

The Influence of Beauty Queens in Marketing Communication on The Online Purchase Behavior of Consumers in Thailand

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Abstract

This research examines the influence of beauty queens in marketing communication on online purchasing behavior of consumers in Thailand. Data was collected from a sample of 404 individuals who have purchased products or participated in activities influenced by beauty queens on online platforms. The data was gathered through a structured questionnaire, using convenience sampling combined with survey sampling, and analyzed using descriptive and inferential statistics, such as Pearson's correlation coefficient and multiple regression analysis. The findings reveal that below-the-line communication has the most significant impact on online purchasing behavior ($\beta = 0.356, p < 0.001$), followed by expertise ($\beta = 0.200, p < 0.001$), above-the-line communication ($\beta = 0.164, p < 0.002$), attractiveness ($\beta = 0.154, p < 0.001$), and similarity to the target group ($\beta = 0.091, p < 0.009$), all of which have a positive effect, but with varying levels of significance. Trustworthiness ($\beta = -0.086, p < 0.001$) has a negative effect, while respect ($\beta = -0.018, p = 0.651$) does not have a significant impact, as consumers do not prioritize it in this context. The study's findings highlight the role of beauty queens as influencers who can effectively stimulate online purchasing behavior, providing valuable insights for the development of marketing strategies that align with business goals.

Keywords: Influence of Beauty Queens, Marketing communication, Online purchasing behavior

Introduction

In the modern era, where digital technology and online platforms play a crucial role in consumer behavior, online marketing has become highly competitive. This is particularly evident in Thailand, where the online purchasing behavior has been steadily increasing. According to the Electronic Transactions Development Agency (ETDA, 2023), the e-commerce market in Thailand has grown rapidly. As a result, businesses must develop strategies to attract and persuade online purchasing behavior. One popular strategy is leveraging the influence of celebrities or influencers, which enhances brand credibility and builds positive relationships with target audiences. In Thailand, where the beauty pageant phenomenon remains popular, pageants not only inspire but also serve as a platform for

generating commercial value through advertising and brand engagement (Cheung, 2018). Beauty queens' expertise in communication and creating a credible image makes them vital in influencing consumer decisions. The growing trend of engaging with beauty pageants through online platforms is evident in events like the live streaming of Miss Universe Thailand 2023, which attracted an impressive 82,508,127 viewers via streaming and social media (Marketing Oops, 2023). This highlights the significant role of beauty queens in promoting online purchasing behavior by reaching a large audience simultaneously, raising awareness, and effectively stimulating online purchasing behavior through endorsements or promotions during live broadcasts.

Using influential figures with attractive appearances, such as "beauty queens" to promote products or services has become a popular strategy in various forms, including advertising, public relations, and promotional activities. This is because these individuals often influence consumer behavior and capture attention (Chung & Cho, 2017). The influence of beauty queens in communicating products or services arises from several factors that enhance credibility and stimulate online purchasing behavior. Key factors include expertise, which builds trust in the product or service; trustworthiness, which instills consumer confidence in the brand; attractiveness, which creates appeal and leaves a positive impression on the product; respect, stemming from their status as accomplished and socially recognized individuals; and similarity to the target audience, which helps consumers feel connected and understand the product experience. Integrating these factors with appropriate communication strategies increases the likelihood of capturing attention and driving online purchasing behavior effectively (Cialdini, 2009).

A review of relevant literature reveals that although many studies focus on the influence of presenters, most research centers around general influencers or well-known figures in the entertainment industry (Schouten, Janssen, & Verspaget, 2020). However, there is limited research specifically exploring the use of beauty queens as presenters for product promotion on online platforms within the Thai market context. This study aims to fill that gap by examining the impact of using the image of influential beauty queens on online purchasing behavior of consumer. The results of this study will offer both theoretical and practical contributions, providing insights for developing effective marketing strategies especially in selecting presenters who can build relationships with consumers and influence online purchasing behavior in Thailand. Furthermore, the findings can assist brands in planning marketing campaigns and selecting influential figures who resonate with Thai society (Kapoor & Dwivedi, 2020).

