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MODERATED MEDIATION MODEL: FACTORS THAT AFFECT BRAND LOYALTY IN MEDICAL AESTHETIC CLINICS IN THAILAND

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Abstract

The purpose of this research is to investigate the factors that affect brand loyalty in medical aesthetic clinics in Thailand. The methodological approach used in this research is to demonstrate moderated mediation model concurrently investigated the effects of more than one moderating and mediating variable in a single model. Moreover, this study examined the mediating role of brand awareness, brand image, and brand trust to illustrate the effect of an online brand community on brand loyalty in the medical aesthetic clinic in Thailand and the model also examines the moderating effect of influencer marketing and electronic word of mouth (eWOM) on these mediated relationships. A survey was conducted with a total of 417 respondents who experienced aesthetic clinics and joined the online clinic brand community on the Meta platform in the last 3-6 months, and the collected data were analyzed through structural equation modeling techniques with the AMOS and PROCESS macro was applied. The empirical results concluded that the relationship between an online brand community variable on brand loyalty was partially mediated by brand awareness, brand image, and brand trust. Additionally, it showed that the interaction between brand awareness and eWOM has a significant positive impact on brand loyalty which suggests moderating effect of eWOM. In summary, the effect of brand loyalty in an online brand community demonstrated that brand awareness, brand image, and brand trust can be used as mediators in the medical aesthetic clinic market. Influencer marketing and eWOM can be used as a moderator in the emergence of a different environment and demographic segment.

Keywords: Online Brand Community, Brand Awareness, Brand Image, Brand Trust, Brand Loyalty

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Introduction

Significance of the Medical Aesthetic Clinics

Medical aesthetic clinics have evolved greatly throughout history, with the practice of performing medical procedures involving non-invasive treatment to provide customers achieve their aesthetic goals. According to “Medical Aesthetics” referred to non-invasive cosmetic treatments (Emmaline, 2020) by using energy-based medical devices and anti-aging treatments which offer a medically based procedure-designed service. These non-invasive procedures include skin lasers, facial injectables, skin tightening, cellulite reduction, laser hair removal, tattoo removal, etc. (Sinrich, 2021). Moreover, these medical aesthetic devices are undergoing assertive technological innovations as well as making individual experiences painless and getting quick results with customization for non-invasive treatments today (Global Market Insights, 2020). Furthermore, a person’s appearance is an essential part of all gender (Vlahos et al., 2022) to feel much younger than real age and improve their appearance. In addition, this seems to feed their psychological need in the hope of acquiring more favorable opportunities and enhancing their quality of life. This is one of the reasons why the medical aesthetic market is becoming one of the rising star businesses globally (Minesotor, 2021).

As for Thailand, due to the growth of demand from the existing market is also known as a superior treatment that is globally accepted and becoming a hub for high-quality medical aesthetic services. Grand View Research (2022) reported that the Thailand aesthetic medical market expand to \$1.52 billion in 2021, and the rate of compound annual growth rate (CAGR) is estimated to proceed to 9.7 percent during this decade from 2022 to 2030. Individuals will take care of their skin by managing resistance to the external environment, and frequently visiting for aesthetic procedures after the outbreak of COVID-19 (Statista, 2021) such as skin laser for pigment treatment, body contouring treatment for cellulite reduction, and facial injectable for wrinkle reduction of Botox is expected to gain a large market size over the forecast period.

Moreover, the COVID-19 pandemic has greatly impacted human lives in society, it has accelerated digital transformation and motivated people through new demographic trends via online platforms (Gerstell et al., 2020). Although brand loyalty is an essential factor in the medical aesthetic market and empirical studies are still in need because customer purchasing behavior has been forced to adapt (Pan & Ha, 2021) and allows customers to obtain more choices of services. This problem has compelled aesthetic business service providers to review their marketing strategies and shows it is hard to ensure customer retention and sustain customer loyalty over the competitor’s actions based on an online brand community (Laroche et al., 2012). In the end, the research presents the following questions research included: (1) How do an online brand community influence brand awareness, brand image, and brand trust? (2) How do brand awareness, brand image, and brand trust impact brand loyalty? (3) How does the mediating role of brand awareness, brand image, and brand trust have a relationship between the online brand community and brand loyalty? (4) How does influencer marketing moderate the mediated effect of brand awareness, brand image, and brand trust on the relationship between the online brand community and brand loyalty (5) How do eWOM moderate the mediated effect of brand awareness, brand image, and brand trust on the relationship between the online brand community and brand loyalty

