

Trending the TikTok World of Advertising: Content Analysis of TikTok Ads of Four Popular Beauty Brands

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Abstract

Digital technologies, such as the use of AI and big data analytics, have revolutionized the use of innovative strategies to market products and services, and the pandemic years of 2020-21 accelerated the digital trends as online shopping became the norm. TikTok videos have become a means of self-expression in the media, as young and elderly customers have embraced them, and become creators and sharers of short video messages via social media networks. Therefore, TikTok videos with their video-making and sharing characteristics, became multi-level money making technique, as companies and individuals utilize them, and decisively helping consumers engage conversations and conversions. This paper evaluates the rise of TikTok, and through case studies of four beauty companies, and a content analysis of a sample of 160 TikTok videos examines how companies are using the content strategies, the viewership, likes, celebrity influencers, and promotions through these videos. The data establishes how these small video streaming advertisements with their high levels of viewership, likes and interactivity would be the rage of, future advertising, as opposed to, or complementary to mainstream advertising.

Keywords

Social Media, Advertising, TikTok, Beauty Products, Celebrity Influencers

1. Introduction

Social media networks are trusted because of shared information, shared experiences, and the perception of shared needs and shared values. The gratifications sought and connectedness during the pandemic times have increased their use by advertisers in promoting products and building brands to target consumers

(Anderson, 2020; Montag et al., 2021; Wang, 2020). Compared to Facebook, Instagram, Snapchat, and many others, TikTok became a popular form of self-expression in the media world, as young persons and adults embraced it and became creators and forwarders of these short 10 to 30-second video messages (Guarda et al., 2021; Wang, 2020).

Founded as Musical.ly in September 2016 by Zhang Yiming, it was renamed the app, TikTok in November 2017. This short video-creating and sharing app of Chinese origin filtered through the world with over one billion (1.53 by some statistics) active users worldwide in 154 countries and is the most popular social media platform as of 2023 (Ruby, 2023).

While social media has become a platform for advertisers in profiling and targeting consumers, this app increased the ease of continuous advertising and interaction (Yarrow & O'Donnell, 2009), as shopping shifted from online to mobile. Advertisers were quick to use the platform, and so were the cosmetic and beauty products discussed in this paper. The TikTok short messaging video (SMV) or TikToks (SMVs), as we will refer to them in this paper, not only allowed quick messages, but also allowed products to be demonstrated, promoted by influencers, and allowed interaction through likes, comments, and online shopping (Rudin, 2021; Sasmita & Achmadi, 2022; Wang, 2020).

Through a content analysis of TikTok SMV ads of four beauty brands—namely Fenty Beauty, KylieCosmetics, ColourPop Cosmetics, and Milk Makeup, this study examines the ways in which products are being advertised; the messages, the appeals, the models, and influencers, and the promotional strategies used in the TikTok SMVs that have led to their popularity in marketing these products. It establishes how SMVs could be the rage of future advertising as opposed to, or complementary to, mainstream advertising. This is also true with the use of social media by the younger generations, as young adults aged between eighteen and twenty-nine or the millennials, as they are called, actively appreciate and value their relationships with brands and retailers and are more interested in participating and interacting in all forums. They are a generation addicted to social media, influenced by what they hear from others, their peers, the people they follow on networks, or the influencers and motivators of brands, rather than by any other form of advertising (Karan & Fu, 2015; Xie & Karan, 2016; Xie & Karan, 2019).

These frequent social networkers are much more likely to use their cell phones, instant messaging, text messaging, blogging, and online communities such as Facebook to discuss services, products, or brands after searching online rather than using one-way communication directly from advertising. Grossberg (2016) looks at how strategy is being affected by marketing automation, social media, and big data, and discusses the marketer's responsibilities to use different strategies on social media. Advertising has also adopted this new strategy with the use of TikTok (SMVs) and a variety of techniques, as it has become a much cheaper medium to reach and interact with these targeted audiences. TikTok Influencer marketing is a significant part of social media marketing since several platforms have enor-

mous amounts of members and influencers who have enough audience to get their attention (Guarda et al., 2021). The COVID-19 pandemic further led to the popularity of TikTok for millions of people, and TikTok influencers became brand ambassadors in social media marketing and advertising platforms. Recent researchers concluded that consumers have a reason to participate with incentives like free products; listening to and taking part in conversations on blogs; resisting “the temptation to sell, sell, sell” by advertising and embracing experimentation, and even trying out life in virtual worlds” (Yarrow & O’Donnell, 2009: p. 188).

In the following sections, we explore the rise of digital marketing, social networks for advertising, and particularly the use of TikTok SMVs and influencer marketing. Further, we list the objectives of the study, the methodology of case studies, and a content analysis of TikTok SMVs of four beauty brands; Fenty Beauty, Kylie Cosmetics, ColourPop Cosmetics, and Milk Makeup, to examine the strategies used by each of these brands, the products promoted, and the use of celebrities as popular influencers of products.

2. Literature Review

2.1. TikTok as a Platform

TikTok, a short-term video-sharing app launched by ByteDance in 2016, has quickly become a global sensation, particularly among younger audiences. With its algorithm-driven content discovery and creative tools for videomaking, TikTok has transformed how people create, share, and consume content and the marketing world. Brands have increasingly turned to TikTok to engage with younger people. TikTok’s powerful algorithm and its ability to create viral content have made it an attractive platform for marketing (Fuaddah et al., 2022; Haenlein et al., 2020). Research by Haenlein et al. (2020) posits the significance of digital marketing and social media marketing to the fast-paced digital environment and potential consumers. Sasmita and Achmadi (2022) scrutinized TikTok’s popularity among social media platforms by applying the AISAS (Attention, Interest, Search, Action, Share) model, which stands for an online consumer behavior model, and concluded that TikTok gained its popularity due to people’s fear of missing out on trends and current topics, and the easy usage of the TikTok app. Wang (2020) analyzed the usage of humor by using human-computer interaction theories and found humor as a factor of camera views in short video apps like TikTok that included short-form content. In a case study, authors Fuaddah et al. (2022) working specifically on the TikTok account, @kedasbeautyus, found that businesses are using them for storytelling and connecting with customers for growing products. In another case study, Shafa and Hidayat (2022) evaluated the social media marketing strategies of an Indonesian beauty brand, *Somethnic*, and its products and found the use of TikTok for increasing brand awareness and sales. Similarly, Pramono and Pradana (2022), in analyzing *Sociolla*, an online provider of beauty and personal care products in the Indonesian markets concluded the need for social media marketing as an essential tool for increasing brand awareness and pur-

chase intention.

