

Understanding the Social Media Marketing Activities Influence on Revisit Intention in Beauty Clinics: The Case Study in Bangkok, Thailand

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Abstract

There have been very few studies of Social Media Marketing Activities (SMMA) influencing the Revisit Intention of a luxury service through beauty clinics. This research propose is to examines the relationship between SMMA, Brand Image, Brand Trust, Brand Loyalty and revisits intention towards eight luxury beauty clinics in Bangkok, Thailand. Empirical evidence was collected from 400 customers that had to undergo aesthetic procedures at least once. Multi-stage sampling for the survey was adopted. Partial Lease Square Structural Equation Modeling (PLS-SEM) was applied. The findings show that SMMA positively influences Brand Image ($\beta = 0.678$, $p < 0.001$), Brand Trust ($\beta = 0.597$, $p < 0.001$), Brand Loyalty ($\beta = 0.344$, $p < 0.01$) and Revisit Intention ($\beta = 0.421$, $p < 0.001$); the effect of SMMA is most prominent in Brand Image, whereas, in terms of branding perspective (Brand Image, Brand Trust, Brand Loyalty), only Brand Loyalty directly influences Revisit Intention ($\beta = 0.327$, $p < 0.05$). However, image and trust are critical elements in the brand-building process because they drive Brand Loyalty, a long-term behavioral intention in developing Revisit Intention. Therefore, from the point of view of the brand. The variables mentioned above are all essential components to drive Revisit Intention. However, e-marketer should promote specialized SMMA for their brands on social media platforms and engage in such activities to develop behavioral intention (Brand Trust, Brand Loyalty, revisit-intention). The outcomes of this study can enable beauty clinics better correctly estimate future customer revisiting and provide guidance to managing their assets and marketing activities.

Keywords: Social Media, Marketing Activities, Revisit Intention, Beauty Clinic

Introduction

Internet, social media, mobile apps, and other digital communications technologies have become a part of billions of people's daily lives worldwide (Meechunek, 2017; Euajarusphan, 2021). According to the most current statistics for January 2021, 4.66 billion people are active internet users, accounting for 59.5 percent of the global population (Statista, 2021). As a

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marketing tool, social media sites provide substantial opportunities to create brand-consumer marketing relationships (Gallaughar & Ransbotham, 2010; Vipaporn, Pakvichai, & Jermisittiparsert, 2019). In recent years, many companies have seen social media as one of the most potent ways to connect and motivate customers to build distinctive brand identities and improve customer brand communications (So et al., 2018). As consumers spend more time on social media, they begin to have a far more substantial influence on their behaviors and attitudes, altering the marketing landscape for businesses that use these platforms in their regular activities. Indeed, social media increasingly plays a vital role in promoting aesthetic procedures as a viable alternative for customers who use the platform by delivering visualized media to the target audience. One primary reason for the rising is selfie culture. Selfie-awareness is widespread in social media, but it is also a driving force for accepting aesthetic treatments. The need to look good in one's own social media photos is a well-reported primary factor fueling today's demand for aesthetic services. For example, Botulinum toxin injections will become the most popular non-invasive aesthetic procedure in 2020 (American Society of Plastic Surgeons, 2021). Additionally, social media has increased people's comfortability and interest in visiting aesthetic clinics (Frentzen, 2018). Furthermore, the rising demand for beauty treatments and other anti-ageing aesthetic procedures is driving the global medical aesthetics market ahead. The increased urge to seem younger and the apparent better outcomes of these treatments are driving the global appeal of aesthetic procedures (Market research future, 2021). At the same time, various factors influence patients' individual aesthetic choices. Social media is becoming increasingly influential in shaping personal views of beauty and driving aesthetic purchasing decisions. For several reasons, the beauty clinic business has also become increasingly popular with the advancement of digitally-driven technology.

