

The Influence of TikTok eWOM on the Purchase Intention of Local Cosmetic Products among College Students

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Abstract

This study aimed to discover the importance of Electronic Word-of-Mouth (eWOM) using the TikTok application on consumers' purchase intentions for local cosmetics, specifically among female college students studying in Metro Manila, Philippines. The advancement of technology has proven to be essential in introducing products and brands to the market, warranting further investigation. The researchers gathered data through purposive sampling with a sample size of 384 students, calculated using Cronbach's Formula based on the 351,285 NCR student population data from CHED, with a 5% margin of error and 5% alpha. The data was analysed using the binary logistic regression model. The study revealed that the percent distribution of each variable generally resulted in ratings of 3 and 4, indicating "strongly agree" and "agree." The collinearity test showed that no independent variables were highly correlated with each other, satisfying the non-multicollinearity assumption. With the help of backward stepwise regression, findings indicated that among the six independent variables (frequency of exposure, retention to viewer, credibility of the product review, quality of videos, information usefulness, and information adoption), only the variable "Information Adoption" is significant in explaining the purchase intention of the respondents. This implies that an increase in information adoption ratings increases the odds of purchase intention towards local cosmetic products utilizing TikTok eWOM.

Keywords:

Electronic Word-of-Mouth (eWOM), Digital Marketing, Social Media, Cosmetic Products

INTRODUCTION

Marketing in the cosmetic industry offers high-quality beauty products in the Philippines, as promotions have been expanding as the days go by. The cosmetic industry has been improving the use of advertising methods, from traditional marketing to digital marketing, wherein technology had a major significance in the growth of marketing, from the use of conventional, printed, TV advertisements and radio to the help of digital with e-mail marketing, website marketing, and social media marketing (Indrawati et al., 2022). A new form of marketing is through communication, specifically Word-of-Mouth (Akbari et al., 2022). Word-of-mouth marketing can be a positive or negative statement by a product or brand's potential, actual, or former customers. Now, with the rise of the technological age, we witness the birth of Electronic Word-of-Mouth (eWOM), as it is not becoming an essential factor in the purchase decision of the market (Lim et al., 2022), and this marketing has forms in electronic bulletins,

newsgroup, blogs, online discussion forums, reviews, and networking sites. In the digital age, social media platforms provide a new medium to share information through consumers' recommendations and opinions (Verma & Yadav, 2020). eWOM has become a significant part of considering consumer's purchasing decisions, as it became a gateway for markets to increase their digital marketing presence by creating a tool for brand awareness.

LITERATURE REVIEW

Zea and Jung (2019) highlights TikTok as one of the largest social media platforms where anyone can reshape the experience of learning creative skills and create visually rich instructional materials and communication by posting and sharing short videos. The TikTok Application is predominantly used and consumed by Generation Z, born between 1997 and 2012 (Dimock, 2019). Generation Z is defined the same in the Philippines as people born from 1997 to 2012 (Freedom of Information Philippines). Now, brands and companies are placing their products in the market using this platform. TikTok has become a new form of communication. This platform has affected brands positively and negatively, as online customer reviews have been widely used. It is now a determining factor for business performance, customer's tendency to recommend brands and/or products, a basis for their buying intention, sales and future marketing plans, and customer decisions (Indrawati et al., 2022). eWOM is shaping how brands and companies approach their market by trying to get to the good side of their market and providing high-quality products and excellent customer service. Now, these companies and brands are looking at and using these reviews about their products and brands to determine their brand image to the market.

With such a cutthroat industry, the cosmetic industry is striving to compete with the rise of competitors, and the market's growth is continuously rising, thus creating many opportunities for advertisers and marketers to advertise their products in different ways using different mediums. Marketers must always provide relatable content that accurately represents real-life events because Generation Z (born between 1995 and 2009) prefers this type of advertising (Khwaja et al., 2020). Make-up product advertisements are seen both on the street and on the web. With the rise of the TikTok application, marketing analysts observed and predicted which market demographics are purchasing the product. Marketers have determined what influences Generation Z's purchase decisions (Munandar, 2022), whether these variables are through the frequency of exposure to videos, retention to the viewer, the credibility of the product review, quality of videos, or the usefulness of information and information adoption (Leong et al., 2022). As a result, eWOM has now become an essential aspect of customer influence on the beauty products market, as it is now critical in marketing.