Objective

1. To study the influence of beauty queens, including attractiveness, trustworthiness, expertise, respect, and similarity to the target audience, on consumer online purchasing behavior in Thailand.

2. To analyze the impact of above- the- line communication on consumer online purchasing behavior in Thailand.

3. To analyze the impact of below- the- line communication on consumer online purchasing behavior in Thailand.

Literature Review

Concepts and Theories on the Influence of Beauty Queens

The influence of beauty queens refers to their ability to inspire and motivate others, often as individuals with knowledge, expertise, or deep interest in products. Beauty queens can provide reliable product information to consumers, creatively use online media, and share their experiences with a wide audience. Each beauty queen presents unique content styles, reflecting their individuality (Saetea & Sansook, 2021). This influence can be analyzed using the TEARS model (Shimp, 2003), which consists of five key components

1. Attractiveness refers to the characteristics or factors that draw attention or create satisfaction in individuals, objects, or concepts (Lee & Koo, 2015). This could relate to physical appearance, personality, expression, or social and cultural appropriateness. Attractiveness is a crucial concept in psychology and marketing, as it impacts consumer perception and behavior in purchasing decisions or interpersonal relationships. Research by Dion, Berscheid, & Walster (1972) found that individuals with appealing external traits are often perceived as having desirable qualities. For example, those with unique abilities are deemed more credible or attractive than average individuals, as people tend to judge qualities based on appearance. In beauty pageants, attractiveness is a core strategy. Contestants are often selected for their outstanding appearance and personality to impress and engage audiences, particularly on social media. Additionally, McCroskey & Teven (1999) noted that individuals who demonstrate sincerity, competence, and care are more likely to gain trust and attract others. For beauty queens, a natural personality and charming communication enhance an impressive image and foster relationships with fans and followers.

Hypothesis 1: The influence of beauty queens in terms of attractiveness impacts consumer online purchasing behavior in Thailand

2. Trustworthiness refers to the confidence others have in an individual's ability and reliability, often leading to role modeling (Phassasanan Anekthammakul, 2010). Baier (1986) defines trust as relying on another's ability and intent to safeguard entrusted matters without harm or exploitation. Morgan & Hunt (1994) emphasize that trust is a critical component of lasting brand-customer relationships. Similarly, Chaudhuri & Holbrook (2001) found that trust in a brand directly influences customer satisfaction and loyalty. In the context of beauty queens, trustworthiness is reflected in their role as inspirational figures who connect followers or supporters with related brands or organizations. Trust is often demonstrated through exemplary behavior and decisions, fostering sustainable relationships across personal, organizational, and business contexts. For instance, in the Miss Grand Thailand pageant, building trust in beauty queens and associated brands is vital for enhancing the positive image of products and services. When a beauty queen's personality conveys reliability and integrity, it establishes an emotional connection with consumers, thereby effectively fostering brand loyalty.

Hypothesis 2: The influence of beauty queens in terms of trustworthiness impacts consumer online purchasing behavior in Thailand.

3. Expertise refers to an individual's proficiency and specific skills acquired through training and accumulated experience (Hovland et al., 1953). In the context of beauty queens, they are perceived as experts with knowledge, abilities, and exceptional experiences capable of conveying reliable information and creating awareness among consumers. Expertise does not necessarily mean mastery in all fields but the ability to communicate effectively,

enabling consumers to understand the presented information. When beauty queens present products that align with consumer needs, they can positively influence consumer attitudes. Moreover, utilizing expertise relevant to the product enhances trust and encourages online purchasing behavior of consumers (Kullanart Warratrakitikorn, 2021). Mears (2011) defines the expertise of beauty queens as the knowledge, skills, and unique qualities developed during competitions or their reign, contributing to credibility and social influence. This expertise encompasses personality, communication, leadership, and cultural representation, allowing beauty queens to use their roles to create a positive image for both consumers and brands.

