TIKTOK INFLUENCE ON CONSUMER DECISIONS FOR COSMETIC ENHANCEMENTS: GEN Z
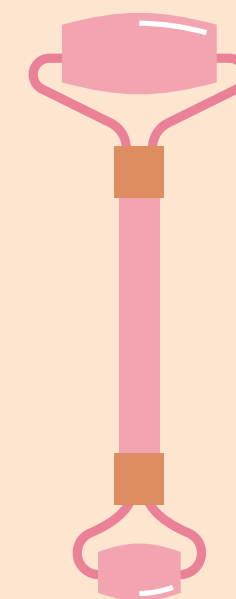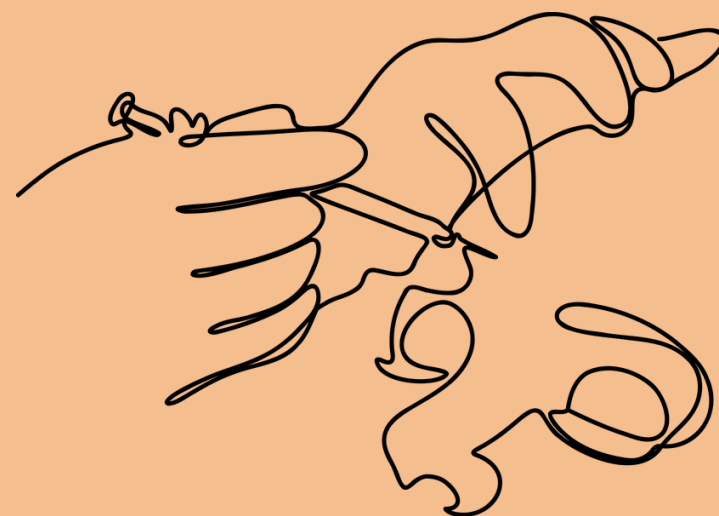