In this case, with the consistent rise of local beauty products in the Philippines, there is a significant market and impact on the growth of the cosmetics industry with the help of social media platforms (Bacani et al., 2024). With a market still growing and eWOM still technically a relatively new term in the marketing industry, there needs to be more research on tackling eWOM in the TikTok application in the market of local cosmetic products, specifically Generation Z's influence. It is necessary to strengthen further research, which would benefit the campaign of future marketers, specifically those working in the cosmetics industry, as it helps build a relationship and maintain the current customer's loyalty with social media marketing (Marchowska, 2024). With that, the objective of this study was to discover the importance of Electronic Word-of-Mouth with the use of the TikTok application and which among the variables (frequency of exposure, retention to the viewer, credibility of the product review, quality of videos, information usefulness and information adoption) is mainly

influencing the purchasing behavior of college students. TikTok, the social media platform that rose during the pandemic and is currently one of the most popular social media platforms, is a video-based platform mainly producing short video content. It has simple video editing options that users can easily make use of (Fortuna, 2022). Variables include: Frequency of exposure, the optimization of using balanced reach and repetition for effective advertisements and product exposure (Abbaszade, 2021). Retention to viewers is connected with customer relationships and brand loyalty, with a positive influence on internet marketing increasing the customer to retain and stay loyal (Nuseir, 2018). The credibility of product reviews relies on the reviews with accuracy, completeness, quantity, and peripheral cues, including reviewer expertise and product and service rating, which impact online review credibility positively (Thomas, Wirtz, & Weyer, 2019). The quality of videos focuses on the investment in cameras for high resolution, editing software, lighting, sound equipment, and the expertise to manage the production from concept to completion (Harris, 2016). Information Usefulness refers to how useful or helpful the obtained information is for the consumer's decision-making process, and for Information Adoption, it refers to internalizing, accepting, and using information from external sources to aid decision-making (Indrawati et al., 2022). With social media, consumers are easily exposed to easy access for information about specific products or services. Decision-making is now easier for social media users to understand the process and be satisfied with the purchase decision (Voramontri & Klieb, 2019).

METHODS

The researchers used a quantitative research approach, specifically Binary Logistic Regression to classify, explain or predict the values of some characteristic, behavior or outcome. Online survey questionnaires were used as the research instrument and was conducted and distributed online through Google Forms with standard multiple-choice and 4-point Likert scale questions to female college students studying in Metro Manila aged 18-25 years old. A 4-point Likert scale exempts having a neutral option, thus resulting in a negative or positive response, making more straightforward results (Kusmaryono et al., 2022). Through purposive sampling, the researchers needed responses to a sampling size of 384 respondents calculated using Cronbach's formula with a 5% margin of error and 95% confidence level or 5% alpha. For the statistical treatment of data the researchers used the formulas "Pearson Product-Moment Correlation Coefficient", "Spearman Rank Correlation Coefficient", "Point-Biserial Correlation Coefficient", and lastly "Rank-Biserial Correlation Coefficient" as advised by Maika Nishiya, Joseph Quimson, and Liam Don, the statistician advisers of the researchers, to identify the correlation and later on the causality as well. Data Privacy Act of 2012 (RA 10173) agreement was upheld throughout this research to protect our respondents' data.

RESULT AND DISCUSSION

Demographics and Descriptive Statistics

From the table, it shows that from the total of 401 surveyed respondents, only 384 were left – those are respondents which are Female TikTok Users who use cosmetic products and are in college. Hence, only data from the remaining 367 respondents were analysed.