Hypothesis 3: The influence of beauty queens in terms of expertise impacts consumer online purchasing behavior in Thailand.

4. Respect involves honoring or esteeming individuals, objects, or attitudes by sincerely acknowledging their value or dignity, including morality, abilities, rights, or individuality. It also entails appropriate behavior towards others without violating their rights (Oxford English Dictionary, 2024). Respect is often derived from admiration for individuals who excel in their careers and can serve as role models or inspirations, such as Victoria Keer Theil, an entrepreneur, dancer, and teacher who succeeded in Miss Universe 2024 (Thansettakij, 2024). In the context of beauty queens, their achievements and exceptional abilities garner admiration and acceptance from consumers, especially when aligned with their values and standards. Beauty queens are often seen as exemplary figures or sources of inspiration through impressive competitions or expressions. Furthermore, their appropriate behavior and image enhance admiration and respect in the eyes of consumers (Jariya Kaewnongsang, 2021). Close relationships and direct interactions between beauty queens and fans build trust, which may promote confidence in the products or brands they represent and encourage online purchasing behavior of consumers related goods or services in the future (Djafarova & Rushworth, 2017; Stubb et al., 2019).

Hypothesis 4: The influence of beauty queens in terms of respect impacts consumer online purchasing behavior in Thailand.

5. Similarity refers to the resemblance between influencers and target audiences in terms of personality and lifestyle, such as age, gender, ethnicity, and social status (Cialdini, 2007). Selecting influencers who share similarities with the target audience can effectively foster connection and understanding between the product and consumers. For example, Amanda Obdam, a former Miss Universe Thailand, was chosen as the brand ambassador for GO HAIR under the concept “Beautiful Plus, Never Rejected” (innews, 2024). Amanda's elegant personality and distinctive image align with the brand's target audience—modern women who value beauty and confidence. The role of a national or global beauty pageant figure positively influences consumer attitudes. Desphande & Stayman (1994) found that the race or cultural background of an influencer can build trust in a brand, while Shimp (2003) highlighted that similarities between influencers and target audiences enhance brand recognition and foster positive attitudes. Additionally, Farrell et al. (2000) noted that consumers are more likely to identify with influencers they perceive as similar. Therefore, resemblance between influencers and target audiences helps establish connections, trust, and favorable attitudes toward the brand, ultimately leading to positive brand perception and online purchasing behavior.

Hypothesis 5: The influence of beauty queens in terms of similarity to the target audience impacts consumer online purchasing behavior in Thailand.

Concepts and Theories of Communication Marketing Tools

Duncan (2005) and Rujichok (2022) emphasized that marketing communication tools help differentiate products and services from competitors. They aim to persuade, invite, and highlight unique attributes and benefits that consumers receive, fostering brand recall. Marketing communication tools can be divided into two categories.

1. Above-the-Line (ATL) Communication refers to marketing strategies that utilize mass media channels to reach a broad audience, such as television, radio, newspapers, magazines, billboards, and widely used digital platforms. These channels promote brands or special offers, enabling the rapid dissemination of product and service information to a large number of consumers (Pritchard, 2011; Kotler & Keller, 2014). Advertising plays a vital role in generating interest, reinforcing brand recall, and potentially leading to online purchasing behavior (Madhavaram, Badrinarayanan & McDonald, 2013). The primary objectives of ATL are to 1. Provide information about products and services. 2. Stimulate and motivate consumers to make purchase decisions. 3. Reinforce brand familiarity through reminders (Duralia, 2018). Using beauty queens in advertisements enhances marketing messages effectively, as their image and personality often align with cultural values and consumer lifestyles (Rafique, 2012). The combination of beauty and talent not only reflects a positive brand image but also builds credibility and trust in the brand, fostering consumer connection. Highlighting quality and affordability through this approach enhances brand recall and long-term trust in the product (Rai, 2013).

