

**Behind the scenes:**

The effect of Get Ready With Me (GRWM) TikTok videos on the purchase intention of beauty products among Gen Z.

Student Name: Annemijn Gijssel  
Student Number: 544176

Supervisors: Marlen Komorowski  
Anouk van Drunen

Media and Creative Industries  
Erasmus School of History, Culture and Communication  
Erasmus University Rotterdam

Master's Thesis  
*June 2024*

Word Count: 9559

## BEHIND THE SCENES:

The effect of Get Ready With Me (GRWM) TikTok videos on the purchase intention of beauty products among Gen Z.

### ABSTRACT

The rise of social media as a source of information for buying products positively impacted the beauty industry. Social media platforms such as TikTok are good at persuading customers, which increases purchase intention. On TikTok, GRWM videos, in particular, are a popular format where the followers watch a video in which the influencer is talking or telling a story while getting ready for the day, using beauty products. This study focuses on the age group of Gen Z, as they will become the most profitable generation in the future. Social media marketing is a way to increase people's purchase intention. This study looks at whether purchase intention is influenced by the type of TikTok video. The main question in this study is, "*What is the effect of Get Ready With Me videos on the purchase intention of beauty products among Gen Z?*". This paper also investigates the mediating role of trustworthiness, parasocial interaction and perceived expertise. This is investigated on the basis of quantitative research that involves an experiment that is sent to the participants via a survey. Here, each participant is shown one video in which a beauty product is advertised, formatted in a GRWM TikTok video or a normal TikTok video. In order to finally answer the hypotheses and the main question, a mediation model with the help of the process macro has been run within SPSS. This shows that GRWM videos contain more trustworthiness than normal TikTok videos. It also found that the purchase intention was higher for videos with more trustworthiness and parasocial interaction. For perceived expertise, no significant effect is found, both in terms of increasing purchase intention and in appearing in GRWM videos. Parasocial interaction also does not show to be more present in GRWM videos than in normal TikTok videos. Based on these results, it can be concluded that GRWM videos on TikTok have a positive effect on the purchase intention of Gen Z in the beauty industry, when looking at trustworthiness. For the other two factors; parasocial interaction and perceived expertise, GRWM videos do not have a significant effect on purchase intention.

KEYWORDS: Influencer marketing, Purchase intention, Gen Z, Get Ready With Me videos, TikTok

**Table of contents**

- 1. Introduction ..... 4
- 2. Literature review ..... 6
  - 2.1 Social media marketing ..... 6
  - 2.2 User-Generated Content..... 6
  - 2.3 Beauty industry and social media..... 7
  - 2.4 Gen Z and TikTok ..... 7
  - 2.5 Get Ready With Me videos..... 8
  - 2.6 Decision-making process..... 8
  - 2.7 Purchase intention ..... 9
  - 2.8 Trustworthiness..... 10
  - 2.9 Parasocial interaction ..... 10
  - 2.10 Perceived Expertise ..... 10
- 3. Method..... 11
  - 3.1 Research Design ..... 12
  - 3.2 Procedure..... 12
  - 3.3 Sampling ..... 15
  - 3.4 Operationalization ..... 16
  - 3.5 Analysis..... 17
- 4. Results ..... 17
  - 4.1 Reliability of the variables..... 17
  - 4.2 Hypothesis testing..... 17
  - 4.3 Indirect effect ..... 18
  - 4.5 Summary of results..... 19
- 5. Conclusion and discussion ..... 20
  - 5.1 Conclusion ..... 20
  - 5.2 Discussion..... 20
  - 5.3 Implications ..... 22
  - 5.4 Limitations and future research..... 23
- Reference list..... 24
- Appendix A: Survey..... 35
- Appendix B: Declaration Use of Generative AI ..... 49

## 1. Introduction

Social media and their platforms have changed the marketing strategies of businesses (Piñeiro-Otero & Martínez-Rolán, 2016, as cited in Yones & Muthaiyah 2023, p. 174). Customers currently depend on social media platforms as a source of information in the purchase process (Alalwan et al., 2017, p. 1182-1183). The rise of social media platforms is beneficial for the beauty industry (Denton, 2019, p. 3). They have facilitated direct interaction between beauty brands and customers, building interest in the products. What can be included in the beauty industry are skin- and hair-care, makeup, fragrances, deodorants, oral cosmetics and personal care products like soap. By encompassing all of this, the beauty industry offers a wide choice of different products (Denton, 2019, p. 3). In 2019, the beauty industry market was worth approximately 532 billion, which will only increase in the future. This shows how well the industry can hold its consumers and how it has gained popularity (Danziger, 2019, para. 1).

The transformation of recent years in the beauty industry has been driven by the adoption of social media marketing and the principles of persuasion psychology (Denton, 2019, p. 3). Persuasion involves influencing someone to undertake a specific action or adopt a particular belief. Persuasion psychology is about the elements that contribute to being persuaded and influencing the behaviour of consumers, especially purchase intention. Platforms on social media, such as TikTok, portray these persuasive elements while also engaging with the consumers in a more impactful way than before (Denton, 2019, p. 3).

67% of beauty customers discover new beauty products by watching influencers (Gerdeman, 2019, para. 2). A phenomenon that is very popular nowadays are Get Ready With Me (GRWM) videos that are trending on TikTok (Hartman & Rosenqvist, 2023, p. 2). These videos are generated by influencers who show their process of getting ready for the day (Later, n.d., para. 1). It shows people's makeup routine, explaining which products they use (Dictionary.com, 2023, para. 1). The use of this format is not new (Allaire, 2023, para. 1). Before appearing to TikTok, the format was already used on YouTube in 2010, but at that time these videos were mainly a way to help viewers with certain techniques for applying makeup (Herzlich, 2023, para. 1). With TikTok as a newly emerged platform, the videos have taken a different twist. The videos are no longer giving information about how to apply makeup but are telling a story about the things that happen in the life of an influencer. The idea of the GRWM format on TikTok is that the influencers get ready for the day, doing their daily routine, while talking to their audience (Herzlich, 2023, para. 2).

This research specifically focuses on the impact that GRWM videos have on TikTok. The choice of TikTok is due to the fact that it is different from other social media platforms, containing videos that are shorter than 60 seconds (Yang & Ha, 2021, p. 297). Content on TikTok appears to have a higher value of entertainment since it allows the addition of background music from an extensive library. Users of TikTok can create videos on the platform where they review products and show them at certain events. These videos can inspire other users and can make them join by making related

content to these trends. The algorithm of TikTok is so designed that when users watch an entire video, they will see related videos afterwards. This will keep users attached and allow them to spend a lot of time on the app. The 'for you' page is a personally tailored feed which looks at the viewing history of people so that the experience with TikTok feels personal and engaging for the users, and they get to view videos that match their interests (Yang & Ha, 2021, p. 297).

TikTok is the most popular social media platform for short videos (Chu et al., 2022, p. 1) and therefore, it stands out from other social media networks by focusing on short mobile videos (ranging from 15 seconds to 10 minutes) rather than photos (Haenlein et al., 2020, p. 23). TikTok's rise continued in 2021 and will continue, maintaining its position as the most downloaded app worldwide (Koetsier, 2021, para. 1). The popularity of TikTok is mostly among Generation Z, encompassing people born between 1997 and 2012 (Dimock, 2019, p. 4). This generation is recognized as the new group to pay attention to, since they are becoming the most profitable part of the social media advertising market (Alina, 2020, para. 2). Looking at the impact of TikTok on this generation offers interesting insights into how the youth experiences advertisements (Milinazzo & Ornelas, 2020, para. 2). TikTok's short videos need to grab the attention of consumers quickly and entertain them to prevent that people scroll further to skip the video (Alina, 2020, para. 2).

Research from Bucko et al. (2018, p. 2) shows that 87.5% of their participants use the Internet to buy products. Correspondingly, Jain et al. (2018) as cited in Araujo et al., (2022, p. 142), found that online video advertising on social media, for example TikTok advertisements, contributes positively to the purchase intention. Research from Alalwan (2018, p. 72) even states that advertising on social media is designed to stimulate purchase intention. Spears and Singh (2004, p. 56) define purchase intention as the intention of a person to make a purchase and is a predictor for future interest and sales (Morwitz, 2014, as cited in Kovacs 2023, p. 27). The purchase intention is often measured because it can forecast the purchase behaviour (Follows & Jobber, 2000, p. 735). Therefore, this research investigates whether purchase intention can be influenced by the type of TikTok video (GRWM format or normal video format). The research question is: *“What is the effect of Get Ready With Me videos on the purchase intention of beauty products among Gen Z?”*

The academic relevance of this research is the deeper understanding of social media and its influence on the beauty industry since it will become even more important in the future (Mohr, 2013, p. 17). Previous research did not yet delve into the effect of GRWM videos on TikTok on Gen Z's purchase intention. This study is specifically focusing on the beauty sector, since it shows to be very popular on TikTok, amassing over 162 billion views (Izea, 2023, para. 7). Since TikTok is relatively new, it is useful for businesses to understand how the TikTok platform and the use of GRWM videos can be integrated into marketing strategies. In this way, companies can understand how GRWM videos affect consumer behaviour and how they translate into increased sales (D'Souza et al., 2023, p. 20). This research fills a gap in the scientific knowledge by looking at social media marketing, influencer marketing and purchasing all together in the scope of Gen Z and TikTok. While there has

been research on influencers on TikTok, it has yet to be looked closely at how the distinction between the type of TikTok video (GRWM format or normal video format) might differ.

The findings that this research generates can also be beneficial for companies since the social media landscape and the trends on TikTok change very quickly (Korabine & LaBire, 2021, as cited in Kovacs 2023, p. 9). Knowledge about the trends currently on TikTok gives businesses a competitive advantage in digital marketing. Especially in the beauty industry, which is known for its strong competition (Plötz et al., 2023, as cited in Kovacs, 2023, p. 9). With TikTok probably becoming even bigger in the future, this study can provide valuable insights for marketers (Sudha & Sheena, 2017, p. 15).

## **2. Literature review**

### **2.1 Social media marketing**

Technology and the internet have revolutionized the way in which companies connect with their audience how they advertise (Barczyk & Duncan, 2011, p. 267). Social media plays an important role in the marketing of businesses since it changes the way people interact and bring people closer together. It is a place where people gather and share information in a transparent way and communicate with each other (Ahmad et al., 2015, p. 1). Over the past decade, social media has become an essential strategy for businesses since it has advantages like attracting new customers, enhancing interaction with customers and forming valuable collaborations (Pradiptarini, 2011, p. 1). Furthermore, it also compelled a lot of businesses to expand internationally, to have an advantage over other competitors (Beheshti, 2014, p. 16).

There are also negative consequences associated with social media marketing, but these are much less researched in the literature. Things like social media fatigue, misinformation and privacy issues are important to keep in consideration in social media marketing. However, research by Seo et al. (2019, p. 46) shows that a parasocial relationship between influencers and their followers can prevent this from arising. This is because the trust in the influencer is high since followers have the illusion of having a connection and friendship with the endorser (Seo et al., 2019, p. 46).