Factor Affect Brand Loyalty in the Medical Aesthetic Clinics

Brand loyalty is an essential factor that has been conceptualized as a relationship and continues to contribute to many research marketing studies in the medical aesthetic market (Shoosanuk et al., 2016). With an increasing number of medical aesthetic clinics in the market competition, several pieces of literature have explained brand loyalty is an important factor between individual and business providers which is developed by many factors such as sensational, trust, and experience (Sari & Wijaya, 2019). Moreover, strong brand loyalty could reduce

competition threats in the medical aesthetic market and reduce costs for marketing communication when advertising new service programs (Aaker, 1991). The benefit of the study could be the expansion of knowledge in a particular aspect of brand loyalty, especially in the field of aesthetic clinic businesses. Additionally, with a high demand for aesthetic services today, the purpose of this study is to investigate a factor that affects brand loyalty which is gaining an important factor in the medical aesthetic clinics market in Thailand. Consequently, this study begins with the theoretical contribution where the social cognitive theory will be used to demonstrate the overall variable to investigate moderated mediation model which affects brand loyalty. Hence, online brand community as an independent variable, influencer marketing and electronic word of mouth (eWOM) as moderators, brand awareness, brand image, and brand trust as the mediator role while brand loyalty reveals the dependent variable as an important factor in this research study.

Research Objectives

The objectives of this research are (1) to examine the effects of an online brand community on brand awareness, brand image, and brand trust (2) to examine the impact of brand awareness, brand image, and brand trust toward brand loyalty (3) to examine the mediating role of brand awareness, brand image, and brand trust in the relationship between the online brand community and brand loyalty (4) to study influencer marketing moderates the mediated effect of brand awareness, brand image, and brand trust on the relationship between the online brand community and brand loyalty (5) to study eWOM moderates the mediated effect of brand awareness, brand image, and brand trust on the relationship between the online brand community and brand loyalty.

Literature Review

Several studies of theoretical psychology behavior have been conducted online brand community in social cognitive theory (SCT) (Bandura, 1986) to examine human behavior. According to SCT began on an agentic perspective which subscribed as a model from the social learning theory (SLT) in 1977s. In particular, the SCT is a generally accepted theory that provides a critical perspective to exploring determinants of individual behavior (Wood & Bandura, 1989) which consolidates the concept that learning takes place with an experience and is widely used to emphasize extending participation between an environmental, cognitive, and behavioral factor that shapes individual engagement behavior in a social media environment context (LaMorte, 2019). Hence, this is called reciprocal determinism which means they are all influenced by one another as shown in figure 1 to illustrate the design of the individual developed by (Bandura, 1986; Bandura, 2001):



Figure 1 The Factors of Social Cognitive Theory

First, the environmental factor correlates to the use of social media which makes it simple for businesses to communicate with individuals through an online brand community (Park et al., 2007) and influence others such as influencer marketing in social media platforms. Secondly, the cognitive factor involves individual attitude, knowledge experience, and estimated outcomes (LaMorte, 2019) which discussed prior experience that builds commitment through social media platforms and forecasting in terms of behavior that capacitate individuals to attain the result of outcome (Bandura, 2001). Lastly, a behavioral factor reveals a capacity that influences an individual on their needs and plays an essential part in recognizing business opportunities (Craig & Johnson, 2006). For instance, when individuals attain an online brand community, they persuade to interchange ideas and desires to meet the anticipation of members by using the SCT (Osemeahon & Agoyi, 2020). However, SCT is also defined as individuals having a self-assurance procedure that implements to engage and expand loyalty (Lin, 2010) and examines brand loyalty behavior in prior theories (Sharif et al., 2022). Additionally, a few research have engaged the SCT to accurate individual behavior in an online brand community context (Ravikumar et al., 2019). Therefore, in terms of the SCT contribution anticipated in the literature of this research study (1) environmental factors will explain the factor of online brand community and influencer marketing (2) cognitive factors will explain brand awareness, brand image, and brand trust, and (3) behavioral factors will explain eWOM and brand loyalty in the context of the medical aesthetic clinic as to define the design of the theoretical background as follows:

Online Brand Community as Environmental Factor in SCT

Several research has observed an online brand community as an advantage for both businesses and members in social environments. Likewise, an individual will participate in an online brand community and find a way to share service experiences (Laroche et al., 2013). Faraj et al. (2016) also revealed that an online brand community contributes to environmental factors which can lead to recognition (Autio et al., 2013) and gain a positive impact on business growth (Kuhn et al., 2016). According to SCT is widely accepted to build a model for studying brand loyalty in the context of an online brand community (Lin, 2010) of social media environments which has been consistently used in behavioral research (Compeau et al., 1999). The previous study of an online brand community also exposed SCT for contribution among members of how individual differences affect brand loyalty (Osemeahon & Agoyi, 2020). Besides, SCT theory has exceeded other theories in examining behavioral loyalty in an online brand community and focused on the individual from a cognitive and environmental view (Sharif et al., 2022). Hence, medical aesthetics in an online brand community intensively interact in exchanging information and supporting one another (Wu et al., 2019).

Furthermore, prior studies report the association of an online brand community direct to brand awareness and brand loyalty (Wang et al., 2002). Tsai & Bagozzi (2014) argued that positive emotion in the environment can enhance members to distribute personal information to gain more awareness. ElAydi (2018) shows that an online brand community had a positive impact on brand awareness which enhances customers' purchases onward. Nevertheless, previous research by Ibrahim et al. (2017) shows the impact of brand image on an online brand community's user engagement on Twitter platforms.

According to Shen (2012) suggested a relationship between the online brand community and brand trust. Thus, there were impacts on customer interaction between brand trust and online brand community (Li et al., 2022). Therefore, an online brand community is expected to have positive relationships with brand awareness, brand image, and brand trust. According to a previous study, the hypotheses are specified as follows:

H1.1: Online brand community has a positive influence on brand awareness.

H1.2: Online brand community has a positive influence on brand image.

H1.3: Online brand community has a positive influence on brand trust.

The mediating of brand awareness, brand image, and brand trust as Cognitive Factors in SCT

Brand awareness is an essential factor in building brand value (Keller, 1993) which impacts the knowledge level of an individual (Aaker, 1996). Brand awareness in the marketing environment expands spaciouly knowledge that encourages individual positive intention. However, brand awareness was investigated as an individual's cognitive procedure which plays a significant role in terms of service experiences (Zhang, 2020) that radiates their behavior in the context of an online platform. Previous research also indicated the relationship between brand awareness, brand image, and brand loyalty (Ogba & Tan, 2009; Fatema et al., 2015). Nevertheless, enhancement in brand awareness intensively predicts brand loyalty (Yohana et al., 2020).

Keller (1998) mentioned brand image should be unique as an essential perception in marketing contexts. Malik et al. (2012) investigated the theory of brand image that might be postulated in cognitive psychology which is individual attitudes. To purpose on a customer's needs, brand image obtains from influencer marketing creates a direct association that motivates brand loyalty (Booth & Matic, 2011). Furthermore, numerous studies concluded that there was an impact between brand image on brand loyalty (Ogba & Tan, 2009; Ming et al., 2011).

Brand trust is the confidentiality of individuals in the feature of the product provided by the business (Garbarino & Johnson, 1999). According to SCT, the notion of brand trust is determined by expectations (Bennett, 1996). Based on an empirical study also disclosed a significant positive relationship between brand trust and brand loyalty (Chaudhuri & Holbrook, 2001). A context of medical aesthetics by Wu et al. (2019) concluded that after a member experiences emotional support in the social media environment, there is an impact on trust and positive share responses in online medical aesthetic communities. Thereby, Yohana et al. (2020) found a strong relationship between brand awareness and brand trust which had a cumulative impact on brand loyalty. Thus, these factors are expected to have positive relationships with brand loyalty, the hypotheses are specified as follows:

H2.1: Brand awareness has a positive effect on brand loyalty.

H2.2: Brand image has a positive effect on brand loyalty.

H2.3: Brand trust has a positive effect on brand loyalty.

Prior research found the mediated role of brand awareness is a cumulative effect on brand image and brand loyalty (Shabbir et al., 2017). Hien et al. (2020) found the mediated role of brand image impacted the country-of-origin image on purchase intention. Likewise, some studies also concluded the effect of an online brand community on brand image to improve customer loyalty (Ibrahim et al., 2021). Therefore, research suggested that brand trust has a full mediating in the relationship between social media and brand loyalty (Fianto et al., 2021). Hence, brand awareness, brand image, and brand trust are expected to mediate relationships between the online brand community and brand loyalty, the hypotheses are specified as follows:

H3.1: Brand awareness mediated between online brand community and brand loyalty.