As an alternative to big business-related works, [Jennings, Santos and Marques \(2022\)](#) allude to the position of small businesses and their marketing strategies on TikTok. Through interviews with several small business owners and their experiences, the authors concluded that TikTok creates an outstanding atmosphere for small businesses due to its unique algorithm. They further postulate various suggestions for small businesses, including following trends, entertainment, and being close and truthful to viewers who might turn out to be customers. Further, in exemplifying the negative consequences of TikTok, [Fadillah and Kusumawati, \(2021\)](#), in their research, describe these short videos as marketing being “poisoned by TikTok”. This incident defines impulsive buying action right after seeing TikTok SMVs. The scholars particularly concentrate on online purchasing of makeup products, which is also the focus of their study.

In contrast, TikTok has been the subject of political scrutiny in multiple countries due to concerns over national security, data privacy, and foreign influence. Governments, particularly in the United States, have raised alarms about the potential misuse of the vast amount of data TikTok collects and its possible link to the Chinese government. A primary reason for the calls to ban TikTok is the belief that the Chinese government could use the app for espionage. In the U.S., lawmakers have argued that ByteDance’s ownership ties to China pose a national security risk, as the app could potentially share data with the Chinese Communist Party (CCP) ([Park, 2024](#)). The debate over banning TikTok is deeply intertwined with political relations and concerns about national security. However, the app is still highly used for digital marketing by beauty brands.

Given this background, we evaluate the content and popularity of these videos in promoting the market shares of the four beauty brands. As two of our products under study are promoted by celebrities like Rihana Fenty and Kylie Jenner, we review the role of social media influencers as they are strategic to TikTok videos.

2.2. Social Media Influencers

Influencer marketing is a significant part of social media marketing, and social media influencers (SMI) are influencing product purchases. [Rundin & Colliander \(2021\)](#) in a study on social media influencers creates a new typology for influencers in advertising by analyzing 21 fashion-related influencers, in a study on social media influencers, created a new typology for influencers in advertising by analyzing 21 fashion-related influencers and their positive impact on the brands. [Janssen et al. \(2022\)](#) examine Instagram and find that influencers had a positive influence on product purchases. Similarly, [Vancottem & Steils \(2021\)](#) covers Instagram, TikTok, and YouTube and found these platforms being used by influencer marketing in the parasocial environment.

How are these new social media celebrities influencing people to buy their products? Authors debated the issue of trust in social media influencer marketing on Instagram and found that trust in the platforms affected the consumers’ be-

haviors, purchasing intentions, and use of products, particularly among the youth (Balaban et al, 2022; Brennan, 2021; Pang, 2021).

A study on TikTok advertising by Dewi (2021) found that marketing activities have shifted from Instagram to TikTok with the COVID-19 pandemic, and how 15-second videos are engaging customers. Athletes, particularly NBA players such as LeBron James, were using TikTok during the pandemic to communicate with fans and provide advice on how to cope during the challenging period.

TikTok became the outlet for beauty brands to promote their products, and social media influencers became the promoters of brands as online shopping became the mode of shopping. The popularity of these videos translated into millions of “likes” and “shares” and so did the profit margins. How did this TikTok SMVs revolution change, and what was the content of these small catchy videos, selling beauty products that have become a rage among young and old consumers? The following objectives are derived from the literature review to find out the content and popularity of these TikTok (SMVs). Four popular beauty companies—Fenty Beauty, Kylie Cosmetics, ColourPop Cosmetics, and Milk Makeup were selected. This paper, through a case study of these popular companies, analyzes their products, promotional strategies, and presence on social media. Through a content analysis of a select 160 TikTok videos, 40 from each of these brands that are influencing the sale of their cosmetics.

2.3. Objectives of the Study

- 1) To study the development of TikTok SMVs as a new and popular advertising medium along with other social media and digital platforms?
- 2) To study four beauty companies and their social media strategies, particularly TikTok SMVs in promoting their beauty products?
- 3) To study the popularity of the TikTok SMVs in assessing their views, likes, and comments in the videos?
- 4) To analyze the content of the TikTok ads, through 14 variables, to find out the popular techniques, appeals, and other promotional strategies used in beauty products, as well as the role of social media influencers and celebrities in promoting beauty products?

2.4. Methods

Case study and Content Analysis methods were used for the present study. A case study is a descriptive, qualitative research method that analyzes in great detail a person, an organization, or an event (Wimmer & Dominick, 2009). Case Studies of the four brands were conducted to establish the background of the company and the framework for studying their promotional TikTok SMVs. The case studies included a detailed description of the history of the companies, their promoters, the products sold, promotional strategies used, and the use of social media platforms like YouTube, Instagram, Twitter, TikTok, and others.

A content analysis of 160 TikTok videos was done on 17 variables. The variables

of topics were classified based on the typology of content analysis on beauty products (Frith & Karan, 2008; Shen & Bissell, 2013). Given the shift in the types of social media used and the interactivity of such media, new categories were added. About 20 TikTok SMVs were watched to include new categories, and four more categories were included. These were: the number of views, the number of likes, the number of comments, the use of social influencers, the status of the models, and the call to action. The categories were operationally defined for coding.

The data collected by the researchers were entered into the Statistical Package for the Social Sciences (SPSS) for analysis. The findings were generated through the frequency and cross-tabulations to examine the research questions under study. The study is limited to the TikTok videos of the four beauty companies under study and may not be generalized to other related products.

The sample of 160 videos, 40 for each brand, was selected from March 2022 to September 22, 2022. The criteria for selection were based on the highest number of likes for each of the videos selected. A coding manual was created with the variables. A few TikTok SMVs were watched to define the variables used in the ads and set up the coding manual. Two coders conducted the analysis. Each recorded video was watched several times. All 160 videos were briefly described before the coding was done to fully understand the SMVs. Inter-coder reliability was done on a sample of 20 videos between the coders, and achieved about 85% reliability. The disputed areas were discussed and resolved. The variables included: 1. Company; 2. Time in seconds, 3. Products, 4. Number of views, 5. The number of Likes, 6. Number of comments, 7. Gender of models, 8. Status of models, 9. Race of the models, 10. Message format, 11. Content activity and action, 12. Appeals in the videos, 13. Level of nudity in videos, 14. The dress code, 15. Call to action/impact, 16. Collaborations, 17. Description. The detailed Operational definitions are in the Appendix. The variables are operationally defined in **Appendix 1**.

