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Factors influencing consumer purchase intention of cosmetic Products through TikTok marketing in Malaysia

Sudhakar Madhavedi^{1*},  Suvendran Morganasundram²,  Wong Chee Hoo³, Regalla Ravikanth⁴, Arasu Raman⁵

¹Dept. of Business Management Kshatriya College of Engineering (under JNTU, Hyderabad), India.

¹INTI International University, Malaysia.

^{2,3,5}Faculty of Business and Communications, INTI International University, Malaysia.

³Department of Economic Sciences, Wekerle Sandor Uzleti Foiskola, Budapest, Hungary.

³Faculty of Management, Shinawatra University, Pathum Thani, Thailand.

⁴Dept. of Sustainable Development, Sphoorthy Engineering College (under JNTU, Hyderabad), India.

Corresponding author: Sudhakar Madhavedi (Email: reachfirst@gmail.com)

Abstract

The proliferation of TikTok as a dynamic social media platform has revolutionized marketing strategies in Malaysia's burgeoning cosmetics industry. This study explores the influence of TikTok influencers on consumer purchase intentions, focusing on three critical factors: customer trust in influencer marketing, influencer attractiveness, and engagement. Drawing upon existing literature and theoretical frameworks, the study develops a conceptual model to analyze these factors' impact on consumer behavior. Findings from previous studies suggest that customer trust, shaped by the perceived credibility of influencers, significantly enhances purchase intentions. Influencer attractiveness, characterized by physical appeal and alignment with societal beauty standards, plays a pivotal role in capturing consumer interest and driving engagement. Engagement, measured through interactions such as likes, comments, and shares, further amplifies the effectiveness of influencer content in influencing consumer behavior. The study's conceptual framework is grounded in theories such as the Elaboration Likelihood Model and Social Comparison Theory, which emphasize the interplay of these variables in shaping purchase decisions. This research aims to fill a gap in understanding TikTok's role in the Malaysian cosmetics market. While the findings are drawn from previous studies, the research sets the stage for empirical validation through quantitative methods. The study contributes to academia by addressing the limited literature on TikTok marketing in Malaysia and offers actionable insights for cosmetics brands to enhance their influencer marketing strategies.

Keywords: Consumer Behavior, Customer trust, Influencer marketing, Purchase Intention.

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1. Introduction

The cosmetics sector, valued in the billions, includes a broad spectrum of products such as cleansers, toners, serums, moisturizers, foundations, powders, lipsticks, eyeliners, eyeshadows, blushers, and mascaras. It has reached multi-billion pound valuations. In the case of Malaysia, Statista projects a revenue of £451.30 million in 2024 for the country's growing cosmetic market, which is expected to experience a steady annual growth of 3.05% between 2024–2028. Innovative and technologically advanced products are constantly being introduced into the market. The traditionally female-focused industry now caters to men and children, signaling a shift in consumer demographics. This change highlights the emerging gap in the academic investigation of market consumer behaviour [1]. An equally important area of focus is purchase intention, which is defined as the consumer's predisposed determination to buy a good or service [2]. In this context, purchase intention serves as the dependent variable impacted by various internal and external factors of the business environment. The study focuses on three independent variables: customer trust in influencer marketing on TikTok, influencer attractiveness, and engagement [2]. The focus of this study is to examine the impact these variables have on the purchase intention of cosmetics among Malaysian consumers in the context of influencer-driven marketing on TikTok.

One of the fastest-growing sectors in the Malaysian economy is cosmetics, largely due to evolving consumer spending patterns and extensive product offerings. As noted in MYSense [3], the industry is driven by the abundance of marketing opportunities that allow direct engagement. In recent times, TikTok has emerged as a new platform for advertising, enabling businesses to connect with customers via influencer marketing. Moreover, the cosmetics industry fits perfectly within the visually appealing, trend-oriented ecosystem of TikTok, which showcases products through short videos. Considering the strong relationship between cosmetics, self-expression, and beauty culture, TikTok enables influencers to shape consumer behavior effectively.

Trust is a fundamental requirement as it enables consumers to be persuaded by influencers who they deem to be credible Wahab M. et al [4]. Liu [5] notes that influencer attractiveness, including beauty and glamour, has the most impact on TikTok. Engagement is illustrated through the counting of likes, comments, and shares, indicating that these audience metrics can measure influenceable actions towards purchasing [6]. The variables were selected due to their theoretical significance, measurability, and relevance to Malaysia's environment, to explore TikTok's impact on cosmetics purchase behavior.

This research investigates the impact of these influencer attributes on purchase decisions in such an environment. There is limited research on TikTok as a marketing tool for purchase intention in the Malaysian cosmetics industry [7]. Existing studies on influencer marketing often overlook the platform's unique features, such as its algorithm and interactive content formats, and their effect on local consumer behavior [8]. The purpose of this research is to fill the existing knowledge gap by exploring the impact of customer trust in influencer marketing, influencer attractiveness, and engagement as moderators on purchase intention.

The findings aim to provide practical insights for cosmetic brands to optimize their TikTok marketing strategies, strengthen brand loyalty, and engage more effectively with their audiences. Moreover, the research contributes to academic literature by enhancing the understanding of social media marketing dynamics in Southeast Asia and encouraging further exploration into how digital platforms influence consumer decisions across diverse cultural settings.

1.1. Research Objectives

This study will analyze the impact of selected variables such as Customer Trust in Influencer Marketing, Influencer Attractiveness, Engagement, and their effects on the purchase intentions of Malaysian consumers towards cosmetic products using the TikTok platform. The following objectives have been identified to guide the research:

- (i) To examine the relationship between customer trust in influencer marketing and Malaysian consumers' purchase intentions for cosmetic products via the TikTok platform.
- (ii) To examine the impact of influencer attractiveness on the purchase intentions of Malaysian consumers for cosmetic products via the TikTok platform.
- (iii) To examine the influence between engagement and consumer purchase intention of cosmetic products via TikTok platform.
- (iv) To examine how Customer Trust, Influencer Attractiveness, and Engagement predict Malaysian consumers' purchase intentions for cosmetic products via the TikTok platform.

1.2. Research Questions

In line with the research objectives, the following research questions have been developed:

- (i) What is the relationship between customer trust in influencer marketing and consumer purchase intention of cosmetic products on the TikTok platform in Malaysia?
- (ii) How Influencer's Attractiveness Affects Consumer Purchase Intention in Cosmetic Products on TikTok Platform in Malaysia?
- (iii) How engagement influences consumer purchase intention of cosmetics products on the TikTok platform in Malaysia?
- (iv) Does customer trust, influencer attractiveness, and engagement collectively influence the purchase intentions of Malaysian consumers for cosmetic products on the TikTok platform?