H3.2: Brand image mediated between online brand community and brand loyalty.

H3.3: Brand trust mediated between online brand community and brand loyalty.

The Moderating of Influencer Marketing and eWOM in SCT

Based on Katz & Lazarsfeld (1955) initiatively stated *influencer marketing* is a person who influences the decision to purchase, and marketing trend has evolved to enhance influencer marketing as an expansion in the social environment context (Chopra et al., 2020). However, the role of influencer marketing in aesthetic appeal can motivate individuals to the environmental issue according to SCT. Moreover, a few research also studied the effect of environmental factors implemented by influencer marketing and driving the member on social platforms. Likewise, this can lead to creating brand awareness among individuals and guiding

their service intention (Lou & Yuan, 2019). Additionally, marketing can be able to support brand awareness and brand image that is suitable for the brand since individuals have the capacity to trust (Sammis et al., 2015) which might affect individual attitudes and behaviors (Wang et al., 2017). Therefore, Han & Chen (2022) studied the moderated role of influencer marketing and found source credibility and user attitude have associated to visit. Thus, the moderating role of influencer marketing and eWOM is expected to have an impact on the relationship between an online brand community and brand loyalty, the hypotheses are specified as follows:

H4.1: Influencer marketing moderates between online brand community and brand awareness.

H4.2: Influencer marketing moderates between online brand community and brand image.

H4.3: Influencer marketing moderates between online brand community and brand trust.

One of the factors that drive consumer decision-making behavior processes is word-of-mouth (WOM) defined by Harrison-Walker (2001) as person-to-person communication between a communicator and a receiver regarding a brand. The rapid growth of internet users has transformed traditional WOM into eWOM on the digital platform, also often mentioned as online opinion and recommendations through internet-based technology on social media platforms. Identically, SCT is specifically relevant in this research (Bandura, 2001) since it can illustrate individual eWOM behavior as an association involving the social environment, cognition, and behavior. Likewise, individual self-construal in an online brand community will enhance individuals' community engagement self-efficacy that impact their eWOM behavior (Lee et al., 2012). Moreover, Fukushige et al. (2019) have been a study eWOM in Hofstede's cultural dimensions (Hofstede, 2001) which demonstrated individual behavior in the Thailand context. However, they concluded that people who were recognized in the online brand community would subsequently spread eWOM. Furthermore, eWOM is the factor that numerous scholars considered to perform as the role of moderator during this period. For instance, Li & Jaharuddin (2021) studied the moderating role of eWOM between customer intention to purchase and decision-making and indicated that eWOM has significantly moderated the relationship between the variables. Consequently, the moderating role of influencer marketing and eWOM is expected to have an impact on the relationship between an online brand community and brand loyalty as mediate of brand awareness, brand image, and brand trust, the hypotheses are specified as follows:

H4.4: eWOM moderates between brand awareness and brand loyalty.

H4.5: eWOM moderates between brand image and brand loyalty.

H4.6: eWOM moderates between brand trust and brand loyalty.

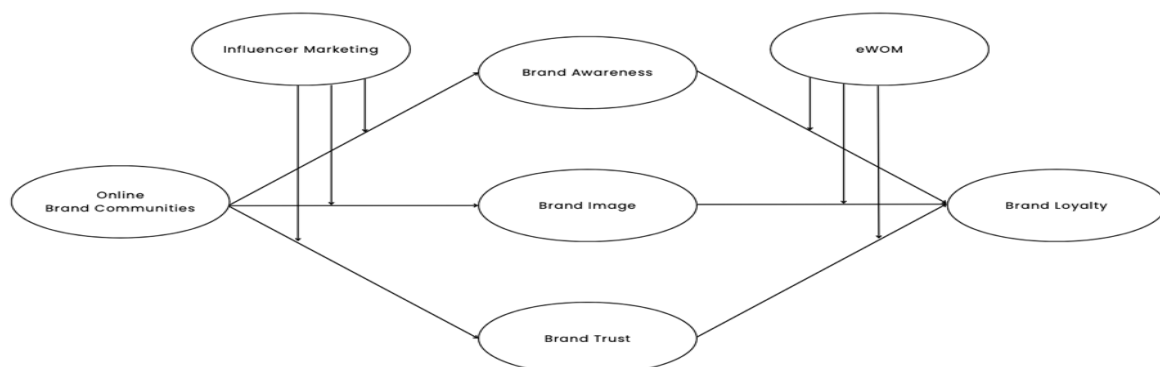


Figure 2 Research Framework

Research Methodology

The quantitative approach was applied to examine the proposed conceptual model and several steps were used in the data collection. The data collection strategy used in this research is the