Table 1: Respondent filtering count

Filtering Variables	Yes	No	Grand Total
Screened TikTok Users	395	6	401
Screened Cosmetic Product Users	384	11	395
In College	375	9	384
Female	367	7	367

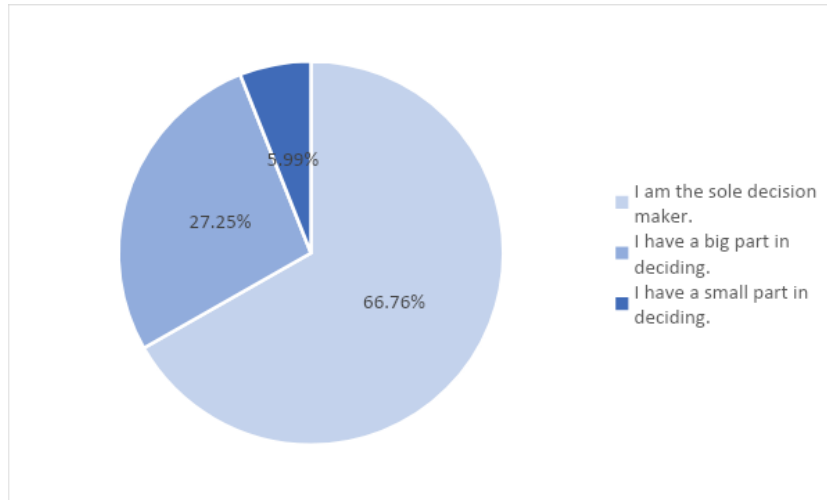


Figure 1: Purchase decision making

Based on Figure 1, most respondents say that they are the sole decision maker, accounting to about 66.76% of the respondents. Moreover, most respondents (60.22%) are 21-23 years old (see Figure 2).

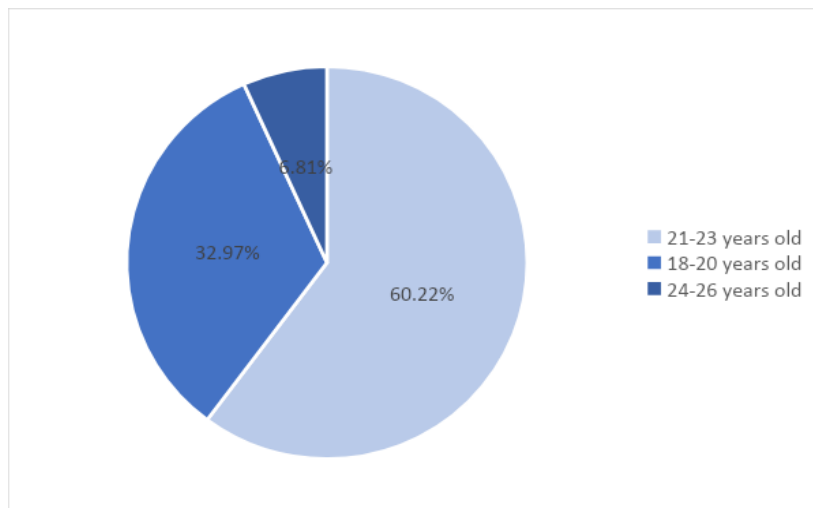


Figure 2: Age classification

Figure 3 shows that most respondents (62.13%) have less than P10,000 monthly allowance. Meanwhile, most respondents surveyed are studying in Manila City, accounting to 65.67% of the total respondents (see Figure 4). Based on Figure 5, most respondents (95.64%)

responded yes, while only 16 said no in purchasing make-up from local brands for the past 6 months.