### **2.2 User-Generated Content**

The way of advertising by influencers on social media can significantly impact the decision of a consumer to buy a certain product (Romero-Rodriguez & Costillo-Abdul, 2023, p. 429). The content that an influencer creates and posts on social media is called User-generated content (UGC). UGC plays a role in influencing the purchase intention of people. Next to that, it also is perceived as more trustworthy than normal advertisements, since it is shared by real people. Therefore, the product and brand that are advertised in these UGC's are being perceived as more trustworthy. Of using UGC in advertisements can help increase sales, which is often the main goal for companies (Shing & Chakrabarti, 2020, as cited in Kovacs, 2023, p. 13).

There are two main types of UGC. The first one is made by regular people just for fun or to share their thoughts, also called self-motivated content (Romero-Rodriguez & Castilla-Abdul, 2023, p. 428). They do it for the comments, likes and views that they receive on the content, not for financial rewards. Companies pay for the second type of content to advertise their products. The influencer's main reason to post this kind of content is the financial reward that they receive. Both types of UGC can positively influence followers' purchase intention (Mayrhofer et al., 2019, p. 166). UGC is critical in helping, specifically Gen-Z shoppers with deciding what to buy. The strength of UGC lies in the fact that it is like social proof, meaning that people are more likely to trust and duplicate what others do. It is similar to word of mouth, but instead of chatting face to face, it is all online, on social media (Nilsen & Kvia, 2022, p. 10).

Different kind of content can be classified as UGC, varying from product reviews to singing videos all shared online platforms that allow users to create their own content. Marketers need to adjust their content to suit the unique features of each social media platform posted on (Killian & McManus, 2015, p. 451). At this moment, TikTok is the most popular platform for UGC to be created, but it all started with blogs where customers shared their experiences and thoughts about brands and products with others. With leaving comments and likes, users showed their opinions (Shing & Chakrabarti, 2020, as cited in Kovacs, 2023, p. 14).

### **2.3 Beauty industry and social media**

The beauty industry is constantly growing and diversifying, so every gender, ethnicity and age group is catered to. This causes the marketing strategies to change and adapt along. Modern consumers are no longer interested in advertisements that promote unfeasible beliefs. They seek for authentic representations of the products and realistic results (Kinski, 2017, as cited in Denton, 2019, p. 5). Companies are listening more to consumers' needs, working together with people on social media and altering the product to meet the demands of the customers. The rise of influencers on social media has impacted the relationships that brands have with their customers. The strength of influencers is that they are perceived as authentic by customers. These friendships between customers and businesses work because consumers feel more confident to buy products promoted by someone they trust. This makes the brands more trustworthy and consumers more confident about making a purchase (Zhang et al., 2018, p. 1504).

Previous studies in the beauty industry have often primarily focused on women in their research, because the beauty sector was known for being mainly for women (Ramli, 2015, p. 114; Paço & Oliveira, 2017, p. 127). However, today, the beauty industry is a sector that is equally important to women and men. Therefore, an attempt will be made to include as many male participants as possible in this study.

### **2.4 Gen Z and TikTok**

TikTok has gained popularity among Generation Z. They are individuals born between 1997 and 2012 (Dimock, 2019, p. 4) and are the new group to focus on (Khwaja et al., 2020, p. 2). This

generation grew up with digitalization and therefore have the skills to access more information compared to previous generations. This is because they have the ability to quickly search things online (Seemiller & Grace, 2017, p. 22). TikTok has an appeal to the Gen Z target audience, because of their rapid evolving algorithm with small videos, which are meant to entertain and stimulate users to be creative (Weimann & Masri, 2021, p. 698). To engage with Gen Z, the content of the advertisements should be authentic and relatable, to align with Gen Z's preferences (Khwaja et al., 2020, p. 3). Another advantage of using TikTok is that it connects companies with their audience, because it works straightforward and ascendable (TikTok, 2022, para. 5). Because of all these benefits, TikTok experienced a remarkable growth, surpassing other social media platforms (Wang, 2020, p. 3).

## **2.5 Get Ready With Me videos**

One of the viral trends on TikTok are the Get Ready With Me (GRWM) videos. This video format is used by influencers and other people on social media to show the viewers their beauty routine, including skincare, makeup and hair (Hadero, 2023, para 1). While getting ready, the creator tells a personal story to strike the attention of the audience. Besides that, beauty products are being shown and reviewed (Hadero, 2023, para. 1).

The GRWM format already existed ten years ago on the social media platform YouTube, but did not gain as much popularity as on TikTok. The videos on YouTube were tutorials which explained the expertise behind their makeup skills, while the videos on TikTok focus on the everyday aspect of the video and share an engaging personal story (Herzlich, 2023). Also, the videos on TikTok are much shorter (Hartman & Rosenqvist, 2023, p. 4).

The GRWM videos interact with the audience, which allows the audience to engage with the influencers (Herzlich, 2023). Previous studies show that engaging with customers leads to a higher purchase intention (Jiménez-Castillo & Sánchez-Fernández, 2019, p. 372; Yoong & Lian, 2019, p. 56). Moreover, suppose the influencer uses certain beauty products in their everyday routine. In that case, is the best way to convince their followers to buy them (Justine, 2022, para. 3). What makes the GRWM videos so successful compared to traditional social media advertising is the fact that GRWM videos show the influencers really using the beauty products. Since the influencers show their daily routine in a sincere way, the GRWM format ensures that it demonstrates how certain beauty products enhance influencers' lives (Justine, 2022, para. 4).

## **2.6 Decision-making process**

The focus of this research is mainly on trying to understand how the purchase intention of Gen Z is formed. To explain this, the decision-making process is first analyzed. Eventually this process leads to step 4, in which the purchase intention is described. Before people actually decide which product they want to buy, they first look at different options and explore them in detail (Khuong & Duyen, 2016, p.45). An advantage of UGC is that it is considered more trustworthy since it is shared by other users. This is an important step in influencing people's purchase intention (Kurdi et al., 2022,

p. 1176). Social media is a platform that gives customers information at every step in the decision-making process (Alalwan, 2018, p. 72).

The decision-making process is divided into five steps that consumers go through when deciding to buy something (Kotler & Keller, 2012, as cited in Kovacs 2023, p. 16). Marketers have to acknowledge each step and adjust their strategies so that consumers actually purchase the product. Social media trends can affect every step in the process. The first one is the 'Need recognition' step. Customers here realize that they want a certain product that they do not already have and that want the product which can fill this gap. The desire for this product can be caused by things inside or outside the person's self (Stankevich, 2017, p. 10). These internal triggers come from personal desires, while external triggers come from exterior influences like campaigns or suggestions from peers or family (Toates, 1981, p. 47).

The next step is 'Information search', which involves looking for information from local and outside sources (Stankevich, 2017, p. 10). Local sources include personal memory and past experiences, while external sources are outside the person self, like suggestions and campaigns (Stankevich, 2017, p. 10). As stated by the Deloitte Digital Democracy Survey (2015, p. 17), suggestions affect purchase decisions in 81% of situations.

The third step, 'Evaluation of alternatives', is the stage in which the options are assessed based on the knowledge that gained earlier in the previous step to decide which fits their requirements and likes best (Stankevich, 2017, p. 10). People often think about the different sort of values that a product has when they compare options, for example the excellence, costs, and how well they know and trust the brand. It is essential for a brand to be remembered in the evaluation step, and even better if people know what makes the brand stand out when they decide what they want to buy (Stankevich, 2017, p. 11).

The fourth step is the 'Purchase decision'. It is the step in which the customers choose if they really want to purchase the product they consider buying. This step is important because it is when the transaction happens (Stankevich, 2017, p. 11). This is also the part where the purchase intention (which is the main focus in this study) is tested. Lastly, the final step is known as the 'Post-purchase' step, which reflects on both the product that is purchased and the entire buying experience (Stankevich, 2017, p. 11). Here the customers' contentedness is measured (Fauser et al., 2011, p. 43).

## **2.7 Purchase intention**

Purchase intention refers to the intentions of individuals to make a purchase (Spears & Singh, 2004, p. 56). It serves as an instrument to predict upcoming sales in the future, request for recently developed products and acknowledging that certain steps can influence the purchase behaviour of customers (Morwitz, 2014, as cited in Kovacs 2023, p. 27). Even though, purchase intention is not a forecaster of purchase behaviour. This deviation is dependent on the changing needs, financial circumstances or a more attractive product that is similar (Morwitz, 2014, as cited in Kovacs 2023, p.

27). Factors that can increase purchase intention are trustworthiness, parasocial relationships and Perceived expertise (Masuda et al., 2022, p. 8).

## **2.8 Trustworthiness**

When we look at factors that can influence purchase intention, we first look at trustworthiness. For brands, gaining trust with their consumers is important so that they become or stay involved with the brand (Lee et al., 2014, p. 1146). For influencers to build trust with their followers, it is essential to be perceived as an average person since it creates a more authentic bond between the followers and influencers (Yang et al., 2021, p. 36). This bond creates the feeling of a community which can lead to more trustworthiness (Morgan, 2020, p. 16). Research from Alsamydai and Rudaina (2016, p. 136) shows that it all starts with followers trusting the content and the message of the influencer. Whether the content is considered trustworthy is determined by the way in which the information is presented in the TikTok video and how the followers perceive it (Zernigah & Sohail, 2012, p. 651). Suppose this is done well and the followers therefore consider the video to be trustworthy. In that case, the content has a positive effect on the purchase intention of the followers (Rudaina, 2009 in Hammond, 2023, p. 25).

## **2.9 Parasocial interaction**

Secondly, parasocial interaction between influencers and their followers can influence purchase intention positively. It refers to the concept that followers look for advice from influencers or see influencers as one of their friends (Lee & Watkins, 2016, p. 5754; Vancottem & Steils, 2021). Parasocial interaction builds an idea of a relationship (Bui et al., 2021, p. 192) by influencing the opinion of followers regarding the influencer (Azpeitia, 2021, p. 36). By sharing their thoughts and visions with followers, influencers increase the trust that followers have in their suggestions (Bui et al., 2021, p. 195; Verplancke & Gelati, 2022, p. 2). Research from Lee and Watkins (2016, p. 5754) and Vancottem and Steils (2021) are in line with previous findings and state that purchase intention for products from brands advertised by the influencer can become larger due to the relationship that influencers and followers have. Just like research by Masuda et al. (2022, p. 8), which again shows that purchase intention can be positively influenced by parasocial interaction between followers and influencers on social media.

## **2.10 Perceived Expertise**

The last important factor in increasing purchase intention is perceived expertise. This entails the observed capability of the influencer or brand to be knowledgeable (McCracken, 1989, p. 311; Verbeet & van der Zanden, 2022, p. 13). The persuasive impact and credibility of the influencer are defined by their trustworthiness and knowledge (Ahmadi & Hundrasyah, 2022, p. 579; Belch & Belch, 2013, p. 373). In the end, the perceived expertise is more the audience's perception than the expertise of the influencer (Ohanian, 1990, p. 41). Nevertheless, influencers need to be careful when they work together with a brand, since it is harmful for their credibility if the brand does not match with their

expertise (Koay et al., 2021, p. 227). This can decrease the purchase intention, so it is important that the influencers are perceived as credible and that they reflect the expertise that they have (Gunawan & Huarng, 2015, p. 2240).