judgment sampling technique which is chosen based on the basic knowledge and judgment of an individual (Zikmund et al., 2000). The target respondents of this research are Thai males and females who experienced aesthetic clinics in Thailand and joined the online clinic brand community on the Meta platform in the last 3-6 months. To impose the sample size of the population in this research, respondents were selected by using (Krejcie & Morgan, 1970) table to simplify the method of determining a narrow population.

As a result of item analysis which has been tested by several scholars, the scale comprised 42 items: online brand community (9 items), influencer marketing (5 items), brand awareness (5 items), brand image (6 items), brand trust (6 items), eWOM (5 items), and brand loyalty (5 items). Furthermore, the respondents will be invited to assess an online questionnaire based on a five-point rating scale from (1) strongly disagree to (5) strongly agree

Data analysis, a structural equation modeling (SEM) technique with the AMOS and PROCESS macro analysis (model 22) (Hayes, 2013) will use to analyze the descriptive statistics of a moderated mediation model for hypothesis testing. The data were investigated to examine the model. Moreover, convergent and discriminant validities have proceeded to endorse the quality of data before testing all the proposed hypotheses.

Research Results

According to this research, the data was collected in September 2022. All survey questionnaires were collected from 30 groups of an online aesthetic clinic community in the Meta platform, 16 groups were approved, and 14 groups were rejected for collecting data. However, the questionnaire was separated into three parts. First, two screening questions (i.e., visited the aesthetic clinic and had joined any online aesthetic clinic brand community in the last 3-6 months). Second, the factor that affects brand loyalty in medical aesthetic scales with five constructs. Lastly, general information from the respondents. There were 417 total participants (N = 417), a total of 93 (22.3%) were male, 319 (76.5%) were female, and the remaining with not undefined were 5 (1.2%). Participants aged between 24-30 had the highest frequency with a total of 140 (36.6%). Regarding the monthly income level, the highest income range was 30,001-50,000 baht with 157 respondents (37.6%). Most of the participants were employees in the private sector with a total of 159 participants (38.1%). For educational level, a total of 322 participants (77.2%) of respondents were educated up to a bachelor's degree level.

The measures were adapted from existing literature and confirmatory factor analysis (CFA) was performed in AMOS to assess the dimensionality of the constructs of this research. Besides, using the maximum likelihood (ML) estimation, the researcher ran a CFA model with all the constructs (i.e., online brand community, influencer marketing, brand awareness, brand image, brand trust, eWOM, and brand loyalty). The evaluation of model fit from the goodness-of-fit demonstrated the statistical values were all acceptable, the statistical values from the indices were CMIN/df = 1.693, GFI = 0.869, AGFI = 0.852, NFI = 0.911, CFI = 0.961, TLI = 0.958, and RMSEA = 0.041, with all the factor loadings greater than 0.80.

Furthermore, reliability analysis showed that the constructs had Cronbach's alphas all above 0.80, indicating adequate convergence or internal consistency (Hair et al., 2006). The factors had average variance estimates (AVEs) higher than the cut-off point of 0.5 and construct reliability (CR) values higher than 0.8, demonstrating convergent validity (Fornell & Larcker, 1981). Therefore, Cronbach's alphas, factor loadings, CR, and AVE for each construct are shown in Table 1. Discriminant validity was supported by the acceptable range of AVEs and was greater than the squared correlation coefficient shown in Table 2.

