The Structural Influence of Personal Branding on Perceived Employability in the Beauty Pageant Industry in Thailand for Long-Term Sustainability

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Abstract. This academic article aims to present knowledge from a literature review on self-expression, social interaction, personal values, personal branding, and perceived employability in Thailand's beauty industry for sustainable careers. The article focuses on explaining the meanings, origins, components, and relationships of variables related to these issues. The literature review reveals that these factors directly impact job opportunities and career sustainability in the Thai beauty industry in the digital age, which is a key approach to developing potential and ensuring the future sustainability of this industry.

1. INTRODUCTION

1.1. Background and Importance of the Problem

In the digital era, where personal branding plays a crucial role in creating career opportunities, the beauty pageant industry in Thailand has gained increasing attention due to the growth of beauty pageant contests and the transformation of online media. This shift has made it essential for individuals within the industry—whether beauty queens, pageant managers, coaches, or trainers—to build strong personal brands to increase employment opportunities and ensure long-term sustainability in their careers (Chotayaseehanart, 2024). Personal branding is not only about making an individual well-known but also impacts the perception and credibility of employers, which directly influences job opportunities and competitiveness in a highly competitive market. This research focuses on studying the factors that affect personal branding in Thailand's beauty pageant industry, as well as the impact on perceived employability, with the aim of developing effective personal branding strategies to ensure the sustainability of the industry in the future (Phansuathong, 2024). For beauty queens, self-expression and social interaction are essential skills for building credibility and establishing good relationships with employers and society, directly impacting job opportunities and career stability in the long run. Personal values, such as confidence and self-worth, help beauty queens develop themselves and create a positive public image, which is a key factor in sustaining their careers. Personal branding is a vital strategy for creating differentiation and standing out in a competitive market. Therefore, the beauty pageant industry must focus on developing personal branding to increase employment opportunities and maintain the industry's sustainability (Kind Global, 2023). Previous studies have found that self-expression, social interaction, personal values, and personal branding are crucial factors in the perceived employability for Thailand's beauty pageant industry (Rynes & Barber, 1990; Schwartz, 1992; Goleman, 1995; Peters, 1997). This study is important for developing suitable strategies and approaches to promote the potential of individuals in Thailand's beauty pageant industry, to ensure sustainability and enhance competitiveness in the rapidly changing labor market.

This article aims to present knowledge from a literature review to establish the factors, components, and relationships of self-expression, social interaction, personal values, and personal branding, and their effects on perceived employability in the sustainable beauty pageant industry in Thailand, as seen in past studies. These can be developed into a conceptual framework for the research as follows:

1.2. Research Question

1) What are the causal factors affecting personal brand building and employment perception for the beauty pageant industry in Thailand in a sustainable manner?

2) What is the influence of causal factors on the ability to express oneself, social interaction, and personal values, which affect personal brand building and employment perception?

3) What is the model of causal factors affecting personal brand building and employment perception for the beauty pageant industry in Thailand in a sustainable manner?

1.3. Research Objectives

1) To study the factors of self-expression ability, social interaction, and personal values that affect personal brand building for the beauty pageant industry in Thailand.

2) To study the influence of causal factors, including self-expression ability, social interaction, and personal values, that affect employment perception for the beauty pageant industry in Thailand.