2. Literature Review

This section reviews literature on the factors affecting consumer purchase intentions for cosmetic products marketed via TikTok in Malaysia. It focuses on three key variables Customer Trust in Influencer Marketing, Influencer Attractiveness, and Engagement by analyzing previous research studies.

2.1. Consumer Purchasing Intention

As noted by Lin and Nuangjamnong [9] purchase intention denotes the level of a consumer's readiness to pay and their attitude towards buying, which allows for decisive expenditures made through a verified influencer. For Malaysian beauty products sold on TikTok, purchase intention stems from a consumer's trust in marketing and engagement with the influencer, along with the influencer's attractiveness. The study underscores strong customer engagement as having a direct correlation to purchase intention, with trust in the products served as the most prominent sub-factor. Wijaya [10] reinforces these arguments, showing that brand image and trust had a significant impact on purchasing decisions on TikTok Shop because they simplified buying stress, created conditions for repeat purchases, reduced returned products, and nurtured brand loyalty. Trustworthiness, expertise, and parasocial relationships positively affect purchase intention on TikTok [11]. Besides, the platform's visuals of beauty products, along with its advertisements, greatly influence consumer decisions [12]. Social media sales promotions positively influence online purchase intention, as shown by Khaleeli [13], although no causal connection was identified with advertising. Araujo et al. [14] further indicate that instructive and emotive elements of advertisement videos on TikTok affect customer behavior and intention to purchase, with more active involvement driving enhancement in brand perception and loyalty. Chan et al. [15] found that sellers' reputation is positively perceived by the respondents, where the Expert dimension was highly perceived by the consumers of the beauty company.

2.2. Customer Trust and Customer Satisfaction

2.2.1. Customer Trust and Customer Satisfaction

Customer trust involves the knowledge consumers hold about a product, including its features and benefits [16]. It is defined as the perceived likelihood that sellers will meet consumer expectations [17]. Trust is essential for business, as mutual trust enables agreements between parties [18].

2.2.2. Trusting Belief

Trusting belief is the extent to which an individual feels confident in others within a specific context. It reflects the customer's perception of the seller, based on the seller's attributes that benefit consumers. Trusting beliefs consist of three elements: benevolence, integrity, and competence. Benevolence is the trust that the seller will act in the consumer's best interest; integrity is the confidence in the seller's honesty to honor agreements; and competence is the assurance that the seller can effectively meet consumer needs [16].

2.2.3. Customer Satisfaction Towards Customer Trust

Tjiptono [19] defines satisfaction as the effort to meet a need or to provide a sense of adequacy. According to Khaleeli [13] as cited by Martini et al. [20] customer satisfaction refers to the degree to which an individual compares perceived outcomes or performance with their expectations. Anderson and Srinivasan [21] referenced by define e-satisfaction as the contentment a customer experiences as a result of previous purchase interactions with a particular e-commerce entity. Furthermore, Szymanski and Hise [22] as cited by Ranjbarian et al. [23] along with Khaleeli [13] emphasize that retaining existing customers is more crucial than acquiring new ones. As a result, consumer satisfaction is typically assessed across five dimensions: the likelihood of repurchasing, speaking positively about the company and recommending it to others, reduced interest in competitor brands and promotional offers, purchasing additional products from the same brand, and suggesting new product or service ideas to the company.

Customer satisfaction refers to the level of contentment or dissatisfaction that consumers feel after using a product, service, or experiencing an interaction. This satisfaction is shaped by the difference between what customers expect and what they actually experience. The concept of customer satisfaction involves three key components: perception, expectations, and satisfaction itself. Perception is the customer's understanding of a product or service's features, functions, and benefits, which can be shaped by direct usage, marketing communications, or feedback from other users. Expectations represent what the customer anticipates receiving, influenced by personal needs, past experiences, and the promises made by the provider. When the actual experience meets or exceeds these expectations, satisfaction occurs. However, if the perceived experience falls short, the result is dissatisfaction.

2.3. Physical Attractiveness of Influencer

The physical attractiveness of influencers plays a significant role in shaping consumer perceptions and behaviors. Due to the "halo effect," attractive influencers are often perceived as more trustworthy and competent, which can boost purchase intentions and improve brand perception [24]. Their appeal increases audience engagement and makes endorsements more persuasive, particularly on visual platforms like TikTok [20, 25]. In the cosmetics industry, where appearance is central, attractive influencers often serve as aspirational figures. Their looks align with brand ideals, making their endorsements more compelling and memorable [26]. However, attractiveness alone is not enough. Without authenticity and relevance, consumers may become skeptical of endorsements that seem superficial or disconnected from brand values [27, 28]. In summary, while physical attractiveness enhances influencer impact, lasting influence depends on a balance between visual appeal and authentic engagement.

2.4. Engagement

"Expertise" refers to an individual's advanced knowledge and experience in a specific field, such as cosmetics, which builds credibility and influences consumer purchase behavior [29]. Studies show that expertise is especially valued in domains where safety and efficacy matter, like beauty products, as consumers tend to trust knowledgeable influencers when making purchasing decisions [9].

Among Generation Z, influencer expertise plays a critical role in shaping purchasing intentions. Influencers perceived as knowledgeable about products are seen as credible sources, which increases the likelihood of consumers acting on their recommendations [2, 14]. Expertise helps consumers feel more secure in their choices, particularly with products applied to the body, where safety is a top concern [30]. This impact aligns with social comparison theory, suggesting that people look to experts for validation. Influencers who consistently provide accurate and informed advice are more likely to influence consumer behavior [31]. On platforms like TikTok, expertise enhances an influencer's authority and trustworthiness, making it a key asset for marketers targeting younger, more cautious audiences like Gen Z [32].

2.5. Theoretical Foundation

Nilsson et al. [11] base their study on the Elaboration Likelihood Model (ELM), which outlines two persuasion routes: central, involving message evaluation, and peripheral, influenced by source cues like attractiveness and credibility [33]. Their research highlights trustworthiness, expertise, and parasocial relationships as key to an influencer's persuasive power. Nguyen et al. [2] examine consumer behavior on TikTok using the Theory of Planned Behavior (TPB), which links attitudes, norms, and perceived control to behavioral intentions [34]. They also apply Social Comparison Theory and Source Credibility Theory to demonstrate how credibility traits, trustworthiness, expertise, and attractiveness shape consumer attitudes and purchase intentions [35].

