

**THE CUSTOMER INTENTION TO PURCHASE MAKEUP
COSMETIC PRODUCTS PROMOTED BY INFLUENCERS
ON THE TIKTOK PLATFORM**



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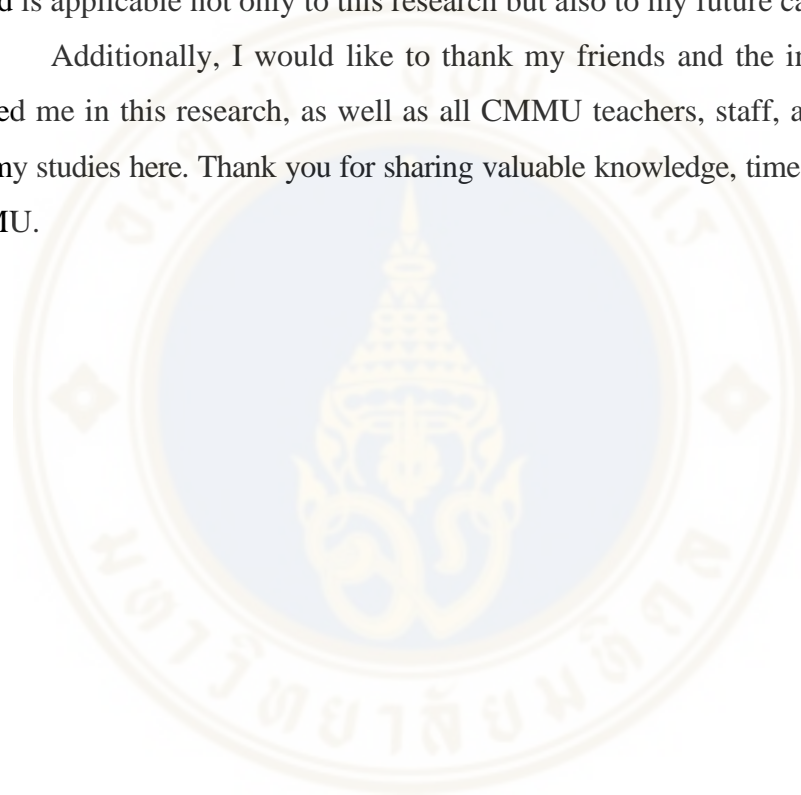
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ABSTRACT

This study explores how influencer promotions on TikTok affect Thai consumers' intention to purchase cosmetic products, focusing on females aged 26 to 36. The research employs a qualitative approach through semi-structured interviews to delve into the impact of four key variables: expertise, trustworthiness, content marketing, and physical attractiveness of influencers. Findings indicate that expertise and trustworthiness significantly influence consumer purchasing decisions, while content marketing and physical attractiveness also play roles but to a lesser extent. This study provides valuable insights for cosmetic brands and marketers to refine their strategies, enhance customer engagement, and drive sales through effective influencer collaborations on social media platforms. Limitations and future research directions are also discussed.

KEY WORDS: EXPERTISE/ PHYSICAL ATTRACTIVENESS/ CONTENT
MARKETING/ INFLUENCER MARKETING/
TRUSTWOTHINESS

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CHAPTER I

INTRODUCTION

1.1 Background

Since then, consumer behavior has shifted to a greater focus on online platforms, with many businesses choosing to launch their products online rather than offline. This shift aligns with the prevailing digital trends (Gilliland, 2019). Cosmetic brands are increasingly sending their products to various influencers, encompassing nano, micro, macro, and mega influencers, to review and promote their products (KESNER, 2023). While some brands have experienced increased sales, others have seen a decrease. The challenge lies in the business's limited understanding of consumer behavior regarding the intention to purchase after influencers' promotion (KESNER, 2023).