3. Findings and Discussion

3.1. Fenty Beauty

Fenty Beauty is a cosmetic brand that was launched in 2017 by celebrity singer Robyn Rihanna Fenty. Rihanna took the trademark of her last name to use any product that she would manufacture, including Fenty Beauty, Fenty Skin, and Savage X Fenty. Earlier, she collaborated with MAC Cosmetics to promote her range of products. In 2016, she signed a contract with Louis Vuitton Moët Hennessy (LVMH), a beauty conglomerate to create Fenty Beauty. LVMH has a division called Kendo, a beauty brand incubator. Kendo has a reputation for developing starter brands into global powers in the industry (Miller, 2022).

The products were diverse to attract a large consumer base; the original foundations and concealer started with 40 shades and expanded to 50 shades as they matched skin tones ranging from dull light and dark skin to people who had a tough time finding the true shades of foundation/concealer for their skin. The expansion, with several limited editions such as “Dirty Thirty” as a highlighter for

Rihanna's birthday, and thematic collections for winter and summer collections, engaged the audiences. Apart from sales at retail stores like Sephora and Ulta, Fenty Beauty has its own website <http://www.fentybeauty.com/>, which supplies both Fenty Beauty and Fenty Skin products.

As a marketing strategy, Fenty promoted diversity in every step of its success, working with many models from diverse complexions and communities as influencers. Nyadak "Duckie," a celebrity model, was the face of Fenty Beauty in the Alice in Wonderland-inspired 2018 collection. Fenty Beauty also collaborates with clothing brands as well as other accessories. For example, "Savage X Fenty" is a lingerie brand for women.

Fenty Beauty is extremely active on social media platforms. On Instagram, @fentybeauty has 11.9M followers and 9434 posted posts (February, 2023). The "likes" for posts range from 10K to 150K, depending on whether Rihanna or a celebrity is depicted in the post. Sections on Fenty's Instagram page that include; videos, short series (reels), guides, and filters made by the brand. Fenty Beauty's Instagram shop allows people to make instant purchases of products. Similarly, @fentyskin has 1722 posts and 1.1 million followers as of February, 2023. The "likes" range from 1K - 5K, excluding Rihanna-related posts. Lastly, the clothing brand has its own Instagram account, @savagexfenty, and has more than five million followers and 1346 posts, TikTok @fentybeauty had 5.1 million followers and 28.3M likes when last collected. This page also shares the LIVE events which are popular on TikTok. (February, 2023). The skincare brand @fentyskin has 191.7K followers and 2.2M likes. On Twitter, @fentybeauty has 783K followers with 10.9K tweets (Fentybeauty, 2023). @Fentyskin has 94.5K followers and @SavageXFenty has 266.4K followers (February, 2023). On YouTube, Fenty Beauty by Rihanna has 826K subscribers. The channel uploads short videos called "Fenty Beauty #Shorts" that are 30-second to one-minute-long videos about various products. Even though Fenty Skin has its own channel with 51.3K subscribers, the main channel also shares videos about Fenty Skin (February 2023).

3.2. Kylie Cosmetics

Kylie Cosmetics is a cosmetic brand by Kylie Jenner, a popular model and celebrity. Launched in November 2015, in partnership with Seed Beauty, the company started by selling only lip-related products such as lip kits, liquid lipsticks, and lip liner sets with the brand's name "Kylie Lip Kits". It changed into Kylie Cosmetics with a range of skincare and cleanser products. Over the years, Kylie Jenner often collaborated with her family members, including Kim, Khloe, Kourtney Kardashian, Kendall, and Kris Jenner, to promote her products. Other than Kylie Cosmetics, she also has Kylie Skin and Kylie Baby. Kylie Skin was launched in May 2019 and became exceedingly popular. All the products are claimed to be clean, vegan, cruelty-free, and gluten-free. The products range from cleansers to different serums and moisturizers. Various YouTube influencers like Jeffree Star and Nikkie's tutorials support beauty-related brands as influencers and are watched

by millions.

In promoting the brands, Kylie Cosmetics is highly active on social media. Firstly, Kylie Jenner herself, who shares her products on social media, has 380M followers on Instagram. @kyliecosmetics has 25.8M followers with 924 posts. There are guides, reels, videos, and filters available. The likes range between 20K-100K which differs when Kylie or any of her family members are present on the post. *Kylie Skin by Kylie Jenner (2023)* has almost six million followers and 2304 posts. 10K - 35K is the range of the likes on @kylieskin. Even though there is no guide section, the page has reels and videos. @Kyliebaby has 1.7 million followers with 244 posts (2023). The data given is updated as of February 12, 2023, as the numbers keep increasing almost every day.

All three web pages have an Instagram shop. And one can, also use <http://www.kyliecosmetics.com/> to buy products. Kylie Jenner herself has a TikTok account where she regularly shares her products at @Kyliejenner with 52.4M followers and 1.1B likes in total. The page mostly comprises makeup tutorials using Kylie Cosmetic products. Both @Kyliecosmetics and @kylieskin have in-web-site shops that offer purchasing options directly on TikTok. Given the popularity of these advertising TikTok videos and the likes they get, the content of some of these videos is being analyzed in the present study

Kylie Cosmetics has daily posts on Facebook, and @KylieCosmetics is followed by 4.2M people (2023). Facebook also provides a link to the website of the brand. People can share their thoughts on the bands in the community section. She promotes cosmetics through Kylie Jenner's personal YouTube channel which has 12.2M subscribers and 779M views in total (as of February 12, 2023).

3.3. ColourPop Cosmetics

ColourPop Cosmetics, also known as ColourPopCo or ColourPop, is a cosmetic brand based in California, United States. Established in 2014 by two siblings, Laura and John Nelson in partnership with Seed Beauty, an initial partner with Kylie LipKits. The brand has a wide range of face makeup-related products with unusual colors and high pigments. The brand is active on social media (<https://colourpop.com>, 2023).

ColourPop exclusively sells through Ulta as the only retail shop in the United States, or through its website: <http://www.colourpop.com/>. In competition with Fenty Beauty, the brand has about 42 foundation shades, and also sells combination value sets. In 2018, the owners of ColourPop, Seed Beauty launched a skincare brand called Fourth Ray Beauty. The Fourth Ray products are available on ColourPop's website at <http://www.fourthraybeauty.com/>. In April 2022, ColourPop announced its collaboration with Winnie the Pooh. The collection includes an eye-shadow palette, lip glosses, a blush set, and a lip care kit.