Base their research on Social Influence Theory, Social Judgment Theory, and the Elaboration Likelihood Model (ELM) [33]. They explore how normative and informational influences shape behavior, how attitude shifts depend on involvement, and how influencer credibility affects persuasion through either central or peripheral processing based on consumer engagement. Phakkhaporn Dancharoenpol uses the Uses and Gratifications Theory to explain why users engage with TikTok, highlighting how the platform fulfills cognitive, emotional, and social needs. Her research also applies Fredrickson's Broaden-and-Build Theory, showing how positive emotions foster deeper engagement [36].

2.6. Conceptual Framework

The conceptual framework (Figure 1) explores the influence of Customer Trust in Influencer Marketing (CTIM), Influencer Attractiveness (IA), and Engagement (EG) as independent variables on Purchase Intention (PI), the dependent variable. Grounded in existing literature, the framework highlights how each factor uniquely contributes to shaping consumer purchase intentions within the context of TikTok cosmetic marketing.

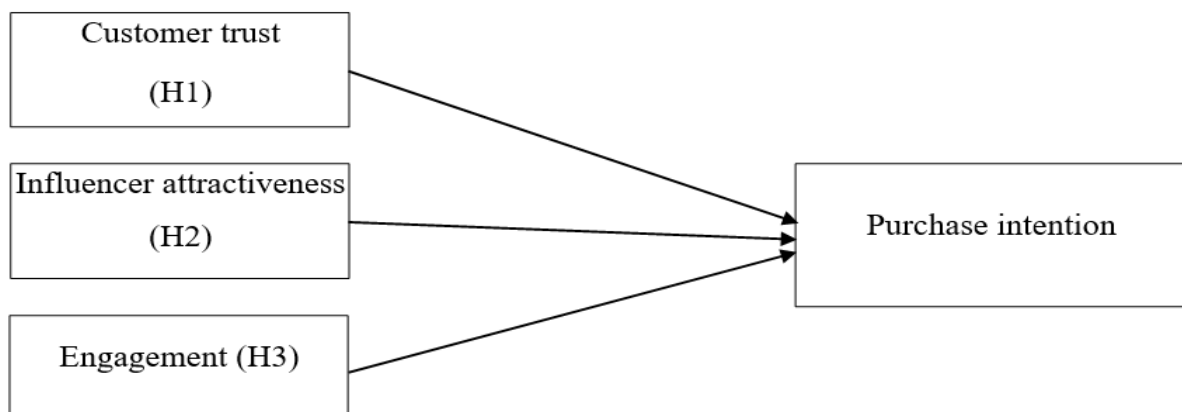


Figure 1.
Conceptual Framework of the study.

2.7. Research Hypothesis

This study explores how TikTok, as a leading social media platform, impacts Malaysian consumers' purchase intentions for cosmetic products. The hypotheses examine three essential factors: customer trust, influencer attractiveness, and engagement, to understand their influence on shaping consumer behavior within TikTok.

H₁: Customer Trust has a significant and positive influence on the Purchase Intentions.

H₂: Influencer's attractiveness has a significant and positive influence on purchase intentions.

H₃: Higher engagement with cosmetic-related content has a significant and positive influence on purchase intentions.

H₄: Customer Trust, Influencer Attractiveness, and Engagement can significantly predict customer Purchase Intention.

3. Methodology

This study adopts a quantitative research approach to examine the factors affecting consumer purchase intentions for cosmetic products through TikTok marketing in Malaysia. A survey method is implemented, using structured questionnaires to collect data for statistical analysis. This approach is well-suited to assessing the relationships between customer trust, influencer attractiveness, engagement, and purchase intention in influencer marketing, in line with the study's objectives. Purposive sampling, a non-probability sampling technique, is employed to select respondents who are active TikTok users in Malaysia with an interest in cosmetic products. This ensures the collected data is directly relevant to the research context and enhances the precision of the findings. The study follows a cross-sectional research design, gathering data at a single point in time. Data analysis will be conducted using the Statistical Package for Social Sciences (SPSS), a reliable tool for processing and interpreting quantitative data.

This study employs a descriptive correlational design to explore the relationships between independent variables such as Customer Trust, Influencer Attractiveness, and Engagement and their impact on consumer purchase intention for cosmetic products marketed through TikTok in Malaysia. The primary aim is to determine which factors significantly influence purchasing behavior within this digital marketing context. Data is collected through online questionnaires distributed to relevant participants using a cross-sectional time horizon, capturing responses at a single point over several weeks. Each participant provides one-time input regarding their perceptions of the influencer-related variables and their effect on purchase intention. The unit of analysis is individual consumers, focusing on their direct interactions with TikTok cosmetic content and influencers. A purposive sampling technique is employed to ensure that only Malaysian TikTok users who actively engage with beauty influencers and cosmetic-related content are included, thereby maintaining the relevance and accuracy of the study.

To determine the sample size, the study refers to Krejcie and Morgan [37] table. Based on ByteDance's 2024 data, Malaysia has approximately 28.68 million TikTok users aged 18 and above. With a recommended base sample size of 385, an additional 10–20% buffer is added to account for non-responses, leading to the distribution of approximately 430 questionnaires. This ensures a sufficient and representative sample for analyzing the impact of trust, attractiveness, and engagement on purchase intentions [13, 38].

3.1. Data Collection Method

The questionnaire's initial section collects demographic information such as age, gender, and frequency of TikTok usage, which helps in profiling the respondents. Subsequent sections focus on the core variables of the study, including the dependent variable Purchase Intention and the independent variables Customer Trust in Influencer Marketing, Influencer Attractiveness, and Engagement. The questionnaire items, adapted from previous research, are composed of closed-ended statements rated on a Five-Point Likert Scale to measure the latent variables [39]. The scale ranges from 1 ("strongly disagree") to 5 ("strongly agree"), facilitating a standardized evaluation of participant responses. This approach provides valuable insights into how these independent variables impact purchase intentions for cosmetic products [40].