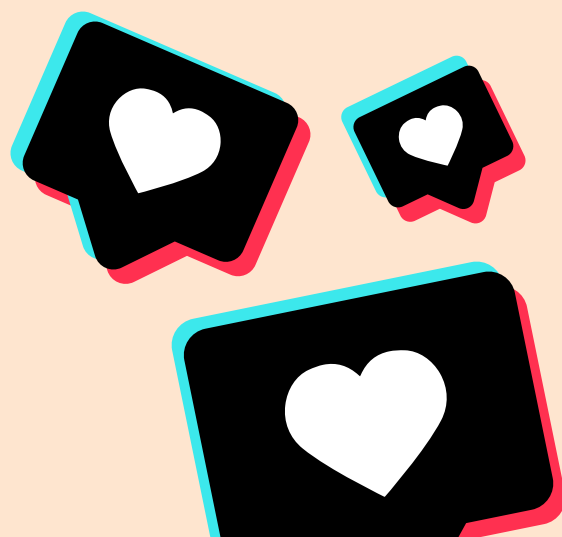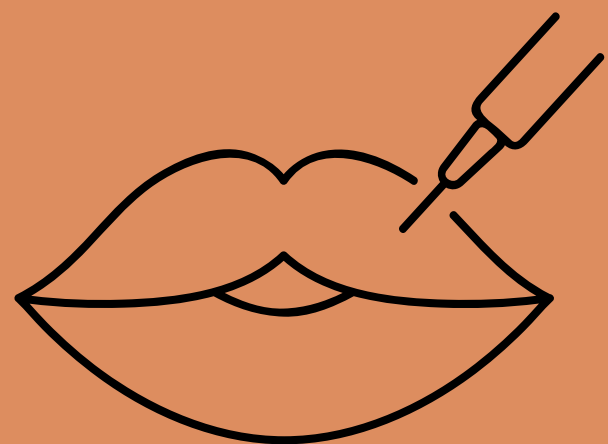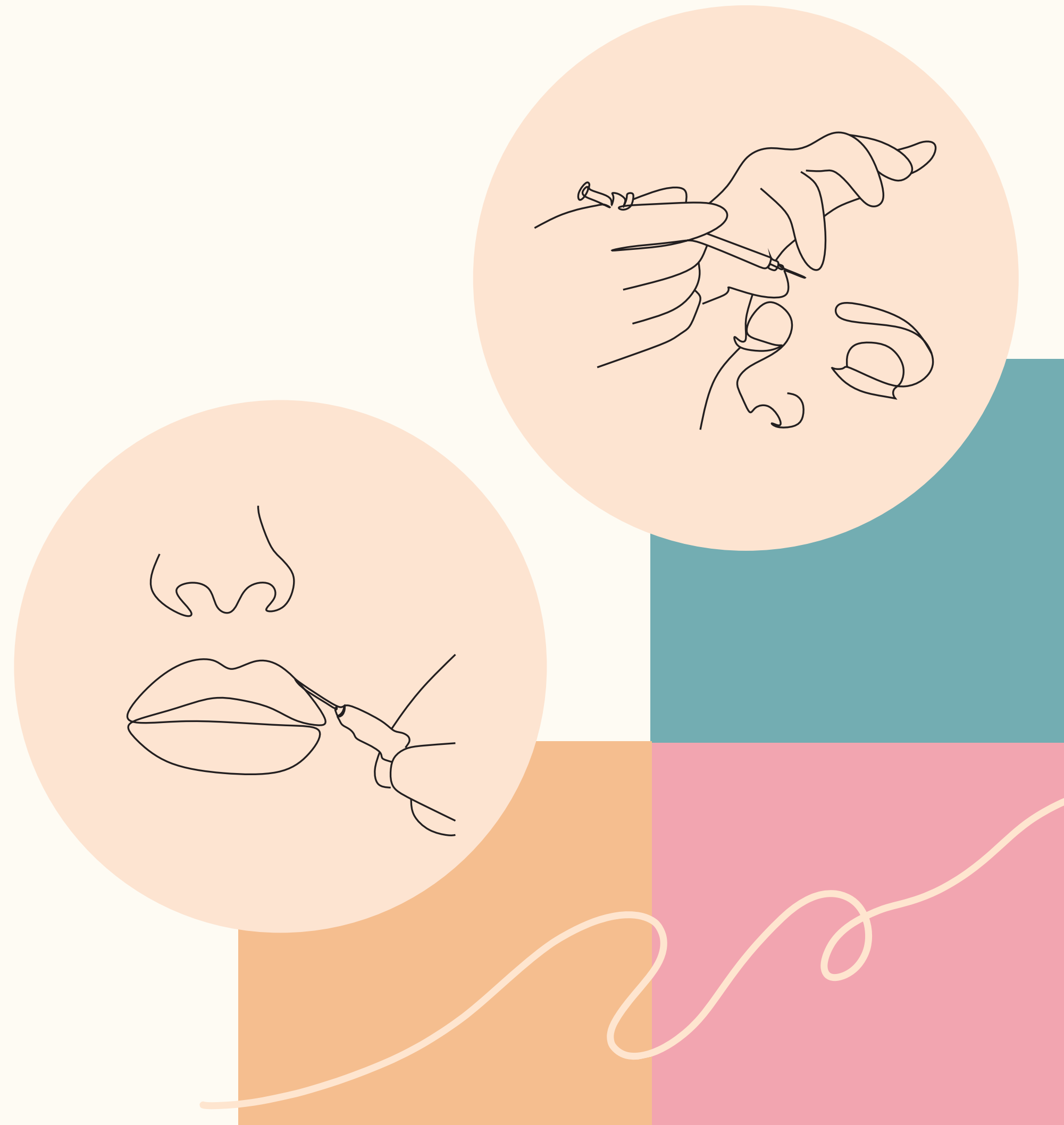
RESEARCH QUESTION