3) To create a model of causal factors affecting personal brand building and employment perception for the beauty pageant industry in Thailand in a sustainable manner.
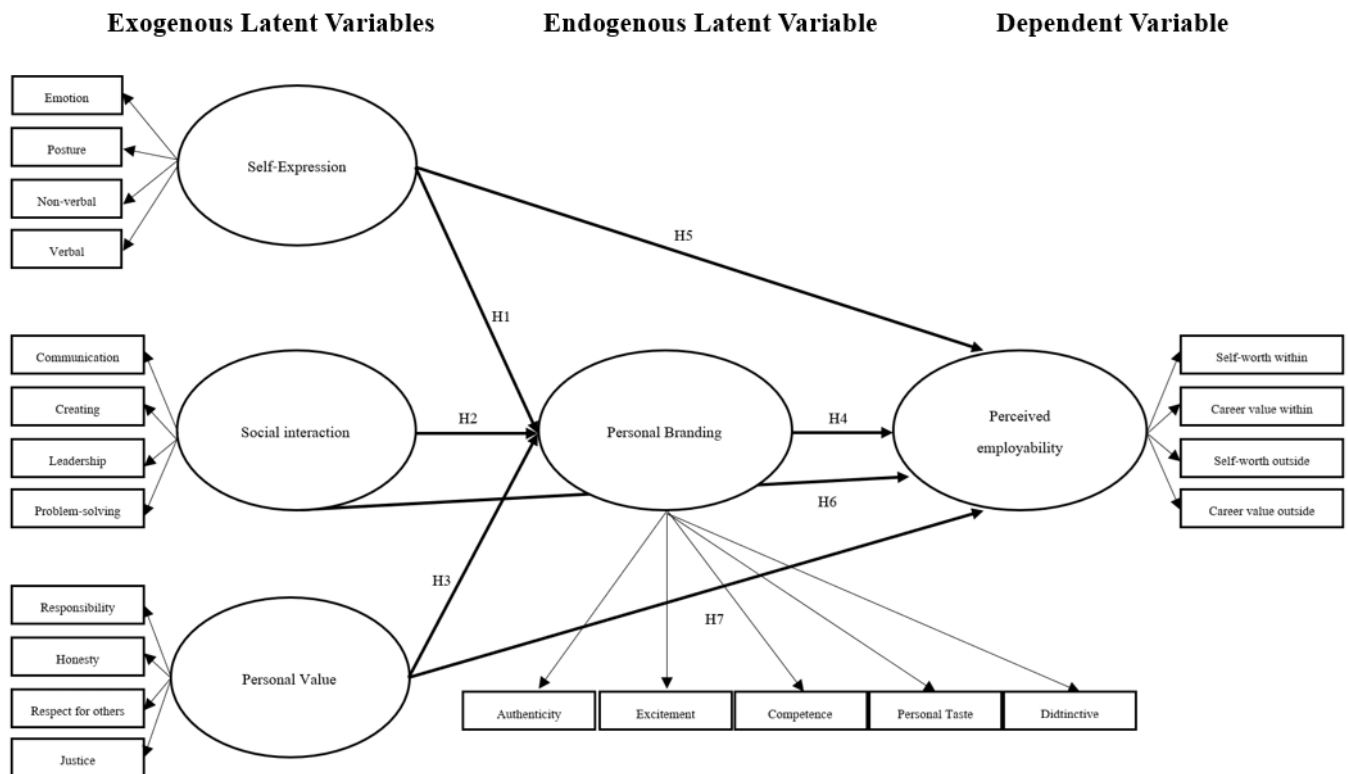
1.4. Research Framework

Figure 1. The conceptual framework for the research.

1.5. Research Hypothesis

The researcher has reviewed the literature and defined the hypotheses for the research as follows:

H_1: *Self-expression has an impact on personal branding for the beauty pageant industry in Thailand for long-term sustainability.*

H_2: *Social interaction has an impact on personal branding for the beauty pageant industry in Thailand for long-term sustainability.*

H_3: *Personal values have an impact on personal branding for the beauty pageant industry in Thailand for long-term sustainability.*

H_4: *Personal branding has an impact on perceived employability for the beauty pageant industry in Thailand for long-term sustainability.*

H_5: *Self-expression has an impact on perceived employability for the beauty pageant industry in Thailand for long-term sustainability.*

H_6: *Social interaction has an impact on perceived employability for the beauty pageant industry in Thailand for long-term sustainability.*

H_7: *Personal values have an impact on perceived employability for the beauty pageant industry in Thailand for long-term sustainability.*

2. LITERATURE REVIEW

2.1. Concepts, Theories and Related Research Results

2.1.1. Self-Expression

From the literature review related to self-expression, it was found that self-expression focuses on an individual's ability to express emotions and feelings appropriately and effectively in various situations. This includes controlling one's own emotions, understanding others' emotions, and communicating those emotions in ways that affect relationships and social interactions. This theory stems from research on "Emotional Intelligence" by Daniel Goleman (1995), which states that an individual's ability to recognize, understand, and control their own emotions effectively leads to enhanced self-expression, impacting relationships with others and decision-making in daily life. For example, in stressful situations, individuals who can manage their emotions well will be able to express themselves rationally and appropriately, without disrupting communication with others. Self-expression is composed of four components as follows: 1) Emotion, 2) Posture, 3) Non-verbal communication, and 4) Verbal communication, as shown in Table 1, and can be explained as follows:

1. Emotion refers to expressing inner feelings and emotions through clear and appropriate expressions, such as showing happiness, sadness, or confidence. This helps others understand the emotional status and feelings of the individual correctly and fosters good relationships in society (Wolpe, 1973; Fensterheim & Baer, 1975; Bower & Bower, 1976; Shelton,

1977; Rathus & Nevid, 1977; Galassi and Galassi, 1978; Pfeiffer & Jones, 1976; Kearney, Betty, Plax, & Mccroskey, 1984; Spiegler & Guevremont, 1993; Daniel Goleman, 1995; Geisinger et al., 2013).