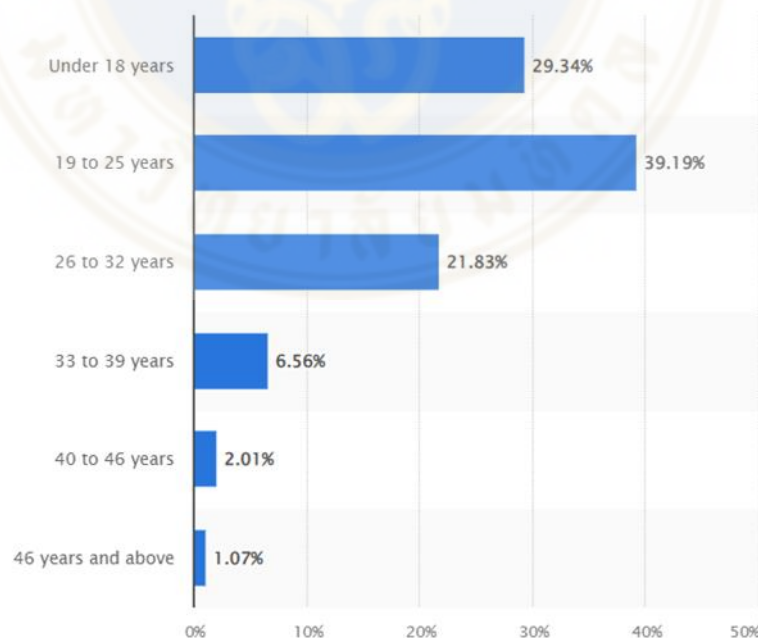


Figure 1.1 Demographics of TikTok influencer audiences in Thailand as of June 2023, by age group

The largest demographic of TikTok users falls within the age range of 19 to 25 years old, comprising 39.19% of the total user base. They are followed by the under 18 years old with 29.34% and the 26 to 36 age group, accounting for 21.83% of users (figure 1). Based on the assumption, the under-18 years old and 19 to 25-year-old age groups are those who do not earn money, while the 26 to 36 age group is assumed to be those who do (Statista, 2023). This research will focus on the target group aged 26 to 36 years old of Thai females. This group earns their own money and can make purchasing decisions independently.

1.2 Objective

1. To understand consumer behavior regarding the purchase of cosmetic brands influenced by reviews and promotions from influencers.
2. To comprehend the factors influencing consumers' decisions to buy these products.

CHAPTER II

LITERATURE REVIEW

2.1 Problem Statement

This study aims to understand how influencer promotions affect Thai consumers' intention to purchase cosmetics makeup on TikTok. The results may be beneficial to cosmetic brand businesses in understanding customer behavior and purchasing decisions for the products via the TikTok platform. Brands and marketers could use this useful data to implement a strategy to increase the company's performance by the consumer pain point.

2.2 Influencer Marketing

Celebrities in the entertainment industry such as movies and music are called influencers but then since the generation, lifestyle, and digital world have changed, anyone could be an influencer (Arun, Syarief, & Najib, 2019). For example, baby boomers, students from Generation Z, and the alpha generation. Currently, influencers are individuals who are famous via social media platforms including Facebook, Instagram, X, and TikTok (Arun, Syarief, & Najib, 2019). Social media platforms represent their unique style of content to attract different target audiences. For example, Facebook represents long form blogs, Instagram focuses on image content, and TikTok is short form video content. Consumers able to be convinced by influencers on each platform on purchasing decisions because of how influencers have a positive impact on increasing awareness and sales (Arun, Syarief, & Najib, 2019). Influencers have their target audience which is their followers. This is an opportunity for inline businesses to expand the product to different target audiences based on the followers (Arun, Syarief, & Najib, 2019). The main responsibility of influencers in this generation is to generate posts of image and video content to introduce, demonstrate products, and compare the products along with similar products (Arun, Syarief, & Najib, 2019). In addition, Hermanda, Sumarwan, &

Tinaprilla (2019) found the similarity that influencers are the person on social media platforms who provide information via their account with related content which may be linked with the business objective of increasing awareness and sales from their content. An online influencer is the third party of online businesses that helps with expanding product information based on influencers' opinions, attitudes, and lifestyle. Influencers are the person who shares and introduce products to consumers with a positive impact to attract consumer purchasing decisions. Thapa (2023) has mentioned the factor that has a positive effect on consumer purchasing decisions which is the micro-influencers. Influencer marketing has a positive impact on consumer purchasing intention than celebrities based on trust.

2.3 Expertise

The consumer intention is based on the level of influencers' expertise to share valuable knowledge with them. The research found that influencers' expertise has a positive impact on purchase intention if social media influencers can prove their expertise they are and post appropriate posts that could catch the audience's interest and increase sales (Weimueller, Harrigan, Wang, & Soutar, 2020). NGUYEN (2020) says that experts focus on audience communication with understanding, practicality, and skills to gain their interest and trust, for the positive recognition of the brand to make a purchasing decision. The expert could convince others to purchase the product easily. The research result shows that expertise has a positive relationship with consumer purchasing with useful knowledge and messages to convince consumers' perceptions (Tien, Rivas, & Lioa, 2019).

