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(AIJBES)**www.gaexcellence.com/aijbess**FACTORS INFLUENCING THE VIRALITY OF BEAUTY
PRODUCT CONTENT ON TIKTOK AMONG ADULT
WOMEN AGED 18 AND ABOVE**Umadevi Arumugam^{1*}, Saraswathy Kasavan^{2,3}, Farah Nadia Rahaman³¹Department of Business Studies (DBS), Management and Science University (MSU), University Drive, Off Persiaran Olahraga, Section 13, 40100 Shah Alam, Selangor, Malaysia umadevi_arumugam@msu.edu.my<https://orcid.org/0009-0008-4769-1765>²MSU Centre for Environmental, Social & Governance (ESG), Management and Science University (MSU), University Drive, Off Persiaran Olahraga, Section 13, 40100 Shah Alam, Selangor, Malaysia saraswathy_kasavan@msu.edu.my<https://orcid.org/0000-0001-7101-5718>³Farleena Management Sdn Bhd, Kenanga Wholesale City, Jalan Gelugor 55200 Kuala Lumpur farahnadiarahaman@gmail.com<https://orcid.org/0009-0009-6474-1477>

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Abstract:

TikTok has emerged as a vital social media platform for marketing beauty product via short video that promote user engagement, content sharing and product discovery. However, limited studies have explored on the virality of beauty product content on TikTok among adult women. Therefore, this study aims to examine the level of influence of user-generated content, micro-celebrity endorsement and social media marketing towards the content virality of beauty products on TikTok among adult women. This study adopted a quantitative research approach, and data were obtained through an online questionnaire distributed to respondents who had prior exposure to beauty product content on TikTok. The data were analysed using descriptive statistics and correlation analysis. The descriptive results indicate that user-generated content, micro-celebrity endorsement and social media marketing towards the content virality of beauty products on TikTok were all perceived at a moderate level, with mean scores ranging from 2.34 to 3.66. The correlation analysis results indicate that strongest relationship was found between user-generated content and virality content ($r=.404$, $P<.001$), followed by micro-celebrity endorsement ($r=.398$, $P<.001$) and social media marketing ($r=.339$, $P<.001$). The finding is expected to build enrich the literature on customer behaviour and digital marketing by providing a clearer understanding of key factors that contribute to the virality of beauty related content within

short video platforms. The study also provides useful insights and practical implications for marketers, beauty brands and content creator to develop more effective TikTok marketing strategies and improve engagement, customer response and visibility.

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Beauty Industry; Celebrity Endorsements; Product Virality; Social Media; TikTok Marketing; User-Generated Content (UGC)



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Introduction

The rapid growth of social media has substantially transformed the way consumers engage with discovering products, brands and making purchasing decisions (Zhang et al., 2025). In recent years, TikTok has emerged as a distinctive and impactful presence, particularly within the beauty industry due to its engaging short-form videos and algorithm-driven content distribution and has transformed digital marketing (Arbia et al., 2025). TikTok allows consumer and content creators to involve actively in the production and circulation of promotional messages and also it became vital space for tutorials, recommendations, product review and viral marketing campaigns (Gesmundo et al., 2022). As a result, the growth of social media platforms, particularly Tiktok, has reshaped consumer behaviours and the way beauty brands engage with their customers. According to TikTok research, more than 71% of TikTok users actively pursue beauty product recommendations on the platform, underscoring TikTok's significant impact on consumer behaviour and trendsetting within the beauty sector (Jo Allen, 2024).

Within the beauty industry, content virality has become critical element of digital marketing success due to the nature of TikTok's algorithm and content trends are fast paced. Viral content can stimulate consumer interest, rapidly increase product visibility, influence purchasing behaviour and strengthen brand awareness. Viral content also is a growing concern for beauty brands that are attempting to establish a meaningful presence, visually demonstrable and consumer engagement on the platform. For example, videos showing product usage, skincare's routines visible transformation outcomes and honest product feedback tend to generate high levels of audience engagement via comments, likes, shares, reposts and saves. As results,

beauty brands are increasingly using TikTok not only as a promotional platform but also as a strategic platform for creating market visibility and enhancing consumer interaction.

Beauty product businesses have used TikTok's capabilities by utilizing User Generated Content (UGC) to enhance their visibility and engage with a highly active audience (Sri et al., 2025). TikTok's success is attributed to its capacity to priorities socially engaging and authentic content. User-generated content (UGC) in the beauty sector, encompassing product evaluations, tutorials, and viral trends, has achieved significant popularity, providing customers with relatability and trust via social proof (Alghaniy, 2025). Additionally, micro-celebrity endorsements also highly engaged follower communities and become crucial in virality beauty product through mor retable and personal communication. Besides that, effective social media marketing activities (such as brand campaigns, hashtag challenges, promotional videos, interactive posts, influencer collaborations and trend-based content strategies) conducted by beauty brands may also influence the virality of beauty product content (Yuan et al., 2025).