2. Posture refers to the use of body gestures, such as movements, walking, and posing, to convey meaning or emotions. In the context of beauty pageants, the posture must reflect confidence, grace, and professionalism, which impact the creation of a positive image and impression on the audience (Lazarus, 1975; Fensterheim & Baer, 1975; Lange et al., 1975; Shelton, 1977; Rathus & Nevid, 1978; Kelley, 1979; Berry, 1980; Doty, 1987; Alberti & Emmons, 1989; Daniel Goleman, 1995; Geisinger et al., 2013).

3. Non-verbal communication refers to communication without the use of words, such as facial expressions, eye contact, hand gestures, or other movements that convey meaning effectively. Non-verbal communication is a crucial tool in enhancing understanding between individuals and strengthening communication power (Wolpe, 1973; Lange et al., 1975; Bower & Bower, 1976; Shelton, 1977; Rathus & Nevid, 1978; Kelley, 1979; Pfeiffer & Jones, 1976; Kearney, Betty, Plax, & Mccroskey, 1984; Alberti & Emmons, 1989; Spiegler & Guevremont, 1993; Daniel Goleman, 1995; Stein & Book, 2006; Geisinger et al., 2013).

4. Verbal communication refers to using appropriate language and words to convey thoughts, feelings, and information clearly and credibly. This includes answering questions and speaking in public, which must demonstrate confidence and clarity. This is an important skill for beauty queens to create a lasting impression and establish credibility (Lazarus, 1975; Fensterheim & Baer, 1975; Bower & Bower, 1976; Galassi and Galassi, 1978; Kearney, Betty, Plax, & Mccroskey, 1984; Doty, 1987; Daniel Goleman, 1995).

2.1.2. Social Interaction

From the literature review related to social interaction, it was found that the theory of social interaction focuses on the process through which individuals interact with others in society, such as communication, participation in activities, and collaboration. These processes influence the development of an individual's identity and the way they perceive the world and society. This theory is developed from the ideas of George Herbert Mead (1934), who demonstrated that individuals develop themselves through social interactions. Our actions not only reflect our inner thoughts but also reflect how we are influenced by interactions with others. For example, having roles within social groups, such as family or work, helps shape our image and sense of self-worth. Interacting with others is therefore essential for the development of identity and attitudes in society. Social interaction is composed of four components as follows: 1) Communication, 2) Creating atmosphere, 3) Leadership, and 4) Problem-solving, as shown in Table 2, and can be explained as follows:

1. Communication refers to the process of exchanging information, ideas, and feelings between individuals or groups through various channels, such as speaking, writing, or using symbols, to create mutual understanding and strengthen social relationships. Effective communication helps beauty queens convey their image and role in society clearly (George Herbert Mead, 1934; Thibaut and Kelley, 1959; Fensterheim and Baer, 1975; Hertz-Lazarowitz, 1984; Kenny, 1996; David and Roger, 2017).

2. Creating atmosphere refers to creating a social environment that fosters cooperation, trust, and a sense of belonging to a group, such as promoting warmth, friendliness, and mutual support within a team or community. This helps beauty queens work effectively with others (George Herbert Mead, 1934; Bales, 1950; Thibaut and Kelley, 1959; Albert, 1971; Alberti and Emmons, 1974; Damon, 1981; Kenny, 1996; David and Roger, 2017).

3. Leadership refers to the ability to guide and motivate others to achieve common goals. As representatives or leaders, beauty queens can use this skill to inspire others, promote positive values, and drive social activities effectively. Leadership also helps create a credible and exemplary image in society (George Herbert Mead, 1934; Bales, 1950; Thibaut and Kelley, 1959; Alberti and Emmons, 1974; Fensterheim and Baer, 1975; Hertz-Lazarowitz, 1984; Kenny, 1996; David and Roger, 2017).

4. Problem-solving refers to the ability to analyze situations and find appropriate and effective solutions to problems within a social context. Beauty queens with this skill can manage conflicts or obstacles well, helping them maintain good relationships and sustain their roles in society (George Herbert Mead, 1934; Bales, 1950; Albert, 1971; Alberti and Emmons, 1974; Damon, 1981; Hertz-Lazarowitz, 1984).