Many studies have explored the effects of Social Media Marketing Activities (SMMA) in different sectors, such as airlines, e-commerce (Yadav & Rahman, 2017), hotels (Seo & Park, 2018; Seth, 2012). However, they do not pay attention to the components that explain the relationship between SMMA and behavior intention. While these elements are necessary for business success on social media platforms, the SMMA boundary criteria are less defined. With the growing interest in aesthetic procedures, beauty clinic services provide luxurious values to customers in whatever way workable. Research exploring Social Media Marketing Activities from the point of view of the branding process in the ...beauty clinic is also still mainly exploratory and lacks empirical study. Previous research has shown that a 5% rise in consumer retention could transform into a 25-85% increase in sales. In comparison, the cost of reaching new consumers is five times greater than the cost of maintaining repeat purchase customers (Kuo et al., 2013). The primary goal of any firm is to Revisit Intention, which is an essential factor in driving a firm's profitability. The firm would like to maintain its relationship with existing customers and strengthen its repurchase intention (Yi & La, 2004), a crucial brand success measure. As the luxury business environment evolves rapidly, social media marketing provides various opportunities to accomplish business objectives. With the increased use of SMMA by luxury brands (Godey et al., 2016; Kim & Ko, 2012), it has become vital to quantitatively analyze how Social Media Marketing Activities influence Revisit Intention from a beauty clinic. Thus, the objective of this study is to identify the Influence of SMMA on beauty clinics to attract luxury customers to revisit and evaluate the Influence of such activities on branding perspectives (Brand Image, Brand Trust, Brand Loyalty).

This research provides a framework for managing successfully to use SMMA toward revisiting with the brand-building process and how to engage effectively by acquiring an in-depth understanding of SMMA, especially in the technology disruption and competitive environment requires solid social media activities to improve beauty clinic's customer insight, learn more about consumers' desires, and how they behave through social media marketing activities. This situation will help businesses set up practical Social Media Marketing Activities to improve

their brand marketing process, minimize the loss of competition, and shed light on customer perceptions of Social Media Marketing Activities on Revisit Intention so that implications business to create compelling Social Media Marketing Activities for their brands could be obtained.

Research Objective

This research objective is to investigate the Social Media Marketing Activities influence on Brand Image, Brand Trust, Brand Loyalty, and Revisit Intention in Bangkok's beauty clinic.

Literature Review

Social Media Marketing Activities

Brands increasingly convey product-related information to customers via social media. The interactive nature of social media sites facilitates consumer-brand interaction, which helps develop consumer-brand relationships (Valos et al., 2016). Brands used a combination of social media channels to reach customers, such as Facebook, Instagram, Twitter, and YouTube (Pham & Gammoh, 2015), to create powerful and positive brand awareness in customers' minds (Algharabat et al., 2020). As a form of integrated marketing, The brand's social media platforms allow customers to engage in legitimate and friendly communications with the brand and other users. Social media marketing can affect the customer's mindset with strong Brand Loyalty (Bilgin, 2018; Laksamana, 2018). Given the vital role that SMMA can play in the brand-building process. Indeed, previous research shows that favorable views of SMMA of the luxury brand positively affect all drivers of consumer equity; value equity; relationship equity; and brand equity (Kim & Ko, 2012). Researchers explored how SMMA can be used in several contexts, such as luxury brands (Godey et al., 2016; Kim & Ko, 2012), e-commerce (Yadav & Rahman, 2017), airlines (Seo et al., 2020) and hotels (Kusmayanti et al., 2020; Macharia & Cheng, 2019). With the growing interest in aesthetic procedure, beauty clinic services providing luxurious values to customers in whatever way is workable. Using social media seems to be an effective way. Hence, in the viewpoint of this research, we adopted Kim & Ko (2012) SMMA conceptualization of luxury brand contain five primary elements, namely entertainment, interaction, trendiness, customization, and word-of-mouth in a luxury beauty clinic brand.

SMMA influence Brand Image, Trust, Loyalty, and Revisit Intention

As a marketing tool, social media sites provide substantial opportunities to create brand-consumer marketing relationships (Gallaughner & Ransbotham, 2010). In recent years, many companies have seen social media as one of the most potent ways to connect and motivate customers to build distinctive brand identities and improve customer brand communications (So et al., 2018). Moreover, interactive marketing campaigns that use social media channels such as Facebook and Twitter would positively influence Brand Image and have a leverage effect between brands and customers (Hartzel et al., 2011). Social media affects the feelings of trust and repurchase of customers beyond easing contact among consumers (Hajli, 2014). Social media marketing communications impact consumer attitudes (Duffett, 2017). Furthermore, Social Media Marketing Activities positively impact repurchasing customers' behavior, consumer awareness, repurchase intentions, and Brand Loyalty (Kim & Ko, 2012; Tatar & Eren-Erdogmus, 2016). As the final variable of this study, revisiting is a kind of willingness to visit the same place, facility, or location at least once more (Cole & Scott, 2004). Therefore, compared to past literature that examined social media marketing activities, this study also discussed the effects of Social Media Marketing Activities on Brand Image, Brand Trust, Brand Loyalty and Revisit Intention as follows:

H1: Social Media Marketing Activities (SMMA) have a positive influence on Brand Image.