Based on the findings above, the following hypotheses have been formulated:

H1: GRWM videos on TikTok contain more trustworthiness than normal TikTok videos

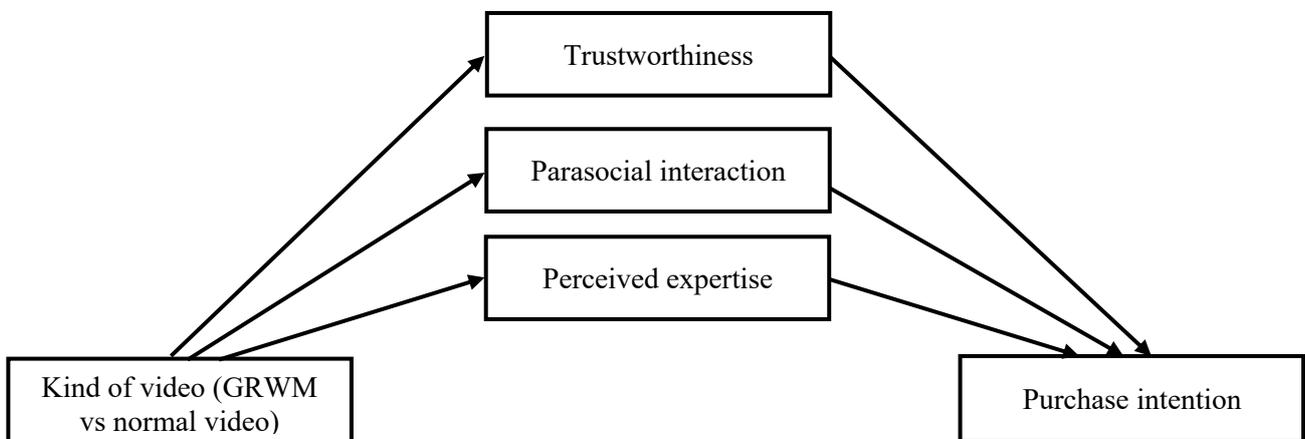
H2: GRWM videos on TikTok contain more parasocial interaction than normal TikTok videos

H3 GRWM videos on TikTok contain more perceived expertise than normal TikTok videos

H4: The purchase intention is higher when the trustworthiness is higher

H5: The purchase intention is higher when the parasocial interaction is higher

H6: The purchase intention is higher when the perceived expertise is higher



### 3. Method

In this section the research methodologies used to test the hypotheses will be described. First, the research design will be given, followed by the procedure, sampling and operationalization. Finally, the data analysis is explained. This study aims to explore the relationship between the type of video (GRWM or normal TikTok video format) and purchase intention and the mediating roles of trustworthiness, parasocial interaction and perceived expertise. Six hypotheses based on previous research are formulated to answer the research question.

### **3.1 Research Design**

An experiment was conducted to address the research question about the effect of GRWM videos on the purchase intention of beauty products among Gen Z. The experiment consisted out of a two-group design with one condition which got to see the GRWM video and one condition in which the participants saw a normal TikTok advertising video. Quantitative research, in the form of a survey and experiment was the most suitable method for comparing differences among the two conditions (Neuman, 2014, p. 285). Since quantitative research enabled to gather data from large sample sizes, generalising the findings over the population, and testing the formulated hypothesis with the data compared to qualitative research (Creswell, 2009, p. 61).

Four depended variables were tested: trustworthiness, parasocial interaction, perceived expertise and purchase intention. Additionally, one independent variable was tested: the type of TikTok video (GRWM vs normal TikTok video format). This led to the creation of two experimental conditions, each featuring a specific type of TikTok video. In condition 1, respondents viewed one of the five TikTok videos in a GRWM format. While in condition 2, participants saw one of the five TikTok videos that contained the same beauty product, but in a normal TikTok format. Participants were assigned randomly to one of the five videos in one of the two conditions.

### **3.2 Procedure**

#### **3.2.1 Outline of experiment**

The experiment was conducted in English, including the TikTok videos and questions in the survey. This is done so the online survey, created by using Qualtrics Survey Software, was able to spread easy online. Online experiments have limitations, such as the fact that the experiment has a constraint on the time and length of the survey, the low number of answers of respondents and the inability for participants to ask questions immediately. However, it is still relevant to conduct the study online since it focuses on content online on social media. This approach ensured that the TikTok videos were presented in a consistent manner with how it appears on the TikTok platform. Although the setting within the experiment is different to the normal scrolling setting, it eliminated other distractions from different content on TikTok, enhancing the representativeness and external validity (Rice et al., 2017, p. 60).

Prior to the start of the experiment, a consent form was shown to inform the participant that any participation in the research study is voluntary and that the answers are taken care of in a confidential and anonymous way. In addition, also the requirements to participate in this survey were explained. By mentioning the target audience checks, the respondents who did not meet the criteria were excluded. This was followed by the agreement to participate and when accepted, five demographic questions were asked about their age, gender, nationality, education level and TikTok account. Asking the age and the presence of an account on TikTok checked again if the participants met the requirements. If the respondents answered that they were Gen-Z (18-27 years old) they were redirected to continue the survey. If they were younger or older, the participants were directed to the

end of the survey. The participants who answered “no” to the question about having an TikTok account were also redirected to the end of the survey. The respondents who answered “yes” were directed further to the survey.

After answering these questions, the participants were randomly assigned to one of the ten condition groups. They were initially presented with a link to the TikTok video that was relevant to their assigned condition. Respondents had to click on this link to access the TikTok video. Subsequently, the levels of trustworthiness, parasocial interaction, perceived expertise and purchase intention were measured. These were followed by control variables that could have played a role in effecting the dependent variables. These variables encompassed familiarity with the product, familiarity with the influencer or content, ownership of the product or a similar substitute. Finally, three questions were asked about participants’ TikTok use; asking how many hours people spend on TikTok, how frequent they watch beauty related content on TikTok and their attitude towards TikTok beauty trends. Ultimately, an end-screen was shown with an email address for further questions.

### **3.2.2 Materials**

In both experimental conditions, respondents saw a sponsored TikTok content and had to answer questions about the video. It is therefore crucial for the stimulus items to be as identical as possible. This involved choosing influencers who shared many similarities. For the GRWM stimuli, five videos were selected from different female influencers. These videos were videos from Alix Earle (@alixearle), Sydney Everhart (@sydneyrenayeverhart), Sonya Styles (@sonya\_styles), Eabha O’Donoghue (@eabhaodonoghue123) and Brooke Lamberson (@brookeee.nicoleee). For the other condition, also five different influencer videos were selected: Alix Earle (@alixearle), Grace Llewelyn-Leach (@graces.faces), Channon Mooney (@channonmooney), Shannon Spalding (@shanspaldingx) and Peyton Smith (@misspeytonsmith). These ten influencers were chosen since they are all women around the same age and speak English. Besides that, they all use a similar setting in their video, a so-called sit-down video, using an informal style of talking. Their content is mainly focused on beauty, fashion and entertainment. The following requirement was to ensure that the content advertised the same product in both videos. This involved finding a product that was advertised in both videos in collaboration with the same brand. The chosen brand was Drunk Elephant, with their D-Bronzi Anti-Pollution Sunshine Drops. Or shorter and further referred to as the Drunk Elephant Bronzing Drops. Lastly, all videos were short: ranging from 00:52 to 03:09 minutes. The most significant difference between the influencers is their amount of followers. Therefore, all ten of the videos were selected in a specific way so that the effect of followers can be measured when needed. In the GRWM condition and in the normal TikTok video condition, one influencer was selected that has above 5 million followers, two were selected who have between 1 million and 500k followers and two who have between 100k and 500k (see table 1).

**Table 1***Influencers with amount of followers*

	GRWM video	Normal video
Above 5 million followers	Alix Earl (6.6 million)	Alix Earl (6.6 million)
1 million – 500K followers	Sydney Everhart (921.1K)	Grace Llewelyn-Leach (559.2K)
	Sonya Styles (994.1K)	Channon Mooney (545.7K)
500K – 100K followers	Eabha O’Donoghue (102.1K)	Shannon Spalding (184.3K)
	Brooke Lamberson (106.3K)	Peyton Smith (135.2K)

### 3.2.3 Pretesting phase

Before spreading the survey among the participants, it was first pretested. In the pretesting stage the survey gets tested on issues occurring in the experiment and questions, so that they are found and changed before reaching a bigger audience (Smyth, 2016, as cited in Martens, 2021, p. 24). The pretest was done among five acquaintances in a setting that resembled the setting of the actual experiment. During the pretesting phase, participants could ask questions and describe which parts of the experiment were unclear to them.

The pretests were conducted on April 6. This highlighted the aspects within the survey that needed to be adjusted. The first problem was that the link which directed the participants to the TikTok video brought them to the TikTok application or website. Therefore, it was needed to add a statement to the description before the link that explained that participants have to return back to the survey after they have watched the TikTok video, since additional questions were asked. This was both applicable to the desktop version as to the mobile version of the survey. In the desktop version, TikTok opened in the same screen as the survey, so the participants had to click on the arrow to the left at the top of the page to return to the survey. The mobile version opened the link in the TikTok app, so respondents must return to internet after the video, where the survey was still opened. These instructions were added in the survey, before assigning the participants to one of the two conditions.

Moreover, it was not clear for the participants who were in one of the GRWM conditions which product in the videos was the intended advertised product. Therefore, a statement was added after seeing the TikTok videos, explaining which product in the advertisement the research is about. Additionally, the message stated that the participants had to continue the survey with a focus on this specific product for answering the remaining questions.

### 3.2.4 Recruitment phase and final sample

The process of recruitment started after the pretest on April 30th and lasted for three weeks until May 21st. The survey was shared on WhatsApp, in a Facebook group designed to attract more participants and spread surveys, called “Respondenten gezocht!” and on Instagram stories, with a message that mentioned the requirements for participating in this research. After asking the

participants to partake in the experiment, they were asked to share the survey within their social circle by reposting the story on Instagram or sending the link to peers. This resulted in more participants.

This study gathered 180 participants who between 18-27 years old, since they all had to be part of Gen Z. The participants were evenly distributed over the two different conditions, 90 for the GRWM condition and 90 for the normal condition. Also, within the condition the participants were fairly distributed for each of the five videos, so each video was seen by 18 people. 22 of the participants were men (12,2%), 157 were women (87,2%) and 1 participant preferred not to say their gender (0,6%).

When using gender as a control variable within the regression equation, one participant's data was marked as missing due to their response of 'prefer not to say'. Regarding educational attainment, the majority of participants had either a Master's degree, a Bachelor's degree or a high school diploma, with 84 individuals (46,7%) holding Bachelor's degrees, 43 individuals (23,9%) holding high school diplomas and 34 individuals (18,9%) holding a Master's degree. The other 19 participants were divided into 3 individuals (1,7%) with a primary school education and 16 individuals (8,9%) with a vocational degree after high school. The majority of the participants, regarding highest educational level obtained, had either a Bachelor's degree ( $N = 84$ ) (46,7%), High school diplomas ( $N = 43$ ) (23,9%) or a Master's degree ( $N = 34$ ) (18,9). The other 19 participants were distributed among those with a vocational degree after high school ( $N = 16$ ) (8,9%) or those with a primary school education level ( $N = 3$ ) (1,7%).