Table 1 Factor Analysis Results on Measurement Model

| Variable | Cronbach's Alphas (α) | Composite Reliability (CR) | Average Variance Extracted (AVE) |
|----------|--------------------------------|----------------------------|----------------------------------|
| OBC | 0.914 | 0.913 | 0.545 |
| IM | 0.888 | 0.889 | 0.615 |
| BA | 0.909 | 0.909 | 0.667 |
| BT | 0.911 | 0.911 | 0.630 |
| BA | 0.903 | 0.903 | 0.609 |
| eWOM | 0.908 | 0.904 | 0.654 |
| BL | 0.881 | 0.882 | 0.598 |

Note: Online Brand Community (OBC), Influencer Marketing (IM), Brand Awareness (BA), Brand Image (BI), Brand Trust (BT), Electronic Word of Mouth (eWOM), and Brand Loyalty (BL)

Table 2 Discriminant Validity

| | OBC | IM | BA | BT | BI | eWOM | BL |
|------|-------|-------|-------|-------|-------|-------|-------|
| OBC | 0.739 | | | | | | |
| IM | 0.714 | 0.784 | | | | | |
| BA | 0.678 | 0.711 | 0.817 | | | | |
| BT | 0.634 | 0.687 | 0.733 | 0.794 | | | |
| BI | 0.637 | 0.672 | 0.719 | 0.728 | 0.781 | | |
| eWOM | 0.699 | 0.676 | 0.659 | 0.613 | 0.620 | 0.809 | |
| BL | 0.729 | 0.731 | 0.703 | 0.680 | 0.688 | 0.732 | 0.773 |

According to hypothesis testing for this study, a hypothesis has tested the impact of moderated mediation that coexists between the independent and dependent variables (Zhao et al., 2010). All hypotheses based on the conceptual framework in this study except H4.1, H4.2, H4.3, H4.5, and H4.6 were supported by the findings as shown below in table 3-5.

From table 3, an online brand community as an independent has a cumulative impact to brand awareness, brand image, and brand trust. The direct effect of brand awareness, brand image, and brand trust also positively influences brand loyalty.

From table 4, the result showed that an online brand community has a positive impact to brand loyalty with a coefficient of 0.6126 (sub-model 1). Therefore, when three constructs (i.e., brand awareness, brand image, and brand trust) were examined, an online brand community show a slightly reduce impact to brand loyalty (sub-model 2) while brand awareness, brand image, and brand trust show a positive impact to brand loyalty. Therefore, the relationship between an online brand community and brand loyalty was partially mediated by brand awareness, brand image, and brand trust.

From table 5, the interaction between an online brand community and influencer marketing shows no significant impact to brand awareness, brand image, and brand trust. Thus, there is no moderation effect of influencer marketing in these hypotheses. Nevertheless, eWOM as a role of moderator has an impact on the relationship between brand awareness and brand loyalty.

Table 3 Summary of Hypothesis 1-2

| Hypothesis | Variables | Coefficients | Standard Error | t-stat | Support |
|------------|-----------|--------------|----------------|----------|---------|
| H1.1 | OBC → BA | 0.6353 | 0.0359 | 17.6963* | Accept |
| H1.2 | OBC → BT | 0.6295 | 0.0364 | 17.2939* | Accept |
| H1.3 | OBC → BI | 0.5935 | 0.0346 | 17.1531* | Accept |
| H2.1 | BA → BL | 0.1871 | 0.0473 | 3.9528 * | Accept |
| H2.2 | BT → BL | 0.1139 | 0.0569 | 2.0029 * | Accept |
| H2.3 | BI → BL | 0.2027 | 0.0572 | 3.5433 * | Accept |

Table 4 Summary of Hypothesis 3

| Hypothesis | Variables | Coefficients | Standard Error | t-stat | Result |
|--------------------|-----------|--------------|----------------|-----------|--------|
| Sub-Model 1 | | | | | |
| OBC → BL | | 0.6126 | 0.0302 | 20.2848 * | Accept |
| Sub-Model 2 | | | | | |
| OBC → BL | | 0.4823 | 0.0438 | 11.0014 * | Accept |
| H3.1 | BA → BL | 0.1871 | 0.0473 | 3.9528 * | Accept |
| H3.2 | BI → BL | 0.2027 | 0.0572 | 3.5433 * | Accept |
| H3.3 | BT → BL | 0.1139 | 0.0569 | 2.0029 * | Accept |