H2: Social Media Marketing Activities (SMMA) have a positive influence on Brand Trust.

H3: Social Media Marketing Activities (SMMA) have a positive influence on Brand Loyalty.

H4: Social Media Marketing Activities (SMMA) have a positive influence on Revisit Intention.

Brand Image influence Brand Trust, Loyalty, and Revisit Intention

Brand Image may be described as a brand that the brand association brings to the consumer's mind, thoughts and emotions about the brand (Keller, 1993; Roy & Banerjee, 2007). A Brand Image comprises functional and symbolic brand beliefs. It is a strong, beneficial, and unique brand association in recognition that will cause a positive attitude, perceived quality, and overall positive effect (Keller, 2003). A brand name requires an image or a process of creating a brand that is costly and time-consuming (Kohli, 1997). Still, it is essential to attract consumers and influence their repurchase intentions by fulfilling their needs. Previous research has shown that the direct effect of Brand Image influence behavioral intention and the moderate effects of Brand Trust and brand attachment (Esch et al., 2006). Marketing campaigns can create a brand's positive image by setting a visual connection between a brand and its image in consumers' memory. The research key to a Brand Image is establishing and recognizing the most prominent images and reinforcing them through subsequent business contacts. Many studies have revealed a significant relationship between Brand Image and Brand Loyalty (Cuong & Khoi, 2019; Upamannyu & Sankpal, 2014). As a result, there is no question in the interest of repeated purchases by consumers. Based on these, the following hypothesis is proposed in this study:

H5: Brand Image has a positive influence on Brand Trust.

H6: Brand Image has a positive influence on Brand Loyalty.

H7: Brand Image has a positive influence on Revisit Intention.

Brand Trust influence Brand Loyalty and Revisit Intention

Brand Trust has gained growing interest from both practitioners and scholars in recent years because of its vital role in improving customer partnerships (Selnes, 1998) and building customer loyalty (Ball et al., 2004), engagement (Morgan & Hunt, 1994), and brand equity (Chaudhuri & Holbrook, 2001). From a marketing viewpoint, trust has been described as a customer's willingness to revisit a brand (Mckinney & Benson, 2013). Trust is considered an essential requirement in the sense of brands in the online and social media worlds (Lindstrom, 2001). Consumers regard social media as more trustable compared to traditional forms of promotion (Foux, 2006). The possible explanation for this may be that social media has the potential to have interactive communication, immediate feedback, and more insightful consumer-generated content. Trust is built when a business agrees to offer quality products to consumers and effectively fulfills its pledge (Ahmad, 2011). Scholars have shown that Brand Trust has a powerful impact on customer purchase intention and loyalty (Chaudhuri & Holbrook, 2001). Brand Trust also impacts Brand Loyalty directly and positively (Delgado-Ballester et al., 2003). Related literature, particularly in the beauty clinic field. The following hypothesis has therefore been established to improve our understanding;

H8: Brand Trust has a positive effect on Brand Loyalty.

H9: Brand Trust has a positive effect on Revisit Intention.

Brand Loyalty influence Revisit Intention

Brand Loyalty is an essential element of the business strategy (Jamaluddin et al., 2013). Building and sustaining Brand Loyalty is one of the core concepts of marketer science for a very long time (Chaudhuri & Holbrook, 2001). Brand Loyalty brings sales benefits in terms of lower marketing costs, more new customers, and better financial leverage. The effects of Brand Loyalty on marketing costs is apparent. Protecting current customers is more cost-effective than influencing new customers. A frequently expensive mistake is trying to expand by attracting new customers without considering current customers. Loyalty towards current customers often means a vital entry barrier for newcomers, as it usually requires high costs to persuade customers to change their loyalty. When a business provides a product or service, there may be several alternative products or services in the market offered by competitors.

Customers typically have a lot of options. Therefore, it is necessary for businesses to increase the satisfaction of current buyers and take aggressive action to encourage their repurchase behavior. The definition of a revisiting intention is derived from a behavioral intention (including repurchase and word-of-mouth intent) as a condition in which something is related to behavior (Oliver, 1997). Another factor used to determine behavior intention is suggesting positive word-of-mouth to others (Bigné et al., 2005). Moreover, revisiting intention is a deep commitment to repurchase or revisit the desired product, place, service continually in the future despite the capacity for situational influences and marketing efforts to trigger switching behavior (Lee & Back, 2008).