Hypothesis 6: Above-the-line communication impacts consumer online purchasing behavior in Thailand.

2. Below-the-Line (BTL) Communication involves two-way interactive communication targeting specific customer segments rather than broad audiences (Ricardo Seixas, n.d.). This approach includes activities such as marketing events, direct marketing, sales promotions, and personal selling, enabling closer and more effective engagement with target customers. One significant BTL tool is public relations, which plays a crucial role in fostering understanding and positive attitudes toward an organization. Bernays (1952) noted that public relations are vital for creating a favorable image, promoting popularity, and protecting business reputations in the eyes of customers. Public relations serve as an effective channel for disseminating information and building long-term credibility. Influential individuals, such as beauty queens, effectively use BTL communication. By leveraging platforms like online public relations, they reflect societal values, enhance credibility, and create positive business images. For example, beauty queens often contribute to public relations goals by hosting events or promoting national tourism, as demonstrated in studies by Pirisana Kampusiri, Pruet Supasetsiri, and Kittikorn Nopudompun. (2022). Their influence enhances brand reputation and trustworthiness.

Hypothesis 7: Below-the-line communication impacts consumer online purchasing behavior in Thailand.

Concepts and Theories Related to Online Consumer Purchasing Behavior

Online Purchase Behavior refers to the process through which consumers consider and decide to purchase goods and services through online channels, relying on the information they receive and being influenced by various internal and external factors that affect their behavior. According to Chuchai Smithikrai (2019), online purchasing behavior is the result of a process of thinking and considering information from multiple sources, as well as the stimuli from marketing activities. Kotler and Keller (2016) proposed a five-step decision-

making process, including: Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, and Post-purchase Behavior. Furthermore, Kotler and Keller (2016) elaborated that the purchase decision is the final step in the decision-making process, where consumers evaluate key factors such as product selection, brand selection, vendor choice, purchase timing, quantity, and the amount of money spent. Online purchasing behavior is influenced by several factors, one of the key influences being the impact of celebrities, such as beauty queens, who play a significant role as opinion leaders and trendsetters on social media (Schiffman & Kanuk, 2007). These influential figures can drive online purchasing behavior because they are socially accepted. When consumers perceive their own image reflected through influential figures like beauty queens or influencers, it builds trust in the product and brand, leading to quicker and more confident purchase decisions (Yada Taweesak & Thanakrit Wongmahaset, 2024).