How does TikTok influence Gen Z's consumer decisions regarding cosmetic enhancements?

Our research question explores the relationship between TikTok content and Gen Z consumers' decisions regarding cosmetic procedures or adopting beauty-related behaviors.

KEY POINTS OF PHASE 2

- Social Media Normalizing Aesthetic Enhancements
- Shifting of Beauty Standards
- Concerns of Self Image and the Spread of Misinformation
- Growing Power of TikTok
- Responsible Content Creation and Improved Media Literacy
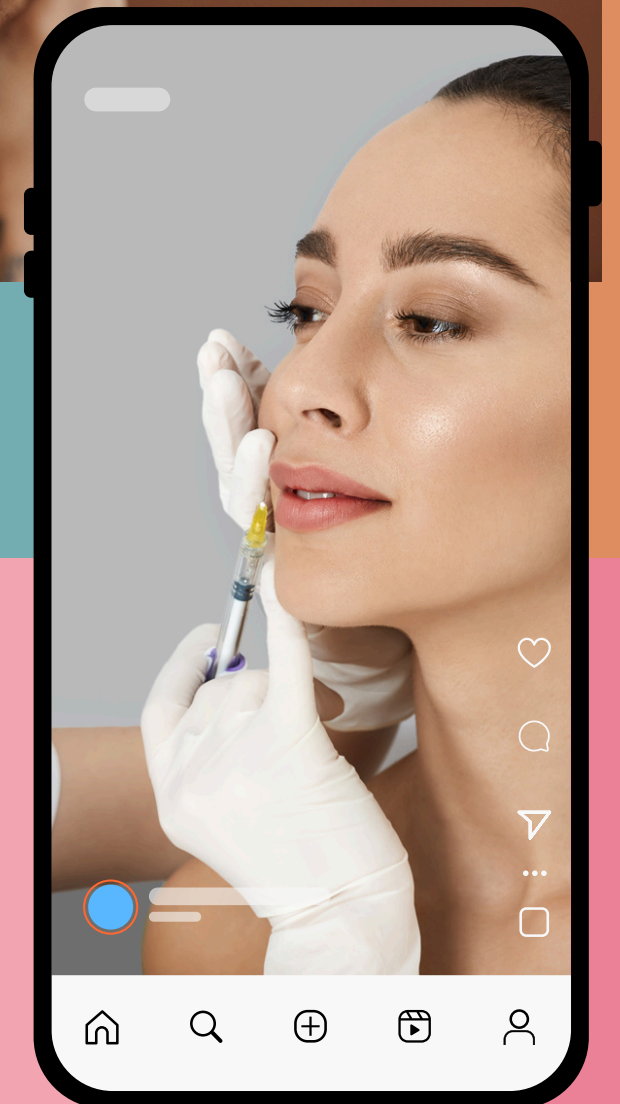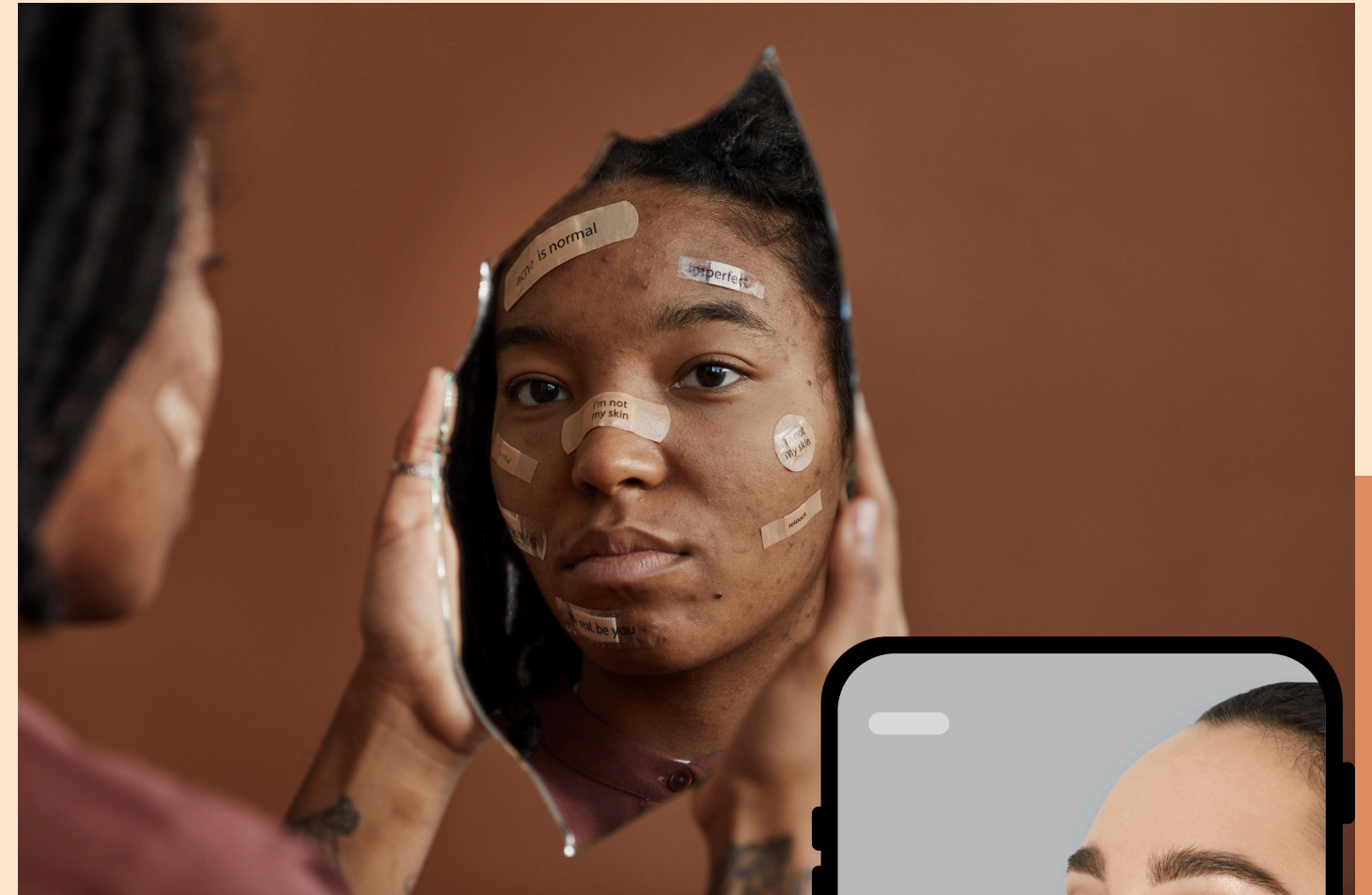
METHODS