On social media, ColourPop is extremely popular. On Instagram, @colourpop-cosmetics has 10.1M followers and 15,171 posts, with fewer likes (1.2K to 90K) compared to Kylie Cosmetics and Fenty Beauty (*colourpopcosmetics, 2023*). The

Instagram pages have videos, reels, and guides. Unlike Fenty and Kylie Cosmetics, ColourPop Beauty does not have celebrities on its products or videos, but mostly includes Instagram beauty gurus and beauty content creators. On Facebook, @ColourPopCosmetics has 2.4M followers and received 2.2M likes on the page, while @Followfourthray has over 56K followers and 51.7K people liked the page. @BodyBySol has 57K followers and 53K likes on the page, and both share the ColourPop products as well. TikTok is a great platform for ColourPop. @Colourpopco has 1.5M followers and 26.9M likes. At the beginning of this research, the brand did not have a shopping section, although it does now. @fourthraybeauty has 47.4 K followers and 281.5Klikes and @colourpopcosmetics has 195K subscribers on YouTube. The channel has about13.7 M views. (The data as of February 12, 2023).

3.4. Milk Makeup

Milk Makeup was founded in 2016 by entrepreneur Mazdack Rassi, product developer and COO Dianna Ruth, creative director Georgie Greville, and a fashion editor and E! News correspondent, Zanna Roberts Rassi, by Milk Studios in New York. Unlike other brands, which are based out of Los Angeles, California, Milk Makeup started in New York City. According to the website, they are “Born out of a creative studio in downtown New York City. Community and self-expression are at the heart of everything we do. We believe beauty is not about how you create your look; it is what you do in it that matters” (<https://milkmakeup.com/>).

Milk Makeup has collaborated with New York City-based brands and groups, such as Wu-Tang Clan, a NYC-based hip-hop group. Starting with make-up products like lipsticks and mascaras, they launched skincare products. The prices of the products are comparable to other cosmetics brands and are available from Sephora outlets or their website, <http://www.milkmakeup.com/>.

Milk Makeup has a huge social media presence. On Instagram, with videos and reels, @milkmakeup (2023) has 2.2M followers and 5762 posts. The posts are mostly about makeup and skincare tips, introducing a product with its uses through videos and reels, and freebies, among others. The “view shop” button is available to give direct access to the store. On TikTok, @milkmakeup has 632.2K followers and 10.4M likes in total. Instagram and TikTok accounts share the same or/and similar content. On Facebook, @milkmakeup has 123K followers and 104K likes. The page is updated regularly, and consumers can share their looks in the community section. @milkmakeup is less active on Twitter compared to others, with 63.4K followers and 5.8K tweets, 87.2K subscribers on YouTube with 16.3M views in total. However, its channel is less interactive for people to comment or ask for information. In general, Milk Makeup is only active on Instagram and TikTok.

The content analysis data highlighted that there are differences between celebrity-owned and non-celebrity-owned brands and their strategies to attract viewers, likes, and comments. For example, the higher view counts and likes associated

with Fenty Beauty and Kylie Cosmetics align with their celebrity-centered branding strategies, which rely on the visibility, lifestyle appeal, and existing fame and parasocial relationships of Rihanna and Kylie Jenner. In contrast, ColourPop and Milk Makeup's greater emphasis on product displays, tutorials, and promotional incentives corresponds with their non-celebrity brand positioning and their reliance on functional demonstrations rather than personal branding. Thus, the statistical patterns observed in views, likes, and content formats reflect broader strategic differences in how celebrity-owned versus non-celebrity-owned brands leverage TikTok's affordances for attention, credibility, and persuasion.

In summary, it was found that all four beauty brands started between 2014-2016 with a range of face makeup and skincare products. Each has an underlying philosophy of starting a similar range of competitive products from lipsticks to face makeup, and quickly diversifying into skincare or other products. Los Angeles and New York were the preferred cities from where the products originated and diversified. The promoters included well-known celebrities like singers Rihanna Fenty and Kylie Jenner, with products associated with their names, the names that already bring in the first communication of recognition of the brands. Colourpop was started by two siblings, and Milk Makeup was started by an entrepreneurial startup group of four experienced people in marketing and media. Most of the products have some unique selling propositions with a wide range of products, use of diverse promoters, personal stories, embracing diversity, with affordable or comparable prices, ease of purchase, discounts, events, interactive videos, product displays, and tutorials.

All four beauty products were heavy users of social media via platforms like; Facebook, Instagram, YouTube, and TikTok videos. The websites of each of these videos, and the clicks on these social media sites, revealed the number of followers, likes, comments, and shares that ran into thousands and some into millions. Given the popularity of the companies that were less than ten years old and born in the era of the digital age, we analyzed the content of the TikTok SMVs that were being used by these four beauty brands. The findings from the content analysis are in the following section.

4. Content Analysis

Researchers analyzed 160 TikTok videos, 40 of each cosmetic brand. The videos were recorded over six months from 1st April 22 to 30th September 2022. A sample of 20 videos was coded together by the two researchers to obtain an inter-coder reliability of 85%, which is an acceptable number for the data set.

Given the short clips of the videos, more than a third (35%) of the videos were between 10 to 15 seconds, followed by 23.1% with even shorter videos of less than 10 seconds. An equal percentage of 10% was between 16 to 20 seconds and 21 to 25 seconds, and 6.3% were between 26 to 30 seconds, and 15% were above 30 seconds. In relation to companies, Kylie Cosmetics had longer videos that were between 20 - 30 seconds, while Milk Makeup videos ranged from less than 10 to 10 - 15 seconds. **Table 1** provides details.

Table 1. Distribution of analyzed videos.

S/N	Company	10 - 15 sec	16 - 20 sec	21 - 25 sec	26 - 30 sec	>30 sec	<10 sec	Total
1	ColourPop	21 (13.1%)	4 (2.5%)	5 (3.1%)	2 (0.6%)	1 (0.6%)	7 (4.4%)	40 (25%)
2	Fenty	11 (6.8%)	5 (3.1%)	5 (3.1%)	3 (1.9%)	7 (4.4%)	9 (5.6%)	40 (25%)
3	Keylie Cosmetics	10 (6.3%)	5 (3.1%)	4 (2.5%)	4 (2.5%)	13 (8.1%)	4 (2.5%)	40 (25%)
4	Milk Makeup	14 (8.8%)	2 (1.3%)	3 (1.9%)	1 (0.6%)	3 (1.9%)	17 (10.6%)	40 (25%)
	Total	56 (35%)	16 (10%)	17 (10.6%)	10 (6.2%)	24 (15%)	37 (23.1%)	160 (100%)

a. Sec: Seconds; b. >: Greater than; <: Less than; S/N: Serial number.