Most of previous studies have focused on use-generated content, micro celebrity endorsement and social media marketing in relation to purchase intention, consumer behaviour, brand awareness, there remains limited attention has been paid to how those factors interact to drive content virality, particularly for beauty product on TikTok. This creates a research gap, particularly because content virality plays a vital role for digital visibility and encouraging consumer engagement in platform-based marketing. Therefore, this study aims to examine the level of influence of user-generated content, micro-celebrity endorsement and social media marketing towards the content virality of beauty products on TikTok among adult women. This study is anticipated to enrich the literature on customer behaviour and digital marketing by providing a clearer understanding of key factors that contribute to the virality of beauty related content within short video platforms. From a practical perspective, the results of study may provide useful insights for marketers, beauty brands and content creator develop more effective TikTok marketing strategies to improve engagement, customer response and visibility. This study also contributes to SDG 8 by highlighting how TikTok beauty product content can enhance entrepreneurial opportunities, consumer engagement and marketing effectiveness.

Literature Review

In the contemporary digital landscape, social media platforms have fundamentally transformed brand building, consumer engagement, and marketing strategies. Among emerging platforms, TikTok has emerged as a pioneering force driving distinctive and influential shifts in consumer behavior, particularly within the beauty industry. The platform has cultivated a unique viral culture characterized by short-form, highly engaging videos that frequently achieve exponential reach, enabling beauty products to be advertised to millions of viewers worldwide through authentic, peer-to-peer content rather than traditional corporate advertising. This viral phenomenon is attributable to TikTok's algorithmic architecture and trend-driven ecosystem. TikTok's recommendation system prioritizes content based on user interactions such as likes, follows, and other engagement signals, which increases content visibility and can help lesser-known brands reach wider audiences. In addition, TikTok's use of trending sounds, hashtags, and short-form creative formats can accelerate discoverability and brand awareness by improving algorithmic reach.

The beauty industry has particularly benefited from TikTok's transformative marketing capabilities. TikTok has become a major platform for beauty discovery, with TikTok's own marketing research framing the app as a discovery engine for consumers and beauty brands. TikTok's commercial influence is also evident in social commerce, as beauty and personal care dominated global TikTok Shop sales in 2025, with approximately 31.7 billion in global beauty sales and emerging as the fastest-growing social platform in South Africa (reaching 23.4 million users)(Pillay & Struweg, 2025). Together, these trends show that TikTok functions not only as an entertainment platform but also as a powerful discovery and conversion channel for beauty brands.

Critical to TikTok's marketing effectiveness is user-generated content (UGC), which can outperform brand-created videos in engagement and is perceived as more authentic and relatable than polished branded creative. TikTok UGC have achieved stronger performance than traditional ads, reflecting the platform's preference for native, creator-style content that blends seamlessly into user feeds (Wang, 2024). Prior research has established that emotional arousal, practical value, and social transmission are central to viral marketing more broadly, with high-arousal emotions and surprising or useful content more likely to be shared than neutral or deactivating content(Li et al., 2015). However, comparatively fewer studies have examined how TikTok's recommendation system, trend-based culture, and peer-to-peer engagement jointly shape the virality of beauty-related user-generated content(R. Zhou, 2024). TikTok's algorithmic personalization, storytelling strategies, and micro-influencer collaboration can significantly influence consumer engagement and purchase behavior in beauty marketing, yet integrated research on the combined effects of algorithmic features, cultural trend dynamics, and user behavior remains scarce (Fitri & Ananta, 2025). This gap underscores the need for a more comprehensive account of how beauty content becomes viral on TikTok through the interaction of emotional, technological, and social drivers.

To comprehend why specific beauty products, achieve virality on TikTok, comprehensive analysis of fundamental elements is imperative such as viral marketing mechanisms, celebrity endorsement evolution (particularly micro-celebrities), social media marketing strategies, and user-generated content dynamics. Each element significantly influences consumer engagement and responses on social media platforms. Understanding these interconnected dimensions requires examination through established theoretical frameworks including the Theory of Consumption Values (TCV), Stimulus-Organism-Response (S-O-R) model, and Source Credibility Model, which collectively explain how marketing stimuli generates 'consumption values, influence psychological states, and ultimately drive viral behavioral outcomes. TikTok's role in the evolving landscape of digital beauty marketing by systematically examining these four dimensions and their theoretical underpinnings. Therefore, this current study investigates how viral marketing mechanisms (emotional resonance, entertainment value, visual memorability), user-generated content attributes (credibility, informational value, video characteristics), micro-celebrity endorsement factors (authenticity, expertise, trustworthiness, attractiveness), and social media marketing dimensions (entertainment, trendiness, interactivity, information quality) collectively contribute to product success on the platform. The insights obtained from this research offer valuable practical implications for marketers seeking to leverage TikTok's algorithm, cultural trends, and user behaviors to enhance brand visibility and engagement in increasingly competitive digital marketplaces. By understanding the specific characteristics rendering TikTok an effective platform for viral beauty marketing, practitioners can develop data-driven strategies optimizing content creation,

influencer partnerships, and campaign execution for maximum viral impact and commercial outcomes.