2.1.3. Personal Value

From the literature review related to personal values, it was found that the theory of personal values refers to the beliefs, ethics, and principles that form part of an individual's identity, influencing their decisions in daily life and behavior in society. These values may arise from life experiences, upbringing, or social learning.

Personal values are often the guiding principles that individuals adhere to in their lives. Having good values, such as honesty, responsibility, or public-mindedness, often leads individuals to behave in accordance with those values, which can influence social relationships and personal and professional success. This theory is often linked to Schwartz's (1992) concept of values, which can be divided into various categories, such as social values (e.g., cooperation) and personal values (e.g., achievement). Personal values are composed of four components as follows: 1) Responsibility, 2) Honesty, 3) Respect for others, and 4) Justice, as shown in Table 3, and can be explained as follows:

1. Responsibility refers to the awareness and acceptance of one's duty to act responsibly for the outcomes that result from one's actions, both personally and socially. In the context of beauty queens, this means behaving appropriately, taking responsibility for their roles, and maintaining an image that reflects both personal and societal values (Schwartz, 1992; Luong, B., 2024; Ma, et al., 2024; Le et al., 2024; Leticia et al., 2025; Gavrila et al., 2025; Crisafulli et al., 2025; Kowalski et al., 2025).

2. Honesty refers to being sincere and straightforward in one's actions and expressions, without deceiving or concealing the truth. This is a fundamental value that builds credibility and trust from others, especially in the beauty pageant industry, which faces public scrutiny and media attention (Schwartz, 1992; Luong, B., 2024; Le et al., 2024; Leticia et al., 2025; Wang et al., 2025; Orejudo et al., 2025; Gavrila et al., 2025; Bremner & Christofolo, 2025; Crisafulli et al., 2025; Kowalski et al., 2025).

3. Respect for others refers to the acceptance and honoring of differences in others, whether in terms of beliefs, opinions, or social status. This promotes good relationships and social harmony, as well as proper behavior according to agreed-upon

roles and shared cultural norms (Schwartz, 1992; Luong, B., 2024; Ma, et al., 2024; Le et al., 2024; Leticia et al., 2025; Orejudo et al., 2025; Bremner & Christofolo, 2025).

4. Justice refers to treating everyone equally and fairly, without discrimination or favoritism toward any particular group. This value fosters trust and unity in society, including promoting fairness in the beauty pageant industry and the broader community (Schwartz, 1992; Ma, et al., 2024; Le et al., 2024; Leticia et al., 2025; Wang et al., 2025; Orejudo et al., 2025; Gavrila et al., 2025; Crisafulli et al., 2025; Kowalski et al., 2025).

2.1.4. Personal Branding

From the literature review related to personal branding, it was found that the theory of personal branding refers to the process through which individuals create and communicate their image in the public eye by presenting their skills, qualities, and beliefs that make them unique and interesting. In today's world of rapid and diverse communication, individuals can create their own "brand" through various channels such as social media or personal websites. Personal branding is not only about professional expression but also involves creating relationships and self-expression at a personal level. Having a clear brand helps individuals build credibility in society and attract new career opportunities (Peters, 1997). Personal branding consists of five components as follows: 1) Authenticity, 2) Excitement, 3) Competence, 4) Personal Taste, and 5) Distinctive Behavior, as shown in Table 4, and can be explained as follows:

1. Authenticity refers to presenting one's true self openly and honestly without creating a false image. Authenticity helps build trust and strong relationships between the individual and their followers or employers, which is key to building a sustainable personal brand (Hilgard, 1962; Aaker, 1996; Peters, 1997; Kotler, 1997; Blackwell & Stephan, 2004; Littlejohn & Foss, 2008).

2. Excitement refers to presenting an energetic, vibrant image that can consistently attract attention. This excitement helps create an impression and makes a personal brand stand out in a highly competitive market, especially in the beauty pageant industry where consistent attraction is crucial (Wertime, 1996; Peters, 1997; Hall, 1997; Blackwell & Stephan, 2004; Jackson & Alleyne, 2004; Littlejohn & Foss, 2008).

3. Competence refers to clearly demonstrating one's skills, expertise, and potential to create confidence among employers and followers that the individual is valuable and capable of meeting the demands of their role or responsibilities (Hilgard, 1962; Wertime, 1996; Aaker, 1996; Peters, 1997; Kotler, 1997; Hall, 1997; Blackwell & Stephan, 2004; Jackson & Alleyne, 2004; Littlejohn & Foss, 2008).