The data in **Table 2** shows that the popularity of TikTok videos was also evident by the “likes” that they were receiving. An effective way to assess the views and likes of videos, unlike those of traditional media, was found to be that 41.9% of the videos were viewed by more than one million. An equal number, 21.3% (34 each) of videos had 100K - 400K views or more than 400K. 8.8% had 20K - 40K views, and only 5% had less than 20K.

Table 2. Frequency of TikTok views.

S/N	Views	Frequency
1	More than 1 million	67 (41.9%)
2	100K to 400K	34 (21.3%)
3	More than 400K	34 (21.3%)
4	20K to 60K	14 (8.8%)
5	Less than 20K	8 (5.0%)
6	80K to 100K	2 (1.3%)
7	60K to 80K	1 (0.6%)
	Total	160 (100%)

a. K: thousand; S/N: serial number.

Referring to **Table 3**, even though the viewership of the brands ran into thousands and millions, most of them did not receive “likes” as they reduced from millions to thousands. Fenty Beauty and Kylie Cosmetics had a similar number of likes, with both being highly represented by celebrity owners themselves. Of 160 analyzed videos, Kylie Cosmetics of its videos got 8.8% less than 100 thousand likes, while Fenty Beauty received 13.8% likes that were. In the range of 100K - 300K of likes, Fenty Beauty videos got 6.3%, while Kylie Cosmetics represented 10.6%. Milk Makeup and ColourPop had lower numbers of likes (3.8%) in the category of 100K - 300K. The majority (15.0%) of Milk Makeup’s videos had fewer than 50K likes, and ColourPop had 13.8%. In most cases, the videos received fewer than a thousand comments.

Table 3. Number of likes for four makeup companies.

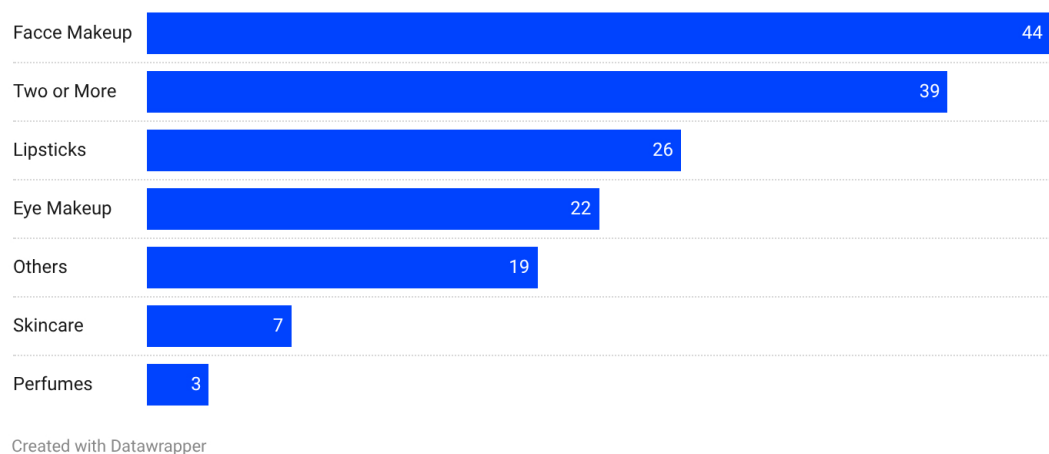
Likes	ColourPop	Fenty	Kylie Cosmetics	Milk Makeup	Total
<50K	22 (13.8%)	0	0	24 (15.0%)	46 (28.8%)
<100K	0	22 (13.8%)	14 (8.8%)	0	36 (22.5%)
100K to 300K	7 (4.4%)	10 (6.3%)	17 (10.6%)	6 (3.8%)	40 (25.0%)
300K to 500K	0	5 (3.1%)	6 (3.8%)	0	11 (6.9%)
50K to 100K	5 (3.1%)	0	0	3 (1.9%)	8 (5.0%)
>400K	3 (1.9%)	0	0	4 (2.5%)	7 (4.4%)
100K to 200K	3 (1.9%)	0	0	3 (1.9%)	6 (3.8%)
1M+	0	2 (1.3%)	2 (1.3%)	0	4 (2.5%)
600K to 1M	0	1 (0.6%)	1 (0.6%)	0	2 (1.3%)
Total	40 (25%)	40 (25%)	40 (25%)	40 (25%)	160 (100%)

K: thousand; M: million.

Therefore, given the views, likes, and comments that run into thousands or millions, there is a substantial level of interest in these beauty products, where people are following and regularly viewing and liking the videos. We argue that the TikTok ads viewership can be measured in terms of the views and positive endorsements through likes and comments. In the following section, we analyze the kinds of beauty products being advertised.

4.1. Products Advertised by the Four Cosmetic Companies

Face products were among the most advertised makeup products in these videos. These included foundations, blushers, bronzers, and other products that led the way with 27.5% (44). This was followed by “two or more” 24% (39) products advertised that mostly included face and eye makeup-related products. Perfumes were the least advertised on TikTok as only Fenty Beauty had a few perfume ads 1.9% (3) (see **Figure 1**).

**Figure 1.** Products advertised by four companies.

4.2. Portrayal, Status, and Role of Models/Influencers in the TikTok Videos

The next set of codes aimed at finding out the content of these TikTok (SVS). The variables included: gender, race, and the status of the models advertising these products. Popular models, celebrities, and influencers attract the attention of potential consumers. In the videos, four aspects of the portrayal of the models were coded. These included gender, race, status, and roles played by the models. The findings showed that 61.3% of videos used women models to advertise their products, which was considered normal, as most products were directed towards women. Kids were present only in a few videos of Kylie Cosmetics, where she introduced her daughter to launch a product. Interestingly, among 32.5% of videos that did not have a female or any model, they simply displayed their single product or the range of products.