- **Survey:**
  - Electronic Mobile Interviewing
- **Experimentation**:
  - TikTok Viewing - True Experimental → Pretest-Posttest Control Group Design
  - Fake Advertisement - Preexperimental Design → One-Shot Case Study
- **Observation:**
  - Trace and Sentiment Analysis
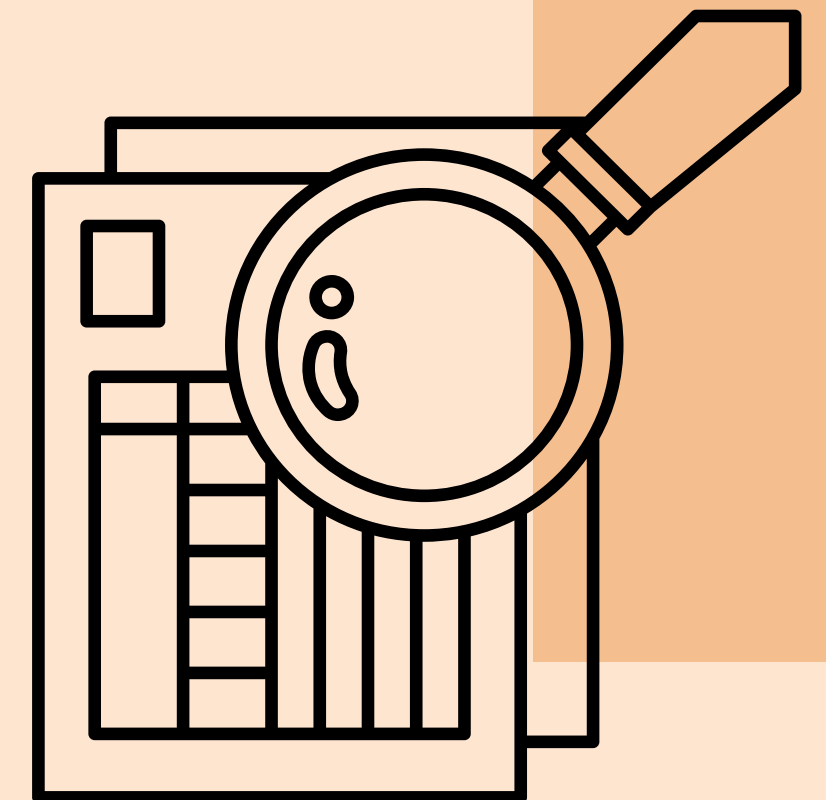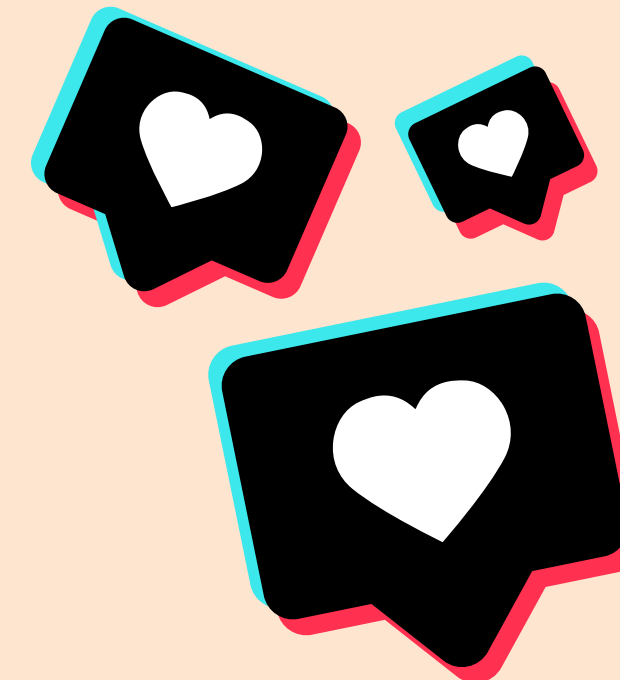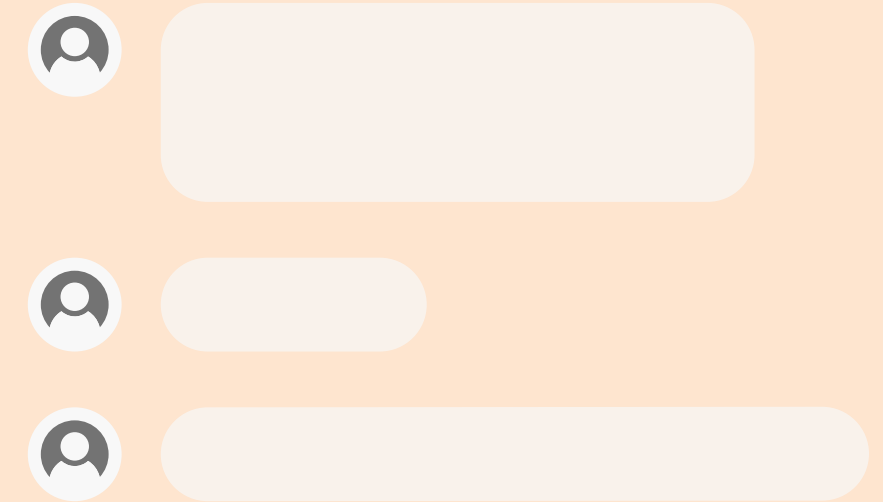
SURVEY - QUALTRICS SURVEY: TIKTOK USAGE & EXPOSURE TO COSMETIC CONTENT