Research Methodology

Conceptual Framework

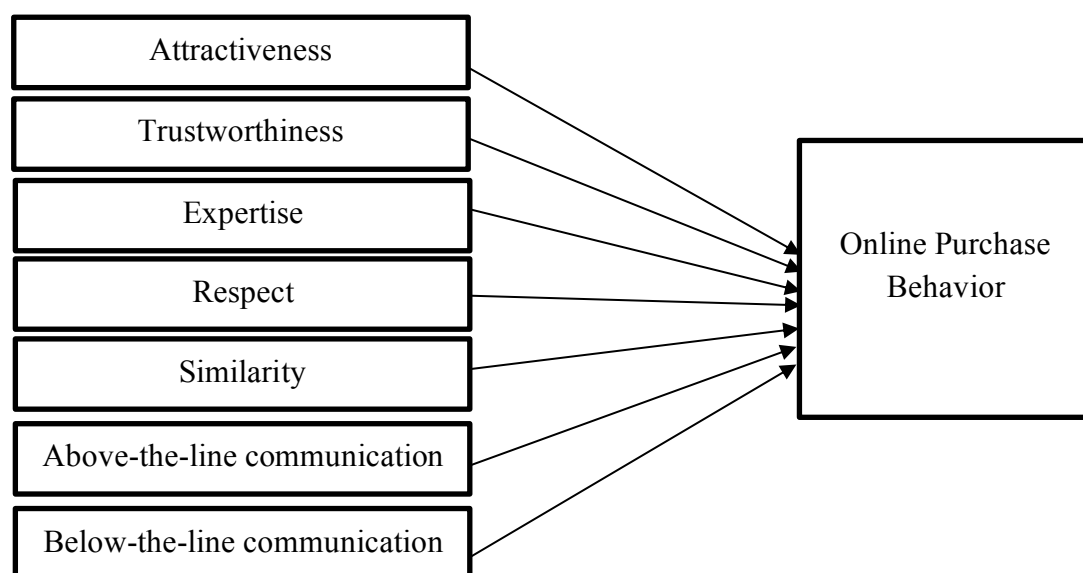


Figure 1: Conceptual Framework

Population and Sample

The population scope consists of consumers residing in Thailand who have previously purchased products or participated in activities influenced by beauty queens mentioning or using products on online platforms. The sample size was calculated using Cochran's formula (Cochran, 1977), with a 95% confidence level and accounting for a 5% loss rate in survey responses. The calculation resulted in a sample size of approximately 384.160 people, rounded up to 385 people. To account for potential survey response loss, an additional 15 people were added, bringing the total sample size to 404 people. This ensures greater reliability in the research results. The sampling method used was non-probability sampling, employing both convenience sampling and survey sampling techniques. Convenience sampling allowed easy access to online users who have seen or been influenced by products mentioned by beauty queens, making it suitable for the researcher's time and resource constraints. At the same time, survey sampling facilitated the systematic collection of quantitative data to support the analysis.

according to the study's objectives. Although this method has limitations in generalizing the results, the clear definition of the target group and the use of appropriate tools can enhance the credibility of the research, particularly in the context of studying consumer behavior influenced by beauty queens on online media.

Research Instruments

The primary research instrument was a close-ended questionnaire consisting of 404 sets, distributed online via Google Forms. The questionnaire used a 5-point Likert scale to measure respondents' opinions and included concise multiple-choice questions. It was divided into three sections: Section 1: Demographic and basic information of the respondents. Section 2: Information on product perception, experiences, and consumer behavior. Section 3: Questions on the influence of beauty queens, covering attractiveness, trustworthiness, expertise, respect, similarity to the target audience, above-the-line communication, below-the-line communication, and online purchase behavior in Thailand. The validity of the questionnaire was checked using the Item-Objective Congruence (IOC) index from three experts, with an IOC value of 1.00, which exceeds the required threshold (≥ 0.500), indicating that the questionnaire aligns with the research objectives. Additionally, the Cronbach's Alpha coefficient ranged from 0.745 to 0.855 (≥ 0.700), showing that the questionnaire is reliable and suitable for the research.

Data Collection

1. The research study on the influence of beauty queens in marketing communication that impacts online purchase behavior of consumers in Thailand was conducted by the researcher using convenience sampling and survey sampling methods. Data was collected through a Google Forms questionnaire, targeting consumers residing in Thailand. The questionnaires were collected from December 2024 to January 2025, with a total of 404 completed responses.

2. The researcher distributed the questionnaires via various online platforms such as Instagram, Line, and Facebook. Online distribution was an easy way to quickly disseminate the questionnaires to the target respondents and gather the required number of responses.

3. Once the required number of responses was collected, the researcher analyzed the gathered data using the Statistical Package for Social Sciences (SPSS) software.

Statistical Procedures for Data Analysis

The data analysis employed both descriptive and inferential statistical methods. Descriptive statistics included the mean, standard deviation, and percentage to summarize and interpret the questionnaire responses. For inferential statistics, the Pearson Correlation Coefficient was used to determine the relationships between variables. Multiple Regression Analysis was applied to analyze the relationships between several independent variables and one dependent variable. Meanwhile, Simple Regression Analysis was used to test the significance level, standard error, regression coefficients (both unstandardized and standardized), and hypothesis testing statistics.