3.2. Statistical Analysis

In this study, factor analysis is conducted to assess the validity of constructs such as customer trust in influencer marketing, influencer attractiveness, and engagement. The Kaiser-Meyer-Olkin (KMO) measure and Bartlett's test will determine the appropriateness of the data for factor analysis. A KMO value above 0.6 (ideally above 0.7) will indicate sampling adequacy, while a significant Bartlett's test ($p < 0.05$) will confirm the suitability of the correlation matrix [20]. To ensure consistency and internal reliability of the questionnaire, reliability testing will be performed using Cronbach's Alpha, with a threshold value greater than 0.7 considered acceptable. After data collection, the demographic profile of the respondents is analyzed to provide a comprehensive understanding of participant characteristics. These insights can reveal potential confounding variables and guide future cosmetic marketing strategies on TikTok in Malaysia.

Hypothesis testing is conducted through multiple regression analysis to examine the relationship between customer trust in influencer marketing, influencer attractiveness, engagement, and purchase intention. Additionally, regression ANOVA tests the significance of the model, with a p-value less than 0.05 at a 95% confidence level, confirming a statistically significant relationship between the independent variables and purchase intention [41]. The Beta coefficient further quantifies the influence of each independent variable.

Multicollinearity is examined using the Variance Inflation Factor (VIF), where a value below 10 and a tolerance above 0.10 confirm the absence of problematic multicollinearity among the variables [15]. Finally, correlation analysis is conducted using both Pearson and Spearman coefficients. The Pearson correlation coefficient assesses the strength and direction of linear relationships, ranging from -1 (perfect negative correlation) to +1 (perfect positive correlation).

4. Data Analysis and Results

4.1. Reliability Testing

Cronbach's Alpha is used to assess the stability and internal consistency of the collected data. A value between 0.70 and 0.90 indicates good reliability, while values above 0.60 are acceptable for exploratory research [42]. This analysis helps determine whether the questionnaire reliably captures consumer perceptions of customer trust, influencer attractiveness, and engagement, offering insights into predictors of purchase intention for cosmetic products via TikTok marketing in Malaysia.

Table 1.
Reliability Analysis.

Reliability Analysis (Cronbach's Alpha) (n)		
Construct	Cronbach's Alpha	N of Items
Purchase Intention (DV)	0.844	5
Customer Trust (IV)	0.848	5
Physical Attractiveness (IV)	0.792	5
Engagement (IV)	0.822	5
Overall (20 items)	0.911	20

Table 1 presents the reliability analysis results, indicating that the dependent variable, Purchase Intention, has a Cronbach's Alpha of 0.844, reflecting good internal consistency. Among the independent variables, Customer Trust records the highest reliability (0.848), followed by Engagement (0.822) and Physical Attractiveness (0.792), all surpassing the acceptable threshold of 0.70. The overall Cronbach's Alpha for all 20 items is 0.911, demonstrating excellent internal consistency and confirming that the measurement items are reliable for further statistical analysis.

4.2. Demographic Profile

The initial section of the questionnaire collected demographic information from respondents, focusing on gender, age, education level, occupation, and income. Among the 377 participants, 48% were male and 52% were female, indicating a slightly higher representation of female respondents in the survey. In terms of age distribution, the majority of respondents (51.2%) were within the 26–35 age group, followed by 25.2% in the 36–45 age bracket. Smaller proportions were observed in the 21–25 (9.0%), 46–55 (10.1%), and 56 and above (4.5%) categories. This suggests that the sample primarily comprises young to middle-aged individuals, with the 26–35 age group forming the largest segment.

Regarding education, most respondents were highly educated. A total of 55.7% held a Bachelor's degree or equivalent, 24.4% had a Master's degree, 11.7% possessed a Diploma or Technical School certificate, and 3.7% had completed a Doctoral degree. Only a small percentage (1.1%) had a secondary school certificate, and 3.4% fell into the "Others" category, indicating a well-educated respondent base. In terms of occupation, the data shows that 75.3% of respondents were employed, making up the majority of the sample. Additionally, 12.7% were self-employed, 6.9% were students, and 5% were categorized as others. This implies that the survey findings predominantly reflect the perspectives of the working population. As for income levels, the majority of participants (41.9%) reported earning between RM5,000 and RM9,999, followed by 32.1% earning between RM2,000 and RM4,999. About 16.4% of respondents had a monthly income of RM10,000 or more, while 9.5% earned below RM2,000. These figures suggest that most respondents belong to the middle to upper-income brackets in Malaysia.

Table 2.
Model Summary.

Correlations					
		TPI	TCT	TPA	TEG
TPI	Pearson Correlation	1			
	Sig. (1-tailed)				
	N	377			
TCT	Pearson Correlation	0.622**	1		
	Sig. (1-tailed)	<0.001			
	N	377	377		
TPA	Pearson Correlation	0.562**	0.480**	1	
	Sig. (1-tailed)	<0.001	<0.001		
	N	377	377	377	
TEG	Pearson Correlation	0.342**	0.638**	.364**	1
	Sig. (1-tailed)	<0.001	<0.001	<.001	
	N	377	377	377	377

Note: **. Correlation is significant at the 0.01 level (1-tailed).

4.3. Pearson Correlations

Pearson's correlation measures the strength and direction of linear relationships between variables, with values ranging from -1 to +1. The results in the table show that all correlations are positive and statistically significant at the 0.01 level (one-tailed), supporting the proposed hypotheses.

- (i) For H1, which states that Customer Trust (TCT) has a significant and positive influence on Purchase Intentions (TPI), the correlation coefficient is 0.622. This finding reinforces the idea that trust is a crucial factor in influencing consumer purchase behavior.
- (ii) For H2, which posits that Influencer's Attractiveness (TPA) has a significant and positive influence on Purchase Intentions (TPI), the correlation coefficient is 0.562, reflecting a moderate to strong positive correlation. This suggests that influencer attractiveness plays a key role in shaping consumer attitudes and purchasing decisions.
- (iii) For H3, which hypothesizes that higher engagement (TEG) with cosmetic-related content has a significant and positive influence on purchase intentions (TPI), the correlation is 0.342. While this is a moderate positive correlation, it still suggests that greater engagement with beauty-related content leads to higher purchase intentions.

Overall, the results support H1, H2, and H3, confirming that Customer Trust, Influencer's Attractiveness, and Engagement all have significant and positive effects on Purchase Intentions. These findings emphasize the importance of trust-building, influencer appeal, and engagement strategies in TikTok marketing for cosmetic products.

