide Web, and beauty centers in Amman. Moreover, face validity was confirmed by refereeing the questionnaire through the judging committee (see Appendix 1).

Construct Validity

The study tool is Valid if it ostensibly indicates that it measures what it was set to measure, and the validity of the study tool has been verified ostensibly by presenting it to (10) referees, as they were chosen with experience, knowledge, and competence from professors in the fields of scientific research, and Annex (1) shows the names of the referees.

Brand familiarity

Table (1) shows that the brand familiarity elements were between 0.593 and 0.948. Therefore, the validity of the construction is assumed. KMO has a rating of 79.1%, indicating good adequacy, and Chi2 is 1420.052, indicating the adequacy of the model. Moreover, the variance ratio is 71.594, so it can explain 71.59% of the variance. Finally, Bartlett's Sphericity is less than 0.05, indicating that factor analysis is useful.

Table (1): Principal Component Analysis Brand familiarity

	Items	F1	KMO	Chi^2	BoS	Variance	Sig.
1	Instagram uses pages to present the favorite brands	0.920	0.791	1420.052	10	71.594	0.000
2	Instagram provides products characteristics	0.948					
3	Instagram presents the latest favorite brands	0.816					
4	Instagram offers full brand information	0.593					
5	Instagram provides a full product description	0.905					

Principal Component Analysis.

Product matching

Table (2) shows that the Product matching elements were between 0.613 and 0.955. Therefore, the validity of the construction

is assumed. KMO has a rating of 79.9%, indicating good adequacy, and Chi2 is 1675.329, indicating the adequacy of the model. Moreover, the variance ratio is 74.017, so it can explain 74.02% of the variance. Finally, Bartlett's Sphericity is less than 0.05, indicating that factor analysis is useful.

Table (1): Principal Component Analysis Product matching

	Items	F1	KMO	Chi^2	BoS	Variance	Sig.
1	Instagram offers a comparison of beauty parlor products	0.926	0.799	1675.329	10	74.017	0.000
2	Instagram presents similar-quality products	0.955					
3	Instagram presents products of similar prices	0.822					
4	Instagram provides companies' catalogs of advertised products	0.613					
5	Instagram makes sellers submit products that match their sponsored ads	0.939					

Principal Component Analysis

Electronic Word of Mouth

Table (3) shows that the electronic word-of-mouth elements were between 0.597 and 0.953. Therefore, the validity of the construction is assumed. KMO has a rating of 80.8%, indicating good adequacy, and Chi2 is 1565.786, indicating the adequacy of the model. Moreover, the variance ratio is 72.34, so it can explain 72.34% of the variance. Finally, Bartlett's Sphericity is less than 0.05, indicating that factor analysis is useful.

Table (2): Principal Component Analysis Electronic word of mouth

	Items	F1	KMO	Chi^2	BoS	Variance	Sig.
1	Instagram provides a thorough evaluation of products	0.915					
2	Instagram allows users to share their experience	0.953					
3	Instagram allows consumers to express how they feel about a product	0.802	0.808	1565.786	10	72.343	0.000
4	Instagram provides information about the product from trusted sources	0.597					
5	Instagram provides eco-friendly products	0.934					

Principal Component Analysis

Need recognition

Table (4) shows that the Need recognition elements were between 0.656 and 0.919. Therefore, the validity of the construction is assumed. KMO has a rating of 79.1%, indicating good adequacy, and Chi2 is 1041.81, indicating the adequacy of the model. Moreover, the variance ratio is 67.33, so it can explain 67.33% of the variance. Finally, Bartlett's Sphericity is less than 0.05, indicating that factor analysis is useful.

Table (3): Principal Component Analysis Need recognition

	Items	F1	KMO	Chi^2	BoS	Variance	Sig.
1	The user likes to buy beauty products on Instagram	0.919					
2	The user searches for products that meet their needs through Instagram stories	0.864					
3	The user uses Instagram when feeling the need to purchase a product	0.788	0.791	1041.801	10	67.328	0.000
4	The user finds the products they are looking for through paid ads on Instagram	0.656					
5	The user uses reels when purchasing via Instagram	0.851					

Principal Component Analysis

Searching for information

Table (5) shows that the Searching for information elements was between 0.657 and 0.922. Therefore, the validity of the construction is assumed. KMO has a rating of 82.0%, indicating good adequacy, and Chi2 is 1063.54, indicating the adequacy of the model. Moreover, the variance ratio is 68.55, so it can explain 68.55% of the variance. Finally, Bartlett's Sphericity is less than 0.05, indicating that factor analysis is useful.

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Table (4): Principal Component Analysis Searching for information

	Items	F1	KMO	Chi²	BoS	Variance	Sig.
1	The user finds all product catalogs on Instagram	0.922					
2	The user finds clear information about the product on Instagram	0.864					
3	The user finds product comparison analysis on Instagram	0.793	0.820	1063.535	10	68.553	0.000
4	The user uses Instagram to check information on products	0.657					
5	The user uses Instagram to check feedback regarding products	0.877					

Principal Component Analysis

Evaluate alternatives

Table (6) shows that the Evaluate alternatives elements were between 0.619 and 0.917. Therefore, the validity of the construction is assumed. KMO has a rating of 77.9%, indicating good adequacy, and Chi2 is 1019.432, indicating the adequacy of the model. Moreover, the variance ratio is 65.97, so it can explain 65.97% of the variance. Finally, Bartlett's Sphericity is less than 0.05, indicating that factor analysis is useful.