The race of the models is an important aspect of reaching segmented audiences. A third, 31.3% of the models were Caucasian Americans. The number of African American models was almost half the number of Caucasian Americans at 16.3%. Fenty Beauty used 10.6% of African American models, which was more than half of the total representation of African American models (16.3%). One reason could be the frequency of Rihanna's presence in the videos. In the representation of models, about 22% comprised celebrities as influencers.

In addition to the different strategies used by brands to represent their models or influencers, Kylie Cosmetics, and Fenty Beauty mostly had celebrity-based models, mostly of themselves, the former with 12.5% and the latter with 8.8%. This was evident as stated earlier; both these companies are owned by celebrities, Rihanna Fenty and Kylie Jenner, which was reflected in the higher numbers. The use of celebrities as influencers is also evident in the views and likes of these two companies. ColourPop, on the other hand, preferred not to use many models, with only 17.5% having models in their ads.

4.3. Dress and Nudity of Models in TikTok Videos

Data in **Table 4** demonstrates that cosmetic advertisements tend to portray women models in the kind of dress that they wear or tend to be portrayed in a higher or lower level of nudity (Frith & Karan, 2008). It was found that most of the models wore Western dresses. An area of analysis was to find out the use of sex in advertising that is common in cosmetic ads (Trivedi & Teichert, 2021). It was found that in 12% of the ads, the models were exhibiting partial showing of skin, while in most videos, there was no nudity (38.8%), and 32.5% had no model at all. Even though nudity was not an issue, the Western mode of dressing was the most preferred by almost all the models. Even people who were from diverse cultures/ethnicities usually followed the Western ways of clothing.

4.4. The Message Format and Appeals Used in Advertisement

As found in the literature review and the history of innovations that have made us

beautiful, Riordan reflected on the products that made women beautiful, the ways the products were displayed, and the appeals that they used to attract women through advertising by demonstrations, endorsements, dialogues, problem-solving techniques, testimonials, etc. It was found that that 44.4% of the videos used “demonstrations” to appeal to the consumers. These demonstrations were on the application and use of the products, which was the most appropriate presentation for cosmetic products. This was followed by announcements (17.5%) with models, influencers, or brand owners talking about the brand and products. 11.9% of Ads using a “slice of life” or using mini-drama or skits (10%) were less compared to others. Almost all the brands selected “demonstration” as a way of the message format. Among the four brands, Milk Makeup, followed by Kylie Cosmetics, Fenty Beauty, and ColourPop. Kylie Cosmetics had 6.3% videos on “Slice of Life” where the celebrity owner shared her private life that gave the viewers glimpses of her lifestyle. **Table 5** provides details.

Table 4. Dress and nudity of models in the TikTok Ads.

S/N	Nudity	Cannot Say	No model	Western	Total
1	Cannot say	25 (15.6%)	0	0	25 (15.6%)
2	High/minimal clothing	1 (0.6%)	0	2 (1.2%)	3 (1.9%)
3	Low/little show of skin	0	0	8 (5.0%)	8 (5.0%)
4	Medium/partially dressed	0	0	10 (6.3%)	10 (6.3%)
5	No model	0	52 (32.5%)	0	52 (32.5%)
6	None	10 (6.3%)	0	52 (32.5%)	62 (38.7%)
	Total	36 (22.5%)	52 (32.5%)	72 (45.0%)	160 (100%)

Table 5. The message format and appeals used in advertisements.

Appeals	Demons ^a	Endor ^b	Skits ^c	Others	Dialogue ^d	Slice of life	Announcement	Testimonial	Total
Convenience	4 (2.5%)	0	2 (1.2%)	0	2 (1.2%)	4 (2.5%)	0	0	12 (7.5%)
Ease of use	13 (8.1%)	0	1 (0.6%)	0	1 (0.6%)	0	1 (0.6%)	1 (0.6%)	17 (1.6%)
Makeup hacks	7 (4.4%)	1 (0.6%)	9 (5.6%)	0	1 (0.6%)	0	0	1 (0.6%)	10 (6.2%)
Others	8 (5%)	3 (1.9%)	0	6 (3.7%)	0	7 (4.4%)	13 (8.1%)	1 (0.6%)	47 (29.4%)
Quality	10 (6.2%)	2 (1.2%)	0	0	1 (0.6%)	0	1 (0.6%)	0	14 (8.7%)
self-esteem	5 (3.1%)	0	0	0	1 (0.6%)	1 (0.6%)	0	0	7 (4.4%)
Time saving	3 (1.9%)	0	0	0	0	1 (0.6%)	0	0	4 (2.5%)
Variety	21 (13.1%)	2 (1.6%)	0	0	0	6 (3.7%)	13 (8.1%)	3 (1.9%)	49 (30.6%)
Total	71 (44.4%)	8 (5.3%)	16 (10%)	6 (3.7%)	6 (3.7%)	19 (11.9%)	28 (17.5%)	6 (3.7%)	160 (100%)

a. Demons: Demonstration; b. Endor: Endorsement; c. Skits: Mini drama/Skits; d. Dialogue: Problem solving/dialogue.

To further expand into the visual content of the videos in terms of the actions used for promoting the products, and those that did not use celebrities or models,

it was found that almost a third 28.7% (46) of videos preferred to only display the products instead of using models. However, the next most popular approach of 21.9% (35) was to show the application of the product through a demonstration. This is a specific strategy in cosmetic ads where viewers tend to enjoy watching people applying products to see the result and how it looks on a person. Similar was the case with “tutorials,” 15% (25) that guided people in a step-by-step process on the use or application of the products.

In terms of appeals used, 30.6% (49) of the videos tended to highlight the variety of products, whether it was a variety of shades or colors for all skin types. Fenty Beauty, for example, often advertised its various foundation shades ranging from the palest to the darkest. Kylie Cosmetics, however, focused on lipsticks and shades of their famous lipsticks. 29.4% (47) of the videos were categorized as others. The presentation was unique for each brand. Fenty Beauty usually shows its events and tries some viral and/or comedy trends. Milk Makeup also followed fashion trends in clothes and makeup. Kylie Cosmetics, on the other hand, reflected Kylie Jenner’s private life and made Kylie lifestyle videos to announce new forthcoming products.