4. Personal Taste refers to presenting a style and preferences that reflect one's unique and distinctive identity, which helps create differentiation and memorability in the eyes of the audience and target market, especially in industries focused on image and beauty, such as the beauty pageant industry (Wertime, 1996; Aaker, 1996; Peters, 1997; Kotler, 1997; Hall, 1997; Blackwell & Stephan, 2004; Littlejohn & Foss, 2008).

5. Distinctive Behavior refers to demonstrating behaviors and attitudes that are unique, such as confidence, politeness, or professionalism. These traits help strengthen and make a personal brand memorable, allowing it to stand out and gain broad acceptance (Hilgard, 1962; Aaker, 1996; Peters, 1997; Hall, 1997; Jackson & Alleyne, 2004; Littlejohn & Foss, 2008).

2.1.5. Perceived Employability

From the literature review related to perceived employability, it was found that the theory of perceived employability refers to how individuals perceive their employment opportunities and the factors that influence their decision to accept or reject offers from employers. Perceptions of the work environment, such as organizational culture or the reputation of a company, can affect these decisions. Perceived employability plays a significant role in the recruitment process and in job applicants' decision-making. Factors influencing this perception include the company's image, the values and culture the company promotes, and the work environment that fosters career growth and development. This theory also emphasizes analyzing how job applicants perceive employability, such as through company advertisements or recommendations from friends or people in the industry (Rynes & Barber, 1990). Perceived employability consists of four components as follows: 1) Self-worth within the organization, 2) Career value within the organization, 3) Self-worth outside the organization, and 4) Career value outside the organization, as shown in Table 5, and can be explained as follows:

1. Self-worth within the organization refers to an individual's sense of value and their perceived importance in the organization they work for, including recognition and support from the organization. This influences confidence in job retention and personal development within the organization (Rynes & Barber, 1990; Greer et al., 2024; Qamar et al., 2024; Jiang et al., 2025; Dempsey et al., 2025).

2. Career value within the organization refers to the perception that an individual has the skills and potential in their career field within the organization, with opportunities for continuous growth and skill development. This fosters confidence and attachment to the work (Rynes & Barber, 1990; Jannesari et al., 2024; Liu et al., 2025; Dempsey et al., 2025).

3. Self-worth outside the organization refers to the perception that an individual possesses value and potential that can be recognized and applied outside their current organization, such as in the labor market or other organizations. This boosts confidence in finding a new job or changing careers effectively (Rynes & Barber, 1990; Greer et al., 2024; Qamar et al., 2024; Jiang et al., 2025; Dempsey et al., 2025).

4. Career value outside the organization refers to the perception of one's professional abilities and skills that can be applied appropriately in other career fields or organizations, as well as opportunities for growth and advancement outside the current organization. This enhances career flexibility and stability (Rynes & Barber, 1990; Greer et al., 2024; Jannesari et al., 2024; Qamar et al., 2024; Dempsey et al., 2025).

2.2. The Relationship Between Variables

2.2.1. The Relationship Between Self-Expression, Personal Branding, and Perceived Employability

Good self-expression and a clear personal brand can enhance an individual's perceived employability. Confidence in self-expression and creating a suitable personal brand make a person appear more interesting and ready to seize opportunities in various organizations. Self-expression is a crucial skill for individuals to present their true selves clearly and confidently in various

situations, especially during job interviews or at the workplace. Self-expression also helps in building good relationships with colleagues or employers, making the individual appear more attractive and confident (Khedhaouria, Giraud & Forest, 2015). Personal branding is a process of developing and creating an image that aligns with one's values, helping individuals stand out from competitors in the job market. A strong personal brand allows people to be recognized for their expertise or unique strengths. Having a clear brand enables employers to recognize value and suitability for the desired position. Perceived employability refers to an individual's ability to assess whether their skills align with a job position. Strong self-expression and a solid personal brand can create a positive external image, influencing whether an individual will be considered for a job (Guffey & Loewy, 2017). This highlights the importance of the alignment mentioned above. Based on the discussion, the researcher formulates the following hypotheses as illustrated in Figures 2 and 3.