Table (5): Principal Component Analysis Evaluate alternatives

	Items	F1	KMO	Chi²	BoS	Variance	Sig.
1	The user uses Instagram to see products with similar prices	0.917					
2	The user uses Instagram to find better alternatives to products	0.876					
3	The user uses Instagram to purchase the best alternative to products	0.791	0.779	1019.432	10	65.971	0.000
4	The user uses Instagram to get information about alternatives	0.619					
5	The user uses Instagram's criteria to evaluate alternatives	0.825					

Principal Component Analysis.

Making a Purchase Decision

Table (7) shows that the Making a Purchase decision element were between 0.574 and 0.915. Therefore, the validity of the construction is assumed. KMO has a rating of 77.4%, indicating good adequacy, and Chi2 is 994.798, indicating the adequacy of the model. Moreover, the variance ratio is 64.733, so it can explain 64.733% of the variance. Finally, Bartlett's Sphericity is less than 0.05, indicating that factor analysis is useful.

Table (6): Principal Component Analysis Making a purchase decision

	Items	F1	KMO	Chi²	BoS	Variance	Sig.
1	The user uses Instagram in the purchase-decision process	0.915					
2	The user believes buying via Instagram meets the needs	0.884					
3	The user uses Instagram to buy their favorite brand	0.788	0.774	994.798	10	64.733	.000
4	The user finds companies bound by prices on Instagram	0.574					
5	The user buys previously evaluated Alternatives	0.817					

Principal Component Analysis

Evaluation of the purchase decision

Table (8) shows that the Evaluation of the purchase decision elements was between 0.841 and 0.970. Therefore, the validity of the

construction is assumed. KMO has a rating of 74.9%, indicating good adequacy, and Chi2 is 1898.248, indicating the adequacy of the model. Moreover, the variance ratio is 89.839, so it can explain 89.839% of the variance. Finally, Bartlett's Sphericity is less than 0.05, indicating that factor analysis is useful.

Table (7): Principal Component Analysis Evaluation of the purchase decision

	Items	F1	KMO	Chi^2	BoS	Variance	Sig.
1	The user reaches satisfaction with Instagram purchases	0.970	0.749	1898.248	10	89.839	0.000
2	The user believes prices on Instagram are actual product value	0.973					
3	The user's experience is satisfactory in terms of the seller's commitment	0.933					
4	The user makes new purchases on Instagram based on the positive experience	0.841					
5	The user finds products matching advertisements on Instagram	0.988					

Principal Component Analysis

Reliability Test:

The researcher used internal consistency (Cronbach Alpha), to measure the extent of consistency in the respondents' answers to all the questions in the scale. Although the rules of measurement for the value to be obtained are not specified, obtaining a value (Alpha ≥ 0.60) is generally considered acceptable according to

(Sekaran & Bougie, 2013), and Table (3-9) shows the results of the stability of the tool for this study.

Table (9) shows the stability values for the main study variables, which were (0.887) for Using Instagram and (0.863) for Purchase Decisions. The above indicators of Cronbach Alpha show that the study generally has a high stability coefficient and can achieve the purposes of the study (Sekaran & Bougie, 2013).

Table (8): Percentage distribution of resources by component internal consistency stability coefficient of the dimensions of the questionnaire (Cronbach Alpha scale)

No.	variable	Number of paragraphs	Cronbach Alpha value
1	Using Instagram	15	0.887
1-1	Brand familiarity	5	0.884
1-2	Product matching	5	0.894
1-3	E-WOM word of mouth	5	0.885
2	**Purchase Decision**	**25**	**0.863**
2-1	Need Recognition	5	0.870
2-2	Searching for information	5	0.875
2-3	Evaluate alternatives	5	0.863
2-4	Making a purchase decision	5	0.854
2-5	Evaluation of the purchase decision	5	0.855

3.6 Demographic Analysis

The researcher resorted to the use of a purposeful sample, and the study sample reached (400) questionnaires distributed to pink marketing customers in beauty centers in Amman, and the number of returned

questionnaires reached a total of (362) questionnaires with a percentage of (90.5%) of the number of distributed questionnaires. After examining the returned questionnaires, it was found that there were (14) incomplete questionnaires. Thus, the number of valid

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questionnaires for analysis totaled (348) questionnaires with a percentage of (87.0%) of the number of distributed questionnaires.