Table 5 Summary of Hypothesis 4

| Hypothesis | Variables | Coefficients | Standard Error | t-stat | Support |
|--|-----------|--------------|----------------|----------|---------|
| Dependent Variable: brand awareness | | | | | |
| H4.1 | OBC * IM | 0.0129 | 0.0370 | 0.3480 | Reject |
| Dependent Variable: brand image | | | | | |
| H4.2 | OBC * IM | -0.0207 | 0.0365 | -0.5656 | Reject |
| Dependent Variable: brand trust | | | | | |
| H4.3 | OBC * IM | 0.0059 | 0.0374 | 0.1576 | Reject |
| Dependent Variable: brand loyalty | | | | | |
| H4.4 | BA * eWOM | 0.1598 | 0.0598 | 2.6725 * | Accept |
| H4.5 | BT * eWOM | -0.0955 | 0.0745 | -1.2807 | Reject |
| H4.6 | BI * eWOM | 0.0426 | 0.0739 | 0.5763 | Reject |

Conclusion and Discussion

Numerous implications can be pursued from the research findings. First, the direct effect of an online brand community has a positive impact to brand awareness, brand image, and brand trust. H1.1, H1.2, and H1.3 are supported, and the finding is corresponding with Tsai & Bagozzi (2014), ElAydi (2018), and Li et al. (2022), which implied that online brand community is an effective factor in impacting individual to the brand. Moreover, brand awareness, brand image, and brand trust have a cumulative impact on brand loyalty (H2.1, H2.2, and H2.3 are supported). The result is consistent with Ogba & Tan (2009) and Yohana et al. (2020). Secondly, the impact of mediation analysis found that the effect of an online brand community on brand loyalty was partially mediated by brand awareness, brand image, and brand trust (H3.1, H3.2, and H3.3 are supported). This outcome is consistent with the studies of Shabbir et al. (2017), Ibrahim et al. (2021), and Fianto et al. (2021). Third, moderated analysis of these studies revealed that brand awareness of brand loyalty is moderated by eWOM (H4.4 is supported) which indicated that for an individual who is exposed to more eWOM, brand loyalty will be strengthened at a cumulative when brand awareness increases and is consistent with (Li & Jaharuddin, 2021).

The analysis of the moderated mediation model demonstrated that an online brand community in the Meta platform is an essential factor that impacts brand loyalty and partial mediation to brand awareness, brand image, and brand trust in the medical aesthetic clinic market. Furthermore, strong brand awareness will drive the success of brand loyalty with support from eWOM (Chi et al., 2009). Likewise, some research stated that brand awareness could be influenced by an online brand community which would rather be used as a method to better understand individuals to compensate eWOM (Buhalis & Law, 2008). Thus, we demonstrated the mediating effect of brand awareness, brand image, and brand trust and the moderating effect of influencer marketing and eWOM in an integrated model which made a contextual contribution to brand loyalty by focusing on the medical aesthetic clinics in Thailand.

The results of this study have suggestions for both academic and medical aesthetic businesses in terms of the marketing field. An online brand community can offer two-way communication which encourages a brand to build individual reactions concerning their attitude and expectation of services efficiently to fulfill their needs (Chou, 2014). Additionally, it facilitates knowledge sharing and investigates individual behavior in the social media environment. Nevertheless, an online brand community might be an optional platform to drive the level of brand loyalty (Coelho et al., 2019) and generate a proper environment for the brand (Luo et al., 2015). Furthermore, the aesthetic clinic would rather integrate an online brand community to provide precise information about its services, especially in terms of creative content strategy and service programs to encourage individuals to share positive eWOM in an online brand community (Jatyananda et al., 2021). This has constituted more challenging to maintain individual trust and sustain long-term brand loyalty toward revisiting intention since other factors might be impacted in the context of the medical aesthetic clinics market in Thailand. Nonetheless, this research might generalize to another country in ASEAN which mentioned the largest city for each country especially after the Covid-19 situation is gone. Therefore, the future study can be used as a longitudinal study rather than a cross-sectional study in a short period, the outcomes of the questionnaire from Thai participants also include subjective bias and this study represented only Thailand context. In conclusion, the limited generalizability of the outcomes is the small-scale records series of this study as well as considering further factors to explain this phenomenon. The result of this research is useful for a new business investor who wants to enter the medical aesthetic clinic field. Additionally, the result of this research may be useful in conducting future research on determining based an online brand community, increasing the degree of brand loyalty to meet the needs of consumers, and generating high revenue for the medical aesthetic clinic industry.

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