Brand Virality and Viral Marketing Mechanisms

(Steve Rathje, 2025) indicated that emotional appeal serves as the primary catalyst for viral spread, particularly when content evokes high-arousal emotions such as astonishment, surprise, awe, or excitement. According to Nouri et al., (2025) content triggering high-arousal emotional states achieves significantly higher sharing rates compared to neutral content, with positive emotions like excitement and awe generating the strongest viral potential. Viral marketing strategies systematically prioritize user involvement through emotional appeals that create psychological engagement and exploitation of current social trends that leverage existing cultural momentum. This dual approach significantly increases the probability that users will actively engage with and share campaign content. For example, the #LikeAGirl campaign launched by Always exemplifies this principle, employing powerful emotional messaging centered on gender equality and self-confidence to engage viewers across YouTube and social media platforms. The campaign achieved 90 million+ views, ranked as the second most viral video globally, and generated 4.4 billion+ media impressions in the first three months alone. Following the campaign, 50% of women chose to purchase Always brand over competitors, demonstrating how emotional authenticity drives unprecedented viral reach and measurable brand impact (Julia Forman, 2021).

TikTok's Algorithmic Virality Mechanism

On TikTok, virality operates through a distinctive algorithmic infrastructure that fundamentally differs from traditional social media platforms, reflecting a broader shift toward AI-driven content ecosystems within the digital attention economy. The platform's recommendation system prioritizes user engagement signals—such as likes, shares, comments, watch time, and re-watches—as key determinants of content visibility and viral amplification (Baumann et al., 2026). Recent studies further demonstrate that TikTok's "For You" feed relies heavily on both explicit and implicit interaction data to dynamically personalize content streams, allowing rapid amplification of interest-aligned content within a short exposure window (Baumann et al., 2025).

More recent theoretical work emphasizes that TikTok virality should be understood as an "ecology of amplification," where user participation, algorithmic curation, and platform affordances interact to accelerate trend formation and global content diffusion. This amplification dynamic is further strengthened by the platform's ability to balance predictive accuracy with elements of serendipitous discovery, sustaining user attention and prolonging engagement cycles (Lee et al., 2026; Salles, 2025). This algorithmic mechanism is particularly pronounced within the beauty and fashion industries, where visually driven, short-form content inherently generates higher interaction rates and accelerates trend cycles. Recent empirical findings indicate that TikTok significantly outperforms other platforms in engagement performance, with average engagement rates ranging from 2.5% to over 7% for smaller creators, far exceeding those observed on Instagram (Salles, 2025). In the fashion sector, TikTok continues to drive high visibility and rapid trend diffusion despite fluctuating engagement rates, demonstrating its dominant role in shaping consumer behaviour and digital marketing strategies. Furthermore, studies confirm that TikTok's algorithm-driven content

delivery enhances brand engagement, strengthens consumer relationships, and directly influences purchase intentions, particularly among Gen Z audiences in the beauty and fashion markets (Burns, 2025).

Emerging Virality Factors: Entertainment, Memes, and Visual Memorability

Studies on branded memes in social media marketing reveal that perceived enjoyment and entertainment value play critical roles in driving user participation and sharing behaviors (Sewak et al., 2025). Spontaneous, amusing content fosters positive user experiences, which subsequently promote additional sharing and interaction cycles. Entertainment value operates as a crucial mechanism converting passive content exposure into active viral dissemination. For beauty products, this implies that humorous product demonstrations, relatable skincare struggles, or entertaining before-after transformations may achieve substantially higher virality through enhanced entertainment value. Additionally, research on humor in influencer marketing on TikTok confirms that perceived humor positively affects followers' hedonic experience, which enhances engagement and viral potential (Barta et al., 2023).

Visual memorability has emerged as another crucial virality determinant with particular relevance for TikTok's video-based format. Peng & Bainbridge, (2026) demonstrated that memorable image posts on Reddit resulted in significantly more engagement and discussion compared to less memorable images. Their research identified that memorable images frequently elicit more emotionally neutral and abstract comments, indicating that semantic distinctiveness—content that stands out through unique visual characteristics—enhances infectious potential. For beauty products on TikTok, this finding suggests that visually distinctive product demonstrations, dramatic before-after transformations with clear visual contrast, unique application techniques, or visually striking ingredient presentations may achieve substantially higher virality through enhanced memorability. TikTok's video format amplifies this effect, as moving visual content with high memorability creates stronger retention and sharing impulses than static imagery.