Table (9): Distribution of study sample members by personal and functional characteristics

variable	Category	Frequency	(%)
Gender	Male	0	0.0%
	Female	348	100.0%
Age	30 years of age and under	137	39.4%
	Between 30 and 39	128	36.8%
	Between 40 and 50	72	20.7%
	51 years of age and above	11	3.1%
Academic qualificatio	Diploma	38	10.9%
	Bachelor's degree	228	65.5%
	M.A.	78	22.4%
	PhD	4	1.2%
Income Level	Under $300	83	23.9%
	300 to less than 500	148	42.5%
	500 to less than 1000	82	23.6%
	1000 +	35	10.0%
Total		**348**	**100%**

The results presented in Table (10) showed that 0.0% of the respondents are males, and 100.0% of the respondents are females . The results showed that 39.4% of the respondents are from 30 years of age or younger and 36.8% of the respondents are from 30 to 39 years of age. The results also showed that 20.7% of the respondents are from 40 to 50 years of age. Finally, the results showed that 3.1% of the respondents are from 51 years of age or older. Table (10) also shows that **Brand Familiarity:**

10.9% of the respondents are holders of a diploma degree, 65.5% of the respondents are holders of a bachelor's degree, 22.4% of the respondents are holders of a master's degree, and 1.2% are holders of a doctorate. As for the income level variable, the results shown in Table (10) showed that 23.9% of the members of the study sample are those whose income level is less than 300 dinars and that 42.5% of the members of the study sample are those whose income level is from 300 to less than 500 dinars, and that 23.6% of the members of the study sample are those whose income level is from 500 to less than 1000 dinars, and finally, it was found that those whose income level is from 1000 dinars or more reached 10%.

4. Results of Statistical Analysis and Hypothesis Testing

4.2 Descriptive Statistical Analysis:

The mean, standard deviation, t-value, ranking, and implementation level are used to describe the respondents' perception and the degree of the implementation of each variable, dimension, and item. The implementation level is divided into three categories based on the following formula: **(5-1) / 3 = 1.33.** Therefore, the implementation is to be considered high if it is within the range of 3.67-5.00 and medium if it is between 2.34 and 3.66 and low implementation is between 1.00 and 2.33.

4.2.1 *Independent Variable (Using Instagram)*

To describe the reality of using Instagram in its dimensions (**Brand familiarity**, **Product matching**, **E-WOM word of mouth**) among pink marketing customers (an applied study on beauty centers in Amman), the researcher resorted to the use of arithmetic means and standard deviation, and the importance of the paragraph, as shown in tables (11), (12), (13).

Table (11): Mean Standard Deviation, t-value, Ranking, and Implementation Level of Brand familiarity.

No.	Brand familiarity	M	S. D	t	Sig	Rank	Impl
1	Instagram uses pages to present the preferred brands	3.61	0.835	15.53	0.00	5	Medium
2	Instagram provides products characteristics	4.09	0.995	16.74	0.00	4	High
3	Instagram presented the latest favorite brands	4.56	0.875	14.93	0.00	1	High
4	Instagram offers full brand information	4.10	0.815	13.97	0.00	3	High
5	Instagram provides a full product description	4.11	0.952	10.56	0.00	2	High
	Brand familiarity	4.09	0.779	17.16	0.00	-	High

T-Tabulated=1.960

Table (11) shows the responses of the study sample to the phrases related to Brand familiarity among the pink marketing customers in the beauty centers in Amman. The arithmetic averages of Brand familiarity among pink marketing customers in the beauty centers in Amman ranged between (4.56-3.61) with an overall average of (4.19) on the five-point Likert scale, which indicates the high reality of Brand familiarity among pink marketing customers in the beauty centers in Amman. In the first place came the paragraph "Instagram presented the latest favorite brands" with an arithmetic mean of (4.56), which is higher than the general arithmetic average (4.19), and a standard deviation of (0.875), while "uses pages to present the preferred brands provides products

Product Matching:

characteristics" received the fifth and last place with arithmetic mean (3.61), which is lower than the total arithmetic average of (4.19) and a standard deviation (0.835). The table also shows the low dispersion in the responses of the study sample about Brand familiarity among the pink marketing customers in the beauty centers in Amman, which reflects the convergence in the views of the study sample about Brand familiarity among the pink marketing customers in the beauty centers in Amman. The table also indicates the convergence in the values of the arithmetic averages. In general, the reality of Brand familiarity among the pink marketing customers in the beauty centers in Amman from the point of view of the study sample was high.

Table (12): Mean, Standard Deviation, t-value, Ranking, and Implementation Level of Product Matching.

No.	Product matching	M	S.D	t	Sig	Rank	Impl
1	Instagram offers a comparison of beauty Parlor products	4.14	0.932	15.38	0.00	1	High
2	Instagram submitted similar-quality products	3.61	1.183	8.61	0.00	4	Medium
3	Instagram presents products of similar prices	4.09	0.995	9.81	0.00	3	High
4	Instagram provides companies' Catalogues of advertised products	3.56	1.108	14.50	0.00	5	Medium
5	Instagram makes sellers submit products that match their sponsored ads	4.11	0.812	16.81	0.00	2	High
	Product matching	3.90	1.157	14.62	0.00	-	High

T-Tabulated=1.960

Table (12) shows the responses of the sample study on Product matching phrases of pink marketing customers at beauty centers in Amman. Product matching averages for pink marketing customers in Amman's beauty centers ranged from (4.14-3.56) to a total average of (3.90) on the quintuple Likert scale, indicating the high reality of Product matching among pink marketing customers in Amman's beauty centers. "Instagram offers a comparison of beauty parlor products" segment ranked first, with an arithmetic mean of (4.14), which is higher than the general arithmetic mean (3.90), and a standard deviation of (0.932), while the paragraph "Instagram provides companies'

catalogs of advertised products" ranked fifth and last place, with an arithmetic mean (3.56), which is lower than the total arithmetic mean (3.90), and a standard deviation (1.108). The table also shows the low dispersion in the responses of sample study individuals about Product matching at pink marketing customers in beauty centers in Amman, which reflects the convergence of views of sample study individuals about Product matching at pink marketing customers in beauty centers in Amman, and indicates the convergence in the values of computational averages. Overall, the Product matching reality of the pink marketing customers in the beauty centers of Amman from the study sample point of view is high.