Research Finding

Part 1. The analysis of opinion levels and multicollinearity analysis regarding the influence of beauty queens included attractiveness, trustworthiness, expertise, respect, similarity to the target audience, above-the-line communication, below-the-line communication, and online purchase behavior in Thailand.

Table 1: The results of an analysis of the average and standard deviation of the variances.

The Variances Used	\bar{x}	S.D.	Level
Attractiveness: ATT	4.378	0.462	Most Agree
Trustworthiness: TW	3.988	0.534	Highly Agree
Expertise: EXP	4.376	0.509	Most Agree
Respect: RES	4.365	0.496	Most Agree
Similarity: SIM	4.246	0.485	Most Agree
Above-the-line communication: ALT	4.409	0.466	Most Agree
Below-the-line communication: BTL	4.389	0.446	Most Agree
Online purchase behavior: OPB	4.332	0.422	Most Agree

Table 1 presents the results of data analysis regarding the level of opinions on the influence of beauty queens in marketing communication affecting online purchase behavior of consumers in Thailand. The findings indicate that, overall, the factor with the highest level of opinion is Above-the-line communication, with an average score of 4.409. This is followed by Below-the-line communication (average score: 4.389), Attractiveness (average score: 4.378), Expertise (average score: 4.376), Respect (average score: 4.365), Online purchase behavior (average score: 4.332), and Similarity (average score: 4.246), respectively. The factor with the generally highest level of opinion is Trustworthiness, with an average score of 3.988.

Part 2 The analysis of the linear relationship between variables using Pearson Correlation tests to check the independence of each variable.

Table 2: Correlation coefficients to check discriminant validity between data variables.

Coefficients								
ATT	1							
TW	-0.086	1						
EXP	0.465**	-0.040	1					
RES	0.445**	0.000	0.450**	1				
SIM	0.138**	0.018	0.198**	0.155**	1			
ATL	0.597**	-0.012	0.595**	0.513**	0.251**	1		
BTL	0.552**	-0.056	0.504**	0.503**	0.273**	0.701**	1	
OPB	0.553**	-0.127*	0.561**	0.417**	0.286**	0.639**	0.667**	1

Table 2 shows that all independent variables, including Attractiveness, Trustworthiness, Expertise, Respect, Similarity, Above-the-line communication, and Below-the-line communication, are significantly correlated with Online Purchase Behavior at the 0.01 level.

In particular, the variables Expertise ($r = 0.561$), Attractiveness ($r = 0.553$), Below-the-line communication ($r = 0.667$), and Above-the-line communication ($r = 0.639$) exhibit moderate to strong relationships. When examining the correlation coefficients between the independent variables, the values range from -0.127 to 0.701 , with most r values below 0.80 , indicating that there are no issues with Multicollinearity or overlapping relationships among the variables. Therefore, the data is suitable for further multiple regression analysis.

Part 3 Hypothesis Testing - Analyzing the Influence of Beauty Queens in Marketing Communication on Online Purchasing Behavior in Thailand Using Multiple Regression Analysis

Table 3: The results of an analysis of multiple linear regression

Variable	Unstandardized Coefficients		Standardized Coefficients	t-test	Sig
	B	Std. Error	β		
ATT	0.141	0.040	0.154	3.561	<0.001
TW	-0.068	0.026	-0.086	-2.583	0.010
EXP	0.166	0.035	0.200	4.706	<0.001
RES	-0.016	0.034	-0.018	-0.453	0.651
SIM	0.079	0.030	0.091	2.640	0.009
ATL	0.149	0.048	0.164	3.103	0.002
BTL	0.337	0.046	0.356	7.248	<0.001