Virality Drivers in Beauty Industry Context

The beauty industry exhibits unique characteristics that amplify virality mechanisms on TikTok. Research on viral marketing has identified that products benefit from factors such as emotional resonance, content originality, and social relevance in driving viral spread (Peng & Bainbridge, 2026). TikTok's platform design specifically amplifies these factors through features enabling visual demonstrations (before-after videos), personal storytelling (skincare routine narratives), and community participation (skincare challenge hashtags). Beauty products, with their inherent visual appeal enabling dramatic transformations, personal relevance as consumers seek solutions for their own skincare concerns, and social signaling value as beauty knowledge represents cultural capital within peer communities, are particularly well-suited to TikTok's viral amplification mechanisms. The platform's emphasis on visual content, personal narratives, and community engagement creates an ideal environment for beauty content virality.

User-Generated Content (UGC) and Its Impact on Beauty Product Virality

User-generated content encompasses any content—text, videos, images, reviews, tutorials—created and shared by consumers rather than companies themselves (Ruwan et al., 2024). UGC has emerged as a pivotal factor shaping brand perception and driving purchase behavior in digital marketing environments (Nadzri et al., 2023). Research demonstrates that brands incorporating UGC experience substantially increased consumer trust because peer-generated content is perceived as more authentic, unbiased, and credible than tra(Dewatmoko & Nurmartiani, 2023; J. Tan & Xin, 2025)(Dewatmoko & Nurmartiani, 2023; Tan & Xin, 2025). This authenticity advantage stems from UGC's reflection of genuine consumer experiences rather than strategically crafted corporate messaging.

Social proof theory provides the theoretical foundation for UGC's effectiveness, positing that consumers systematically look to peer opinions and behaviors as validation mechanisms significantly influencing purchasing decisions(Wensheng Huang, 2025). When multiple users independently create content about the same beauty product, this cumulative social proof rapidly builds credibility and trust through confirmation bias. The psychological mechanism operates through three pathways: informational social influence (peers provide useful product information), normative social influence (peers establish what's acceptable or desirable), and identification (peers represent desired self-image). UGC simultaneously activates all three pathways, creating powerful persuasive effects. Additionally, UGC assists brands in community development, fostering increased customer loyalty and improved interactions through shared experiences and peer connections.

TikTok's Algorithm and UGC Promotion Mechanisms

TikTok's recommendation system plays a central role in the circulation of user-generated content by prioritizing content discovery through its "For You Page" rather than relying only on follower networks. Unlike traditional follower-based platforms, TikTok surfaces videos based on signals such as user interaction, content characteristics, and emerging trends, which allows beauty-related UGC to reach audiences beyond a creator's immediate network. Academic and explanatory sources also describe the "For You Page" as a personalized recommendation system shaped by engagement history, content data, and user behavior, which helps explain why beauty tutorials, reviews, and trend-based posts can gain broad visibility.

UGC and Electronic Word of Mouth (e-WOM) Integration

User-generated content (UGC) naturally evolves into electronic word of mouth (e-WOM) as users interact with and share brand-related content, creating a powerful marketing mechanism where initial UGC sparks broader e-WOM conversations that extend beyond the original post (Aldulaimi, 2024). Research applying the Stimulus–Organism–Response (S-O-R) model in digital marketing contexts indicates that e-WOM functions as a critical mediator between UGC stimuli and behavioral outcomes (Ningrum & Hayuningtias, 2026). UGC acts as the stimulus that activates internal states such as perceived credibility, trust, and perceived value, which then trigger e-WOM responses like sharing, recommending, and discussing, ultimately influencing purchase intentions (Ningrum & Hayuningtias, 2026). In the context of beauty products, UGC, e-WOM, and perceived product quality have all been found to significantly influence purchase intention, with trustworthiness emerging as the strongest predictor of

purchase decisions—UGC naturally maintains consumer trust because of its authentic, peer-driven nature. These findings suggest that UGC does not directly drive purchase intention but instead plays an indirect role by shaping consumer perceptions and encouraging e-WOM, which in turn affects purchase intention (Minh et al., 2023). For beauty brands, this implies that rather than expecting UGC to immediately trigger purchases, brands should strategically foster e-WOM generation through community engagement, review requests, and discussion prompts, as UGC serves as a beacon of trust between the brand and its customers.

UGC Creativity and Innovation on TikTok

UGC significantly contributes to creativity and innovation on TikTok, with the platform's design specifically enabling creative UGC evolution through three mechanisms: (1) platform tools (editing features, effects, sounds) enable creative expression; (2) community feedback (comments, likes) provides iterative improvement signals; and (3) trend participation encourages creative adaptation of trending formats. Creativity and spontaneity are hallmarks of user-generated content on TikTok, allowing users to express themselves in innovative and original ways. Emotional stimuli profoundly influence UGC virality through the emotional contagion mechanism, with studies demonstrating that content evoking high-arousal emotions like joy, awe, excitement, or surprise is significantly more likely to be shared extensively on digital platforms compared to content evoking low-arousal emotions or neutral content. Research on TikTok beauty influencers shows that using emojis, an indicator of non-verbal emotional expression, can positively influence the number of likes and shares, while emotional intensity has a positive, significant effect on engagement (Setayesh Valipour, 2022). For beauty products specifically, UGC content evoking emotions through before-after transformation drama (awe), humorous application mistakes (joy), or unexpected product effectiveness (surprise) achieves substantially higher virality through emotional engagement, with emotional expressions in video content significantly enhancing social media engagement and marketing campaign effectiveness through viral amplification cycles.