However, the relationship between loyalty and repurchase research also reported different observations. Although several researchers argue loyal customers are returning to buy goods or services (Lee et al., 2006; Taylor et al., 2006), others argued that high repurchase rates do not always mean loyalty, while low repurchase rates do not always show disloyalty (Dick & Basu, 1994; Peyrot & Van Doren, 1994). In the light of the facts as mentioned above, the following hypothesis is proposed:

H10: Brand Loyalty has a positive influence on Revisit Intention

Research Methodology

The empirical tests use the questionnaire survey method. The research context is chosen as eight beauty clinics in Bangkok Province, the capital and most populous city for the health and beauty industry. The study population consisted of customers who visited eight beauty clinics located at luxury shopping malls, which target respondents that indicate a luxurious beauty clinic's brand. The operational construct was adapted from previous research. Multi-item measurements were taken using a five-point Likert scale (1 = completely disagree, 2 = Disagree, 3 = Unsure, 4 = Agree, 5 = completely agree)

The research instrument was initially prepared in English but translated to Thai while keeping the same context to facilitate respondents who may not be familiar with the English Language. To accomplish this, the back-translation technique (in which a translator or a team of trained translators recognizes a previously translated text in another language and returns it to the original language) had been used. This is a particularly effective translation technique because the translator is not directly involved in the project and ensures that culturally sensitive translation difficulties are carefully reviewed. Multi-stage sampling for the survey was adopted. The study population consisted of customers who visited eight beauty clinics in the Bangkok province with a sample of 400 (Wetsukum, 2020) that had to undergo non-invasive aesthetic procedures at least once. The allocation of samples is shown as follows;

Allocation of samples: Fifty respondents will be selected per beauty clinic, which means that two beauty clinics (100/50) must be assigned per luxury shopping mall. Hence, 4 shopping centers x 2 beauty clinics/shopping centers x 50 respondents/beauty clinics = 400 respondents, Then carry out 50 questionnaires per beauty clinic. This process continues until a sample of targeted individuals is determined.

The measurement and structural model was analyzed using ADANCO version 2.1.1. This statistical software evaluates the psychometric properties of the measurement model and determines the structural model parameters. PLS-SEM was adopted because it is essential to explain the causal relationship between constructing variables and simultaneously handling model constructs and measuring objects and ideal for answering research questions. To test the validity of the measurement model, the authors utilized Goodness of Fit (GoF). SRMR = 0.0526 lower 0.08 and HI 95 (0.0322), HI 99 (0.0342) lower SRMR score. As a result, the dataset's measurement model is adequate. Finally, Figure 1 shows the dataset model's structural Equation model outcomes.

For reliability analysis, Cronbach's alpha is used and values ranged from 0.7605 to 0.8914 above the cutoff point 0.70 which considered acceptable (Hair et al., 2011). The values of composite reliability (CR) scores are from 0.7600 to 0.8917, which is above 0.70 recommendations in the literature (Dijkstra & Henseler, 2015). The convergent validity has been demonstrated by following to tested recommendations (Fornell & Larcker, 1981). The researcher evaluates Average Variance Extracted (AVE) to examine the convergent validity of reflective constructs. AVE should be higher than 0.50, but we can accept 0.40 since if AVE is less than 0.50, but composite reliability is higher than 0.60, the construct's convergent validity remains appropriate (Fornell & Larcker, 1981). As a result, the study's findings confirmed the high reliability of latent constructs. All AVE scores are between 0.45 and 0.71, and composite reliability indicators are greater than 0.60, indicating that the constructs have high internal consistency. The discriminant validity has been analyzed by adhering to Henseler et al. (2015). HTMT values between the constructs are all less than the 0.85 criterion, indicating that discriminant validity has been reached. As a result, the constructs in this study showed strong discriminant validity. As a result, the values obtained by our research provided an overall indicative of the measurement model's convergent and discriminant validity.

Results

Demographic analysis

The general demographic of the respondents ($n = 400$) mainly were women (73.75%), age 26-35 years old (50.25%), Bachelor's Degree (70%), Single (55.50%), work as a company employee (45.25%), monthly income 25,001-35,000 baht (39%), 40.25% of respondents visit beauty clinic 4-6 times per year. This respondent's profiles with average spending per visit were between 6,001-8,000 baht (26.50%) fit with the target respondents and can reflect the conceptual framework model testing results based on luxury purchase from beauty clinic has been discussed.