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Electronic Word of Mouth (E-WOM):

Table (13): Mean Standard Deviation, t-value, Ranking, and Implementation Level of E-WOM word of mouth.

No.	E-WOM word of mouth	M	S.D	t	Sig	Rank	Impl
1	Instagram provides a thorough evaluation of products	3.61	1.059	8.45	0.00	4	Medium
2	Instagram Allows users to share their experience	4.10	0.991	14.50	0.00	3	High
3	Instagram allows consumers to express how they feel about a product	3.59	1.171	10.05	0.00	5	Medium
4	Instagram provides information about the product from trusted sources	4.11	0.815	13.35	0.00	2	High
5	Instagram provides eco-friendly products	4.14	0.932	14.05	0.00	1	High
	E-WOM word of mouth	3.91	1.336	10.18	0.00	-	High

T-Tabulated=1.960

Table (13) shows the responses of the study sample to the statements related to E-WOM word of mouth among the pink marketing customers in the beauty centers in Amman. The arithmetic averages of E-WOM word of mouth among the pink marketing customers in the beauty centers in Amman ranged between (4.14-3.59) with an overall average of (3.91) on the five-point Likert scale, which indicates the high reality of E-WOM word of mouth among the pink marketing customers in the beauty centers in Amman. In the first place came the paragraph "Instagram provides eco-friendly products" with an arithmetic mean of (4.14), which is higher than the general arithmetic mean (3.91), and a standard deviation of (0.932), while the paragraph "Instagram allows consumers to express how they feel about a product" received the fifth and last rank with an arithmetic mean (3.59), which is lower than the total arithmetic mean of (3.91) and a standard deviation (1.171). The table also shows the low dispersion in the responses of the study sample on E-WOM word of mouth among the pink marketing customers in the beauty centers in Amman, which reflects the convergence in the views of the study sample on E-WOM word of mouth among the pink marketing customers in the beauty centers in Amman. The table also indicates the convergence in the values of the arithmetic averages. In general, the reality of E-WOM word of mouth among the pink marketing customers in the beauty centers in Amman from the point of view of the study sample was high.

4.2.2 *Dependent Variable (Purchase Decision)*

To describe the reality of the purchase decision represented in its dimensions (need recognition, searching for information, evaluating alternatives, making a purchase decision, evaluating the purchase decision) among the customers of the pink marketing in the beauty centers in Amman, where the researcher resorted to the use of means and standard deviation, and the importance of the paragraph, as shown in tables (4-4), (4-5), (14), (15), (16).

Need Recognition:

Table (14): Mean, Standard Deviation, t-value, Ranking, and Implementation Level of Need Recognition.

No.	Need Recognition	M	S.D	t	Sig	Rank	Impl
1	The user likes to buy beauty products on Instagram	3.69	1.113	8.45	0.00	4	High
2	The user searches for products that meet their needs through Instagram stories	4.01	1.103	14.50	0.00	3	High
3	The user uses Instagram when feeling the need to purchase a product	3.68	1.110	10.05	0.00	5	High
4	The user finds the products they are looking for through paid ads on Instagram	4.08	0.859	13.35	0.00	2	High
5	The user uses reels when purchasing via Instagram	4.11	0.952	14.05	0.00	1	High
	Need Recognition.	3.91	1.116	12.87	0.00	-	High

T-Tabulated=1.960

Table (14) shows the responses of the sample study on the phrases related to need recognition at pink marketing customers at beauty centers in Amman. The computational averages of Need recognition among pink marketing customers in Amman's beauty centers ranged from (4.11-3.68) to a total average of (3.91) on the quintuple Lectert scale, indicating the high reality of Need recognition among pink marketing customers in Amman's beauty centers. "The user uses reels when purchasing via Instagram" with average arithmetic of (4.1), which is higher than the general arithmetic average of (3.91), and a standard deviation of (0.952), whereas the paragraph obtained " The user uses Instagram when feeling the need to

purchase a product " fifth and final rank with an arithmetic average of (3.68), which is lower than the total arithmetic average of (3.91) and a standard deviation of (1.110). The table also shows the low dispersion in the responses of sample study members about Need recognition among pink marketing customers in the beauty centers in Amman, which reflects the convergence of views of sample study individuals about Need recognition among pink marketing customers in the beauty centers in Amman, and also indicates the convergence in the values of arithmetic averages. Overall, the reality of the Need for recognition among pink marketing customers in Amman's beauty centers from the perspective of the study sample was high.

Searching for Information:

Table (15): Mean, Standard Deviation, t-value, Ranking, and Implementation Level of Searching for information.