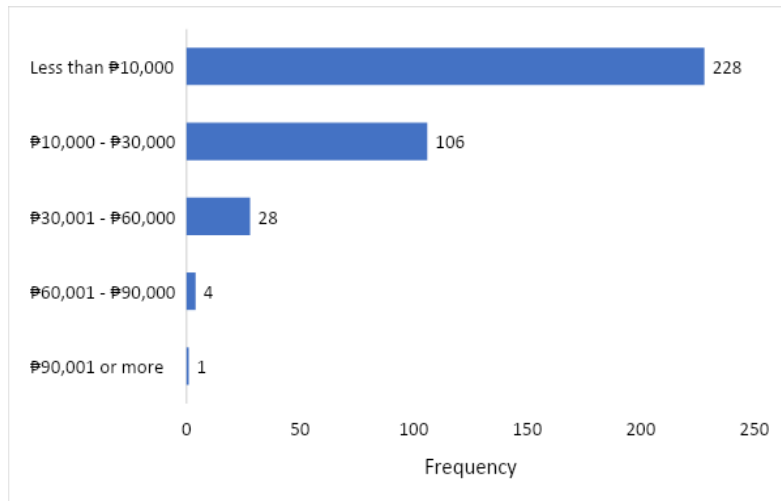


Figure 3: Monthly allowance

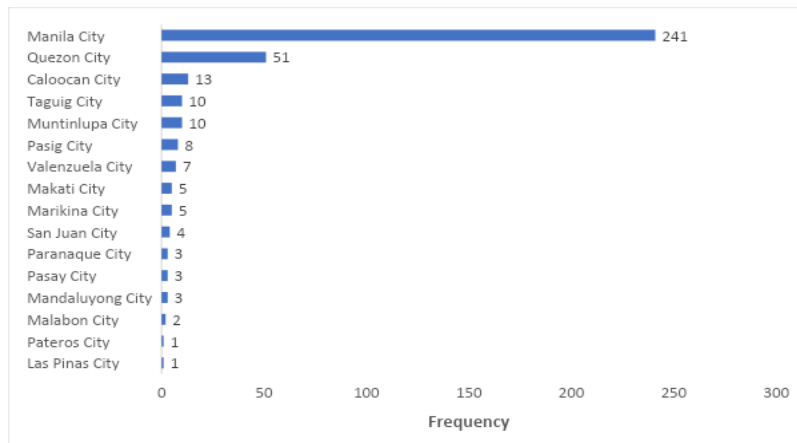


Figure 4: University location

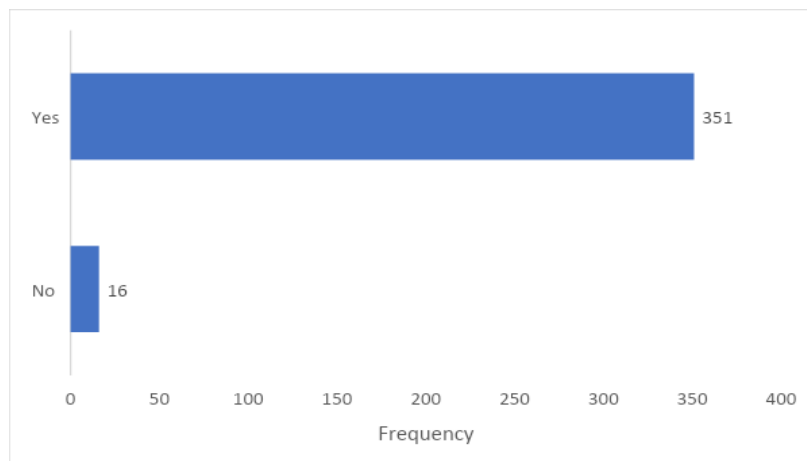


Figure 5: Make-up purchase (last 6 months)

Table 2 summarizes the descriptive results of respondents’ exposure to TikTok. It shows that on average, most respondents rated “Strongly Agree” (mean = 45.50%) to the items in this construct.

Table 2: Percentage distribution of responses to frequency of exposure

Statements	1	2	3	4	Grand Total
I frequently come across TikTok content on Local Cosmetic Products	0.27%	6.27%	36.51%	56.95%	100.00%
I frequently come across TikTok content on Local Cosmetic Products	0.54%	5.72%	36.51%	57.22%	100.00%
I frequently spend my time watching Local Cosmetic Products on TikTok	5.72%	18.53%	36.24%	39.51%	100.00%
I frequently interact with TikTok content on Local Cosmetic Products	9.54%	18.53%	38.42%	33.51%	100.00%
I frequently encounter Local Cosmetic Product content on TikTok, and it is a key factor in my purchase intention	3.54%	12.81%	43.32%	40.33%	100.00%
Mean	3.92%	12.37%	38.20%	45.50%	

Table 3 summarizes the descriptive results of respondents’ perception of TikTok’s ability to increase viewers’ retention. It shows that on average, most respondents rated “Strongly Agree” (mean = 46.65%) to the items in this construct.