Descriptive Analysis

This study should demonstrate how Social Media Marketing Activity influences the Revisit Intention of beauty clinics in the luxury shopping mall. An analysis of luxury brands in Korea, Kim & Ko (2012) identifies SMMA encompassing five dimensions: entertainment, interaction, trendiness, customization, and word of mouth (e-WOM). From the descriptive analysis, it is to note that the items "I would like to upload content from beauty clinic brand's social media on my blog or microblog." ($\bar{x} = 4.04$, S.D. = 0.69) from item name word of mouth has the lowest mean value, compare to other items of SMMA. This finding has shown that in beauty clinic clients' word-of-mouth by sharing on blogs. They still have quite a few of their own. As a result, beauty clinic proprietors should concentrate on activities. e-WOM has long been considered an influential marketing tool. Social media has been recognized as the main platform for e-WOM (Canhoto & Clark, 2013). Moreover, compared to other variables, the highest mean value is a Brand Image with a mean of 4.27, which concludes that the beauty clinic has mainly a favorable Brand Image as luxurious.

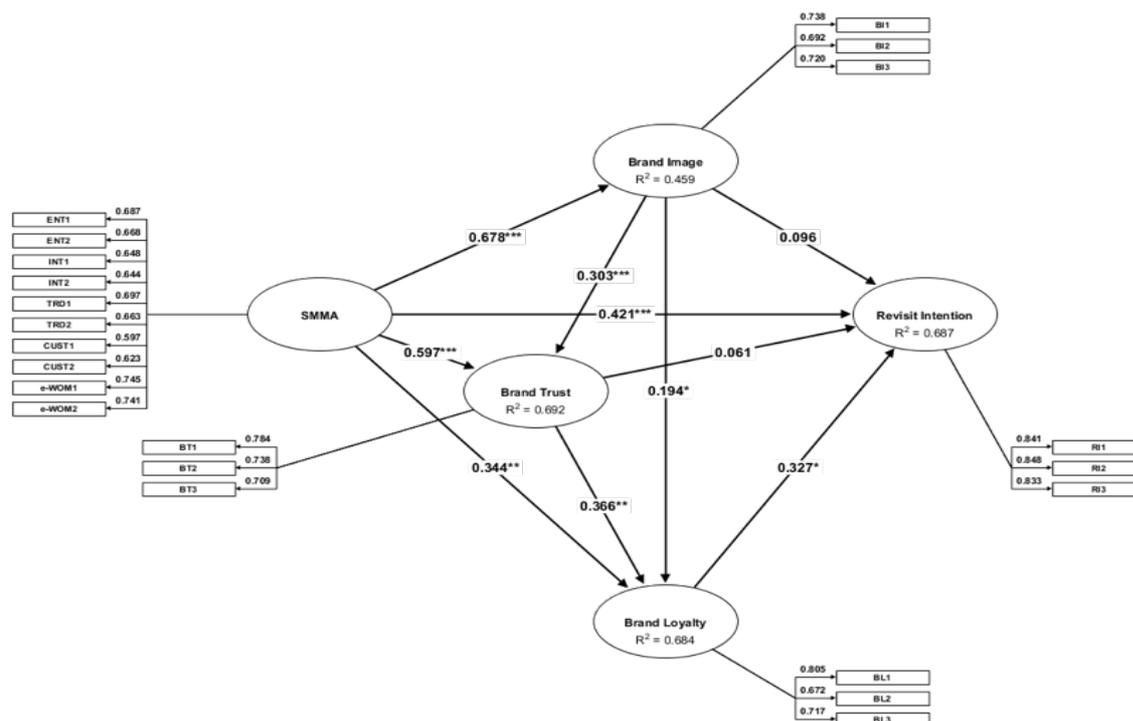


Figure 1 The results of Research and Hypothesis Testing
 Note: *** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$, SMMA, Social Media Marketing Activities