- **90%** use TikTok daily
- **82%** regularly engage with beauty-related content
- Over **80%** see cosmetic enhancement content weekly or more

Most viewed content types:
- Before-and-after videos (58%)
- Influencer testimonials (47%)
- Filters (28%)

RESULTS - QUALTRICS SURVEY- INFLUENCE ON PERCEPTION & DECISION MAKING

- **70%** considered cosmetic enhancements due to TikTok content
- **77%** compare own appearance to influencers who have enhancements
- **42%** reported positive change in perception
- **66%** agreed TikTok normalizes cosmetic enhancements

Emotional effects:
- Heightened intent to undergo procedures
- Pressure to conform to beauty standards
- Increased self comparison and insecurity

# EXPERIMENTATION - TIKTOK VIEWING

- Independent Variable: TikTok content exposure

- Dependent Variable: Intent to get cosmetic enhancements

- Experimental group = 4 cosmetic enhancement videos

- Control group = 4 neutral videos

- Pre-test/Post-test

RESULTS - TIKTOK VIEWING

- EG → more open to the idea of undergoing cosmetic enhancements/ more knowledgable
- CG → those who thought about cosmetic enhancements previously, felt indifferent or uninterested post-test
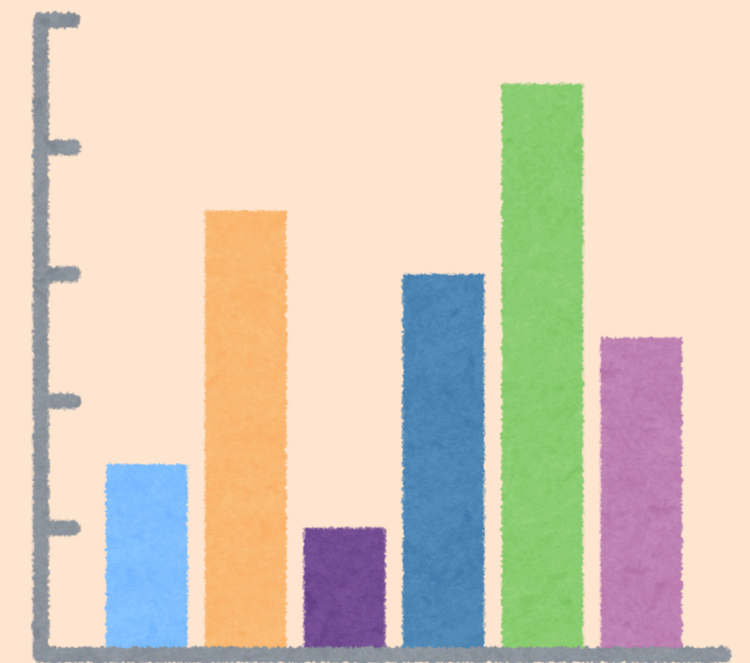
Please rate the following statements by how much you agree or disagree with them. 6 ⓘ

Please rate the following statements by how much you agree or disagree with... ↑	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The videos I watched made me more aware of cosmetic enhancement options.	3	1	0	2	0
I feel more open to the idea of getting a cosmetic procedure.	3	1	0	1	1
The influencers in the videos were relatable.	1	0	4	1	0
I trust the information presented in the videos.	0	1	2	2	1
The content made me curious to learn more about cosmetic enhancements.	1	3	1	1	0
I feel more confident in my appearance after watching the videos.	0	1	5	0	0
I am more likely to talk to a friend or family member about cosmetic proced...	1	2	2	1	0