TikTok's Democratization of Celebrity Influence

Research on parasocial relationships has demonstrated that social media influencers foster more intimate connections and greater trust than traditional celebrities, with followers feeling more connected through perceived reciprocity and accessibility. These parasocial relationships significantly impact purchase intentions, particularly when influencers are perceived as field experts with domain-specific knowledge and demonstrate genuine product experiences through transparency and personal use (X. Zhou et al., 2024). Micro-celebrities are defined by Marwick & Boyd, (2011) as ordinary people who gained large online followings through consistent content creation, authentic engagement, and crafted public images rather than traditional celebrity pathways from mainstream media, film, music, or sports. They originate from various domains including fitness, fashion, beauty, cooking, and lifestyle, building expertise and community recognition within specific niches. Micro-celebrities are perceived as more honest, relatable, and credible than traditional celebrities because they share authentic daily experiences, demonstrate genuine product usage, and maintain direct community engagement through comments and responses.

Micro-Celebrity Advantages in Beauty Marketing

Empirical research demonstrates micro-celebrities' superior effectiveness for beauty product endorsement across multiple dimensions. Micro-influencers and ordinary consumers contribute substantial marketing value through authentic audience connections, significantly improving brand image development on social media platforms (Tan et al., 2025). TikTok beauty review videos' perceived authenticity significantly affects behavioral intentions toward purchasing through parasocial relationship mechanisms. Purnamaningsih et al., (2024) indicates that parasocial relationships with micro-celebrities and social media influencers strongly correlate with purchase intention, significantly higher than traditional celebrity endorsement correlations, as verified through empirical studies on beauty influencers across social media platforms. Micro-celebrities are perceived as more honest, relatable, and credible than traditional celebrities because they share authentic daily experiences, demonstrate genuine product usage, and maintain direct community engagement through comments and responses. (Oliveira, 2025) indicates micro-celebrities are viewed as more genuine and trustworthy due to their "regular person" status and perceived integrity. The beauty industry has responded to micro-celebrity effectiveness through widespread adoption, with industry data showing 69–92% of consumers trust beauty influencer content over traditional advertising, with beauty consumers particularly valuing peer reviews and peer demonstrations (Masrura & Tanha, 2020). This adoption reflects micro-celebrities' demonstrated effectiveness in driving authentic connections and meaningful purchase decisions within the beauty industry.

Methods

Research Design

This study adopts a quantitative research design to examine the influence of user-generated content, micro-celebrity endorsement and social media marketing on the content virality of beauty products on TikTok. A quantitative method was used to measure variable relationships and empirically test the proposed hypotheses. Cross-sectional survey design is applied in this study, whereby data are gathered from the target respondents within a specific time period. The questionnaire was a self-administered closed-ended questionnaire and divided into 5 sections. Section A will contain demographic information such as gender, age (18–24, 25–34, 35–44, 45 and beyond), frequency using TikTok (daily, several times a week, once a week), and frequency engaged with beauty product. Sections B to E will measure the main variables of the study, namely user-generated content, social media marketing, micro-celebrity endorsement, and content virality. A five-point Likert scale was used to measure the main variables of the study, ranging from 1 for 'strongly disagree' to 5 for 'strongly agree'.

Before conducting the actual data collection, a pilot study was tested with respondents who shared similar characteristics with the target sample. Necessary amendments were then made based on any ambiguities identified during the pilot testing process. The questionnaire was developed by referring to previous studies to ensure consistency and construct validity. The reliability test was carried out using the internal consistency approach, which produced a value of 0.92. This value meets the acceptance criteria of 0.70 and was considered acceptable. The statistical methods used in this study were descriptive statistics of mean, standard deviation, and Pearson's *r* statistical analysis. To assess the level of user-generated content, micro-celebrity endorsement and social media marketing towards content virality of beauty products

on TikTok, the interpretation of mean score by Jamil Ahmad (2002) was used. Mean scores were interpreted as follows: 1.00–2.33 = low level, 2.34–3.66 = moderate level, and 3.67–5.00 = high level for user-generated content, micro-celebrity endorsement, and social media marketing.