4.4. Factor Analysis

4.4.1. KMO and Bartlett's Test

The Kaiser-Meyer-Olkin (KMO) measure and Bartlett's test of sphericity evaluate the suitability of data for factor analysis. A KMO value above 0.70, as recommended by Kaiser [43], indicates adequate sampling adequacy, while a significant Bartlett's test confirms that the correlation matrix is appropriate for factor extraction.

Table 3.
KMO and Bartlett's Test (Dependent Variable).

KMO and Bartlett's Test		Dependent Variable	Independent Variable
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.739	0.832
Bartlett's Test of Sphericity	Approx. Chi-Square	91.473	442.728
	Df	10	105
	Sig.	<0.001	<0.001

The KMO value of 0.739, as shown in Table 3 for the dependent variable (DV), it indicates good sampling adequacy and confirms the data's suitability for factor analysis. Additionally, Bartlett's Test of Sphericity yielded a Chi-Square value of 91.473 with 10 degrees of freedom and a significance level of $p < 0.001$. Since the p-value is less than 0.05, the test is statistically significant, confirming that correlations among variables exist and justifying the use of factor analysis.

The KMO value for Independent variables is 0.832, which, according to Kaiser [43] classification, is considered "Excellent". This indicates that the sample is adequate and the data is highly suitable for factor analysis. Furthermore, Bartlett's Test of Sphericity shows an approximate Chi-Square value of 442.728 with 105 degrees of freedom and a significance level of $p < 0.001$, confirming that the correlation matrix is not an identity matrix. These findings collectively validate the suitability of the dataset for factor analysis.

4.4.2. Factor Loading

The Factor Loading table presents the extent to which each item correlates with the extracted factor. A higher factor loading indicates a stronger association between the item and the underlying construct.

Table 4.
Factor Loading for DV.

		Initial	Extraction
PI1	I always feel excited when shopping on the TikTok platform.	1.000	0.572
PI2	I spend my free time surfing and searching for cosmetic products on the TikTok platform.	1.000	0.667
PI3	I intend to purchase on the TikTok platform in the future	1.000	0.620
PI4	I plan to make purchases through the TikTok platform	1.000	0.566
PI5	I am likely to continue purchasing cosmetic products from the TikTok platform	1.000	0.591

Extraction Method: Principal Component Analysis.

The Table 4, PI2 (0.667) demonstrates the strongest relationship, suggesting that spending free time searching for cosmetic products on TikTok significantly contributes to purchase intention. PI3 (0.620) and PI4 (0.566) also exhibit meaningful loadings, indicating their importance in explaining consumers' purchase intentions. Although PI1 (0.572) has the lowest loading, it remains above the recommended threshold of 0.50, suggesting that it still contributes meaningfully to the construct.

Table 5.
Factor Loading for IV.

		Initial	Extraction
CT1	TikTok is a reliable platform to shop for cosmetic products	1.000	0.775
CT2	TikTok showcases cosmetic products with accurate descriptions, quality, and designs as posted	1.000	0.723
CT3	TikTok adheres to the procedures and terms it announces for purchasing cosmetic products	1.000	0.590
CT4	TikTok is a trustworthy platform for purchasing cosmetic products	1.000	0.548
CT5	TikTok provides responsive customer support to address issues related to cosmetic product purchases	1.000	0.600
PA1	I find the influencers who promote cosmetic products on TikTok visually appealing	1.000	0.517
PA2	The influencers I follow on TikTok are charming and charismatic	1.000	0.667
PA3	The influencers I follow on TikTok have an attractive and relatable personality	1.000	0.717
PA4	The influencers I follow on TikTok have a style that resonates with my personal preferences	1.000	0.552
PA5	The influencers I follow on TikTok present themselves in a way that makes them appear trustworthy.	1.000	0.594
EG1	I feel very positive when I use TikTok	1.000	0.543
EG2	Using TikTok makes me feel happy	1.000	0.569
EG3	I spend a lot of time using TikTok compared to other social media platforms	1.000	0.675
EG4	Whenever I am using social media platforms, I usually use TikTok	1.000	0.788
EG5	I find myself frequently interacting with content on TikTok, such as liking, commenting, and sharing.	1.000	0.710
Extraction Method: Principal Component Analysis.			

Table 5 reveals strong factor loadings across the key independent variables, reinforcing their relevance in explaining consumer purchase intention on TikTok. For Customer Trust (CT), items such as CT1 (0.775) and CT2 (0.723) emerge as strong indicators, reflecting perceptions of TikTok as a trustworthy and informative platform for cosmetic product purchases. Similarly, Physical Attractiveness (PA) shows significant contributions, particularly through PA2 (0.687) and PA3 (0.717), which emphasize the importance of influencers' charm, charisma, and relatability. PA5 (0.594) also indicates that trustworthiness in influencers enhances consumer engagement and purchase behavior. In terms of Engagement (EG), high loadings from EG4 (0.788) and EG5 (0.710) suggest that user interactions such as likes, comments, and shares are strongly linked to engagement levels. These findings validate the hypothesis that TikTok engagement plays a crucial role in shaping consumer behavior.

Overall, the factor analysis confirms that Customer Trust, Physical Attractiveness, and Engagement are all significant contributors to understanding consumer purchase intention within the context of TikTok marketing for cosmetic products.

4.4.3. Principal Component Analysis (PCA)

The Total Variance Explained table presents the results of Principal Component Analysis (PCA), indicating how much variance each component explains.

Table 6.
Total Variance Explained (Dependent Variable).

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.764	55.278	55.278	2.764	55.278	55.278
2	0.961	19.222	74.500			
3	0.558	11.164	85.664			
4	0.409	8.181	93.844			
5	0.308	6.156	100.000			

Extraction Method: Principal Component Analysis.

According to Table 6, only one eigenvalue exceeds the threshold of 1, indicating the extraction of a single dominant component for the dependent variable (DV) in this study. This component explains 55.278% of the total variance, which falls within an acceptable range and underscores its significance in capturing the majority of the variance associated with purchase intention. The fact that this primary component accounts for more than half of the total variance highlights its strong explanatory power. While the remaining components contribute to the residual variance, the cumulative variance explained by all five components reaches 100%, confirming that the extracted component effectively represents the underlying structure of the dependent variable.

Table 7.

Total Variance Explained (independent Variable).