4.5. The Sales Promotions Call to Action in the TikTok SMVs?

The popularity of the short TikTok videos, as evident in the views and likes, also leads to finding out the types of persuasion and the call to action. Throughout **Table 6**, almost half of the videos 60%, (101), were about sales promotion, giving discounts, freebies, or hashtags. A quarter of them, 25% (40), were interactive with a dialogue format of questions and answers. TikTok allows creators to reply to questions and comments by uploading a video. Most brands used this feature of the app to reply to comments, which made the entire process very interactive. Milk Makeup and ColourPop Cosmetics used this strategy multiple times in their videos, the former with 10.6% (17) and the latter with 8.8% (14). In a qualitative analysis, it was found that some brands preferred to collaborate with other companies or products. It was the case with ColourPop company that collaborated with other brands, including Disney, Harry Potter, NBA teams, Winnie the Pooh, and others, to advertise their products.

These promotional strategies can be further interpreted through the critical concept of marketing being “poisoned by TikTok” discussed in the literature review (Fadillah & Kusumawati, 2021), which describes the platform’s role in encouraging impulsive buying behaviors. The high prevalence of sales promotions, discounts, freebies, and direct calls to action across the sampled videos supports this concern, particularly given TikTok’s immediacy and seamless integration of shopping features (Putri et al., 2024).

The last thing to mention as another important finding of this study is the disparity between high viewership and relatively low comment rates across videos. This pattern suggests that TikTok advertising may foster predominantly passive forms of engagement, such as viewing and liking, rather than more active partic-

ipation through commenting. While likes signal approval or interest, comments require greater cognitive and emotional investment and may indicate deeper engagement with the brand or message. The low comment rates, even for highly viewed videos, suggest that these videos may function as content that captures attention without promoting dialogue. This distinction highlights the need to differentiate between visibility-based metrics and interactive engagement when assessing the effectiveness of TikTok advertising.

Table 6. Company vs call for action.

Call for Action	ColourPop	Fenty	Kylie Cosmestic	Milk Makeup	Total
Discounts	0	0	2 (1.2%)	2 (1.2%)	4 (2.5%)
Giveaways/freebies	3 (1.9%)	1 (0.6%)	1 (0.6%)	0	5 (3.1%)
Hashtags	5 (3.1%)	4 (2.5%)	3 (1.9%)	0	12 (7.5%)
Interactive	14 (8.8%)	6 (3.75%)	3 (1.9%)	17 (10.6%)	40 (25.0%)
More than one	0	2 (1.2%)	0	0	2 (1.2%)
Others	3 (1.9%)	3 (1.9%)	11 (6.9%)	2 (1.2%)	19 (11.9%)
Promotion	15 (9.40%)	24 (15.0%)	20 (12.5%)	19 (11.9%)	78 (48.7%)
Total	40 (25.0%)	40 (25.0%)	40 (25.0%)	40 (25.0%)	160 (100%)

5. Conclusion

The usage of digital marketing and promotion strategies are significant for businesses and brands in order to achieve success on social media platforms, specifically Facebook, Instagram, and TikTok. With the emergence of the China-based video-creating and sharing app, TikTok became a rage with people creating and sharing personal and professional videos. Research by [Haenlein et al. \(2020\)](#) posited the significance of digital marketing and social media marketing in the fast-paced digital parasocial environment.

Despite early skepticism and negativity when [Fadillah and Kusumawati, \(2021\)](#), in their research, described a term that is used in marketing as “poisoned by TikTok,” it led to worldwide use and popularity with over a billion users, as marketers continued to show the impulsive use and buying actions of products right after seeing it on TikTok. It also became the outlet for beauty brands to promote their products, as social influencers became the promoters of brands, and online shopping became the mode of shopping. The popularity of these videos translated into millions of “likes” and “shares” as viewership increased, and so did the profit margins.

How did this TikTok revolution change, and what was the content of these small, catchy videos, selling beauty products, becoming a rage among young and old consumers? Four popular beauty products, Fenty Beauty, Kylie Cosmetics, ColourPop, and Milk Makeup, selected for this study, brought in new insights. The case studies of the four brands, two of which are Fenty Cosmetics promoted

by Rihanna Fenty, and Kylie Cosmetics promoted by Kylie Jenner, and the other two companies, ColourPop and Milk Makeup promoted by entrepreneurs revealed the promotion of comparable products, the range of products, the intense use of social media like Facebook, Instagram, YouTube, TikTok as well as well-crafted interactive websites.

In the analysis of 160 TikTok videos, it was found that the increased frequency with which these brands posted TikTok videos, which included interactive content, stories created with them, tutorials for the use of makeup, and a peek into the celebrities' lifestyles, who have thousands of followers. The content of these 10 - 30-second videos also revealed how popular celebrities, with their own brands of cosmetics, existent fan bases, or followers, are the brand ambassadors to influence buying decisions. The content analysis data highlighted that there are differences between celebrity-owned and non-celebrity-owned brands and their strategies to attract viewers, likes, and comments.

These differences also carry important practical implications for marketers operating within and beyond celebrity-driven models. For celebrity-owned brands, leveraging the founder's personal identity, lifestyle, and existing fan base appears to be a powerful strategy for generating high visibility and engagement on TikTok. However, this approach may also create dependence on the celebrity's public image and ongoing relevance. In contrast, non-celebrity brands may benefit from emphasizing product functionality, tutorials, collaborations, and promotional incentives to build credibility and consumer trust. These findings suggest that brands should align their TikTok strategies with their brand identity and existing brand-related cultural and social capital, rather than attempting to replicate celebrity-driven approaches that may not be sustainable or effective for all brands.

The content and appeals are also remarkably interesting, as people would want to know what they are saying and doing, and a glimpse of their lifestyles. Fenty Beauty launched its first perfume by selling the idea of "how Rihanna smells like"; Kylie Cosmetics launched kids' products after Kylie Jenner had her first kid, Stormi. Both brands used some specific strategies of fame and popularity that attracted their followers and possibly persuaded consumers to buy their products.