### **3.3 Sampling**

To better understand the influence of TikTok videos on the purchase intention of Gen Z, it is important to gather information from people from different nationalities, education levels and genders. Besides that, in order to get significant results, the correct sample size for this study must also be determined. It is therefore important to explain the intended target audience in detail. The choice for Gen Z is substantiated by research from Lou and Yuan (2019, p. 31) explaining research why the choice for Gen Z is common in research about social media marketing. This is because Gen Z is the generation that spends the most time on social media. Another requirement for participating in this research was that they had to have a TikTok account. Therefore, there was a question in the beginning of the survey asking if respondents have a TikTok account and their age. This study used a non-probability sampling method to secure enough participants that reflect the target audience. This method is better known as snowball sampling (Etikan et al., 2015, p. 1). Snowball sampling is obtained by asking people in my personal network to spread the survey with their social connections. Therefore, the survey was not only distributed to fellow students, but also to people in different cities and countries and to participants with other education levels. Mainly through the use of Facebook groups and Instagram stories, different levels of education have ensured to be approached.

### **3.4 Operationalization**

In experimental research, the operationalization part is crucial for securing how reliable and valid the concepts are measured (Sarstedt et al., 2018, p. 650). To achieve this, scales were identified for the dependent variables trustworthiness, parasocial interaction, perceived expertise and purchase intention.

#### **3.4.1 Trustworthiness**

For estimating the item trustworthiness, different questions from multiple studies were used in this research to measure the level of the item. Statements in the survey regarding trustworthiness were based on research of Chetioui et al. (2020, p. 397), which combined statements from research from Lu et al. (2014, p. 265) and Ohanian (1990, p. 50) which also tested trustworthiness. The three last questions are based on Chetioui et al. (2020, p. 397), Lu et al. (2014, p. 265) and Ohanian (1990, p. 50), with an example being: “I do believe that I can depend on beauty influencer I follow to make purchase decisions”. The first two questions in the survey measuring trustworthiness are in accordance with research from Pop et al. (2020, p. 7). One of the statements read: “I find this TikTok video trustworthy”. All five questions were measured on a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

#### **3.4.2 Parasocial interaction**

The second variable, parasocial interaction was measured using questions based on research from Lee and Watkins (2016, p. 5756) and Kim et al. (2015, p. 286). All seven questions were again measured on a five-point Likert scale: strongly disagree (1) to strongly agree (5). Four questions were found in research by Lee and Watkins (2016, p. 5756), for example “I feel that the influencer is kind of like an old friend”. The other three questions came from research by Kim et al (2015, p. 286). A question asked based on that research is: “I feel the influencer is fascinating on her TikTok account”.

#### **3.4.3 Perceived expertise**

Additionally, for perceived expertise, the scale devised by Bergkvist et al. (2016, p. 179) and Ohanian (1990, p. 50) used in Chetioui et al (2020, p. 379) were employed. Like the two previous items, again a five-point Likert scale was used as a measurement scale. An example of one of the three questions is: “The beauty influencer I saw is an expert in her field”.

#### **3.4.4 Purchase intention**

Further, the last dependent variable measured was purchase intention. Three of the ten questions were grounded in research by Nurhandayani et al. (2019 p. 655), asking: “This TikTok video convinced me to buy the product”. Five other questions were informed by research from Garti & Develi (2022, p.7-8). An example for one question is: “I use TikTok and look for social media trend to identify needed products”. The last two questions testing purchase intention were based on research from Kumar et al. (2009, p. 523), Hsu and Lin (2015, p. 56), and Martins et al. (2019, p. 386) as cited in Chetioui et al., (2020, p. 379). One of the questions stating: “I generally recommend products

and/or services advertised by influencers I follow". All ten questions were measured on a five-point Likert scale.

### **3.4.5 Control variables**

In the end of the survey there were six control variables. These questions asked if the participants were familiar with the product, ever considered buying the product, owned the product, own a similar product, were familiar with the influencer, had seen the TikTok video before. These variables were categorical, offering three response choices: '1' for yes, '2' for no and '3' for uncertain.

### **3.5 Analysis**

After collecting all the data using Qualtrics, the analysis was conducted using SPSS (version 28). The two conditions and the five different videos for each condition were combined into one single dataset. First, the incomplete responses were removed from the data. In total, there were 222 responses. 42 respondents needed to be removed based on this check. This resulted in 180 valid responses. Following this, respondents were put into categories according to the condition that were in. To answer the hypotheses, a process mediation analysis was performed for each dependent variable: trustworthiness, parasocial interaction, perceived expertise and purchase intention. These variables were initially multi-item scales, so they had to be computed into new comprehensive variables for each dependent variable to be analyzed.

## **4. Results**

### **4.1 Reliability of the variables**

The Cronbach's Alpha of the Purchase intention scale is .92. None of the Cronbach's Alpha if item deleted is higher than .92. All items contribute positively to the scale. The scale is reliable. The Cronbach's Alpha of the Trustworthiness scale is .88. If item 5 (I do believe that the beauty influencer I saw uses the same products she advertised) had been removed, the Cronbach's Alpha would have risen to .89. Since the scale is already reliable, all items will be included within the scale. The Cronbach's Alpha of the parasocial interaction scale is .95. None of the Cronbach's Alpha if item deleted is higher than .95. All items contribute positively to the scale. The scale is reliable. The Cronbach's alpha of the perceived expertise scale is .80. None of the Cronbach's Alpha if item deleted is higher than .80. All items contribute positively to the scale. The scale is reliable.

### **4.2 Hypothesis testing**

In order to answer the six hypotheses, a mediation model with the help of the process macro has been run within SPSS. The dependent variable is purchase intention. Trustworthiness, parasocial interaction and perceived expertise are the three mediators. Kind of video is the independent variable. Gender and amount of followers have been added as a control variable within all regression equations. All output could be found in table 2 and 3.

**Table 2***Correlations, means and standard deviations of model variables*

	mean	sd	1.	2.	3.	4.	5.
1. Kind of video.	.50	.50					
2. Purchase int.	3.10	.97	-.04	.92 <sup>a</sup>			
3. Trustw.	3.37	.93	.10	.65***	.88 <sup>a</sup>		
4. Parasocial intera.	2.48	.79	-.07	.65***	.63***	.85 <sup>a</sup>	
5. Perceived exp.	2.80	.88	-.03	.28***	.51***	.32***	.80 <sup>a</sup>
6. Gender (Female)	.88	.33	-.10	.42***	.36***	.44***	.00

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ , <sup>a</sup>Cronbach's Alpha

The first model with trustworthiness as the outcome variable is significant as a whole  $R^2 = .19$ ,  $F(4,174) = 9.90$ ,  $p < .001$ . Within this model kind of video is significant  $B = .27$ ,  $t(174) = 2.10$ ,  $p = .038$ . So, there is proof that hypothesis 1 is true. (GRWM videos on TikTok contain more trustworthiness than normal TikTok videos).

The second model with parasocial interaction as outcome variable is significant as a whole  $R^2 = .20$ ,  $F(4,174) = 10.99$ ,  $p < .001$ . Within this model, the kind of video is not significant  $B = -.03$ ,  $t(174) = -.29$ ,  $p = .773$ . So, there is not enough proof that hypothesis 2 is true. (GRWM videos on TikTok contain more parasocial interaction than normal TikTok videos).

The third model with perceived expertise as outcome variable is not significant as a whole  $R^2 = .02$ ,  $F(4,174) = 1.00$ ,  $p = .408$ . Within this model kind of video is not significant  $B = -.03$ ,  $t(174) = -.24$ ,  $p = .814$ . So, there is not enough proof that hypothesis 3 is true. (GRWM videos on TikTok contain more perceived expertise than normal TikTok videos).

The fourth model with purchase intention as the outcome variable is significant as a whole  $R^2 = .54$ ,  $F(7,171) = 29.09$ ,  $p < .001$ . Within this model, the kind of video is not significant  $B = -0.09$ ,  $t(171) = -.86$ ,  $p = .389$ . So, there is no significant direct effect between the kind of TikTok video and Purchase intention. Trustworthiness is also significant within this model  $B = 0.44$ ,  $t(171) = 5.27$ ,  $p < .001$ . So, there is enough proof that hypothesis 4 is true. (The purchase intention is higher when the trustworthiness is higher). Also parasocial interaction has a significant influence on purchase intention  $B = 0.44$ ,  $t(171) = 5.07$ ,  $p < .001$ . So, there is enough proof to conclude that hypothesis 5 is true. (The purchase intention is higher when the parasocial interaction is higher). At last, perceived expertise is not significant  $B = -0.05$ ,  $t(171) = -.68$ ,  $p = .499$ . So, there is not enough proof to conclude that hypothesis 6 is true. (The purchase intention is higher when the perceived expertise is higher).

#### 4.3 Indirect effect

Last to mention there is a significant indirect effect between kind of video and purchase intention. This significant indirect effect goes through Trustworthiness. *Effect* = .12, 95%

*Bootstrapped CI* [.00, .24]. The other two indirect effects are not significant. Through parasocial interactions *Effect* = -.01, *95% Bootstrapped CI* [-.11, .08], and through perceived expertise *Effect* = .00, *95% Bootstrapped CI* [-.02, .03]. According to process, the total indirect effect is not significant *Effect* =.10, *95% Bootstrapped CI* [-.08, .29].

#### 4.4 Extra note on control variable amount of followers

Within the regression of type of video on Trustworthiness, a medium amount of followers has a significant positive effect on trustworthiness compared to a high amount of followers.  $B = .37, t(174) = 2.14, p = .034$ . But there is no significant difference between a low amount of followers and a high amount.  $B = .03, t(174) = 0.15, p = .881$ . Since there was only one video with a high amount of followers and two videos with a medium amount of followers, not too much can be said about this effect. This is because the effect could be really linked to the amount of followers and other aspects of the videos.

**Table 3**

*Regression output for the mediation analysis*

	Mediators			Purchase intent.	
	Trustw.	Paras. intera.	Perceived. exp.		Total effect model
	B	B	B	B	B
Constant	2.14	1.67	2.93	0.29	1.83
Kind of video	0.27*	-.03	-0.03	-0.09	0.01
Trustw.				0.44***	
Paras. interactions				0.44***	
Perceived expertise				-0.05	
Low amount of followers	0.03	-0.16	-0.26	0.25	0.20
Medium amount of followers	0.37*	-0.06	0.01	0.10	0.23
Gender (Female)	1.07***	1.05***	-0.00	0.31	1.25***
Total R <sup>2</sup>	.19***	.20***	.02	.54***	.18***
F	9.90***	10.99***	1.00	29.09***	9.79***

*Note.* \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

*Note.* Low amount of followers is in between 100 000 and 500 000. Medium amount of followers is between 500 000 and 1 000 000

#### 4.5 Summary of results

To summarize the findings, hypothesis 2, 3 and 6 were not supported and therefore rejected. Meanwhile, hypothesis 1, 4 and 5 were accepted. Also, a significant indirect effect was found of the kind of TikTok video on purchase intention through trustworthiness, but the total indirect effect found

out to be not significant. The findings underscore the noteworthiness of parasocial interaction and trustworthiness in increasing purchase intention on TikTok.