Table 1 Path Coefficient and Hypothesis Testing Results

Effect/Hypothesis	β	Mean value	Standard error	t- Statistics	p-value (2-sided)	Result
H1 SMMA \rightarrow BI	0.678	0.678	0.042	16.433	0.000	Accept
H2 SMMA \rightarrow BT	0.597	0.597	0.072	8.539	0.000	Accept
H3 SMMA \rightarrow BL	0.344	0.338	0.122	2.831	0.004	Accept
H4 SMMA \rightarrow RI	0.421	0.414	0.104	4.059	0.000	Accept
H5 BI \rightarrow BT	0.303	0.304	0.077	3.964	0.000	Accept
H6 BI \rightarrow BL	0.194	0.194	0.095	2.055	0.039	Accept
H7 BI \rightarrow RI	0.096	0.095	0.090	1.061	0.287	Reject
H8 BT \rightarrow BL	0.366	0.373	0.131	2.783	0.005	Accept
H9 BT \rightarrow RI	0.061	0.051	0.138	0.437	0.662	Reject
H10 BL \rightarrow RI	0.327	0.343	0.134	2.439	0.015	Accept

Note: SMMA = Social Media Marketing Activities; BI = Brand Image; BT = Brand Trust; BL = Brand Loyalty; RI = Revisit Intention

Following the overall model fit approval, hypotheses were assessed using structural equation modelling (Table 1). Regarding the Influence among SMMA on Brand Image, trust, Loyalty, and Revisit Intention (H1-H4). Based on the direct path estimates. The results revealed a significant positive influence between SMMA and Brand Image ($\beta = 0.678$, $p < 0.001$), Brand Trust ($\beta = 0.597$, $p < 0.001$), Brand Loyalty ($\beta = 0.344$, $p < 0.01$) and Revisit Intention ($\beta = 0.421$, $p < 0.001$). Therefore, we accept Hypothesis 1-4. Regarding the Influence of Brand Image on Brand Trust and Brand Loyalty (H5-H6). Brand Image strongly influences Brand Trust ($\beta = 0.303$, $p < 0.001$) and Brand Loyalty ($\beta = 0.194$, $p < 0.05$). Hence, we accept Hypothesis 5-6. Brand Loyalty (H8) is also significantly influenced by Brand Trust ($\beta = 0.366$,

$p < 0.01$). In addition, we find that Brand Trust has a greater impact on Brand Loyalty than Brand Image. Constructs impact Revisit Intention, which are SMMA ($\beta = 0.421$, $p < 0.001$) and Brand Loyalty (H10) ($\beta = 0.327$, $p < 0.05$). However, it was found that the Influence of Brand Image on Revisit Intention (H7) is relatively not significant ($\beta = 0.096$, $p < 0.287$). The outcome is different from a previous study (Lien et al., 2015) in the online hotel booking context. Moreover, surprisingly, the Influence of Brand Trust on Revisit Intention (H9) is not significant ($\beta = 0.061$, $p < 0.662$). The outcome is consistent with the previous study (Lien et al., 2015) in the online hotel booking context and different from the previous research (Ibrahim & Aljarah, 2018) in the hospitality service industry. Hence, reject Hypothesis H7 and H9.

The findings indicated that SMMA is the most crucial predictor of Brand Image. In other words, SMMA serves as a marketing tool by reminding consumers and keeping them in mind. This finding correlates with the highest mean value of Brand Image compared to other variables, implying that the beauty clinic has excellent marketing and, in particular, a favourable Brand Image as luxury. In this regard, social media is an effective tool for businesses to communicate with current and potential customers while also building a positive Brand Image. SMMA is a crucial driver of Brand Trust, particularly for beauty clinic services. These results follow previous studies (Kim & Ko, 2010), which indicated that SMMA improves customer trust, essential in developing a solid and long-lasting relationship between a customer and a firm. Additionally, the impact of SMMA on Brand Trust is more remarkable than Brand Loyalty direct path coefficients. This is consistent with the research, which found that SMMA positively impacts Brand Trust and loyalty, with path coefficients of 0.23 and 0.17, respectively (Ebrahim, 2020).

The effective use of SMMA plays a vital role in creating a Brand Image, Brand Trust, Brand Loyalty, and Revisit Intention, whereas, in terms of branding perspective, only Brand Loyalty directly influences Revisit Intention. Brand Image and Brand Trust, although not directly influence Revisit Intention. However, image and trust are critical elements in the brand-building process because they drive Brand Loyalty, a long-term behavioral intention in developing Revisit Intention. Therefore, the variables mentioned above are all essential components to drive Revisit Intention because the result indicates the correlation of variable that is the element of business success.