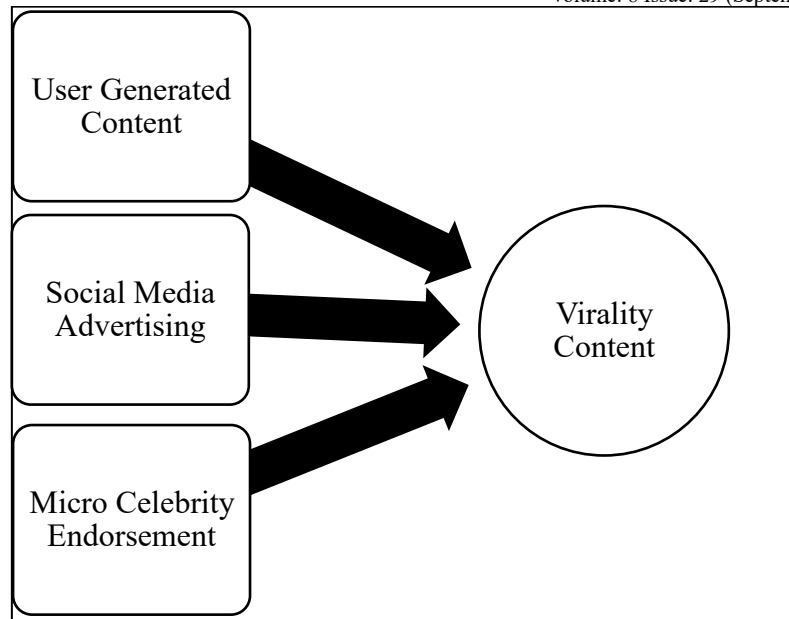
Population and Sample

This study targets Malaysian TikTok-using adult women aged 18 and older who regularly utilise TikTok and interact with beauty-related content, including product reviews, makeup tips, and influencer endorsements. Since women are the most active users and creators of beauty content on TikTok, this demography is significant to the study on beauty content virality. As woman-owned business represented 20.1% of total business establishments in 2022 (DOSM, 2025), they provide relevant context for investigating user-generated content, micro-celebrity endorsement and social media marketing. Since the exact population size may be difficult to determine, this study will use a non-probability sampling technique, specifically purposive sampling. Respondents are chosen based on their experience and familiarity with beauty product content on TikTok to ensure that they possessed relevant knowledge of social media use and engagement with TikTok beauty-related content.

Morgan's Sample Size Table was utilized to ascertain an acceptable sample size for this study. This technique is commonly employed for determining sample sizes in social science research, especially when dealing with extensive populations. The Department of Statistics Malaysia (DOSM) anticipated that the number of adult women aged 18 and over in Malaysia was around 15.9 million in 2023 (DOSM, 2025). According to Morgan's Sample Size Table, recommends a sample size of 384 responders for populations above one million. This sample size guarantees a 95% confidence level with a 5% margin of error, therefore confirming the statistical validity of the results. It also addresses the pragmatic elements of online survey dissemination, rendering it feasible regarding time and resources. The chosen sample is anticipated to produce relevant and generalizable findings, especially concerning the factors affecting the virality of beauty-related content on TikTok among adult Malaysian women.

Data Collection Procedure and Data Analysis

The data were collected through an online survey administered via Google Forms and survey link distributed via social media platforms such as WhatsApp, TikTok, Instagram and Telegram. Before completing the questionnaire, respondents will be briefed on the objective of the study, confidentiality of their responses and voluntary participation. Respondents who meet the study criteria will be selected for analysis and data collection process will proceed until the required sample size is obtained. The collected data is analyzed via SPSS software. Descriptive statistics used for describing demographics profile and examine level of influence user-generated content, micro-celebrity endorsement and social media marketing towards content virality of beauty products on TikTok. While correlation analysis is performed to examine the relationships among the principal variables. The results will be used to test the proposed hypotheses of the study. Figure 1 shows framework of this study.

**Figure 1: Framework Of Study**

Source: (Author, 2025)

Result and Discussion

Demographic Profiles

The demographic analysis indicated that all 390 respondents were female (as shown in Table 1). In terms of age distribution, 45.1% were between the ages of 25 and 34, followed by 38.7% who were aged 18 to 24. A smaller proportion of respondents fell within the 35 to 44 age range (13.9%), while only 2.3% were aged 45 and above. Regarding TikTok usage frequency, the majority (55.6%) reported accessing TikTok multiple times a day, while 28.7% indicated that they used the platform daily. When it comes to engagement with beauty content, 52% of respondents stated that they engaged very frequently, and 22.1% reported frequent engagement, highlighting a highly engaged sample relevant to the research focus.

Table 1: Demographic Profiles

Demographic Variable	Categories	Frequencies	Percentage (%)
Gender	Female	390	100.0
Age	18 - 24	151	38.7
	25 – 34	176	45.1
	35 – 44	54	13.9
	45 and above	9	2.3
Frequency using TikTok	Rarely (1 – 2 times a week)	18	4.6
	Sometimes (3 – 4 times a week)	43	11.1
	Frequently (daily)	112	28.7
	Very frequently (multiple times a day)	217	55.6

Frequency engaged with Beauty Product	Rarely	29	7.4
	Sometimes	72	18.5
	Frequently	86	22.1
	Very frequently	203	52

Descriptive Analysis

A descriptive analysis was performed to assess the respondents' overall levels of agreement with the items pertaining to each variable: user-generated content (UGC), micro-celebrity endorsement, and social media marketing on the content virality of beauty products on TikTok. This analysis sought to ascertain core patterns and variability to comprehend respondents' perceptions and interactions with beauty-related content on TikTok. The mean values represent the average degree of consensus among respondents, whilst the standard deviations show the variability in responses. Skewness and kurtosis were evaluated to confirm data normalcy.