## **5. Conclusion and discussion**

### **5.1 Conclusion**

This research focuses on the effect of GRWM videos on TikTok and their influence on the purchase intention of beauty products among Gen Z. the mediaton model shows varied results for the hypotheses. The first hypothesis is supported, so we can deduct that GRWM videos are more trustworthy than normal TikTok videos. However, hypotheses 2 and 3 are not accepted. It can be concluded that the kind of TikTok video (GRWM vs normal TikTok video) does not impact parasocial interaction (H2) or perceived expertise (H3). Hypotheses 4 and 5 are accepted since the results show significant outcomes for both trustworthiness (H4) and parasocial interaction (H5) on the purchase intention of Gen Z. In contrast, Hypothesis 6 was not validated because perceived expertise does not significantly affect purchase intention. Important to note is that the type of TikTok video showed a significant indirect effect on the purchase intention through trustworthiness (H1). This shows how noteworthy the role of trust is in influencing purchase intention.

Given these outcomes, an answer on the research question: “What is the effect of Get Ready With Me videos on the purchase intention of beauty products among Gen Z” can be formed. The results show that trustworthiness and parasocial interaction have a positive effect on purchase intention, while perceived expertise does not show a significant effect. This means that if the influencer of the sponsored TikTok video appears to be trustworthy or expertised, people are more likely to purchase the sponsored product. The research also shows that the GRWM videos are containing more trustworthiness, but do not hold more parasocial interaction or perceived expertise.

Based on these results, this research can conclude that GRWM videos have a positive effect on the purchase intention of beauty products among Gen Z because they are more trusthworty. Moreover that the higher purchase intention of GRWM videos has not been caused by higher parasocial interaction or perceived expertise. Companies that are aiming at GRWM advertising will thus need to focus on the trustworthiness of their TikTok videos.

### **5.2 Discussion**

In this study, results of previous literature link with some of the data found in this research when observing the participants. While other results from previous literature show a different result than what is found in this study. The purchase intention as a part of the concept consumer behaviour and the particular choice of TikTok video format (GRWM video vs. normal video) and their influence on the choice of Gen Z in the beauty industry is the specific focus of this research. In the literature review, a theoretical framework, based on previous research, forms a starting point for explaining how GRWM videos on TikTok influence the purchase intention. Focused on Gen Z and the beauty industry. Past studies and their findings align with the outcomes from this research, using

academically established theoretical constructs. Trustworthiness and parasocial interaction and show to affect purchase intention. However, this research does not show a significant influence of perceived expertise. This had been found in previous research and is therefore in contrast to the findings of this study (Hammond, 2023, p. 44; Lee & Watkins, 2016, p. 5759; Belch & Belch, 2013, p. 373).

### **5.2.1 Trustworthiness**

Two hypotheses regarding trustworthiness were tested within this research. According to earlier research, GRWM videos tend to have greater trustworthiness than normal TikTok videos (Lee et al., 2014, p. 1138). The main reason for these advertised GRWM TikTok videos to be considered more trustworthy is because they tend to be more authentic and transparent (Yang et al., 2021, p. 37). Trustworthiness also has an influence on purchase intention. Influencers therefore have an important task for companies to be considered trustworthy, in order to increase the purchase intention of their followers. Especially the personal and authentic character of GRWM videos, which ensures recognizability in the content and with the life of the influencer, influences the purchase intention (Rudaina, 2009, as cited in Hammond 2023, p. 25).

### **5.2.2 Parasocial interaction**

Again, two hypotheses related to parasocial interaction were tested. In contradiction with previous studies and their results, this research did not find that GRWM videos contain more parasocial interaction than normal TikTok videos (Bui et al., 2021, p. 196). However, the results of this study regarding the influence of parasocial interaction on the purchase intention do show that there is a positive influence on the consumer behaviours of Gen Z. This can be caused by a bond that is created between followers and the influencers when there is a parasocial interaction (Masuda et al., 2022, p. 8). As a result, the followers not only feel a connection with the influencer, but also start to feel connected to the advertised brand (Lee & Watkins, 2016, p. 5759).

### **5.2.3 Perceived expertise**

Finally, two hypotheses regarding perceived expertise were tested. This research shows that GRWM videos do not have a higher value of perceived expertise than normal TikTok videos. One explanation for this may be that the influencer and the sponsored brand could be a better match, making the influencer appear less knowledgeable to followers (Ohanian, 1990, p. 39). Also, the degree of perceived expertise of the influencer can vary and depend on the product. For example, it could be that the influencer is seen as more knowledgeable about one product than another. Moreover, this study also does not confirm the latter hypothesis, which contradicts previous research. Perceived expertise does have any influence on purchase intention. This result may arise because, according to research by Ao et al. (2023, p. 2), authenticity and relatability can play a mediating role in forming the purchase intention. Often, these factors are considered more important by people in influencing purchase intention than the influencers' expertise. Especially in the field of social media marketing, this is a common thing, as the connections between followers, influencers, and the brand are often more important (Ao et al., 2023, p. 5).

### 5.3 Implications

The results of this study can be implied in both practical and theoretical research. Especially in the field of social media marketing, this study can be useful. Theoretical information and frameworks are compared with empirical observations made from self-collected data. The research provides a further investigation into how the type of TikTok video (GRWM format or normal video format) influences the purchase intention of Gen Z in the beauty industry. In addition, the research also offers more information about social media marketing, specifically the platform TikTok. By delving deeper into how consumers' opinions and behaviours can be influenced on social media and what strategies are involved, it provides insights in addition to theoretical information for marketers who want to adapt their strategies to the latest developments (Verbeet & van der Zanden, 2022, p. 2).

In particular, the research is useful for providing valuable information to marketers who target Gen Z, or to companies whose main focus is on the TikTok platform and are engaged in sponsored user-generated content on this platform. This research can also be useful for creating influencer marketing campaigns, because the research focuses specifically on the three factors trustworthiness, parasocial interaction and perceived expertise. This focus provides advice and insights for marketers on how the target group behaves and what their preferences are (Gunawan & Huarng, 2015, p. 2241).

One of the key takeaways is that the level of trust is different based on the kind of video. GRWM videos have more trustworthiness than normal TikTok videos. This result shows that it is important that followers trust the influencer and the advertised content that is posted. The results also emphasise that using TikTok videos that are perceived as more trustworthy increases the purchase intention. You could say that using GRWM videos positively affects purchase intention when you focus on trustworthiness as a determining factor. It is, therefore, smart for companies to collaborate with influencers who are perceived as trustworthy. An additional strategic advantage is that the brand is then also perceived as more credible (Rudaina, 2009, as cited in Hammond 2023, p. 25).

In contrast to the significant effect found for trustworthiness, GRWM TikTok videos did not find more parasocial interaction and perceived expertise than normal TikTok videos. It is therefore of great value for marketers to pay attention to use strategies that increase the trustworthiness of influencers in TikTok videos. This is more important than focusing on the parasocial interaction and perceived expertise that influencers have.

To add, it is for brands of great importance that are and stay up to date about the trends on social media and that they make alterations according to the preferences of their customers. Brands can do this by being proactive in analyzing the trends social media platforms and gives them the opportunity to engage more with their target audience. This gives them the opportunity to be more flexible and adjust based on the behaviour and patterns in customers' social media use. By being flexible, the brand is resonance in a future fast changing social media landscape.

#### **5.4 Limitations and future research**

In this section, the limitations that can impacted the outcomes of this research will be discussed, and recommendations for future research will be given. The first limitation is that the outcomes of this study raise worries regarding the generalizability. This is because the focus is on a rather small target audience, specifically looking for participants who are part of Gen Z and have a TikTok account. Therefore, it needs to be clarified to which extent the findings of this study can be applied to a broader context, taking into consideration the differences between other social media platforms and demographic groups and their different behaviour. Also, the unequal distribution of gender can cause different effects. In this study, it can be linked to the fact that research is being done on a product in the beauty sector, which is generally more popular among women (Front Row, 2019, para. 2).

Another limitation are the external factors that could have influenced this study like economic circumstances of people, emerging trends or the social media algorithm of participants. These unacknowledged factors may have an impact on the purchase intention of the participants, influencing the relationships in the research and potentially constraining the applicability of the findings.

Future studies could focus their research on a larger and more diverse sample to overcome the specific focus on the TikTok platform and Gen Z as the demographic group. Another recommendation is to take the additional contextual factors that can influence purchase intention in the digital landscape more into account. Examples include the duration of a video, the way the influencer talks, the use of certain music, etc. Also, other research can focus on other factors than trustworthiness, parasocial interaction and perceived expertise as predictors of purchase intention.

Finally, another sponsored product in the beauty industry can be chosen than the Drunk Elephant Bronzing drops. Since this product may also affect the results of the study, it is recommended to do research with multiple beauty products. In addition, it is advisable to look for a product in the beauty sector that may appeal evenly to men as women than the Bronzing Drops, as this can lead to a more even distribution of gender in research. Think of more skin care related products or a sample with an even distribution between beauty products for men and women. However, it was out of the scope of this research due to the time that was given for this research. Larger-scale research may be able to investigate this in the future.

## Reference list

- Ahmad, N., Salman, A., & Ashiq, R. (2015). The impact of social media on fashion industry: Empirical investigation from Karachiites. *Journal of resources development and management*, 7. Alan, M. & Tomoko, M. (2003) Are Surveys on Trust Trustworthy? 62-70.  
DOI:10.2307/3090141
- Ahmadi, F., & Hudrasyah, H. (2022). Factors influencing product purchase intention in TikTok live streaming shopping. *International Journal of Accounting, Finance and Business (IJAFB)*, 7(43), 571-586.
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International journal of information management*, 42, 65-77.  
<https://doi.org/10.1016/j.ijinfomgt.2018.06.001>
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and informatics*, 34(7), 1177-1190.  
<https://doi.org/10.1016/j.tele.2017.05.008>
- Alina, U. (2020, November 30). *Analyzing Tik Tok user growth and usage patterns in 2020*. LinkedIn.  
<https://www.linkedin.com/pulse/analyzing-tik-tok-user-growth-usage-patterns-2020-alina-udod/>
- Allaire, C. (2023, January 4). *TikTok's 'Get Ready With Me' Videos Are a Comforting Phenomenon*. Vogue. <https://www.vogue.com/article/tiktok-get-ready-with-me-videos>
- Alsamydai, M. J., & Jordan, J. (2016). The trust of viral advertising messages and its impact on attitude and behaviour intentions of consumers. *International journal of marketing studies*, 8(5), 136-145. <http://dx.doi.org/10.5539/ijms.v8n5p136>
- Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023). Impact of social media influencers on customer engagement and purchase intention: a meta-analysis. *Sustainability*, 15(3), 2744.  
<https://doi.org/10.3390/su15032744>