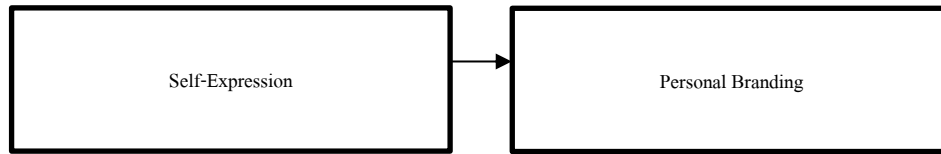*H₁: Self-expression affects the creation of personal branding for the sustainable beauty industry in Thailand.*

Figure 2. The relationship model of Hypothesis 1.

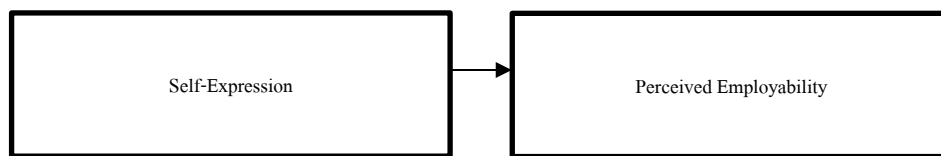*H₅: Self-expression affects perceived employability for the sustainable beauty industry in Thailand.*

Figure 3. The relationship model of Hypothesis 2.

2.2.2. The Relationship Between Social Interaction, Personal Branding, and Perceived Employability

Effective social interaction enables individuals to create a personal brand that is credible and well-accepted in society, which positively influences perceived employability. People with good relationship-building skills often have strong self-expression abilities and can create a standout image in the labor market. Social interaction is the process of establishing and maintaining good relationships with others in both the workplace and daily life. Good social interaction helps individuals work well with others, communicate effectively, and build confidence in themselves and others, which influences how others perceive their skills and abilities in various situations (Berger & Kucukemiroglu, 2021). Personal branding helps individuals express their values clearly and uniquely, especially in highly competitive industries. A strong personal brand not only helps individuals stand out from competitors in the labor market but also builds a positive image through social interactions. A brand aligned with one's true values and abilities enhances the chances of being recognized by employers or influential figures in the industry (Labrecque, Markos & Milne, 2011). Perceived employability refers to being seen as having the skills and qualifications suitable for an open job position. The ability to create a good personal brand and engage in high-quality social interaction enhances self-confidence, leading to improved perceived employability. The ability to build strong relationships within organizations and in social networks increases opportunities for career advancement (McArdle, 2016). This emphasizes the importance of the alignment discussed above. Based on the discussion, the researcher formulates the following hypotheses as illustrated in Figures 4 and 5:

H₂: Social interaction affects the creation of personal branding for the sustainable beauty industry in Thailand.
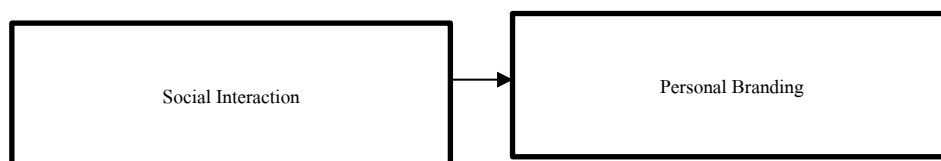

Figure 4. The relationship model of Hypothesis 3.

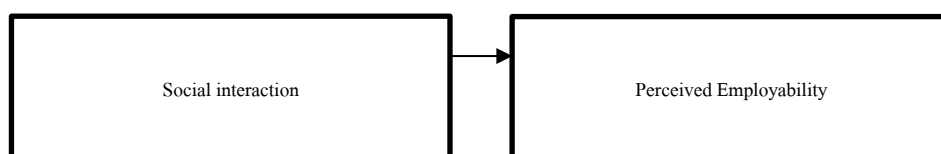*H₆: Social interaction affects perceived employability for the sustainable beauty industry in Thailand.*

Figure 5. The relationship model of Hypothesis 4.

2.2.3. The Relationship Between Personal Value, Personal Branding, and Perceived Employability

The researcher reviewed empirical literature on the relationship between personal value, personal branding, and perceived employability, finding that all three components are crucial in determining the direction of career development and creating job opportunities. The relationship between these three components is a key factor in helping individuals create a suitable and sustainable image that is accepted in the labor market. Personal value refers to the beliefs and values that an individual holds and strives to apply in work and daily life. These values influence career decisions and job choices, such as integrity, responsibility, teamwork, or commitment to self-development. Strong personal values help individuals have a clear direction when choosing a job and build a positive image in the eyes of others (Backhaus & Tikoo, 2004). Personal branding is the creation of an image that aligns with one's values and beliefs. A personal brand helps individuals stand out and differentiate themselves in the labor market. A credible personal brand that aligns with the values held by an individual increases the likelihood of acceptance and attractiveness to employers (Knox & Walker, 2009). Perceived employability refers to how individuals are perceived as having the skills and qualifications suited for an open job position. A strong personal brand and clear personal values help enhance an individual's image in the labor market. When individuals can express their values and demonstrate effective work skills, employers recognize them as capable and competent workers (Frost & Sample, 2020). This highlights the importance of the alignment discussed. Based on the discussion, the researcher formulates the following hypotheses as illustrated in Figures 6 and 7:

H_3: *Personal value affects the creation of personal branding for the sustainable beauty industry in Thailand.*
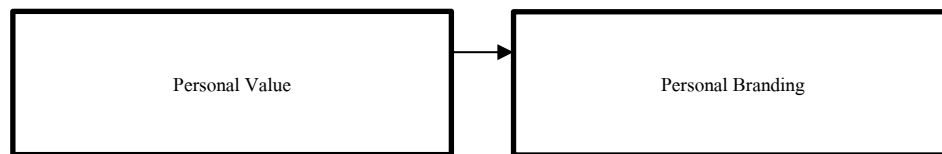

Figure 6. The relationship model of Hypothesis 5.

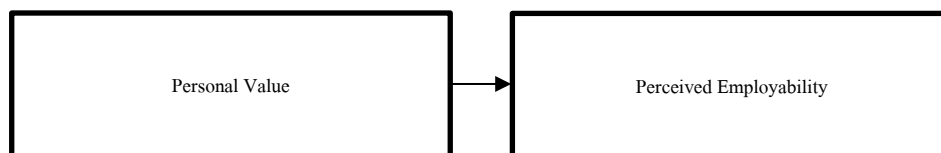H_7: *Personal value affects perceived employability for the sustainable beauty industry in Thailand.*

Figure 7. The relationship model of Hypothesis 6.

2.2.4. The Relationship Between Personal Branding and Perceived Employability

Creating a clear personal brand that is linked to one's skills and experiences helps increase the chances of being perceived as employable. When individuals create a brand that reflects their abilities and values, which align with the needs of the organization and the labor market, their credibility and perceived capability are enhanced. Personal branding is the process of expressing one's values and identity to allow people or organizations to recognize the skills, abilities, and values that one holds. A clear and credible brand helps individuals stand out in the labor market and be remembered for their expertise or specialized experience (Berger & Kucukemiroglu, 2021). Perceived employability refers to how individuals are viewed as having the skills and qualifications suited for the desired job position. Perceived employability does not only refer to skill ability but also includes how individuals can make an impression in the labor market and how organizations perceive their qualifications as matching the organization's needs (McArdle, 2016). This highlights the importance of the alignment discussed. Based on the discussion, the researcher formulates the following hypothesis as illustrated in Figure 8:

H_4: *Personal branding affects perceived employability for the sustainable beauty industry in Thailand.*
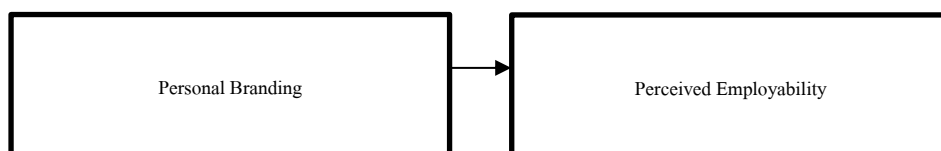

Figure 8. The relationship model of Hypothesis 7.

3. RESEARCH METHODOLOGY

3.1. Research Design

The review of the variables and components has been conducted and examined. The questionnaires for the variables and components were analyzed to develop a preliminary questionnaire to be used in this study, considering the data measurement level and questions that can be applied to studying the structural influence of personal brand building on employment perception for the beauty pageant industry in Thailand in a sustainable manner. A quantitative research approach was used to develop questionnaires or research tools that are questionnaires and to confirm the conceptual framework and factors used in the study. The results of the content analysis were utilized to develop the study tool questionnaire, where the findings were grouped and

organized according to consistent and comprehensive details on the variables and components.