Total Variance Explained (Independent Variable)						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.821	45.474	45.474	6.821	45.474	45.474
2	1.413	9.418	54.892	1.413	9.418	54.892
3	1.212	8.080	62.972	1.212	8.080	62.972
4	0.870	5.798	68.770			
5	0.834	5.560	74.330			
6	0.674	4.494	78.824			
7	0.639	4.258	83.082			
8	0.553	3.684	86.765			
9	0.461	3.072	89.838			
10	0.404	2.695	92.533			
11	0.302	2.014	94.547			
12	0.288	1.918	96.465			
13	0.212	1.413	97.878			
14	0.168	1.118	98.996			
15	0.151	1.004	100.000			

Extraction Method: Principal Component Analysis.

According to Table 7, three eigenvalues exceed 1, indicating that these components contribute significantly to explaining the variance in the dataset. The first component alone accounts for 45.474% of the total variance, highlighting its dominant role in capturing a substantial portion of the dataset's variability. The second and third components further contribute 9.418% and 8.080%, respectively, bringing the cumulative variance explained to 62.972%. The fact that these three components exceed the Kaiser Criterion (eigenvalues > 1.0) further confirms their significance and justifies their retention for further analysis.

4.5. Multiple Regression

4.5.1. Model Summary

The Model Summary in Table 8 shows how well Engagement (TEG), Influencer Attractiveness (TPA), and Customer Trust in Influencer Marketing (TCT) explain Consumer Purchase Intention (TPI) for cosmetic products through Malaysian TikTok influencers.

Table 8.

Model Summary.

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.697 ^a	0.486	0.482	0.50107

Note: a. Predictors: (Constant), TEG, TPA, TCT.

b. Dependent Variable: TPI.

The R value of 0.697 indicates a strong positive correlation between the independent variables (engagement, influencer attractiveness, and customer trust) and consumer purchase intention, suggesting a close and meaningful relationship. The R-squared value of 0.486 reveals that approximately 48.6% of the variance in consumer purchase intention for cosmetic products is explained by the model, highlighting the significant influence of TikTok engagement, influencer attractiveness, and consumer trust. The adjusted R-squared value of 0.482, which accounts for the number of predictors, suggests that the model has strong generalizability and minimizes the risk of overfitting. Furthermore, the standard error of the estimate (0.50107) reflects a relatively low average deviation between predicted and actual values, supporting the model's predictive accuracy. However, 51.4% of the variance remains unexplained, and it is likely that other factors such as product quality, price, brand reputation, or social proof, among others, also play important roles.

4.5.2. Regression ANOVA

The ANOVA (Analysis of Variance) Table 9 evaluates the significance of the regression model and determines whether the independent variables Engagement (TEG), Influencer Attractiveness (TPA), and Customer Trust in Influencer Marketing (TCT) collectively influence the dependent variable, Consumer Purchase Intention (TPI), for cosmetic products through TikTok influencers in Malaysia.

Table 9.
Regression ANOVA.

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	88.493	3	29.498	117.489	<0.001 ^b
	Residual	93.649	373	0.251		
	Total	182.142	376			

Note: a. Dependent Variable: TPI.

b. Predictors: (Constant), TEG, TPA, TCT.

The regression sum of squares (88.493) indicates the variation in consumer purchase intention explained by the independent variables, while the residual sum of squares (93.649) reflects the unexplained variance due to other unmeasured factors. The total sum of squares (182.142) captures the overall variance in purchase intention. An F-statistic of 117.489, with a p-value < 0.001, confirms the model's statistical significance at the 99% confidence level. This demonstrates that Engagement (TEG), Influencer Attractiveness (TPA), and Customer Trust in Influencer Marketing (TCT) significantly influence consumer purchase intention for cosmetic products on TikTok in Malaysia.

4.5.3. Beta Coefficients

In Table 10 the Beta Coefficient (β) results reveal that Customer Trust (TCT) has the strongest positive influence on Purchase Intention (TPI), with a $\beta = 0.533$ and $p < .001$, indicating high statistical significance. Influencer Attractiveness (TPA) also shows a significant positive effect ($\beta = 0.352$, $p < .001$). However, Engagement (TEG) has a negative Beta ($\beta = -0.126$, $p = 0.010$), suggesting a weak inverse relationship with purchase intention. *Despite being statistically significant, its negative direction contradicts the hypothesis. Therefore, while TCT and TPA positively and significantly predict purchase intention, TEG does not, leading to the rejection of H4.*

Table 10.
Coefficients Table.

Coefficients ^a									
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Tolerance	VIF
1	(Constant)	0.380	0.210		1.813	0.071	-0.032		
	TCT	0.612	0.059	0.533	10.379	<0.001	0.496	0.522	1.915
	TPA	0.399	0.048	0.352	8.280	<0.001	0.304	0.764	1.309
	TEG	-0.136	0.052	-0.126	-2.603	0.010	-0.239	0.588	1.700

Note: a. Dependent Variable: TPI.

Table 10 also shows *Multicollinearity values*, that all VIF values TCT (1.915), TPA (1.309), and TEG (1.700) are below 10, and the Tolerance values are above 0.1, indicating no multicollinearity among the predictors. Customer Trust (TCT) has the strongest positive influence on Purchase Intention (TPI), followed by Influencer Attractiveness (TPA), while Engagement (TEG) shows a weak negative impact. These results confirm that each variable uniquely contributes to the model.

4.6. Results of Hypothesis Testing

In this study, hypothesis testing was conducted using both correlation and regression analyses to assess the strength and significance of these relationships. The study explored the influence of Customer Trust (TCT), Influencer Attractiveness (TPA), and Engagement (TEG) on Purchase Intention (TPI) in the context of TikTok marketing for cosmetic products in Malaysia. Specifically, it examined how these three key factors together shape consumer purchase decisions on the digital platform.

Table 11.
Summary of Hypothesis Testing.

Hypothesis	Pearson Correlation	Sig. (1-tailed)	Result
H1: Customer Trust has a significant and positive influence on the Purchase Intentions (TCT).	0.622	< 0.001	Accepted
H2: Influencer's Attractiveness has a significant and positive influence on the Purchase Intentions (TPA).	0.562	< 0.001	Accepted
H3: Higher engagement with cosmetic-related content has a significant and positive influence on purchase intentions (TEG).	0.342	< 0.001	Accepted

According to Table 11, customer trust in influencer marketing showed a strong positive correlation with purchase intention ($r = 0.622$, $p < 0.001$), indicating that trust in influencers strongly motivates consumers to buy. Influencer

attractiveness also demonstrated a solid positive correlation ($r = 0.562$, $p < 0.001$), suggesting that appealing influencers are more effective in persuasion. Engagement had a moderate positive correlation ($r = 0.342$, $p < 0.001$), indicating that active interaction with content generally increases purchase interest.