No.	Searching for information	M	S.D	t	Sig	Rank	Impl
1	The user finds all product Catalogue on Instagram	3.70	1.120	7.44	0.01	4	High
2	The user finds clear information about the product on Instagram	4.01	1.113	10.25	0.00	3	High
3	The user finds product comparative analysis on Instagram	3.71	1.118	8.45	0.00	5	High
4	The user uses Instagram to check information on products	4.11	0.850	12.98	0.00	2	High
5	The user uses Instagram to check feedback about products	4.05	0.930	13.44	0.00	1	High
	Searching for information	3.92	1.276	8.56	0.00	-	High

T-Tabulated=1.960

Table (15) shows the responses of the sample study to the Search for information phrases of the pink marketing customers at the beauty centers in Amman. The arithmetic averages of Searching for information among pink marketing customers in Amman's beauty centers ranged from (4.16-3.71) to a total average of (3.94) on the quintuple Lectert scale, indicating the high reality of Searching for information among pink marketing customers in Amman's beauty centers. "The user uses Instagram to check feedback about products" segment came first, With average arithmetic of (4.16), which is higher than the general arithmetic average of (3.94), and a standard deviation of (0.930), the paragraph obtained "The user finds product comparative analysis on Instagram "

came fifth and final in rank with average arithmetic (3.71), which is lower than the total arithmetic average of 3.94 and a standard deviation (1.118). The table also shows the low dispersion in sample responses to Searching for information among pink marketing customers in the beauty centers in Amman, which reflects the convergence in the views of sample study individuals on Searching for information among pink marketing customers in the beauty centers in Amman. The table also indicates the convergence in the values of computational averages. In general, the reality of Searching for information among pink marketing customers in Amman's beauty centers from the point of view of the study sample was high.

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Evaluating Alternatives:

Table (16): Mean, Standard Deviation, t-value, Ranking, and Implementation Level of evaluated alternatives.

No.	Evaluate alternatives	M	S.D	t	Sig	Rank	Impl
1	The user finds all product Catalogue on Instagram	3.68	1.134	9.78	0.00	4	High
2	The user finds clear information about the product on Instagram	4.03	1.087	12.35	0.00	3	High
3	The user finds product comparative analysis on Instagram	3.64	1.135	9.27	0.00	5	Medium
4	The user uses Instagram to check information on products	4.08	0.852	14.35	0.00	2	High
5	The user uses Instagram to check feedback about products	4.09	0.973	14.70	0.00	1	High
	Evaluated alternatives	3.94	1.223	13.22	0.00	-	High

T-Tabulated=1.960

Table (16) shows the responses of the study sample to Evaluate alternatives for pink marketing customers at beauty centers in Amman. The calculation averages of "Evaluate alternatives" for pink marketing customers in Amman's beauty centers ranged from (4.09 -3.64) to a total average of (3.94) on the Lycert Five Scale indicating the average level of Evaluating alternatives for pink marketing customers in Amman's beauty centers. "The user uses Instagram to check feedback about products" segment With average arithmetic of (4.09), which is higher than the general arithmetic average (3.94), and a standard deviation of (0.973), the paragraph obtained "The user finds product comparative analysis on Instagram", ranked fifth and final with an average account (3.64), which is lower than the total arithmetic average of (3.94) and standard deviation (1.135). The table also shows the low dispersion in the responses of the study sample individuals about Evaluate alternatives at pink marketing customers at beauty centers in Amman, which reflects the convergence of the study sample individuals' views on Evaluate alternatives at pink marketing customers at beauty centers in Amman, and indicates the convergence in the values of arithmetic averages. In general, the reality of evaluating alternatives among pink marketing customers in the beauty centers of Amman from the perspective of the study sample was mediocre.

Making a Purchase Decision:

Table (17): Mean, Standard Deviation, t-value, Ranking, and Implementation Level of Making a purchase decision.

No.	Making a purchase decision	M	S.D	t	Sig	Rank	Impl
1	The user uses Instagram in the purchase-decision process	3.64	1.068	9.78	0.00	4	High
2	The user believes buying via Instagram meets the needs	4.04	1.070	12.35	0.00	3	High
3	The user uses Instagram to buy preferred brand	3.63	1.169	9.27	0.00	5	Medium
4	The user finds companies bound by prices on Instagram	4.10	0.843	14.35	0.00	2	High
5	The user buys previously evaluated Alternatives	4.11	0.980	14.70	0.00	1	High
	Making a purchase decision	3.95	1.222	13.78	0.00	-	High

T-Tabulated=1.960

Table (17) shows the responses of the study sample to the purchase decision statements of pink marketing clients in beauty centers in Amman. The arithmetic means for making a purchase decision among pink marketing customers in beauty centers in Amman ranged from (4.11-3.63) to a total average of (3.94) on the five-year Lycert scale, which indicates the

average level of purchasing decision among pink marketing customers in beauty centers. Cosmetics in Amman, and the paragraph "The user buys previously evaluated alternatives" ranked first with an arithmetic mean (4.11), higher than the general arithmetic mean (3.94), and a standard deviation (0.980), and the paragraph "The user uses Instagram to buy a brand Favorites" ranked fifth and last with an arithmetic mean (3.63), which is lower than the overall arithmetic mean (3.94) and a standard deviation (1.169). The table also shows the low dispersion in the responses of sample study members about Making a purchase decision at pink marketing customers in beauty centers in Amman, which reflects the convergence in the views of sample study individuals about Making a purchase decision at pink marketing customers in beauty centers in Amman, and also indicates the convergence in the values of arithmetic averages. The reality of making a purchase decision among pink marketing customers in the beauty centers of Amman from the perspective of the study sample was.