Table 3 shows the impact of the influence of beauty queens in marketing communication on online purchasing behavior of consumers in Thailand. The influence of Below-the-line communication has the most significant effect ($\beta = 0.356$, $P < 0.001$), as it directly reaches the target audience through promotional activities and direct interaction with consumers. This is followed by Expertise ($\beta = 0.200$, $P < 0.001$), which reflects the credibility of the beauty queen in recommending products, thereby increasing consumer confidence in making purchase decisions. Above-the-line communication ($\beta = 0.164$, $P = 0.002$) has a positive effect, but due to its broad mass media advertising approach, it is less effective than Below-the-line communication. Attractiveness ($\beta = 0.154$, $P < 0.001$) results in consumers feeling a connection to the beauty queen and generating interest in the product. Similarity with the target audience ($\beta = 0.091$, $P = 0.009$) has a positive effect, but it is the least influential, as consumers still require other factors when making a purchase decision. Trustworthiness ($\beta = -0.068$, $P = 0.010$) has a negative effect, as consumers may sometimes perceive it as an insincere form of advertising. Respect ($\beta = -0.018$, $P = 0.651$) has no impact, as consumers do not prioritize this factor in the context of online purchase behavior.

Suggestion

General Marketing Recommendations

1. Brands should organize activities that allow consumers to try the product, such as offering product samples or conducting online activities where participants can interact and have fun with beauty queens representing the brand. This approach helps consumers feel more connected to the brand and encourages them to try the product.
2. Select beauty queens whose image aligns with the brand's identity, such as portraying healthiness or self-confidence, and have them share real stories about using the product in daily life. This will increase consumer trust in the brand.
3. Combine broad and targeted advertising strategies. While mass-reach advertising may not immediately drive purchases, using it alongside activities that directly engage the target audience will help increase brand awareness and make it easier for consumers to make an online purchasing behavior.

Conclusion

The findings from the research on the influence of beauty queens in marketing communication and its impact on online purchasing behavior in Thailand reveal that the following variables have a significant effect: Attractiveness, Trustworthiness, Expertise, Similarity to the target audience, Above-the-line communication, and Below-the-line communication. However, the variable that could not be used for prediction or did not have a significant effect is Respect.

1. The attractiveness of beauty queens as brand ambassadors positively impacts online purchasing behavior in Thailand. The presence of a beautiful and attractive celebrity endorser helps build brand trust and encourages consumers to make a purchase decision more easily. Consumers associate beauty queens with aesthetics and value (McCracken, 1989). When the image of the beauty queen aligns with the brand, it enhances marketing communication efficiency (Kamins, 1990). Additionally, if the endorser's image is close to the one consumers aspire to, it boosts motivation to buy (Choi & Rifon, 2012). Recent research by Nawamin Siwasaranon and Ongart Singlumpong (2024) confirms that the attractiveness of influencers on social media influences the purchasing decisions of Gen Z consumers.

2. The trustworthiness of beauty queens negatively affects online purchasing behavior in Thailand. While trust in beauty queens as brand ambassadors can reduce concerns over online purchasing behavior, such as fear of receiving products that do not match the description or non-delivery after payment, in some cases, trust can have a negative impact. Some consumers may view the presence of beauty queens as merely a commercial advertisement lacking sincerity, which can reduce brand credibility and cause hesitation in purchase decisions. According to research by Gefen et al. (2003), "trust" plays a crucial role in reducing concerns in online transactions. Morgan & Hunt (1994) also point out that trust can establish long-term relationships between consumers and brands. Moreover, research by Thanisara Kesuwan and Jarachawan Jantrarat (2020) found that influencers with credible and relevant expertise, such as health or lifestyle expertise related to the product, play a significant role in motivating purchase interest.