EXPERIMENTATION - FAKE ADVERTISEMENT STORY

Daniella Duran, a Miami-based influencer, posted a fake cosmetic enhancement promo on Instagram and TikTok Stories. The promo targeted college students with a discounted cosmetic offer.
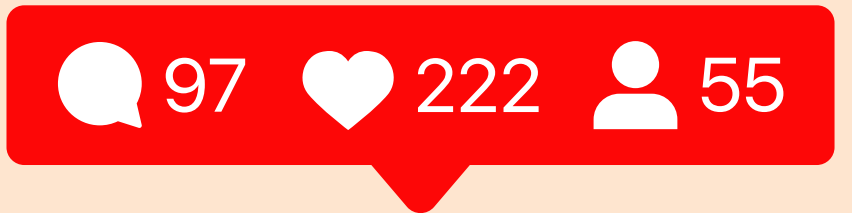
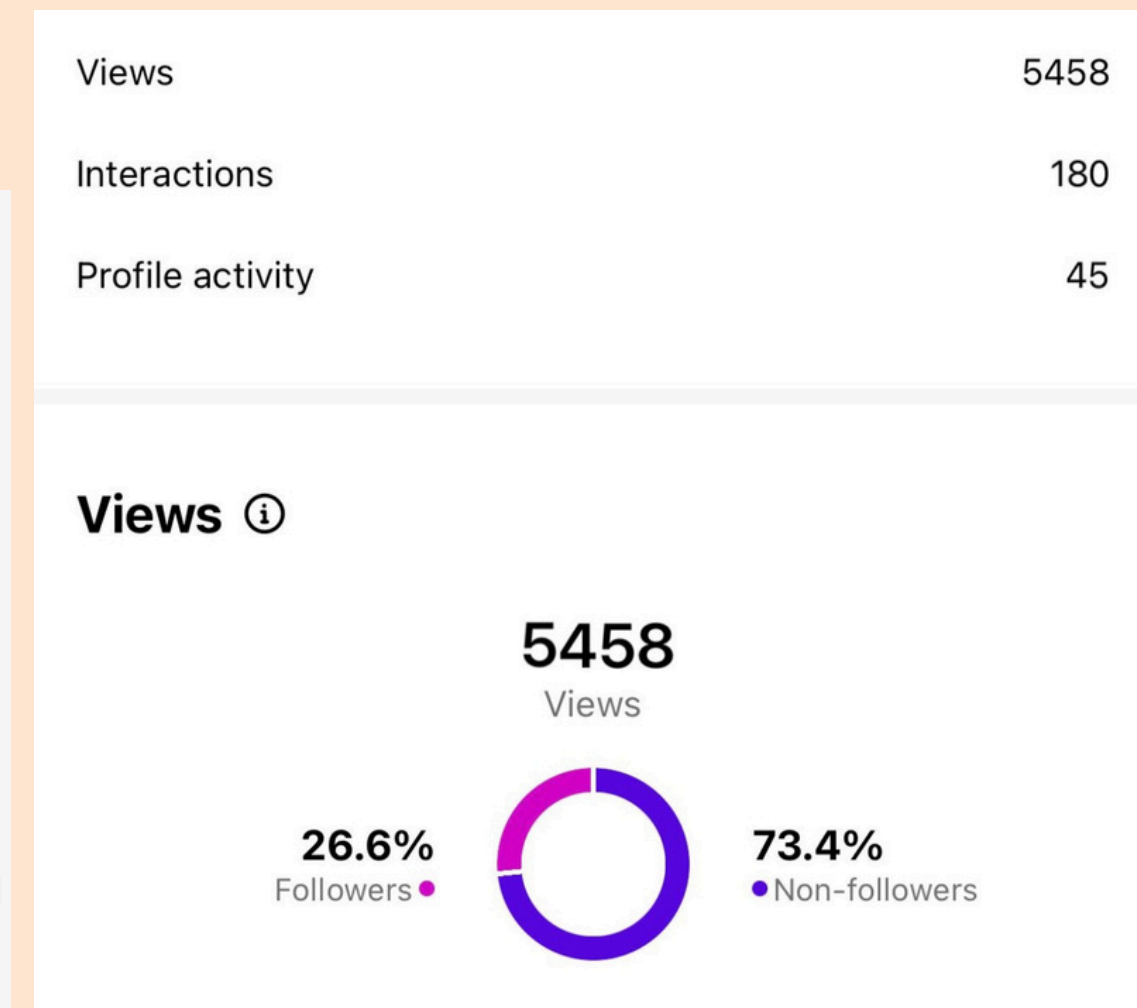A fake link was included to measure interest (via clicks).

LINK

STUDENT GLOW-UP WEEK!

HYALURONIC FILLER FLASH SALE!

Get 50% OFF hyaluronic fillers
April 1st–7th only!
Exclusively for college students!

RESULTS - FAKE ADVERTISEMENT STORY

- **5,458 total views.**

- **73.4% of viewers** were non-followers - high shareability.