2.4 Physical Attractiveness

Influencer attractiveness refers to the extent to which the facial features of a stimulus person are aesthetically pleasing to observe (Mettenheim & Wiedmann, 2022). Attractive can be measured as classy, beautiful, elegant, or sexy (Lin, Crowe, Pierre, & Lee, 2021). Lin, Crowe, Pierre, and Lee (2021) showed that attractiveness can gain interest and interaction from the audience. The consumer may be attracted to the brand by

themselves, but attractive influencers help increase brand awareness and attention to the product. This means an influencer's attractiveness has a significant relationship with consumer intention to purchase (Lin, Crowe, Pierre, & Lee, 2021).

An influencer who has a speaking skill that is related to physical attractiveness creates a positive relationship and strong purchasing decision-making between oneself and the audience (Sokolova & Kefi, 2020). However, the result shows that there is no relationship between consumer intention and physical attractiveness based on the young generation not providing value in this variable (Sokolova & Kefi, 2020). Consumer behavior and perception change along with the trends.

2.5 Content Marketing

Content marketing is a marketing strategy for helping businesses attract target audiences to increase brand engagement, loyalty, and awareness (Coursera, 2024). Content marketing is a flexible format that can be published in several ways including blog posts, videos, podcasts, email (Coursera, 2024), etc. Instafamous in buying cosmetic products, a previous study, says that Instagram uses content marketing to provide information about the product through images (Widiari, Sulhaini, & Rinuastuti, 2023). The business uses this strategy to increase consumer attitudes toward the products and brand. A positive attitude has a significant relationship with content marketing that helps increase brand awareness and consumer purchasing intention (Widiari, Sulhaini, & Rinuastuti, 2023). AI-Gasawneh & AI-Adamat (2020) say that content marketing also has an impact on consumer purchasing intention and increases brand awareness by changing customers' attitudes. On the other hand, the beauty products in Thailand that use Thai influencers to help with their digital marketing have a positive relationship with the consumers' intention to purchase. Consumers are more likely to purchase the product when influencers demonstrate and do a product trial. Further on, influencers are also raising brand awareness for the product brand (Pitchayanontapat, 2017).

In conclusion, content marketing does have a significant relationship with consumer purchasing intention. Content marketing is a strategy to express brands and product information to the expected customers to attract purchasing attention. In addition, content marketing may also be useful for boosting brand awareness as well.

2.6 Trustworthiness

Trustworthiness is the unbiased and acceptability of the receiver or decider (Onu, Nwaulune, & Nnorom, 2019). For a simple explanation, trustworthiness means acceptable and reliable. Consumers would generally be easily convinced of unseen things by the person they believe (Onu, Nwaulune, & Nnorom, 2019). Trustworthiness represents the relationship of easily building upon familiarity (Chaovalit, 2014). The result from the research on the impact of influencers on cosmetic products shows that the trustworthiness of influencers does not correlate with the consumer purchasing intention (Botelho, 2019).

Trustworthiness Influencer is the characteristic of honest and trustful providers of true information to their followers. Consumers would observe less about the product of influencers tends to be trustworthiness; this happens when there is a positive relationship between trustworthiness and consumer purchase intention (Chekima, Chekima, & Adis, 2020)

2.7 Research Framework

The purpose of this study is to understand Thai consumers' makeup cosmetic purchase intention on influencer promotes via the TikTok platform.

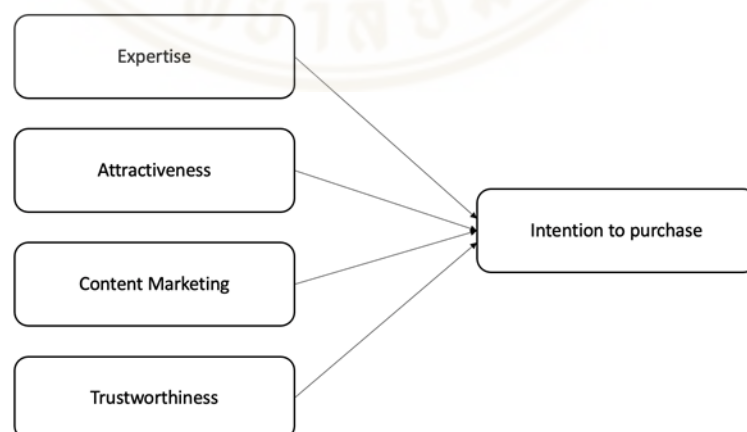


Figure 2.1 Research Framework

CHAPTER III

METHODOLOGY

3.1 Research Methodology

This research uses a qualitative approach to explore the consumer intention to purchase beauty products by influencers promoted on the TikTok platform. Qualitative methods are particularly suited to this study as they allow for an in-depth exploration of consumer behaviors and perceptions.

3.2 Research Design

This research will use qualitative methodology by conducting semi-structure interviews with consumers or users who are using a social media platform and have experience of purchasing makeup cosmetic products in TikTok shop features. The target group will be 26 – 36-years-old Thai females with purchasing power and can make purchasing decision independently.