Evaluating Purchase Decision:

Table (18): Mean, Standard Deviation, t-value, Ranking, and Implementation Level of Evaluation of the purchase decision.

No.	Evaluation of the purchase decision	M	S. D	t	Sig	Rank	Impl
1	The user reaches satisfaction with Instagram purchases	4.31	1.114	17.20	0.00	3	High
2	The user believes prices on Instagram are actual product value	4.39	1.072	18.35	0.00	2	High
3	The user's experience is unacceptable in terms of the seller's commitment	4.30	1.001	17.15	0.00	4	High
4	The user makes new purchases on Instagram based on the positive experience	4.40	0.998	19.35	0.00	1	High
5	The user finds products matching advertisements on Instagram	4.15	0.993	15.34	0.00	5	High
	Evaluation of the purchase decision.	4.31	0.545	14.55	0.00	-	High

T-Tabulated=1.960

Table (18) shows the responses of the sample study on the phrases related to the Evaluation of the purchase decision of the pink marketing customers at the beauty centers in Amman. The calculation averages of the Evaluation of the purchase decision of pink marketing customers in the beauty centers of Amman ranged from (4.40 -4.15) to a total average of (4.31) on the Likert scale Which refers to the average level of Evaluation of the purchase decision of pink marketing customers at beauty centers in Amman. "The user makes new purchases on Instagram based on positive experience", with an average account (4.40), higher than the general arithmetic average (4.41), and a standard deviation of (0.993) The paragraph "The user finds products matching advertisements on Instagram" was ranked fifth and final with an average account (4.15), which is lower than the total computational average of (4.31) and a standard deviation (0.993). The table also shows the low dispersion in the responses of sample study individuals to the Evaluation of the purchase decision of pink marketing customers in beauty centers in Amman, reflecting the convergence of views of sample study individuals on the Evaluation of the purchase decision of pink marketing customers in beauty centers in Amman. The table also indicates convergence in the averages' values. Overall, the reality of the evaluation of the purchase decision among pink marketing customers in the beauty centers of Amman from the perspective of the study sample was high.

4.3 Relationship between Independent

The bivariate Pearson correlation test was used to check the relationship between the variables. Table (19) shows that the relationships between the sub-variables of Instagram usage are strong, with r ranging from 0.893 to 0.996. Moreover, the relationships between the dimensions of the purchase decision are also the same, with r ranging between 0.910 and 0.968. Finally, the relationship between the independent and dependent variables is very strong, with r equal to 0.938.

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Table (19): Relationship between Independent and Dependent Variables

|	BF	PM	EWOM	Ind	NR	SI	EA	PD	EPD	Dep
BF										
PM	.994**									
EWOM	.986**	.992**								
Ind	.996**	.999**	.996**							
NR	.931**	.925**	.929**	.931**						
SI	.921**	.929**	.935**	.931**	.989**					
EA	.893**	.888**	.891**	.893**	.965**	.954**				
PD	.892**	.900**	.906**	.902**	.924**	.937**	.896**			
EPD	.018	.014	.012	.015	.010	-.012	-.002	-.022		
Dep	.910**	.910**	.914**	.914**	.968**	.963**	.949**	.930**	.223**	

**. Correlation is significant at the 0.01 level (2-tailed).

4.4 Hypotheses Testing

After confirming validity, reliability, and correlation between independent and dependent variables, the following tests should be carried out to ensure the validity of regression analysis. (Sekaran & Bougie, 2013):
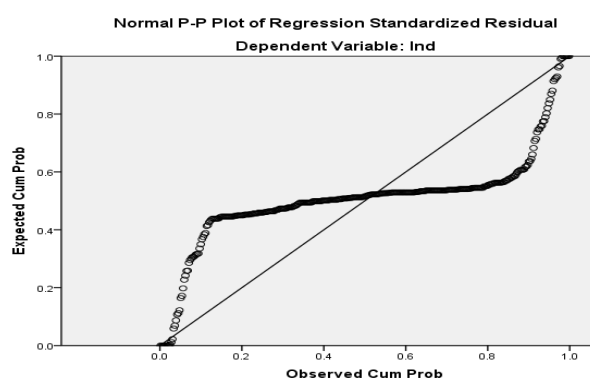
Normality: Figure (1) shows that the shape follows the normal distribution; in such case, the model does not violate this assumption

Figure (1): Normality Test.
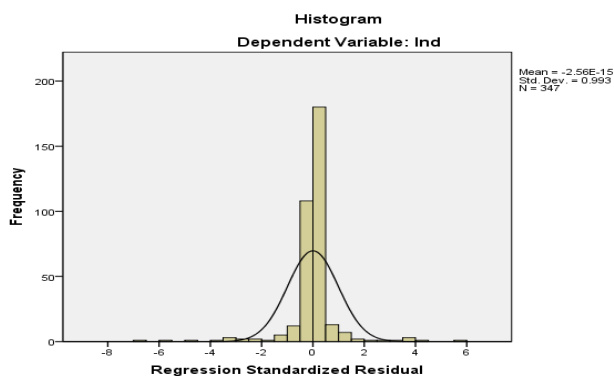
Linearity test: figure (2) shows that there is a linear relationship between independent and dependent variables. In such a case, the model does not violate this assumption.