- **1,018 link clicks** - shows strong curiosity/interest.
  - 509 accounts engaged
  - 202 shares
  - 100 replies

Sticker taps   1018

Views	5458
Interactions	180
Profile activity	45

Gender

● Male	22%
● Female	78%
● Other	0%

Views ⓘ

5458 Views

26.6% Followers ●   ● 73.4% Non-followers

Age

18 - 24	47.0%
25 - 34	30.0%
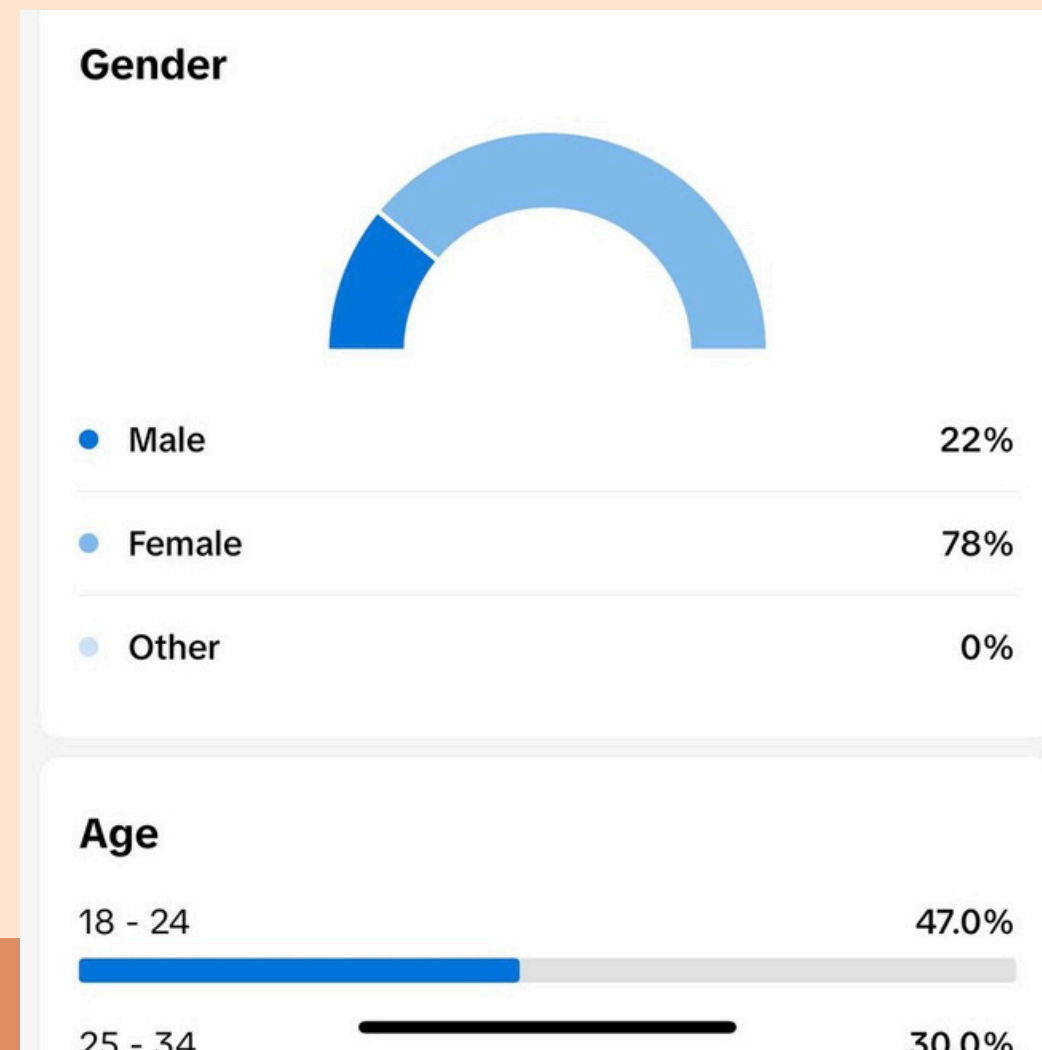
OBSERVATION

Trace Analysis:
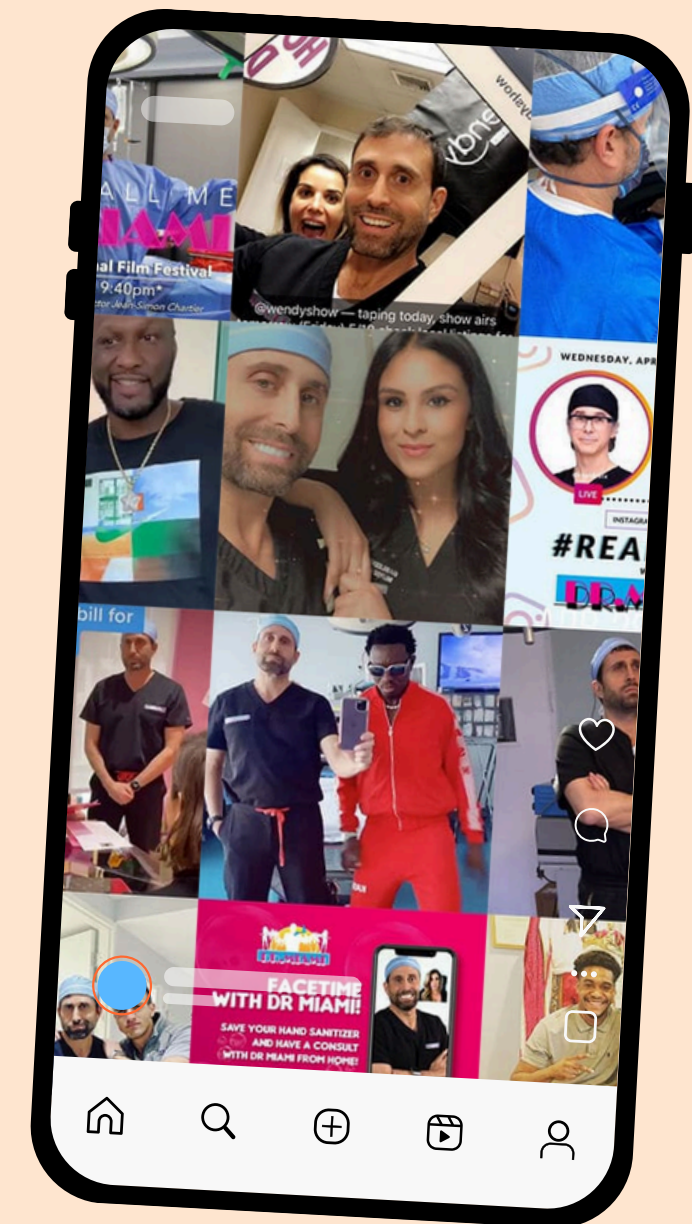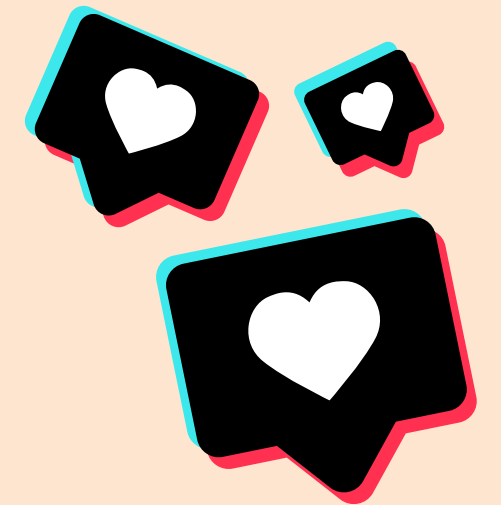
- TikTok videos documenting cosmetic enhancements; Alix Earle, Daisy Keech, and Dr. Miami
- Demographics, views, likes, and shares were gathered utilizing Creator Core

Sentiment Analysis:

- % of comments left by Gen Z users with either positive, negative, or neutral sentiments was collected.

RESULTS - SENTIMENT AND TRACE ANALYSIS

- **Views**
  - Alix Earle - 61.7% Gen Z - 1,594,168 Gen Z viewers
  - Daisy Keech - 62.4% Gen Z - 2,320,270 Gen Z viewers
  - Dr. Miami - 57.8% Gen Z - 75,957 Gen Z viewers
- **Comments**
  - Alix Earle - net sentiment 35% postive
  - Daisy Keech - net sentiment 60% postiive

Sentiment	Percentage	Example Comments
Positive	~60%	"She looks amazing!" / "This is stunning." / "Love this look!" / "So natural and beautiful."
Negative	~25%	"She looked better before." / "Too much work done." / "This is sad to see." / "She doesn't even look like herself anymore."
Neutral/Mixed	~15%	"I didn't even notice at first." / "People can do what they want, but this feels excessive." / "It's their choice, but I preferred their old look."

Sentiment	Percentage (%)	Example Comments
Positive	~75%	"You look so pretty omg", "At least she's honest", "I love you so much for your honesty", "Looks amazing! Love the transparency too", "Mad respect for this!!"
Neutral	~15%	"What did she get done?", "Why does she sound like Kylie Jenner?!", "Maybe witches are real", "Is she mocking Madison Beer now?"
Negative	~10%	"We liked the old Daisy more", "What a waste of money", "Way better before", "Now I don't believe any girl anymore", "Do they sell personalities too?"

KEY IMPLICATIONS

- Influencer content on the platform normalizes these procedures, making them seem **desirable and accessible.**

- Raises **unrealistic beauty expectations and health risks**.

- Collaboration among influencers, platforms, and educators is essential to:
  - **Support informed decisions**
  - **Protect mental health**

❤

Thank you!

MKT302

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