Discussion

The objective usage of Social Media Marketing Activities is to get new customers, enhance sales, strengthen word-of-mouth communication, and build customer loyalty (Tsimonis & Dimitriadis, 2014). However, previous research has shown that a 5% rise in consumer retention could transform into a 25-85% increase in sales. In comparison, the cost of reaching new consumers is five times greater than the cost of maintaining repeat purchase customers (Kuo et al., 2013). Chang et al. (2014) suggest that it is better to keep an old customer than get a new one. As a result, the firm would like to maintain its relationship with existing customers and strengthen its repurchase intention. This work investigated the impact of SMMA in luxury beauty clinics and provided new perspectives for SMMA by exploring the relationship between SMMA, branding perspective (Brand Image, Brand Trust, Brand Loyalty), and Revisit Intention.

First, the findings of this study confirmed that SMMA improves customers' Revisit Intention (H4, $\beta = 0.421$, $p < 0.001$), and in terms of branding, only Brand Loyalty has a direct influence on Revisit Intention (H10, $\beta = 0.327$, $p < 0.05$); hence, SMMA stimulates Revisit Intention both directly and indirectly through increasing Brand Loyalty. SMMA refers to dynamic marketing communication tactics relating to the influential customer for the company and comprises five dimensions: entertainment, interaction, trendiness, customization, and word-of-mouth (WOM). Beauty clinics may need to learn how to implement SMMA to improve

customer Revisit Intention by communicating and delivering online marketing offerings through social media platforms. This study shows the lowest mean value of e-WOM compared to other dimensions of SMMA, implying that the beauty clinic has insufficient e-WOM, which impact purchasing decision of customer (Nurittamont, 2021b). Therefore, what beauty clinics should focus on is effective e-WOM, which can be by, for example, building and maintaining customer relationships that enhance the value of the beauty clinic brand by facilitating interaction and content sharing about the brand regarding being interesting and entertaining rather than advertising and promotion content, offering customized service recommendations, and creating word-of-mouth among customers about existing and trending products.

Second, regarding the positive influence of Brand Trust on Brand Loyalty (H8, $\beta = 0.366$, $p < 0.01$). The finding is consistent with previous efforts (Hanzaee & Andervazh, 2012). However, the impact of Brand Trust on Revisit Intention is not significant (H9, $\beta = 0.061$, $p < 0.662$). One possible reason to explain this is. The study was carried out on a sample of participants who had received services at least once. As a result, while customers would like a brand they can commit to overtime, trust alone may not be enough to entice them to use the service again. Therefore, developing Brand Trust from SMMA may not be efficient enough to generate a Revisit Intention; additionally, it has become more challenging to keep customer trust toward SMMA over time due to other factors that may have been influenced because of the context of the beauty clinic as the service provider and the customer who came with the expectation of resolving skin issues and becoming more beautiful as advertised. It is about service quality; if customers trust and reliability, the outcome will be customer satisfaction, which will lead to a purchase decision (Nurittamont, 2021a). In aspects of revisit intent, it is always associated with customer satisfaction (Oh, 2000). Moreover, customer satisfaction and service quality has a major impact on trust, e-WOM and also has an effect on consumer loyalty (Levy & Hino, 2016; Nurittamont, 2019, 2021c). It is critical to ensure that beauty clinics deliver consistent services that result in a positive experience for customers to maintain Brand Trust and lead to Brand Loyalty. Trust is the desire of the average customer to rely on the brand's ability to fulfil its claimed purpose (Levy & Hino, 2016). Hence, the Beauty clinic might use trust as a valuable asset to build Brand Loyalty. In marketing communication, trust is the trigger for developing and maintaining long-term relationships. As a consequence, building trust is critical to sustaining loyalty. This study implies that social media marketing for beauty clinics should be regulated to inspire trust and confidence in the customer to build sustainable loyalty (H2-H3).

Third, the influence of SMMA on customers perception is most prominent in Brand Image (H1, $\beta = 0.678$, $p < 0.001$). In other words, SMMA serves as a marketing tool by reminding consumers and keeping them in mind. This finding correlates with the highest mean value of Brand Image compared to other variables, implying that the beauty clinic has excellent marketing and, in particular, a favorable Brand Image as luxury. In this regard, social media is an effective tool for businesses to communicate with current and potential customers while also building a positive Brand Image. SMMA contributes as effective marketing communication strategies. With the growing interest in luxury purchases from beauty clinic service providers to clients using social media for marketing looks like an effective option to attract luxury consumers. Hence, more luxury businesses should engage in social media activities to anticipate favorable brand contributions by giving new luxurious values to clients. Considering that Brand Image is crucial, the firm must utilize SMMA to help a particular beauty clinic brand become a customer's choice. The findings revealed that Brand Image had a strong positive influence on Brand Trust (H5, $\beta = 0.303$, $p < 0.001$) and drive Brand Loyalty (H6, $\beta = 0.194$, $p < 0.05$). The results are consistent with prior research that demonstrated Brand Image as a good predictor and a significant influence on Brand Loyalty (Andreani et al., 2012). The key to Brand Image research is identifying and reinforcing the most precise images