Figure (2): Linearity Test

Equal variance (homoscedasticity): figure (2) shows that the errors are scattered around the mean, therefore there is no relation between errors and predicted values, in such case, the model does not violate this assumption.

Figure (1): Linearity Test
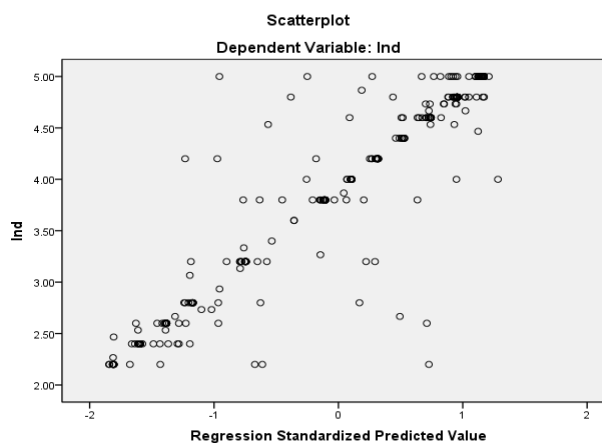
Multi-Collinearity: the VIF (Variance Inflation Factor) value is less than 10, and tolerance is more than 10%, in such case the Collinearity model does not violate this assumption.

Table (20): VIF and Tolerance and Skewness coefficient test results

Sub-Variables	Collinearity Statistics	
	Tolerance	VIF
Need Recognition	0.017	59.376
Searching for information	0.019	53.862
Evaluating alternatives	0.069	14.585
Making the purchase decision	0.123	8.163
Evaluating the purchase decision	0.977	1.023

Main Hypothesis

H_01: There is no impact of the use of Instagram on the purchasing decision dimensions (Need Recognition, searching for information, evaluating alternatives, making the purchase decision, evaluating the purchase decision) in the customers of the pink marketing at ($\alpha \leq 0.05$).

To test this hypothesis, multiple regression analysis was used to verify the impact of the use of Instagram on the purchasing decision dimensions (Need Recognition, searching for information, evaluating alternatives, making the purchasing decision, evaluating the purchasing decision) in the pink marketing customers.

Table (21): Results of multiple regression test for the main hypothesis

Model	R	R^2	Adjusted R2	F	Sig.
1	.938[a]	.881	.879	502.913	.000[a]

a. Predictors: (Constant), EBD, EA, BD, SI, NR

b. Dependent Variable: Ind

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.022	.121		.180	.857
	NR	.579	.147	.566	3.925	.000
	SI	.221	.140	.217	1.583	.114
	EA	-.092	.073	-.090	-1.261	.208
	PD	.263	.055	.257	4.798	.000
	EPD	.019	.021	.017	.913	.362

Table (21) shows the results of the components of using Instagram versus (purchase decision). The table shows that the relationship between the independent and dependent variables is 95.0%, where r equals 0.938, and the use of Instagram can explain 88.1% of the purchase decision, where (R2 = 0.881, F = 502.913, Sig. = 0.000). Therefore, the main null hypothesis was rejected, and the alternative hypothesis was accepted which states that the components of Instagram usage affect the purchase decision in beauty centers in Amman, Jordan at α 0.05.

5. Results and Recommendations

5.2 Results Discussion

The results of this study reveal that there is an Impact of using Instagram with its dimensions (Brand familiarity, Product matching, E-WOM word of mouth) on the purchase decision of pink marketing customers at ($\alpha \leq 0.05$), There is an Impact of using Instagram with its dimensions (Brand familiarity, Product matching, E-WOM word of mouth) on the perception of need among pink marketing customers at ($\alpha \leq 0.05$), and there is an Impact of using Instagram with its dimensions (Brand familiarity, Product matching, E-WOM word of mouth) on searching for Information among pink marketing clients at ($\alpha \leq 0.05$), and there is an Impact of using Instagram with its dimensions (Brand familiarity, Product matching, E-WOM word of mouth) on evaluating alternatives among pink marketing clients at ($\alpha \leq 0.05$). , There is an Impact of the use of Instagram with its dimensions (Brand familiarity, Product matching) on the purchase decision-making of pink marketing customers at ($\alpha \leq 0.05$). There is an Impact of using Instagram with its dimensions (Product matching, E-WOM word of mouth) on the evaluation of the purchase decision of pink marketing customers at ($\alpha \leq 0.05$).