Table 3: Percentage distribution of responses to retention to viewer

Row Labels	1	2	3	4	Grand Total
I agree that TikTok contents helps me remember brands of Local Cosmetic Products	0.27%	2.72%	39.51%	57.49%	100.00%
I agree that I will use TikTok again as a retention reference in purchasing Local Cosmetic Products	0.54%	7.63%	46.59%	45.23%	100.00%
I agree that I retain the last TikTok content that I saw regarding Local Cosmetic Products	1.91%	11.72%	49.32%	37.06%	100.00%
I agree that I prioritize the platform TikTok and its contents when purchasing Local Cosmetic Products	5.45%	10.90%	44.41%	39.24%	100.00%
I agree that TikTok helps me remember brands of Local Cosmetic Products	1.63%	3.27%	40.87%	54.22%	100.00%
Mean	1.96%	7.25%	44.14%	46.65%	

Table 4 summarizes the descriptive results of respondents’ perception of TikTok’s credibility of product review. It shows that on average, most respondents rated “Agree” (mean = 47.57%) to the items in this construct.

Table 4: Percentage distribution of responses to credibility of product review

Row Labels	1	2	3	4	Grand Total
I trust the judgment of TikTok content creators on Local Cosmetic Products in terms of purchasing	0.54%	14.71%	49.32%	35.42%	100.00%
I trust the reviews of Local Cosmetic Products on TikTok are genuine/fact-based	1.36%	14.44%	49.86%	34.33%	100.00%
I trust TikTok content as a form of Local Cosmetic Product Review	1.91%	11.99%	44.69%	41.42%	100.00%
I base my purchasing decisions for Local Cosmetic Products from TikTok on credible reviews/references.	2.18%	10.35%	42.78%	44.69%	100.00%
I agree that the information on Local Cosmetic Products on TikTok is accurate, reliable, and credible	1.91%	17.71%	51.23%	29.16%	100.00%
Mean	1.58%	13.84%	47.57%	37.00%	

Table 5 summarizes the descriptive results of respondents’ perception of TikTok’s quality of videos. It shows that on average, most respondents rated “Agree” (mean = 45.50%) to the items in this construct. However, many respondents also rated “Strongly Agree” (mean = 45.34%)

Table 5: Percentage distribution of responses to quality of videos

Row Labels	1	2	3	4	Grand Total
I agree that the TikTok content I encountered about Local Cosmetic Products has proper lighting and high resolution.	1.09%	10.90%	43.60%	44.41%	100.00%
I agree that the TikTok content I see about Local Cosmetic Products has clear audio	0.00%	4.90%	44.14%	50.95%	100.00%
I agree that the TikTok content I see about Local Cosmetic Products is edited well	0.82%	8.45%	45.23%	45.50%	100.00%
I agree that the TikTok content I see about Local Cosmetic Products has just the right time duration	0.82%	7.90%	49.59%	41.69%	100.00%
I trust high-quality TikTok video content on Local Cosmetic Products in my purchase intention	0.82%	10.08%	44.96%	44.14%	100.00%
Mean	0.71%	8.45%	45.50%	45.34%	

Table 6 summarizes the descriptive results of respondents’ perception of TikTok’s information usefulness. It shows that on average, most respondents rated “Agree” (mean = 47.91%) to the items in this construct.

Table 6: Percentage distribution of responses to information usefulness

Row Labels	1	2	3	4	Grand Total
The information on TikTok lets me know if there are recent sales or deals regarding the local cosmetic products, I use	0.54%	6.27%	38.96%	54.22%	100.00%
The information on Local Cosmetic Products on TikTok is informative and useful	0.00%	5.99%	51.50%	42.51%	100.00%
The information on TikTok contents about Local Cosmetic Products is helpful and useful for me to evaluate the product	0.27%	4.63%	49.32%	45.78%	100.00%
The information on TikTok contents about Local Cosmetic products meets my needs.	0.27%	12.53%	49.86%	37.33%	100.00%
The information disseminated in TikTok regarding the local cosmetic products I utilize is useful	0.54%	5.72%	51.50%	42.23%	100.00%
The information on TikTok contents is where I base my purchase intention about Local Cosmetic Products because it is useful	1.63%	11.99%	46.32%	40.05%	100.00%
Mean	0.54%	7.86%	47.91%	43.69%	

Table 6 summarizes the descriptive results of respondents’ perception of TikTok’s information adoption. It shows that on average, most respondents rated “Agree” (mean = 46.10%) to the items in this construct.