Table 12.
Summary of Hypothesis Testing.

Hypothesis	Variable	Beta (β)	t-Value	Sig. (p-value)	Result
H4: Customer Trust, Influencer Attractiveness, and Engagement can significantly predict customer Purchase Intention	TCT	0.533	10.379	< 0.001	Rejected
	TPA	0.352	8.280	< 0.001	
	TEG	-0.126	-2.603	0.010	

The analysis based on Table 12 analysis of the provided text indicates that Customer Trust (H1) and Influencer Attractiveness (H2) significantly and positively influence Purchase Intention, both with p-values below 0.001, leading to their acceptance. Conversely, Engagement (H3) was rejected, as it showed a negative effect ($\beta = -0.126$, $p = 0.010$) despite being statistically significant. This suggests that while trust and attractiveness enhance consumer purchase intentions, higher engagement with cosmetic-related content may unintentionally reduce purchase likelihood. However, when considered together in a regression model, only Customer Trust ($\beta = 0.533$, $p < 0.001$) and Influencer Attractiveness ($\beta = 0.352$, $p = 0.001$) remained significant positive predictors of Purchase Intention. Engagement turned out to have a negative effect ($\beta = -0.126$, $p = 0.010$), suggesting that while consumers may engage with content, this does not necessarily lead to purchases when trust and attractiveness are already influencing factors. As a result, the overall hypothesis (H4) was rejected.

These findings underscore the dominant role of consumer trust and influencer attractiveness in cosmetic purchases on the TikTok platform, while highlighting that engagement, though initially positive, may not contribute effectively when combined with other factors. For brands, the strategic focus should be on building influencer credibility and visual attractiveness rather than solely increasing engagement.

5. Summary of Findings

This section serves as the concluding part of the study, providing a comprehensive discussion of the findings and their implications regarding the factors influencing Malaysian consumers' purchase intentions for cosmetic products through TikTok marketing. It begins by revisiting the key research findings in relation to the study's research questions, specifically examining the impact of Customer Trust in Influencer Marketing, Influencer Attractiveness, and Engagement on purchase intention. Additionally, this section discusses the limitations encountered during the research process and offers recommendations for future studies to address these challenges. The study's contributions to both academic research and industry practices are also highlighted, emphasizing the significance of the findings in shaping more effective digital marketing strategies within the cosmetic industry.

5.1. Findings

Answered Research Question 1: Customer trust in influencer marketing showed a strong positive correlation with purchase intention ($r = 0.622$, $p < 0.001$), indicating that as consumer trust in influencers increases, their likelihood of purchasing recommended cosmetic products on TikTok also rises significantly. This confirms that trust plays a pivotal role in shaping consumer behavior in social media marketing. This result is consistent with prior research by Lin and Nuangjamnong [9] and Wijaya [10], which emphasizes that influencer trust is rooted in credibility, honesty, and transparency. Consumers are more inclined to trust influencers who share genuine experiences, including both strengths and weaknesses of a product, and who interact sincerely with their audience. The Trusting Belief Model [16] supports this by identifying benevolence, integrity, and competence as the three pillars of trust, wherein influencers must care for their audience, maintain honesty, and demonstrate domain expertise.

Furthermore, the Elaboration Likelihood Model [25] explains that consumers process information more deeply (central route processing) when they perceive the source as trustworthy and knowledgeable. This deeper cognitive engagement increases the likelihood of purchasing. In contrast, low trust can cause consumers to disregard even highly engaging content. The findings reinforce that trust is a critical driver of purchase intention on TikTok. Without it, influencer marketing loses effectiveness. Therefore, brands should prioritize long-term partnerships with influencers who represent credibility and transparency. Honest product reviews, clear sponsorship disclosures, and consistent, authentic engagement are essential for building consumer trust.

Answered Research Question 2: The analysis revealed a moderate-to-strong positive correlation between Influencer Attractiveness (TPA) and Purchase Intention (TPI) ($r = 0.562$, $p < 0.001$), indicating that consumers are more inclined to purchase products promoted by visually appealing influencers. This supports the idea that physical appeal enhances the persuasive power of influencer marketing, particularly on visually-driven platforms like TikTok. This finding aligns with previous research by Liu [5] and Berry [26], who emphasized the role of attractiveness in influencing consumer attitudes and engagement. The Halo Effect [12] explains this tendency, where individuals attribute additional positive qualities, such as credibility and expertise to those perceived as attractive. As a result, attractive influencers are often seen as more trustworthy and persuasive, increasing the likelihood of product consideration and purchase. Patzer [25] further supports this notion, highlighting that attractiveness is especially influential in industries where appearance matters, such as cosmetics. On TikTok, where visual content dominates, the appeal of an influencer can significantly boost visibility and

consumer interest. However, as Griffin and Langlois [27] noted, attractiveness alone is not enough. Consumers also value authenticity and product knowledge, and may become skeptical if an influencer relies solely on physical appeal without demonstrating a genuine understanding or use of the product.

Therefore, while attractiveness significantly boosts purchase intention, its effectiveness is amplified when paired with credibility and honesty. Brands should strategically partner with influencers who not only match their visual identity but also possess relevant expertise. Maintaining authenticity, such as avoiding excessive filters or exaggerated claims, can further enhance consumer trust and ensure long-term engagement.

Answered Research Question 3: The Pearson correlation results indicate a moderate positive relationship between Engagement (TEG) and Purchase Intention (TPI) ($r = 0.342$, $p < 0.001$), suggesting that engagement has some level of influence on consumer purchase decisions, though its effect is weaker than that of Customer Trust and Influencer Attractiveness. Engagement, reflected through likes, comments, shares, and other interactions, signifies how actively consumers interact with influencer content. However, the findings suggest that high engagement does not necessarily translate into higher purchase intention. This aligns with research by Ao et al. [6], which notes that consumers may engage with content for entertainment or social interaction rather than with the intent to buy. According to Social Comparison Theory [41], consumers use influencer content to evaluate themselves relative to others. When influencers create relatable and interactive experiences, such as responding to comments or sharing personal stories, followers may feel a deeper connection that could boost trust and, consequently, purchase intention. In contrast, superficial engagement like likes or emojis may not significantly influence buying behavior.