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Table (5-1): Summary of Research Hypotheses Test Analysis for the Study

Hypothesis	Hypothesis	Outcome
Hypothesis major	The presence of an impact of the use of Instagram in its dimensions (Brand familiarity, Product matching, E-WOM word of mouth) on the purchase decision of the customers of pink marketing at ($\alpha \leq 0.05$).	Acceptance of the alternative hypothesis and reject the Counter hypothesis
The first sub hypothesis	The presence of an impact of the use of Instagram in its dimensions (Brand familiarity, Product matching, E-WOM word of mouth) on the perception of the need in customers of pink marketing at ($\alpha \leq 0.05$).	Acceptance of the alternative hypothesis and reject the Counter hypothesis
The Second Sub hypothesis:	The presence of a trace of the use of Instagram in its dimensions (Brand familiarity, Product matching, E-WOM word of mouth) on the search for information on customers of pink marketing at ($\alpha \leq 0.05$).	Acceptance of the alternative hypothesis and reject the Counter hypothesis
The Third Sub hypothesis:	The presence of an impact of the use of Instagram in its dimensions (Brand familiarity, Product matching, E-WOM word of mouth) on the evaluation of alternatives in customers of pink marketing at ($\alpha \leq 0.05$).	Acceptance of the alternative hypothesis and reject the Counter hypothesis
The Fourth Sub hypothesis:	The presence of an impact of the use of Instagram in its dimensions (Brand familiarity, Product matching) on the making of the purchase decision of the customers of pink marketing at ($\alpha \leq 0.05$).	Acceptance of the alternative hypothesis and reject the Counter hypothesis
The Fifth Sub hypothesis:	The presence of an impact of the use of Instagram in its dimensions (Product matching, E-WOM word of mouth) on the evaluation of the purchase decision of the customers of pink marketing at ($\alpha \leq 0.05$).	Acceptance of the alternative hypothesis and reject the Counter hypothesis

1. The presence of an impact of the use of Instagram in its dimensions (Brand familiarity, Product matching, E-WOM word of mouth) on the purchase decision of the customers of pink marketing at ($\alpha \leq 0.05$). This result is consistent with that of Astuti and Putri's (2018) study, which confirmed that there is a positive impact of Instagram on consumer confidence in online shopping and purchasing decision-making.

2. The presence of an Impact of the use of Instagram in its dimensions (Brand familiarity, Product matching, E-WOM word of mouth) on the perception of the need in customers of pink marketing at ($\alpha \leq 0.05$).

3. This result is consistent with the result of the study by Augustinus and Agnes (2020), which showed that the use of Instagram has a good relationship with the decision to buy the consumer because it affects his purchasing decision.

4. The presence of a trace of the use of Instagram in its dimensions (Brand familiarity, Product matching, E-WOM word of mouth) on the search for information in customers of pink marketing at ($\alpha \leq 0.05$). This result is consistent with the result of the Kilaniand Qureshi study (2016), which showed that there is a great impact the social network on the purchasing decision-making process of consumers.

5. The presence of an impact of the use of Instagram in its dimensions (Brand familiarity, Product matching, E-WOM word of mouth) on the evaluation of alternatives in customers of pink marketing at ($\alpha \leq 0.05$). This result is consistent with the result of the study by Kahani (2015), which confirmed that the availability of goods and services on Instagram is one of the most prominent factors affecting the consumer's purchasing decision.

6. The presence of an impact of the use of Instagram in its dimensions (Brand familiarity, Product matching) on the making of the purchase decision of the customers of pink marketing at ($\alpha \leq 0.05$). This result is consistent with the result of the study by Daoud (2020), which confirmed that there is a

positive relationship with Instagram in clarifying the female position.

7. The presence of an impact of the use of Instagram in its dimensions (Product matching, E-WOM word of mouth) on the evaluation of the purchase decision of the customers of pink marketing at ($\alpha \leq 0.05$). This result is consistent with the result of the night and age study (2022), which confirmed that the E-WOM (the word spoken electronically) has a statistically significant impact at all stages of purchasing decision-making among students of higher education institutions in the (Dhofar) governorate of the study community.

5.3 Conclusion

This study is dedicated to answering the main question of the study: Do the sub-variables in the use of Instagram (Brand familiarity, product matching, and electronic word of mouth) affect the purchase decision of pink marketing customers? The data was collected through a questionnaire that was tested to ensure its validity and reliability. Then use correlation and multiple regression to test the hypothesis.

The results of this study show the high implementation of sub-variables of Instagram usage on purchase decisions in cosmetic centers in Jordan. Brand familiarity rated the highest execution rate, followed by E-WOM word of mouth, then Product matching, respectively. Moreover, the results of the purchase decision show that Evaluation of the purchase decision was ranked highest, followed by Making a purchase decision, Evaluating alternatives, Searching for information, and Need Recognition, respectively.

Finally, the results indicate that there is an Impact of using Instagram (Brand familiarity, product matching, and electronic word of mouth) on the purchase decision.

a. Recommendations

Through the findings, the researcher recommends the following:

2. Cosmetic centers should provide all product information from price, country of origin, delivery price, etc.

3. Beauty centers that do not use Instagram in sales operations should conduct surveys on the importance of Instagram to pink marketing customers in the purchase decision process.

4. The need to activate the role of the importance of Instagram to identify the needs and desires of customers, and the speed of response to them.

5. The need for Beauty centers to improve the position of their brand in the minds of consumers by providing free samples from the Instagram platform.

6. Cosmetic centers that submit their product on Instagram must attach the product Catalogue that shows all its details.

7. Cosmetic centers should take customer responses to Instagram very seriously.

8. Cosmetic centers should provide products that are fully compatible with their Instagram ad.

5.4 Future Studies

1. Study the impact of using Instagram in achieving sustainable competitive advantage in beauty centers in Amman.

2. Study of Instagram shopping on consumer behavior in light of the pandemic crisis (Covid-19) in beauty centers in Amman.

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