through subsequent business contacts. As a result, various studies have shown a significant correlation between Brand Image and Brand Loyalty (Cuong & Khoi, 2019; Upamannyu & Sankpal, 2014). This finding appears to imply that customers will be loyal to a beauty clinic brand if they believe it to have a good reputation. A strong Brand Image is vital to customers because it differentiates the brand from its competitors. According to the findings, customers have a clear image of beauty clinic brands and are loyal to brands of particular beauty clinics. Fourth, the impact of Brand Image on Revisit Intention is relatively not significant ($H7$, $\beta = 0.096$, $p < 0.287$). The outcome is different from a previous study (Lien et al., 2015) in the online hotel booking context. One possible explanation is that the beauty clinic employed in this study is well-known and has been in service for a long. Brand Image has been generally recognized as a perception that remains in the customer's memory, which implies they reflect the Brand Image. Furthermore, customers have a preconceived opinion of what they want or follow brands they engage in. Therefore, Brand Image might already exist among customers before they visit, and it is not a factor that directly influences beauty clinic patients to Revisit Intention.

Conclusion

The primary objective of any firm is to increase customer Revisit Intention, which is an essential factor in driving a firm's profitability. SMMA contributes as a practical marketing communication approach. In addition, to implement and create effective SMMA, the firm should emphasize the importance of all SMMA dimensions (entertainment, interaction, trendiness, customization, and word-of-mouth). Beauty clinics should integrate social media to provide accurate information about services, customized marketing content, and trendy services to encourage customers to share positive WOM. Moreover, the firm should embrace social media to allow for maximum interaction to increase Brand Loyalty.

Regarding the impact of SMMA on Brand Image. With the growing interest in luxury purchases from beauty clinic service providers to clients in whatever way workable, using social media for marketing looks like an effective option to attract luxury consumers. Luxury businesses should engage in social media activities to anticipate favorable brand contributions by giving new luxurious values to clients. Hence, SMMA is a valuable and affordable Brand Image-building tool. Moreover, SMMA is a crucial driver of Brand Trust, particularly for beauty clinic services. These results follow previous studies (Kim & Ko, 2010) which indicated that SMMA improves customer trust, essential in developing a solid and long-lasting relationship between a customer and a firm.

Marketing competition in the future will rely on social media marketing. Brands need to provide users with an impressive experience (Kompplula & Gartner, 2013). So businesses must plan marketing activities according to the preferences of particular users; they must consider the needs of users earlier than the users themselves and learn which goods users require organizing experiences that leave a lasting impact (Kim & Perdue, 2013). Practical SMMA can help firms build strong customer relationships, as indicated by customer satisfaction and positive word of mouth. Consumers who have a positive experience with certain products or services will behave as loyal consumers for these products or services. Once the customer is satisfied, they trust the brand, leading to Brand Loyalty (Rajumesh, 2014). In other words, if users recognize that SMMA is helpful, their satisfaction improves, they spread positive word of mouth, and they are more likely to use the service. These suggestions may benefit the improvement of the e-WOM of SMMA in beauty clinics. Furthermore, firms must investigate word-of-mouth levels in-depth and use them efficiently in the brand marketing plan. As a result, if the beauty clinic owners are to benefit from the business's success, service providers must understand predictors of WOM behavior.

Concerning the relationship between branding viewpoint and Revisit Intention, only Brand Loyalty affects Revisit Intention, which may be described as two variables as a long-term behavioral intention; the two components are highly connected. Luxury beauty clinic brands should invest continually in improving SMMA and Brand Loyalty because both characteristics directly influence Revisit Intention. While customers' intentions to return indicate that they want a brand they can rely on overtime, trust from SMMA alone may not be enough to convince them to utilize the service again. It has become more challenging to maintain client trust in SMMA over time due to other factors that may have been influenced by the context of the beauty clinic as the service provider. Moreover, building trust is critical to sustaining loyalty. Beauty clinics should be regulated to instill trust and confidence in customers by delivering consistent services that result in a positive experience for customers to foster long-term customer loyalty and boost Revisit Intention.

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