The interview questions would be based on four variables of expertise, physical attractiveness, trustworthiness, and content marketing of TikTok influencers. This interview format is focusing of the flexibility of asking question and allow interviewer to express their own opinion to receive an insight of consumer purchasing intention. The result would be analyzed as a theme to create an understanding of consumer insight of behavior and purchasing intention.

3.3 Data Analysis

The data would be analyzed based on the report pattern to identify the theme of consumer purchasing intention. The result will show the relationship between consumer purchasing intention and four independent variables. This research is finding the reason why consumers purchase makeup cosmetic product by influencers promote on TikTok platform.



CHAPTER IV

RESEARCH FINDINGS AND DISCUSSION

This chapter outlines the result of the study and research hypothesis of the intention to purchase on influencer marketing via the TikTok platform.

An estimate total of 10-15 interviewees' responses from semi-structured interviews with 26 to 36 years-old Thai females will be analyzed as the relationship and significance of four variables with consumer purchasing intention.

4.1 Data Collection

This research is focusing on 26 to 36-years-old Thai females with purchasing power. The target selection is based on the research objective of the consumer who has the experience of purchasing makeup cosmetic product online especially TikTok. The purchase decision is the influencers' product promotion. This research conduct by semi-structured interview of 10 participants in total.

4.2 Data Presentation

Table 4.1 Data Presentation

Expertise	Trustworthiness	Content Marketing	Physical Attractiveness
Informed Decision Making	Authenticity	Engagement and Interactivity	Aesthetic Appeal
Educational Content	Lifestyle Alignment	Visual Appeal	Visual Representation
Trust on Product Recommendation	Consistency and Transparency		

4.2.1 Expertise

Expertise has the most significant relationship with the consumer purchasing decision on the makeup cosmetic products. The reason is based on their skills of presentation which provide a theme of informed decision making, educational content, and trust on product recommendation. These three themes have the most effect on the purchasing decision. Informed decision making, the consumer is looking for the influencers who show the product demonstration that help consumer imagine the makeup product like the offline store. The consumers are also interest about education content because it helps increase the product understanding and selection. For example, the expert influencer shows the makeup product and talk about how to use and the occasion to use this product. One of the participants try to search more about the makeup product because she needs new makeup product for valentine's date. The last theme is trust in product recommendation. Since the previous theme create values on the expertise, consumer tend to have higher intention to purchase the product because they have trusted that expert influencer. Expertise's quote "*I purchase the product because of the occasion to use provided by the influencers*".

4.2.2 Trustworthiness

Trustworthiness is also receiving the most interest on consumer followed by an expertise. Consumers believe the expertise by trust. Authenticity, lifestyle alignment, consistency and transparency are the theme provides by trustworthiness variable. Consumer trust and increase their interest by the authenticity. Authenticity is about the realistic of the product demonstration or the experience telling. Consumers have more trustworthiness because they have the feeling of "*this is real.*" – consumers' quote; most of participant have mentioned. On the other hand, consumers are focused on influencer's lifestyle alignment. There are tons of influencer with different content and lifestyle. Since the consumers start interest on one of makeup cosmetic products, they tried to find the influencers who has similar lifestyle as the product identity. For example, customer A is interested in cushion; the based foundation; she would search for the product name on TikTok and start scrolling to find the most suitable beauty blogger of that specific product. Consistency and transparency, the theme of creating positive feeling of product

purchasing decision. Consumers are looking forward to the product's review as real as possible before they purchased it.

4.2.3 Content Marketing

Content marketing refers to the video of the product that is appears on TikTok by influencers which is able of catch the consumer's interest on the product at first sight. The quote for the variable would be "*products that is appear on feed often increase my interest to purchase on the product*". The participants have mentioned about the engagement and interactive and visual appeal. As the TikTok strategy, they would address the popular trend on feed which is like influencers' personality. They would review and promote the product that is on trend. When there is various TikTok video about the product that has been show on feed more than once, the consumer starts to be interest and search for more information. The consumers have high chance to purchase the product based on the product engagement. Another theme is visual appeal. Influencers mostly create a video content about the product testing because it is the easiest way to show the makeup product as realistic. The consumers still have the same objective of prefer to see the real product as much as possible. Product testing is linked to consumer goals, and it increase their intention to purchase.