- Araujo, C. J., Perater, K. A., Quicho, A. M., & Etrata, A. (2022). Influence of tiktok video advertisements on generation z's behavior and purchase intention. *International Journal of Social and Management Studies*, 3(2), 140-152. <https://doi.org/10.5555/ijosmas.v3i2.123>
- Azpeitia, J. (2021). Social media marketing and its effects on TikTok users. [Bachelor thesis, Vaasa University of Applied Sciences]. <https://urn.fi/URN:NBN:fi:amk-202104205240>
- Barczyk, C. C., & Duncan, D. G. (2011). Social networking media as a tool for teaching business administration courses. *International Journal of Humanities and Social Science*, 1(17), 267-276.
- Beheshti, S. (2017). *A comparison of consumer characteristics and their influence on the use of electronic word-of-mouth*. [Doctoral dissertation, Eastern Mediterranean University EMU].
- Belch, G. E., & A. Belch, M. (2013). A content analysis study of the use of celebrity endorsers in magazine advertising. *International Journal of advertising*, 32(3), 369-389. <https://doi.org/10.2501/IJA-32-3-369-389>
- Bergkvist, L., Hjalmarson, H., & Mägi, A. W. (2016). A new model of how celebrity endorsements work: attitude toward the endorsement as a mediator of celebrity source and endorsement effects. *International Journal of Advertising*, 35(2), 171-184. <https://doi.org/10.1080/02650487.2015.1024384>
- Bucko, J., Kakalejčík, L., & Ferencová, M. (2018). Online shopping: Factors that affect consumer purchasing behaviour. *Cogent Business & Management*, 5(1), 1535751. <https://doi.org/10.1080/23311975.2018.1535751>
- Bui, M. T., Tran, T. T. H., Phi, H. M., Nguyen, N. D., Nguyen, T. T. M., & Pham, T. L. (2021). Impact of digital celebrities on their followers' purchase intention: Roles of wishful identification, parasocial relationship, and behavioral loyalty. *2nd International Conference on Human-Centered Artificial Intelligence, Computing4Human*. 191-198.

- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management: An International Journal*, 24(3), 361-380.
- Chu, S.-C., Deng, T., & Mundel, J. (2022). The impact of personalization on viral behavior intentions on TikTok: The role of perceived creativity, authenticity, and need for uniqueness. *Journal of Marketing Communications*, 30(1), 1–20. <https://doi.org/10.1080/13527266.2022.2098364>
- Creswell, J.W., (2009), *Research design: Qualitative, quantitative, and mixed methods Approaches*. Sage Publications.
- D’Souza, C., Taghian, M., Hall, J., & Plant, E. (2023). Green consumption: Strategic retail considerations and consumer confidence. *Journal of Strategic Marketing*, 31(1), 18-36. <https://doi.org/10.1080/0965254X.2020.1863449>
- Danziger, P. (2019, September 1). *6 Trends Shaping The Future Of The \$532B Beauty Business*. Forbes. <https://www.forbes.com/sites/pamdanziger/2019/09/01/6-trends-shaping-the-future-of-the-532b-beauty-business/>
- Deloitte, L. L. P. (2015). Digital democracy survey: A multi-generational view of consumer technology, media and telecom trends. *Digital Democracy Survey 9th Edition*. <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/Technology-Media-Telecommunications/gx-tmt-deloitte-democracy-survey.pdf>
- Denton, K. (2019). *How social media uses the psychology of persuasion to influence the purchase of beauty products to the young generations*. [Doctoral dissertation, Southern New Hampshire University]. <https://academicarchive.snhu.edu/server/api/core/bitstreams/13ca312c-0157-4061-aa76-d96a8c928156/content>
- Dictionary.com. (2023, July 14). *What Does GRWM Mean?* <https://www.dictionary.com/e/acronyms/grwm/>

- Dimock, M. (2019). Defining generations: Where Millennials end and Generation Z begins. *Pew Research Center*, 17(1), 1-7.
- Etikan, I., Alkassim, R., & Abubakar, S. (2015). Comparison of snowball sampling and sequential sampling technique. *Biometrics and Biostatistics International Journal*, 3(1), 55.
- Fausser, S. G., Wiedenhofer, J., & Lorenz, M. (2011). Touchpoint social web: an explorative study about using the social web for influencing high involvement purchase decisions. *Problems and Perspectives in Management*, 9(1), 39-45.
- Follows, S. B., & Jobber, D. (2000). Environmentally responsible purchase behaviour: a test of a consumer model. *European journal of Marketing*, 34(5/6), 723-746.  
<https://doi.org/10.1108/03090560010322009>
- Front Row. (2019, December 12). *Gender disparity in the beauty industry*.  
<https://www.frontrowgroup.com/insight/gender-disparity-in-the-beauty-industry/>
- Garti, A., & Develi, E. İ. (2022). Examining the Effect of TikTok on the Moroccan Consumer Buying Decision Process after the Pandemic. *Journal of International Trade, Logistics and Law*, 8(2), 1-14.
- Gerdeman, D. (2019, August 26). *Lipstick tips: How Influencers Are Making Over Beauty Marketing*. Harvard Business School. <https://hbswk.hbs.edu/item/lipstick-tips-how-influencers-are-making-over-beauty-marketing>
- Gunawan, D. D., & Huarng, K. H. (2015). Viral effects of social network and media on consumers' purchase intention. *Journal of Business Research*, 68(11), 2237-2241.  
<https://doi.org/10.1016/j.jbusres.2015.06.004>
- Hadero, H. (2023, November 27). 'Get Ready with Me' videos take over TikTok with over 150 billion views as users prepare for everything from going on dates to getting fired. *Fortune*.  
<https://fortune.com/2023/11/27/get-ready-with-me-videos-tiktok-157-billion-views-users-prepare-dates-getting-fired/>

- Haenlein, Anadol, Farnsworth, Hugo, Welt, (2020). *Navigating the new era of influencer*. Sage journals. <https://journals.sagepub.com/doi/full/10.1177/0008125620958166>
- Hammond, E. J. (2023). *Viral Shopping Trends of Generation Z on TikTok*. [Doctoral dissertation, Kent State University]. [http://rave.ohiolink.edu/etdc/view?acc\\_num=kent1681917723245895](http://rave.ohiolink.edu/etdc/view?acc_num=kent1681917723245895)
- Hartman, I., & Rosenqvist, H. (2023). *Why are you getting ready with me? Hur GRWM bidrar till identitetsskapande & ett mer inkluderande flickskap*. [Doctoral dissertation, Lunds Universitet]. <https://lup.lub.lu.se/luur/download?func=downloadFile&recordOId=9143906&fileOId=9145916>
- Herzlich, T. (2023, May 16). *Why 'Get Ready With Me' Videos Have Become a Booming TikTok Genre*. NBC Connecticut. <https://www.nbcconnecticut.com/entertainment/entertainment-news/why-get-ready-with-me-videos-have-become-a-booming-tiktok-genre/3033108/>
- Hsu, C.L. & Lin, J.C.C. (2015), "What drives purchase intention for paid mobile apps? an expectation confirmation model with perceived value". *Electronic Commerce Research and Applications*, 14(1), 46-57. <https://doi.org/10.1016/j.elerap.2014.11.003>
- Izea. (2023, March 9). *TikTok categories grabbing the most views*. <https://izea.com/resources/tiktok-categories-grabbing-the-most-views/>
- Jiménez-Castillo, D., & Sánchez-Fernández, R. (2019). The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention. *International Journal of Information Management*, 49, 366-376. <https://doi.org/10.1016/j.ijinfomgt.2019.07.009>
- Justine. (2022, June 1). *GRWM Content: A Goldmine For Brands and Marketers*. BBTv. <https://bbtv.com/blog/grwm-content-a-goldmine-for-brands-and-marketers>

- Khuong, M. N., & Duyen, H. T. M. (2016). Personal factors affecting consumer purchase decision towards men skin care products—A study in Ho Chi Minh city, Vietnam. *International Journal of Trade, Economics and Finance*, 7(2), 44-50.
- Khwaja, M. G., Mahmood, S., & Zaman, U. (2020). Examining the effects of eWOM, trust inclination, and information adoption on purchase intentions in an accelerated digital marketing context. *Information*, 11(10), 478. <https://doi.org/10.3390/info11100478>
- Killian, G., & McManus, K. (2015). A marketing communications approach for the digital era: Managerial guidelines for social media integration. *Business horizons*, 58(5), 539-549. <https://doi.org/10.1016/j.bushor.2015.05.006>
- Kim, H., Ko, E., & Kim, J. (2015). SNS users' para-social relationships with celebrities: social media effects on purchase intentions. *Journal of Global Scholars of Marketing Science*, 25(3), 279-294. <https://doi.org/10.1080/21639159.2015.1043690>
- Koay, K. Y., Cheung, M. L., Soh, P. C. H., & Teoh, C. W. (2021). Social media influencer marketing: The moderating role of materialism. *European Business Review*, 34(2), 224-243.
- Koetsier, J. (2021, January 4). *Top 10 Most Downloaded Apps And Games Of 2021: TikTok, Telegram Big Winners*. Forbes. <https://www.forbes.com/sites/johnkoetsier/2023/01/04/top-10-most-downloaded-apps-of-2022-facebook-down-spotify-up-tiktok-stable-capcut-keeps-growing/>
- Kovacs, B. (2023). *The Impact of TikTok Video Content User Type (Influencer vs. Regular) on Purchase Intentions Among Generation Z in the Fast-Fashion Industry*. [Doctoral dissertation, Erasmus University]. Erasmus University Thesis Repository. <http://hdl.handle.net/2105/70004>
- Kumar, A., Lee, H. J., & Kim, Y. K. (2009). Indian consumers' purchase intention toward a United States versus local brand. *Journal of business research*, 62(5), 521-527. <https://doi.org/10.1016/j.jbusres.2008.06.018>
- Kurdi, B., Alshurideh, M., Akour, I., Alzoubi, H., Obeidat, B., & Alhamad, A. (2022). The role of digital marketing channels on consumer buying decisions through eWOM in the Jordanian

markets. *International Journal of Data and Network Science*, 6(4), 1175-1186.

DOI:[10.5267/j.ijdns.2022.7.002](https://doi.org/10.5267/j.ijdns.2022.7.002)

Later. (n.d.). *GRWM (Get Ready With Me)*. <https://later.com/social-media-glossary/grwm/#:~:text=%22GRWM%22%20stands%20for%20%22Get,to%20a%20formal%20evening%20event>

Lee, J. E., & Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69(12), 5753-5760.

<https://doi.org/10.1016/j.jbusres.2016.04.171>

Lee, S., Khong, K. W., Jer Lang, H., & Guptan, V. (2014, October). Examining the role of viral effect, shopping enjoyment and trust on purchase intention of social commerce sites in Malaysia. *International Conference on Business and Information*. 1135.

Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of interactive advertising*, 19(1), 58-73.

<https://doi.org/10.1080/15252019.2018.1533501>

Lu, L. C., Chang, W. P., & Chang, H. H. (2014). Consumer attitudes toward blogger's sponsored recommendations and purchase intention: The effect of sponsorship type, product type, and brand awareness. *Computers in Human Behavior*, 34, 258-266.