Further studies by Vrontis et al. [31] and Nguyen et al. [2] emphasize the difference between active and passive engagement. Active forms, such as commenting or sharing, have a greater impact on purchase behavior than passive actions like liking a post. This means that while engagement matters, the quality and depth of that engagement are more crucial than sheer volume. In conclusion, engagement acts as a supplementary factor rather than a core driver of purchase decisions. Brands should aim to cultivate meaningful interactions by encouraging influencers to create authentic, two-way communication. This includes responding to followers, hosting interactive content, and building a sense of community. Focusing on micro-influencers who promote deeper engagement may be more effective than relying solely on reach or surface-level interaction.

Answered Research Question 4: The multiple regression analysis (Adjusted $R^2 = 0.482$) indicates that Customer Trust, Influencer Attractiveness, and Engagement collectively explain 48.2% of the variance in Purchase Intention. However, their individual contributions vary. Customer Trust ($\beta = 0.533$, $p < 0.001$) emerged as the most influential predictor, followed by Influencer Attractiveness ($\beta = 0.352$, $p < 0.001$). Engagement, however, showed a negative influence ($\beta = -0.126$, $p = 0.010$), leading to the rejection of H4. This implies that once trust and attractiveness are accounted for, engagement no longer has a significant positive impact on purchase intention. These findings are consistent with studies by Pham et al. [32] and [20], which suggest that while engagement boosts visibility, it does not necessarily lead to conversions. Instead, influencer credibility and attractiveness are more decisive factors. The results also align with the Elaboration Likelihood Model [25], which posits that in high-involvement decisions such as cosmetic purchases, consumers rely on central cues like trustworthiness and expertise rather than peripheral cues like engagement.

The rejection of H4 underscores that engagement, although correlated with purchase intention, lacks predictive power when analyzed alongside trust and attractiveness. Therefore, brands should shift their focus from engagement metrics to influencer credibility and visual appeal. Collaborating with influencers who are perceived as honest, knowledgeable, and relatable is more likely to drive consumer action. Emphasizing authenticity and long-term partnerships over short-term engagement can result in stronger consumer trust and improved conversion rates.

6. Conclusion

This study contributes to academic literature by examining how Customer Trust, Influencer Attractiveness, and Engagement influence consumer purchase intention in TikTok-based cosmetic marketing in Malaysia. While prior research has focused on platforms like Instagram and YouTube, this study extends understanding to short-form video content, offering insights into TikTok's unique influence on consumer behavior. The findings validate the Trusting Belief Theory [16] with trust emerging as the strongest predictor of purchase intention, consistent with Lin and Nuangjamnong [9] and Wijaya [10]. The partial support for the Halo Effect Theory [24] highlights that attractiveness plays a secondary role compared to trust. Notably, the negative impact of engagement challenges conventional beliefs that interaction directly drives purchases, suggesting possible effects of content weakness and consumer disbelief.

Conceptually, the study refines the influencer marketing framework by positioning trust, attractiveness, and engagement as core predictors of purchase intention. Contrary to traditional models assuming a positive relationship between engagement and consumer behavior, the study shows that excessive engagement may lead to reduced effectiveness, particularly in high-saturation environments like TikTok. This revised framework provides a more accurate representation of consumer decision-making on digital platforms and offers a foundation for future studies to explore additional factors such as authenticity, emotional appeal, or influencer expertise.

From an industry standpoint, the study offers practical recommendations for brands using TikTok to promote cosmetics. Emphasizing influencer credibility and transparency over follower counts is essential to building trust. While attractiveness remains relevant, it should not overshadow expertise or authentic communication. Moreover, brands should shift from maximizing engagement volume to fostering meaningful, value-driven interactions through content like tutorials and Q&A sessions.

6.1. Limitations & Future Research

A primary limitation of this study is the researcher's limited academic research experience, as it was conducted to fulfill academic requirements. The study is also geographically confined to Malaysian TikTok users, limiting the generalizability of its findings to other cultural or regional contexts. Time constraints restricted the study's scope to three variables: Customer Trust, Influencer Attractiveness, and Engagement, excluding other potentially relevant factors such as content authenticity and emotional appeal.

Future research should consider expanding the range of influencing variables beyond Customer Trust, Influencer Attractiveness, and Engagement to include factors such as Perceived Truthfulness, Influencer-Brand Alignment, and Content Quality. These additions can provide a more comprehensive understanding of what drives consumer purchase intentions. Exploring how these factors interact with demographic variables such as age, gender, and education level may also help identify patterns in consumer behavior and support targeted marketing strategies. Moreover, increasing the sample size and including participants from more diverse backgrounds would improve the generalizability of the findings.

A cross-cultural approach would also be valuable in determining whether influencer marketing effectiveness varies across different regions or cultural contexts. Additionally, future research could examine other industries beyond cosmetics, such as technology, food and beverage, or health and wellness, to explore how consumer responses to influencer marketing differ by product type. Finally, longitudinal studies that track changes in consumer attitudes over time would help assess the long-term effectiveness of influencer marketing strategies. Together, these directions can contribute to a more vigorous understanding of influencer marketing in the growing digital landscape.

6.2. Conclusion

In conclusion, this study offers significant insights into the key factors influencing Malaysian consumers' purchase intentions for cosmetic products on TikTok, specifically examining the roles of Customer Trust, Influencer Attractiveness, and Engagement. The findings underscore the dominant influence of Customer Trust, emphasizing that credibility and authenticity are crucial in shaping consumer decisions. Consumers tend to respond more positively to influencers who are perceived as honest and transparent, making trust-building a vital element of successful influencer marketing strategies.

While influencer attractiveness was found to play a role, its impact was less substantial than that of trust. This suggests that physical appeal alone is insufficient to drive purchases, signaling a shift toward valuing authenticity and expertise over appearance. Interestingly, engagement had a negative effect on purchase intention, indicating that excessive or repetitive content may contribute to content fatigue and consumer skepticism. This challenges conventional marketing assumptions and highlights the importance of prioritizing quality, relevance, and value in content strategies rather than focusing solely on maximizing interaction.

These insights have important implications for cosmetic brands in Malaysia aiming to optimize their TikTok marketing efforts. Brands should focus on partnering with trustworthy influencers who can deliver meaningful, experience-based recommendations and avoid over-saturating audiences with promotional content. Instead, strategies should center on fostering genuine engagement and delivering value-driven content to maintain consumer interest and confidence. Overall, this research deepens the understanding of TikTok's influencer marketing dynamics and provides practical guidance for businesses looking to strengthen brand loyalty and increase conversions.

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