Table 2 presents the descriptive statistics for User-generated content (UGC) towards the content virality of beauty product on TikTok, which category ranged from 3.07 to 3.54 (indicating a moderate level of agreement). With a mean of 3.54 and a standard deviation of 1.418, the statement "Seeing many users create content about a product encourages me to also share my experience" obtained the highest mean score. This indicates that the repetition of content by several users has an effect on the individual sharing behaviour of each user. In other words, respondents are motivated to get involved in commenting, content sharing or video creation when they are exposed by many other users promoting or discussing the same beauty product. This result implies that user-generated content can strengthen social influence among users, leading to higher engagement and helping content become more viral. The findings is similar to (Niu, 2025) that UGC with emotional value help to build consumer connection, sustain engagement and supports stronger brand loyalty.

The item "Gained more trust on certain product when more people creating content regarding the same product" recorded a means score of 3.10 and the items "Engage more with other people's content comparing to official account" obtained a mean of 3.09. The results of study indicate that respondents moderately agree that product trust may increase due to frequent exposure of beauty products via user-generate content and also more engagement with content created by other users rather than content shared by official brand accounts. This finding is consistent with findings of past studies by (Mei, 2024) that UGC such as regular updates, product review, tutorials can build beauty brands loyalty by encouraging engagement and trust among Generation Z women.

Table 2: User Generated Content Towards Content Virality of Beauty Products on TikTok

Items	Standard Deviation	Skewnes s	Kurtosis	Mean Statistic
Invested more in content that has	1.365	-.112	-1.190	3.07

storytelling				
Gained more trust on certain product when more people creating content regarding the same product	1.352	-.138	-1.127	3.10
Engage more with other people's content comparing to official account	1.491	-.140	-1.421	3.09
Seeing many users create content about a product encourages me to also share my experience (creating video, comments, or share)	1.418	-.492	-1.119	3.54

Table 3 shows the descriptive statistics for micro-celebrity endorsement towards content virality of beauty products on TikTok. Responses to micro-celebrity endorsement items demonstrated moderate consensus, with mean values ranging from 3.04 to 3.35. The item "I am more likely to try a beauty product after seeing it endorsed by a micro-celebrity on TikTok" exhibited the highest mean ($M = 3.35$, $SD = 1.359$), underscoring the persuasive influence of micro-celebrity participation. This indicates that micro-celebrities may influence beauty product interest and support content engagement in TikTok. Moreover, according to (Nair & Bhardwaj, 2025), trustworthy and attractiveness can strengthen endorsement effectiveness in the cosmetic industry. Besides that, the items "more likely to interact with TikTok content endorsed by micro-celebrities compared to macro-celebrities" recorded a mean score of 3.25. The results show that respondents moderately engage more with content promoted by micro-celebrities compared to macro-celebrities, possibly due to their more relatable and closer to ordinary consumers. According to (Jothi, 2024), most of the micro celebrity (10k–100k followers) generate the highest engagement rates via share personal and consistent stories with tighter niche communities, while macro-influencers (100K–1M followers) are perceived as the most persuasive.

Table 3: Micro-Celebrity Endorsement Towards Content Virality of Beauty Products on TikTok

	Standard Deviation	Skewness	Kurtosis	Mean Statistic
trust product recommendations from micro-celebrities (10,000- 100,000 followers) more than macro-celebrities (over 100,000 followers).	1.375	-.089	-1.241	3.18
More likely to interact with TikTok content endorsed by micro-celebrities compared to macro-celebrities.	1.260	-.300	-.917	3.25
Emotionally engaged with micro-	1.452	-.056	-1.330	3.04

celebrities content that I see in TikTok

I am more likely to try a beauty product after seeing it endorsed by a micro-celebrity on TikTok.	1.359	-.326	-1.163	3.35
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Table 4 presents the descriptive statistics for social media marketing towards content virality of beauty products on TikTok. Items connected to social media marketing produced mean scores ranging from 3.28 to 3.40, signifying social media marketing elements (such as peer influence, trust, creativity, emotional appeal and entertainment value) moderately contribute to the virality of beauty product content on TikTok. The item "Emotional appeal as a necessary prerequisite for an advertisement to be engaging" attained the highest mean ($M = 3.40$, $SD = 1.420$), confirming the significance of emotional engagement in the efficacy of advertisements. Innovative and engaging attributes were also regarded as significant in enhancing audience interest. In other words, social media marketing creates an emotional connection with viewers and motivate them to interact with the content. (Shamsuddin & Azman, 2022) found that emotional content being the strongest factor that influences Generation Z's purchase intention on TikTok by create connection through visual appeal, relatable storytelling and authenticity. Besides that, the items "Creative ads manage to create more interest in me about the featured products" and "Entertainment characteristics of an advertisement (color, sounds, music or graphics) tend to increase my level of engagement with the ad" both recorded a mean score of 3.37. The results show that respondents moderately agree that entertainment and creative features can make TikTok beauty product advertisements more engaging and interesting. This finding is similar to a previous study (Astita & Azhar, 2025) found that content relevance, influencer credibility factors and interaction with viewers are vital factors for improve the effectiveness of promotional activities.