<https://doi.org/10.1016/j.chb.2014.02.007>

Martens, C. (2021). *Seeing Double The effects of YouTubers and TikTokers transferring sponsored content across social media platforms*. [Doctoral dissertation, Erasmus University]. Erasmus University Thesis Repository. [file:///Users/annemijngijssel/Downloads/Martens-Celine%20\(4\).pdf](file:///Users/annemijngijssel/Downloads/Martens-Celine%20(4).pdf)

Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94, 378-387.

<https://doi.org/10.1016/j.jbusres.2017.12.047>

- Masuda, H., Han, S. H., & Lee, J. (2022). Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations. *Technological Forecasting and Social Change*, 174, 121246. <https://doi.org/10.1016/j.techfore.2021.121246>
- Mayrhofer, M., Matthes, J., Einwiller, S., & Naderer, B. (2020). User generated content presenting brands on social media increases young adults' purchase intention. *International Journal of Advertising*, 39(1), 166-186. <https://doi.org/10.1080/02650487.2019.1596447>
- McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of consumer research*, 16(3), 310-321. <https://doi.org/10.1086/209217>
- Milinzazzo, A. & Onelas, J. (2020, February 3) *15 Seconds To Fame: The TikTok Takeover*. Mintel. <https://www.mintel.com/blog/technology-market-news/15-seconds-to-fame-the-tiktok-takeover>
- Mohr, I. (2013). The impact of social media on the fashion industry. *Journal of applied business and economics*, 15(2), 17-22.
- Morgan, A. (2020). Seeking Sales in New Channels: The Effectiveness of Influencer Marketing. *Pop Culture Intersections*. 49.
- Neuman, L. W. (2014). *Social research methods: Qualitative and quantitative approaches*, Pearson Education.
- Nilsen, A., & Kvia, E. (2022). *# TikTokMadeMeBuyIt A content analysis of TikTok to understand why product-related user-generated content goes viral*. [Doctoral dissertation, University of Agder]. <https://hdl.handle.net/11250/3067377>
- Nurhandayani, A., Syarief, R., & Najib, M. (2019). The impact of social media influencer and brand images to purchase intention. *Jurnal Aplikasi Manajemen*, 17(4), 650-661.
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of advertising*, 19(3), 39-52. <https://doi.org/10.1080/00913367.1990.10673191>

- Paço, A., & Oliveira, S. (2017). Influence marketing in the fashion and beauty industry. *Estudos em Comunicação*, 25.
- Pop, R. A., Săplăcan, Z., & Alt, M. A. (2020). Social media goes green—The impact of social media on green cosmetics purchase motivation and intention. *Information*, 11(9), 447.  
<https://doi.org/10.3390/info11090447>
- Pradiptarini, C. (2011). Social media marketing: Measuring its effectiveness and identifying the target market. *UW-L Journal of Undergraduate Research*, 14(2), 2.
- Ramli, N. S. (2015). Immigrant entrepreneurs on the world's successful global brands in the cosmetic industry. *Procedia-Social and Behavioral Sciences*, 195, 113-122.  
<https://doi.org/10.1016/j.sbspro.2015.06.417>
- Rice, S., Winter, S. R., Doherty, S., & Milner, M. (2017). Advantages and disadvantages of using internet-based survey methods in aviation-related research. *Journal of Aviation Technology and Engineering*, 7(1), 5. <http://dx.doi.org/10.7771/2159-6670.1160>
- Romero-Rodriguez, L. M., & Castillo-Abdul, B. (2023). Toward state-of-the-art on social marketing research in user-generated content (UGC) and influencers. *Journal of Management Development*, 42(6), 425-435.
- Sarstedt, M., Bengart, P., Shaltoni, A. M., & Lehmann, S. (2018). The use of sampling methods in advertising research: A gap between theory and practice. *International Journal of Advertising*, 37(4), 650-663. <https://doi.org/10.1080/02650487.2017.1348329>
- Seemiller, C., & Grace, M. (2017). Generation Z: Educating and engaging the next generation of students. *About campus*, 22(3), 21-26. <https://doi.org/10.1002/abc.2129>
- Seo, Y., Primovic, M. J., & Jin, Y. (2019). Overcoming stakeholder social media fatigue: a triologue approach. *Journal of Business Strategy*, 40(6), 40-48.

- Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of current issues & research in advertising*, 26(2), 53-66.  
<https://doi.org/10.1080/10641734.2004.10505164>
- Stankevich, A. (2017). Explaining the consumer decision-making process: Critical literature review. *Journal of international business research and marketing*, 2(6).  
[DOI:10.18775/jibrm.1849-8558.2015.26.3001](https://doi.org/10.18775/jibrm.1849-8558.2015.26.3001)
- Sudha, M., & Sheena, K. (2017). Impact of influencers in consumer decision process: the fashion industry. *SCMS Journal of Indian Management*, 14(3), 14-30.
- TikTok. (2022, November 20). *TikTok Works: How entertainment on TikTok improves efficiency for brands*. <https://www.tiktok.com/business/en-SG/blog/tiktok-works-how-entertainment-improves-efficiency-for-brands>
- Toates, F. M. (1981). The control of ingestive behaviour by internal and external stimuli—A theoretical review. *Appetite*, 2(1), 35-50. [https://doi.org/10.1016/S0195-6663\(81\)80035-9](https://doi.org/10.1016/S0195-6663(81)80035-9)
- Verbeet, F., & van der Zanden, T. (2022). Authentic micro-influencers: the key to success on TikTok?.
- Verplancke, J., & Gelati, N. (2022). The effect of influencer marketing on the buying behavior of young consumers: A study of how the purchase intention of young consumers is affected by brands within the fashion and beauty industries. [Bachelor thesis, Linköping University].  
<https://www.diva-portal.org/smash/record.jsf?pid=diva2%3A1668422&dswid=-9552>
- Wang, S. (2020). *Personal Branding Strategies of Female Entertainment Influencers on TikTok*. Rochester Institute of Technology.
- Weimann, G., & Masri, N. (2021). TikTok's spiral of antisemitism. *Journalism and Media*, 2(4), 697-708. <https://doi.org/10.3390/journalmedia2040041>
- Yang, J., Teran, C., Battocchio, A. F., Bertellotti, E., & Wrzesinski, S. (2021). Building brand authenticity on social media: The impact of Instagram ad model genuineness and

- trustworthiness on perceived brand authenticity and consumer responses. *Journal of Interactive Advertising*, 21(1), 34-48. <https://doi.org/10.1080/15252019.2020.1860168>
- Yang, Y., & Ha, L. (2021). Why people use TikTok (Douyin) and how their purchase intentions are affected by social media influencers in China: A uses and gratifications and parasocial relationship perspective. *Journal of Interactive Advertising*, 21(3), 297-305. <https://doi.org/10.1080/15252019.2021.1995544>
- Yones, P. C. P., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, 28(2), 174-184. <https://doi.org/10.1016/j.apmr.2022.07.007>
- Yoong, L. C., & Lian, S. B. (2019). Customer engagement in social media and purchase intentions in the hotel industry. *International Journal of academic research in business and social sciences*, 9(1), 54-68. <http://dx.doi.org/10.6007/IJARBSS/v9-i1/5363>
- Zernigah, K. I., & Sohail, K. (2012). CONSUMERS' ATTITUDE TOWARDS VIRAL MARKETING IN PAKISTAN. *Management & Marketing*, 7(4).
- Zhang, B., Fu, Z., Huang, J., Wang, J., Xu, S., & Zhang, L. (2018). Consumers' perceptions, purchase intention, and willingness to pay a premium price for safe vegetables: a case study of Beijing, China. *Journal of cleaner production*, 197, 1498-1507. <https://doi.org/10.1016/j.jclepro.2018.06.273>

## Appendix A: Survey

### Thesis Survey

---

#### Start of Block: Informed consent

Q6 Welcome,

Thank you for taking the time to participate in this survey. This survey is being conducted by a Media and Creative Industries student at Erasmus University Rotterdam. It consists of a questionnaire, asking you for your opinion about TikTok videos featuring beauty products. You will first watch the video whereafter you will have to answer some questions about it. It is important that you have a TikTok account and that you are born between 1997 and 2012. If this is not the case, you can exit the survey.

Please be aware that participating in this survey is completely voluntary. You can leave the questionnaire at any time for any reason by closing the survey. Furthermore, your answers will be treated confidentially. The answers are processed completely anonymously, which means that they cannot be linked to personal data. Completing the survey takes approximately 10 minutes.

If you have any questions or comments about the questionnaire, please contact me, Annemijn Gijssel (544176ag@student.eur.nl)

---

Q31 I agree to participate in this survey

- Yes (1)
- No (2)

*Skip To: End of Survey If I agree to participate in this survey = No*

#### End of Block: Informed consent

---

#### Start of Block: Demographic questions

Q18 Before entering the main survey, I would like to ask you to complete five questions to determine whether you are eligible for participation

---

Age What is your age (in years)?

- 18-27 (1)
- 28-43 (2)
- 44-59 (3)
- 60 or older (4)

*Skip To: End of Survey If What is your age (in years)? = 28-43*

*Skip To: End of Survey If What is your age (in years)? = 44-59*

*Skip To: End of Survey If What is your age (in years)? = 60 or older*

---

Page Break

Gender What is your gender?

- Male (1)
- Female (2)
- Non-binary / third gender (3)
- Prefer not to say (4)

---

Page Break

Nationality Where are you from?

---

---

Page Break

Education level What is the highest level of education you have completed? If currently enrolled, highest degree obtained so far.

- Primary school (1)
- Secondary school / high school (2)
- Vocational degree after high school (3)
- Bachelor degree (4)
- Master degree (5)
- PhD, MBA, or equivalent (6)
- Other, namely (7) \_\_\_\_\_

---

Page Break \_\_\_\_\_

TikTok use Do you have a TikTok account?

- Yes (1)
- No (2)

*Skip To: End of Survey If Do you have a TikTok account? = No*

**End of Block: Demographic questions**

---

**Start of Block: GRWM1**

TikTok GRWM 1 On this page you will find the link to a TikTok video. Please click on the link and watch the entire video. Afterwards, return to the survey and answer the questions below.

If made on a desktop: please click on the arrow on the left on the top of the page to return to the survey.

If made on a mobile phone: leave the TikTok app and go back to the application (internet) in which you opened the survey and return to the survey

Link to the video:

<https://www.tiktok.com/@alixearle/video/7144787273614150955>

**End of Block: GRWM1**

---

### Start of Block: GRWM 2

GRWM 2 On this page you will find the link to a TikTok video. Please click on the link and watch the entire video. Afterwards, return to the survey and answer the questions below.

If made on a desktop: please click on the arrow on the left on the top of the page to return to the survey.

If made on a mobile phone: leave the TikTok app and go back to the application (internet) in which you opened the survey and return to the survey

Link to the video:

<https://www.tiktok.com/@sydneyrenayeverhart/video/7206852407760882986>

### End of Block: GRWM 2

---

### Start of Block: GRWM 3

GRWM 3 On this page you will find the link to a TikTok video. Please click on the link and watch the entire video. Afterwards, return to the survey and answer the questions below.