3. The expertise of beauty queens in product endorsement positively influences online purchase behavior in Thailand. Their knowledge and skills in presenting products enhance credibility and make consumers feel confident in the information they receive, impacting online

purchasing behavior. This is particularly effective when the endorser has direct knowledge or experience with the product, such as its components, origin, or usage recommendations. Research by Thananya Sawanghaboon (2022) indicates that in an era where online information spreads rapidly, having an expert endorsing a product is a key factor in building confidence and facilitating purchase decisions. This is supported by research from Kattakamon Phislaengam and Sirinya Wirunrat, (2024), which found that influencers with in-depth product knowledge create consumer confidence and encourage purchasing decisions.

4. The respectability of beauty queens does not directly impact online purchasing behavior in Thailand. While beauty queens are admired and respected figures, this does not directly affect consumers' online purchasing behavior. Consumers tend to prioritize factors such as product quality, price, convenience, brand credibility, and user reviews. Therefore, selecting a beauty queen as a brand ambassador should focus more on whether she aligns with the target audience's image and personality, rather than her fame or follower count (Heroleads, 2022). This is consistent with research by Thananya Sawanghaboon (2022), which found that consumers are more focused on the attractiveness and relevance of the endorser's image rather than their academic achievements or social status.

5. The similarity between beauty queens and the target audience positively influences online purchasing behavior in Thailand. Beauty queens who share similarities with the target audience, such as lifestyle, values, or ways of thinking, have a significant impact on online purchasing behavior. Consumers feel more connected and understood, especially younger generations who seek influencers with similar experiences or lifestyles. If a beauty queen uses accessible language or shares experiences that resonate with the target audience, it helps build trust and increases the likelihood of a purchase. This is supported by research by Sudarat Yomrat, Theptat Thongkum, and Thammarong Tangkaew (2020), which found that similarity in age, income, or profession between consumers and brand ambassadors, such as K-pop idols, significantly attracts attention and motivates purchase intentions.

6. Above-the-line communication, such as advertising, positively influences online purchasing behavior in Thailand. ATL communication helps products reach a large audience, and when combined with a beauty queen or celebrity endorser, it enhances credibility and attracts consumer attention, leading to future online purchasing behavior. Research by Darawan Phona and Narasap Tuncho (2023) indicates that online advertising as part of integrated marketing communication plays a vital role in stimulating demand for products like dietary supplements. Furthermore, Aphirat Na Ranong, Napaporn Khunthongtha, and Montri Piriyaikul (2016). found that using celebrities in advertisements helps build product likability and trust, which are crucial factors in facilitating purchasing decisions.

7. Below-the-line communication strategies, which focus on targeted outreach such as public relations or product launch events, positively affect online purchasing behavior in Thailand. When a beauty queen with a famous reputation presents these communications, it helps enhance the brand image and generates interest in the product, leading to easier online purchasing behavior. Research by Rujinan Ueapitaksakul, Wiraporn Chotipanya, and Natthawut Somyaron (2021) found that product launches, both in public settings and on online platforms, significantly impact purchasing behavior. Additionally, research by Darawan Phona and Narasap Tuncho (2023) confirms that endorsing product quality through direct communication with the target audience builds confidence and encourages purchase decisions.

Recommendations for Future Research

1. Research should compare the impact of beauty queens with other public figures, such as athletes, musicians, or lifestyle influencers, to analyze who can most effectively influence online purchasing behavior in different contexts. Additionally, studies on the impact of beauty queens in countries with different cultures from Thailand should be conducted to compare communication strategies and consumer behavior in online purchasing, which will help adapt marketing strategies to the needs and behaviors of consumers in various countries.
2. Research should examine the long-term effects of using beauty queens in marketing communications, such as building brand loyalty and creating a sustainable brand image. This should include investigating the risks of using influencers with specific, niche images to assess the sustainability and effectiveness of this strategy over time. Such research would assist brands in adjusting their strategies to reduce risks and maintain continuous value.
3. Studying the impact of beauty queens' characteristics on different target groups, such as age, gender, or online shopping behaviors, will help understand how different consumer groups respond. This insight can be used to adjust marketing strategies to better fit specific target segments.

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