3.2. Population and Sample

The proportional allocation of sample sizes in each category of beauty pageant contestants in Thailand who are interested in participating in beauty pageants across all organizations in Thailand for the year 2025, including Miss Thailand, Miss Thailand World, Miss Universe Thailand, Miss Grand Thailand, Miss International Thailand, Miss Supranational Thailand, Miss Earth Thailand, and others. The researcher therefore used a proportional stratified random sampling method. In the case of data analysis using statistical techniques, Structural Equation Modeling from the research conceptual framework, there were 5 latent variables and 21 observed variables. Statistics suggest that the sample size should be 15 to 20 times the number of observable variables when determining the sample size (Hair et al., 2006) to be considered an appropriate sample size for multiple variable analysis. Therefore, the appropriate and sufficient sample size should range from 15 x 21 = 315 to 20 x 21 = 420.

3.3. Research Instruments

Semi-structured In-depth interview (Semi-Structure Interview) by preparing questions about elements or variables at a level and if it is found that the interview has other interesting issues, the interview will be conducted or additional questions will be asked. The researcher analyzes the results of the interview by using content analysis to summarize the content issues. or individual findings for consideration in building a questionnaire tool.

3.4.Data Collection

The researcher collected data from interviews and collected online questionnaires from beauty pageant contestants in Thailand. From January 2026 to March 2026.

3.5. Statistics Used for Data Analysis

3.5.1. Descriptive Statistical Analysis

This study established descriptive statistics to describe data or outcomes from questionnaires or survey collections. The statistics of frequency (Frequency) and percentage (Percentage) were also used statistical mean (Mean) and standard deviation (Standard Deviation, SD) to measure the level of variable data, namely self-expression, social interaction, personal values, personal branding, and perceived employability.

3.5.2. Inferential Statistics

Inferential statistics were used to answer the study hypothesis on the causal The Structural Influence of Personal Branding on Perceived Employability in the Beauty Pageant Industry in Thailand for Long-Term Sustainability

3.5.2.1. Pearson Correlation Analysis Statistics

A Pearson Correlation statistical analysis was performed to determine the relationship of the 21 components to confirm that the elements. There is a certain correlation in order to be able to properly analyze the Structural Equation Model (SEM) in the next order.

3.5.2.2. Confirmative Elemental Analysis Statistics (CFA)

The KMO and Bartlett's Test were performed by the researcher to determine the suitability of the variables and elements before the confirmation element analysis. The KMO must be greater than 0.5 and the Bartlett's Test must be greater than 0.05 before the confirmation element analysis can be performed. to confirm that the elements found from literature review And the data collection from the questionnaire is consistent with and can measure the variables (Latent Variable) appropriately.

3.5.2.3. Structural Equation Model (SEM) Statistics

In this study, structural equation analysis was designed to examine the coherence of the model or model obtained from the literature review with the empirical data (Model Fit). with empirical data (Assessment of Model Fit).

4. ANTICIPATED RESULTS

From the literature review above, it can be summarized that the beauty pageant industry has developed into a large-scale business that generates substantial income and is connected with various industries. Modern beauty queens not only require physical beauty but also must possess a complete set of qualifications, including body, appearance, intelligence, and business skills (4B's: Body, Beauty, Brain, and Business). Good self-expression skills, such as speaking, communication, and presentation, help beauty queens make a lasting impression and attract attention from audiences and sponsors. Social interaction helps them work with others, build networks, and gain widespread recognition. Having strong personal values, such as responsibility, honesty, and fairness, promotes a positive image and credibility, leading to acceptance and trust from society. Finally, personal branding, especially sincerity, excitement, ability, personal taste, and distinctive behavior, helps beauty queens stand out and become memorable. This is a crucial factor in creating diverse and sustainable career opportunities in the long term, whether as a presenter, brand ambassador, or even as an entrepreneur. All these factors contribute to allowing beauty queens to maintain their roles in society smoothly and to develop their careers professionally in the digital age.

5. CONCLUSION AND RECOMMENDATION

5.1. Conclusion

This academic article aims to present knowledge from a literature review on self-expression, social interaction, personal values, personal branding, and perceived employability in Thailand's beauty industry for sustainable careers. The article focuses on explaining the meanings, origins, components, and relationships of variables related to these issues. The literature review reveals that these factors directly impact job opportunities and career sustainability in the Thai beauty industry in the digital age, which is a key approach to developing potential and ensuring the future sustainability of this industry.

5.2. Recommendation

Personal branding in the beauty pageant industry should be developed carefully and evaluated for external impacts, such as perceptions from stakeholders and collaboration with government agencies or organizations involved in personal development within the industry. This ensures that brand creation aligns with sustainable standards and can attract long-term employment opportunities.

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