If made on a desktop: please click on the arrow on the left on the top of the page to return to the survey.

If made on a mobile phone: leave the TikTok app and go back to the application (internet) in which you opened the survey and return to the survey

Link to the video:

[https://www.tiktok.com/@sonya\\_styles/video/7256458635524476202](https://www.tiktok.com/@sonya_styles/video/7256458635524476202)

### End of Block: GRWM 3

---

### Start of Block: GRWM4

TikTok GRWM 4 On this page you will find the link to a TikTok video. Please click on the link and watch the entire video. Afterwards, return to the survey and answer the questions below.

If made on a desktop: please click on the arrow on the left on the top of the page to return to the survey.

If made on a mobile phone: leave the TikTok app and go back to the application (internet) in which you opened the survey and return to the survey

Link to the video:

<https://www.tiktok.com/@eabhaodonoghue123/video/7219356700422212891>

End of Block: GRWM4

---

Start of Block: GRWM 5

GRWM 5 On this page you will find the link to a TikTok video. Please click on the link and watch the entire video. Afterwards, return to the survey and answer the questions below.

If made on a desktop: please click on the arrow on the left on the top of the page to return to the survey.

If made on a mobile phone: leave the TikTok app and go back to the application (internet) in which you opened the survey and return to the survey

Link to the video:

<https://www.tiktok.com/@brookeee.nicoleee/video/7157107928527342894>

End of Block: GRWM 5

---

Start of Block: Normal 1

Normal 1 On this page you will find the link to a TikTok video. Please click on the link and watch the entire video. Afterwards, return to the survey and answer the questions below.

If made on a desktop: please click on the arrow on the left on the top of the page to return to the survey.

If made on a mobile phone: leave the TikTok app and go back to the application (internet) in which you opened the survey and return to the survey

Link to the video:

<https://www.tiktok.com/@alixearle/video/7262760292025781547>

End of Block: Normal 1

---

Start of Block: Normal 2

Normal 2 On this page you will find the link to a TikTok video. Please click on the link and watch the entire video. Afterwards, return to the survey and answer the questions below.

If made on a desktop: please click on the arrow on the left on the top of the page to return to the survey.

If made on a mobile phone: leave the TikTok app and go back to the application (internet) in which you opened the survey and return to the survey

Link to the video:

[https://www.tiktok.com/@graces.faces\\_/video/7198994998652603653](https://www.tiktok.com/@graces.faces_/video/7198994998652603653)

End of Block: Normal 2

---

Start of Block: Normal 3

Normal 3 On this page you will find the link to a TikTok video. Please click on the link and watch the entire video. Afterwards, return to the survey and answer the questions below.

If made on a desktop: please click on the arrow on the left on the top of the page to return to the survey.

If made on a mobile phone: leave the TikTok app and go back to the application (internet) in which you opened the survey and return to the survey

Link to the video:

<https://www.tiktok.com/@channonmooney/video/7196613757802466566>

End of Block: Normal 3

---

Start of Block: Normal 4

Normal 4 On this page you will find the link to a TikTok video. Please click on the link and watch the entire video. Afterwards, return to the survey and answer the questions below.

If made on a desktop: please click on the arrow on the left on the top of the page to return to the survey.

If made on a mobile phone: leave the TikTok app and go back to the application (internet) in which you opened the survey and return to the survey

Link to the video:

<https://www.tiktok.com/@shanspaldingx/video/7194393824095964422>

End of Block: Normal 4

---

Start of Block: Normal 5

Normal 5 On this page you will find the link to a TikTok video. Please click on the link and watch the entire video. Afterwards, return to the survey and answer the questions below.

If made on a desktop: please click on the arrow on the left on the top of the page to return to the survey.

If made on a mobile phone: leave the TikTok app and go back to the application (internet) in which you opened the survey and return to the survey

Link to the video:

<https://www.tiktok.com/@misspeytonsmith/video/7207200994361412865>

End of Block: Normal 5

---

**Start of Block: Explanation product**

Q10 The product advertised in the TikTok video are the Drunk Elephant bronzing drops. With this in mind, fill in the following questions.

**End of Block: Explanation product**

---

**Start of Block: Trustworthiness**

Q11 Please answer the following questions

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I find this TikTok video trustworthy (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find this TikTok video believable (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that I can depend on the beauty influencer I saw to make a purchase decision (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that the beauty influencer I saw is sincere (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that the beauty influencer I saw uses the same products she advertised (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**End of Block: Trustworthiness**

---

**Start of Block: Parasocial interaction**

Q12 Please answer the following questions

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
When I am watching the TikTok, I feel as if I am a part of the group of the influencer (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that the influencer is kind of like an old friend (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to meet the influencer in person (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The influencer makes me feel comfortable, as if I am with friends (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can rely on information I get from the influencer (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel the influencer is fascinating on her TikTok account (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think that the influencers' TikTok video is helpful for my interests (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Parasocial interaction

Start of Block: Perceived expertise

Q13 Please rate the following statements

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
The beauty influencer I watched is an expert in her field (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The beauty influencer I watched has a great knowledge (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The beauty influencer I watched provides references based on her expertise (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Perceived expertise

---

Start of Block: Purchase intention

Q10 Please answer the following questions

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
This TikTok video convinced me to buy the product (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would choose this product over other similar products, after watching this content (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend this product to others, after watching this content (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media trends on TikTok have an essential role in changing my attitude towards my buying decisions (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use TikTok and look out for social media trends to identify needed products (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use TikTok and look out for social media trends to gather information to compare with other products (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I prefer using TikTok and checking the current social media trends to evaluate the risks when it comes to purchasing the product (7)

I prefer using TikTok and checking the current social media trend to make a purchase decision (8)

I most frequently have intentions to purchase products advertised by influencers I follow (9)

I generally recommend products and/or services advertised by influencers I follow (10)

**End of Block: Purchase intention**

---

**Start of Block: Familiar with product**

Q22 Prior to watching this TikTok video, were you already familiar with the Drunk Elephant Bronzing Drops?

- Yes (1)
- No (2)
- Uncertain (3)

---

Q23 Have you ever considered buying the Drunk Elephant Bronzing Drops?

- Yes (1)
  - No (2)
  - Uncertain (3)
- 

Q24 Do you own the Drunk Elephant Bronzing Drops?

- Yes (1)
  - No (2)
  - Uncertain (3)
- 

Q25 Do you own a similar product to the Drunk Elephant Bronzing Drops?

- Yes (1)
  - No (2)
  - Uncertain (3)
- 

Q25 Prior to watching the content, were you already familiar with the influencer who created the content?

- Yes (1)
  - No (2)
  - Uncertain (3)
-

Q28 Have you watched this TikTok video before?

- Yes (1)
- No (2)
- Uncertain (3)

**End of Block: Familiar with product**

---

**Start of Block: TikTok use**

Q14 On average, how many hours do you use TikTok per day?

- I never use it (1)
  - Less than 1 hour (6)
  - Between 1-2 hours (2)
  - Between 2-3 hours (3)
  - Between 3-4 hours (4)
  - More than 4 hours (5)
- 

Q16 How often do you see beauty related content on TikTok?

- Never (1)
  - Sometimes (2)
  - About half the time (3)
  - Most of the time (4)
  - Always (5)
-

Q17 Which of the following statements describes your attitude towards TikTok beauty trends the best?

- I actively seek out and follow the latest beauty trends on TikTok (1)
- I occasionally come across beauty trends on TikTok but I don't actively follow them (2)
- I am aware of beauty trends on TikTok but I don't pay much attention to them (3)
- I am not interested in following beauty trends on TikTok (4)

**End of Block: TikTok use**

---

**Start of Block: Aim of survey**

Q29 You have now reached the end of the questionnaire. Thank you for your time and effort. Your help is highly appreciated! If you have questions or comments about this questionnaire, please contact me, Annemijn Gijssel (544176ag@student.eur.nl).

**End of Block: Aim of survey**

---

## **Appendix B: Declaration Use of Generative AI**

### **Student Information**

Name: Annemijn Gijssel

Student ID: 544176

Course Name: Master Thesis CM5000

Supervisor Name: Marlen Komorowski

Date: June 27, 2024

Declaration:

### **Acknowledgment of Generative AI Tools**

I acknowledge that I am aware of the existence and functionality of generative artificial intelligence (AI) tools, which are capable of producing content such as text, images, and other creative works autonomously.

GenAI use would include, but not limited to:

- Generated content (e.g., ChatGPT, Quillbot) limited strictly to content that is not assessed (e.g., thesis title).
- ~~Writing improvements, including~~ grammar and spelling corrections (e.g., Grammarly)
- Language translation (e.g., DeepL), without generative AI alterations/improvements.
- Research task assistance (e.g., finding survey scales, qualitative coding verification, debugging code)
- Using GenAI as a search engine tool to find academic articles or books (e.g.,

### **Prompts used in ChatGPT:**

1. I have used ChatGPT to give synonyms for words in English. For example: Can you give me a synonym for the word underscore? ChatGPT answered with: Certainly! A synonym for the word "underscore" is "emphasize."
2. I have used ChatGPT to help me create a title for my thesis that was more engaging. I asked can you give me an engaging title about TikTok GRWM videos and purchase intention? ChatGPT recommended: From TikTok to Try-Ons: How GRWM Videos Influence Purchase Intention. I used this as an inspiration to form my own title.
3. I used Grammarly to check the spelling of my thesis and made some changes to the words that were spelled incorrectly. For example: I wrote behavior instead of behaviour, which is better for writing the thesis in British English. I also wrote the word focuses wrong. I wrote focusses. I have changed this with the help of Grammarly.

I declare that I have used generative AI tools, specifically ChatGPT for giving synonyms for words and Grammarly for checking for spelling mistakes and also synonyms, in the process of creating parts or components of my thesis. The purpose of using these tools was to aid in generating content or assisting with specific aspects of thesis work.

I declare that I have NOT used any generative AI tools and that the assignment concerned is my original work.

Signature: [digital signature]

Date of Signature: [Date of Submission]

### **Extent of AI Usage**

I confirm that while I utilized generative AI tools to aid in content creation, the majority of the intellectual effort, creative input, and decision-making involved in completing the thesis were undertaken by me. I have enclosed the prompts/logging of the GenAI tool use in an appendix.

### **Ethical and Academic Integrity**

I understand the ethical implications and academic integrity concerns related to the use of AI tools in coursework. I assure that the AI-generated content was used responsibly, and any content derived from these tools has been appropriately cited and attributed according to the guidelines provided by the instructor and the course. I have taken necessary steps to distinguish between my original work and the AI-generated contributions. Any direct quotations, paraphrased content, or other forms of AI-generated material have been properly referenced in accordance with academic conventions.

By signing this declaration, I affirm that this declaration is accurate and truthful. I take full responsibility for the integrity of my assignment and am prepared to discuss and explain the role of

generative AI tools in my creative process if required by the instructor or the Examination Board. I further affirm that I have used generative AI tools in accordance with ethical standards and academic integrity expectations.

Signature: Annemijn Gijssel

Date of Signature: June 26, 2024