4.2.4 Attractiveness

Influencers' self-attractiveness has the least interest on consumer purchasing intention. Attractiveness theme is aesthetic appeal and visual representation. Aesthetic appeal may not be the first prioritize on consumer purchasing decision, but it still has some effect. Aesthetic appeal comes together with visual representation. One of the participants mentions that she has no interest on the product but then it appears on influencer face, the influencer looks more beautiful than before. Once the product looks good on the influencer, the consumers increase their interest on the product then the purchasing decision comes right away. "*Once it looks good on them, I would like to try*" – quote of the attractiveness.

CHAPTER V

CONCLUSION AND RECCOMENDATION

In conclusion, this research study about the understanding on Thai female consumers' intention to purchase on makeup cosmetic product via TikTok platform by the influencer's promotion. The qualitative research with semi-structure interview of 26 to 36-years old Thai female through four impact variable of expertise, trustworthiness, content marketing, and physical attractiveness.

5.1 Discussion

According to the finding, four variables were analyzed to identify the most effective understanding of Thai females' consumers purchasing intention regarding to makeup cosmetic products towards influencers promotion via TikTok. The research found that expertise has the most effective factor to persuade consumer to purchase the makeup cosmetic product. Then following by trustworthiness, content marketing and physical attractiveness.

Expertise and trustworthiness are the most influencing factors for generating purchase intention. Expertise has been addressed as the highlight of purchasing decision. Consumer focus on the influencers who demonstrate, provide educational content, and offer trustworthy product recommendations. These are connecting with the consumers and build trust on influencer themselves and product. Which create an intention to purchase in the future. Trustworthiness gain consumer interest of perception and purchasing decisions. The consumers are more in touch and believe influencers with realistic reviews and product along with their lifestyle.

Content marketing has impact in generating purchase intention by engagement and interactive content. This factors also build brand awareness and positive attitude towards purchasing on the promoted product.

Another factor showing the importance of influencer in promoting product is physical attractiveness. Physical attractiveness of the influencer has least relationship

with product purchasing decision based on this generation, the consumer has less interest about out-looking appearance but if the product looks good on them it would increase intention to purchase easily.

5.2 Recommendation

Brands and marketers could use this useful data to implement a strategy to increase the company's performance. This data could adapt in many strategies depends on the brands and marketer perception including increase sales, introduce brands and product to the market, and expand the market segment.

For brand objective of increasing sales could use expertise and trustworthiness factors to gain customer intention to purchase based on the most effective factors of influencing. For example, Brand could come up with the key message for influencers to deliver to their audience. Which can focus on educational content, lifestyle alignment, and product recommendation. There is a chance for consumer to stop scrolling their feed and listen to an expert and trustworthiness influencer then the intention to purchase would be increase.

Product introduction and expand to market segment could also use these effective factors to increase the audience interest. For the recommendation, I would use content marketing and physical attractiveness to attract consumers' interest. Content marketing gain consumers values by the engagement and interactive from the content. Consumers would slowly recognize the brand based on the repeating video on their feed. On the other hand, to expand the market, physical attractive influencers could be an effective tool by using beautiful influencer to promote the product. The selected influencer should have different target audience as your brand. Let them use your product to attract their audience and other audiences who organically scroll by the TikTok.

However, each factor has individual importance and effectiveness based on the brands and marketer's objective. This study provides a proven data of effective tools for marketers to adapt based on each marketing strategy. Expertise, trustworthiness, content marketing, and physical attractiveness are the factors that help brands or marketers increase their future business performance.

5.3 Study Limitation

The limitation of this study is mostly limited at the specific's demographic focuses, personal bias, and small sample size. As the focuses demographic of 26 to 36-years-old who has purchased makeup cosmetic product on TikTok. The difficulty causes some time to find the right interviewee for the interview. The other problem may state this limit is interview appointment. Some of the participants are right target group but they were too busy with their personal schedule. Which might affect the time of interview process. On the other hand, personal bias may affect some of the questions and answer during the interview section. Voice recording helps reduce personal bias and could analyze the data well. Lastly, the small sample might provide less information for analysis and understanding which force interviewer to ask more question to get more information.

5.4 Suggestion for Future Research

The future suggestions for the research could be about the semi-structured interview method. This interview method is a flexible question asking. Researcher should prepare a question area that is able to lead interviewees' answer to the right point. The solution of receiving the data, researcher could prepare some starting question that is related to the objective and avoiding asking yes or no question. Other suggestion on participant finding is asking your previous interviewees to contact their friends. Approaching to participant group of friends able to reach more target demographic that you have set. On the other hand, interview the participant who might not state as a right target group and asking about their experience of purchase product online. This group of participant has their personal shopping attitude that might has relationship with the research objective. But this group should not be out of the research focus demographic. In conclusion, exploring more approach and expand to some other group could help with the data analysis to receive the best solution and understand more on consumer behaviors.

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