Table 7: Percentage distribution of responses to information adoption

Row Labels	1	2	3	4	Grand Total
I agree and accept the information of TikTok contents regarding Local Cosmetic Products	0.82%	11.44%	49.86%	37.87%	100.00%
I agree and accept that I absorb TikTok contents when purchasing Local Cosmetic Products	0.82%	11.72%	50.14%	37.33%	100.00%
I agree and accept that TikTok content influence significantly impacts Local Cosmetic Products	0.27%	7.90%	46.59%	45.23%	100.00%
I agree and accept that TikTok contents can help promote Local Cosmetic Products	0.00%	3.00%	34.60%	62.40%	100.00%
I agree and accept the recommendations of Local Cosmetic Product reviews on TikTok	1.09%	8.17%	49.32%	41.42%	100.00%
Mean	0.60%	8.45%	46.10%	44.85%	

Modelling

Table 8 shows that since all variance inflation factors (VIF) are less than 5, no independent variables were found to be highly correlated to others. From there, the non-multicollinearity assumption was satisfied.

Table 8: Results of collinearity test among the predictors of the fitted full model.

Variables	Variance Inflation Factor (VIF)
Purchase Decision	1.381232
Age	1.259300
Monthly Allowance	1.155212
University Location	1.121177
Credibility	1.873563
Exposure	1.873563
Information Adoption	2.446707
Information Usefulness	2.320468
Quality	1.604436
Retention	2.684893

Results shown in Table 9 were produced by backward stepwise regression analysis. From the original ten predictors, the model only retains one (1) acceptable independent variable which is information adoption. It shows that when used as a sole predictor, it is significant in explaining purchase intention since its p-value (3.19×10^{-5}) is less than $\alpha = 0.05$. Specifically, its estimate (0.398) implies that the increase in information adoption ratings increases the odds of purchasing a cosmetic product multiplicatively about 0.39769.

Table 9: Logistic regression results of the fitted full model

Predictors	Estimate	Z-value	p-value
(Intercept)	-3.09697	-2.210	0.0271 *
Information Adoption	0.39769	4.159	3.19e-05 ***

Table 10 indicated the assessment of the final binary logistic regression model made. Generally, the model was found to be significant since the p-value (2.1385) of the Likelihood Ratio Test is less than $\alpha = 0.05$. Additionally, since $R^2 = 0.1373$ it implies that the independent variable (information adoption) explains about 13.73% of variation in the purchase intention of the respondents.

Table 10: Model assessment

Overall Model Fit (Likelihood Ratio Test)	McFadden R^2
2.138475e-05	0.1373

DISCUSSIONS

The primary objective of this study was to determine whether the importance of Electronic-Word-of-Mouth with the use of TikTok affects purchase intention with variables such as: frequency of exposure, retention to viewers, credibility of product review, quality of videos, information usefulness, and information adoption. The researchers sought out to answer the following questions (1) How is the TikTok eWOM relevant to the purchasing intention of Women College Students with Local Cosmetic products? (2) How does Local Cosmetic Products advertise its products on the TikTok application, and how does it influence Female College Students? (3) How do factors such as frequency of exposure, retention to the viewer, the credibility of the product reviewer, quality of videos, the usefulness of information, and information adoption of TikTok affect the purchasing intention of Female College students studying in Metro Manila towards Local Cosmetic Products? (4) What kind of TikTok content can affect the purchasing intention of Female College Students with Local Cosmetic products?

With the rise of the TikTok Application, we witness a new beginning for the age of marketing and advertising. According to Ma and Kim (2021), the form of advertisement used in TikTok applications is simple. It approaches the audience in a friendly manner, which they enjoy more and is perceived as a higher level of interaction with their audience. Not only did the use TikTok as a new medium for advertisement, but, likely, the future beneficiaries such as companies, marketers, and advertisers would utilize eWOM to communicate their products and/or services to the market easily. Advertisers focus on utilizing the application to promote the product. Based on the gathered data, 66.76% of the users are the sole decision-makers in terms of purchase decision-making. A high percentage of the content they come across could lead to their purchase intention.

For the gathered results of the variables in frequency, most responses fall on the higher side of the scale – having ratings of at least 3, getting an overall magnitude rating of 45.50%. Thus, agreeing with the notion that the frequent exposure and interaction with TikTok eWOM has been an essential factor for them to lead to their purchase intention. In a study by Aydoğan & Aktan (2019), female respondents have a higher frequency of visiting online social networking; females are more likely to communicate on online platforms, as it was noted to have a higher influence on eWOM behavior.