Table 4: Social Media Marketing Towards Content Virality of Beauty Products on TikTok

	Standard Deviation	Skewness	Kurtosis	Mean Statistic
Pay more attention to the content in an ad if I trust the platform it is advertised in	1.442	-.210	-1.344	3.28
Tend to like an ad if a friend has already shown interest towards it. Ads that include information about Beauty Product.	1.430	-.410	-1.192	3.35
Emotional appeal as a necessary prerequisite for an advertisement to be engaging	1.420	-.315	-1.289	3.40

Creative ads manage to create more interest in me about the featured products	1.451	-.352	-1.316	3.37
Entertainment characteristics of an advertisement (color, sounds, music or graphics) tend to increase my level of engagement with the ad	1.378	-.337	-1.157	3.37

Correlation Analysis

Table 5 presents the correlation analysis between user-generated content, micro-celebrity endorsement, social media marketing and virality content. The results indicate that all independent variables have positive and significant relationship with virality content. All of the correlation coefficients were found to be statistically significant at a level of $p < .001$, as demonstrated in Table 5. The strongest relationship was found between user-generated content and virality content ($r = .404$, $P < .001$), followed by micro-celebrity endorsement ($r = .398$, $P < .001$) and social media marketing ($r = .339$, $P < .001$). This suggests that increased user-generated content, micro-celebrity endorsement and social media marketing is associated with higher content virality of beauty products on TikTok. The robustness of the connections indicates that, although each factor correlates with heightened virality, they do not signify multicollinearity. Therefore, it is essential to consider the potential impact of the unmeasured variables that may be caused by personal preferences, social status or motivations, which could bring impact towards these correlations.

The findings align with SOR theory because TikTok content can trigger users' psychological responses, including interest, trust, and willingness to engage. The findings are also consistent with TCV, which suggests that users are more likely to interact with content that offers value, such as useful product information, enjoyment, and awareness of beauty trends. SCM further explains that credible micro-celebrities can enhance audience trust and encourage content engagement and sharing behaviour.

Table 5: Correlations Analysis

		Virality Content	User Generated Content	Micro-Celebrity	Social media marketing
Virality Content	Pearson Correlation	1	.404**	.398**	.339**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	390	390	390	390

User Generated Content	Pearson Correlation	.404**	1	.251**	.329**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	390	390	390	390
Micro-Celebrity	Pearson Correlation	.398**	.251**	1	.277**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	390	390	390	390
Social media marketing	Pearson Correlation	.339**	.329**	.277**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	390	390	390	390

Conclusion

This study aims to examine the level of influence of user-generated content, micro-celebrity endorsement and social media marketing towards the content virality of beauty products on TikTok among adult women. The results demonstrate that all three variables have a substantial impact on content virality, with micro-celebrity endorsements and user-generated content emerging as the most potent predictors, while social media marketing also significantly influences virality to a lesser degree. These findings provide empirical support for the effectiveness of peer-driven and influencer-driven content strategies in generating viral engagement on TikTok. From a theoretical perspective, this study is anticipated to enrich the literature on customer behavior and digital marketing by providing a clearer understanding of key factors that contribute to the virality of beauty-related content within short video platforms. From a practical perspective, the results provide useful insights for marketers, beauty brands, and content creators to develop more effective TikTok marketing strategies that improve engagement, customer response, and visibility.

In practice, brands can significantly enhance their content visibility and consumer engagement by incorporating user participation, partnering with credible micro-celebrities, and developing trending social media marketing campaigns. Given TikTok's continued influence on the digital marketing landscape, businesses in the competitive beauty industry must understand and adapt to these dynamics to maintain relevance and effectiveness. However, this study has several limitations that warrant acknowledgment. First, the study's scope limits the inclusion of potential mediating or moderating effects of brand awareness and brand knowledge, which may influence the relationships between social media marketing, micro-celebrity endorsements, and content virality. For future research, scholars can examine the mediating or moderating effects by adding brand awareness and brand knowledge as additional dependent variables or moderating factors. Second, the exclusive focus on TikTok limits the generalizability of

findings to other digital platforms such as Shopee, Instagram, or Facebook, as user behavior, content architecture, and marketing strategies vary across platforms. Future studies may can focus on additional social media platforms such as Shopee, Instagram, or Facebook to assess the consistency of relationships across diverse digital contexts and enhance the generalizability of the findings.

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