Retention shows a magnitude rating of 46.65% for strongly agreeing that there remains a retention to the viewer when watching TikTok eWOM content about Local Cosmetic Products. Customer retention mainly focuses on building trust and commitment to the minds of your audience, thus resulting in a positive purchase experience for future customers (Hanaysha, 2018).

For the credibility of the product review, different from the reviewer's credibility, the dominant response of the respondents agrees with the sentiment that 'Credibility of a Product Review' is a factor that affects their purchase intention, getting an overall rating of 47.57%. In a previous study by Shan (2016), the author finds that the credibility of online reviews positively impacts consumers' attitudes and behaviors toward products and services. As the researchers gathered, the respondents based their judgment on the content provided to them as accurate, reliable, and credible.

In terms of the variable of video quality, the overall rating of whether they agree with the statements under the 'Quality of Videos' is 47.50%; therefore, respondents still rely on the high quality of video content in determining their purchase intent. Content of TikTok eWOM of Local Cosmetic Products would not solely rely on the message being sent out but rather the investment of quality of videos via the use of cameras for high resolution, editing software,

lighting, sound equipment, and expert production of concept (Harris, 2016). Respondents are more inclined to agree when the content that is being presented to them is that to be of top-tier quality.

For Information Usefulness, the rating for agreeing to the statements under the variable is 47.91%. In connection with Information Adoption, the TikTok eWOM content needs to be useful as it increases the chances of consumers adopting the information to meet their needs (Indrawati et al., 2022). And for the last independent variable, is Information Adoption, the overall magnitude rating for agreeing with the statements under the variable is 46.10%, as most respondents find that internalizing, accepting, and using information aid their purchase intention.

For the results of the collinearity test, no independent variables were correlated to other variables as the variance inflation factor resulted in unique results where the non-multicollinearity assumption was satisfied. In the Logistic Regression results of the study, the best model to use as determined using the RSoftware was 'Information Adoption', showing that when used as a sole predictor in explaining the purchase intent of the respondent, it resulted in a p-value of -3.097 less than $\alpha = 0.05$, implying that the increase of 'information Adoption' ratings shall result in the increase of the odds the purchase intent of local cosmetic product with the use of TikTok eWOM. In the final model assessment of the likelihood ratio test, about 13.73% of the independent variable of information adoption explains the purchase intent of the respondents.

CONCLUSION

This study aimed to discover the importance of Electronic Word-of-Mouth (eWOM) using the TikTok application on consumers' purchase intention for local cosmetics among female college students in Metro Manila, Philippines. After conducting a survey, the researchers gathered a total of 401 respondents but were filtered out according to the required qualifications, resulting in a total of 367 respondents. The percent distribution of each variable resulted generally with a 3 and/or 4, indicating "strongly agree" and/or "agree".

The results of the collinearity test showed that no independent variable was highly correlated to others as the variance inflation factors were all less than 5, satisfying the non-multicollinearity assumption. Backward stepwise regression was as well performed to determine the best model and according to the results, determined that only the information adoption is significant in explaining the local cosmetic product purchase intention for the past 6 months as its p-value is less than the alpha. It is additionally claimed that the increase in information adoption ratings also improves the chances of the purchase intention towards local cosmetic products.

On a study made by Indrawati (2022), TikTok application has its influence towards the purchasing intention of "Something Products". In line with this, according to the researchers' findings, there is an idea that higher knowledge adoption ratings improve the possibility that consumers would intend to purchase locally made cosmetics. Information adoption, information usefulness, and retention of the TikTok eWOM to the respondents were among the variables identified in the conceptual framework that gathered a high score for the variance inflation factor; there is a significantly high result as a sole predictor in determining the significance of purchase intention.

The finding of this study implies that firms in the cosmetics industry should consider marketing and promoting their products in TikTok as information adoption was verified as a significant variable that influenced customer purchase intention. For future studies, more advanced

data analysis technique such as structural equation modelling could be utilized to provide better insights about marketing using TikTok. Moreover, other variables should be explored to understand how customer purchase intention is developed in relation to TikTok marketing.

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