Milk Makeup and ColourPop did not use celebrities, but other strategies, like the use of a few social influencers, and emphasized the display of their product ranges, from promotions to discounts, and occasional promotional tactics. When we look at the data, it is possible to see that, in total, Kylie Cosmetics and Fenty Beauty mostly received more than 400K to one million views. In the videos, Kylie Cosmetics and Fenty Beauty chose similar strategies in using the lifestyles of Rihanna and Kylie Jenner. Even though a brand reaches millions of views, receiving "comments" is a harder goal to achieve. Therefore, the popularity of TikTok videos was evident by the "likes" that they were receiving, but not many in comments. This is an effective way to assess the views and likes of videos, unlike those of traditional media, where it is difficult to monitor the views, the likes, or the comments. The TikTok videos that ran into thousands or millions in numbers reflect

the popularity of such instant advertising, along with low cost, ease of production, and frequency of posting and sharing. The display of the range of products, the demonstration, and ease of using the products were evident as almost half (45%) used demonstrations showing the application and use of the product, or a tutorial, something difficult to change and show regularly in film or television commercials. Interestingly, the models, influencers, or brand owners talking about their brands, with many being in touch with the followers, contributes to the personalization and popularity, and maybe the purchase of these products. Along with the promotions, a quarter of the videos were interactive with a dialogue format for questions and answers. TikTok allows creators to reply to comments by responding or uploading a video to clarify certain queries from customers. In some cases, the brands used this feature of the app and replied to the comments, making the entire process very interactive. Another takeaway from the study is the ease of purchase of the products; the TikTok videos allowed followers to buy the products with discounts, freebies, and other promotional items, and the interactivity allowed consumers to clarify, comment, ask questions, and make decisions.

With the swift rise in popularity of TikTok videos and the gaining momentum as an advertising medium, this study aimed to examine what was making TikTok popular and if this could be a medium for future advertising. Several factors of production and ease of targeted sharing and viewing have added to their popularity. Further, celebrities branching out into the beauty business like Rihanna Fenty or Kylie Jenner have become part of social influencers in creating and promoting their products, and TikTok is serving as an immediacy medium. This extensive study, through case studies and an analysis of TikTok videos of four popular cosmetic brands, revealed interesting data.

All four companies were selling cosmetic products and were extensively using social media like Facebook, Instagram, and TikTok videos. The short 10 - 30 seconds allow an ideal platform to demonstrate, talk, announce, or display the range of products, not once but in a series of videos that can be uploaded, added, or changed anytime. The feedback is assured given the views, likes, and comments, and maybe as well as the products being bought, something that a further study is planned to explore. The comments and reviews allow the manufacturers to make changes in the prices, packaging, promotions, and sales. The flexibility that the TikTok videos offer in creating, sharing, using, and forwarding, coupled with the ubiquitous use of the reach through phones will make TikTok, or the use of small videos, the trends of the future in advertising.

This study has its limitations in reviewing only four cosmetic companies and their strategic approaches. It would be important to study how other products and service establishments are using TikTok, and if there are success stories to match. In this study, we collected data on the viewership through views and comments. Further study on the impact on consumers' uses of gratifications and preferences would add depth to the use and impact of such short messaging videos in the future.

Another limitation is the study sampling strategy, which selected TikTok videos based on the highest number of likes. While this approach allowed for the analysis of highly visible and influential content, it may bias the sample toward viral or exceptional videos rather than more typical advertising posts. As a result, the findings may overrepresent successful or highly engaging strategies while underrepresenting routine or less prominent advertising practices. Future research could address this limitation by including a randomized or stratified sample of videos to better capture the full range of brand communication strategies on TikTok.

Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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Appendix 1: Operationalization of Definitions

1. Company:

- The company indicates the four brands that are included in this research. The names are; 1. Fenty Beauty, 2. Kylie Cosmetics, 3. Milk Makeup, and 4. ColourPop Cosmetics.

2. Time in seconds:

- The time indicated by the time frame of each video in seconds. They were classified as; less than 10 seconds, 10 - 15 seconds, 16 - 20 seconds, 21 - 25 seconds, 26 - 30 seconds, and 30+ seconds. The 30+ seconds are important since Tik Tok recently expanded the time limit in SMVs from 30 seconds to three minutes or more.

3. Products

- The products were classified as lipsticks, face makeup, eye makeup, and perfumes. Some related to skincare such as body lotions and body creams. When some SMVs had multiple products, they were classified as two or more, and the products were noted. Several videos did not show any products; those videos were coded as others.

4. Number of views:

- The number of views was coded as; less than 20K with increasing ranges of 20K to 60K, 60K to 80K, and 80K to 100K. Given that some of the views ranged to over a million, each of the Companies' views was coded separately and included in the data. This range starts from 100K to 400K and finally for videos that were viewed more than one million.

5. The number of Likes:

- This was more complicated than the number of views with a wide range among the companies. While Fenty Beauty and Kylie Cosmetics showed higher numbers, their variables were separated from the other two companies. Milk Makeup and ColourPop Cosmetics did not receive a high number of 'likes' and were categorized accordingly. For Fenty Beauty and Kylie cosmetics, the number of likes ranged from less than 100K, followed by 100K - 300K, 300K - 600K, and 600K - 1 million. Lastly, there is a code option for videos that received more than one million likes. The likes for Colourpop and Milk Makeup ranged from less than 50K followed by 50K - 100K, 100K - 200K, 200K - 400K, and more than 400K.

6. Number of comments:

- This relates to the count of how many comments each video received. The range was less than 1K or between 1K to 2K, or 2K - 3K. Some videos could also receive comments of more than 3K. In a few exceptional situations, the comments were closed by the brand's account. Therefore, the videos did not receive any comments.

7. Gender of models:

- Gender was coded as women, men, or both. If kids were included, they were coded too. There is "none" for the videos that did not have any models in the videos.

8. Status of models:

- This was defined as the use of celebrities, influencers, and models. The celebrities as influencers were coded in the same category, videos can include one or two of these, as well as videos having non-celebrities, or if there is no model. If the celebrity is recognizable then the name is included.

9. Race of the models:

- This includes the identification of the models, whether they are White American Caucasian, Latin/Hispanic, African American, Asian, or others. Some who may not be clearly identified may be coded as others or cannot say. If the video includes more than one model, it is coded as two or more.

10. Message format:

- This refers to the content of the TikTok videos-It refers to whether the ad is a Straight Announcement, Demonstration, Testimonial, Endorsement, Mini Drama/Skit, Slice of Life, Problem-solving-dialogue.

11. Content activity and action:

- This describes the overall activity in videos. Videos that solely focus on products, the application of products, and the tutorials, tutorials have similar elements of the application of the product, but the difference is when someone shows how to apply the product. A simple display of a product is to merely exhibit a single product or a product range. There are other options such as “conversations” without any product included. Dancing or/and singing and lifestyle presentation were for instance, when the brand posts a video about an event or some family information (as was the case by Singer Rihanna for her range of Fenty Beauty, or Kylie Jenner for her range of Kylie Cosmetics or similar shows by some celebrities or social influencers). Lastly, comedy is a popular tool to create content on TikTok as was evidenced in the literature review. Lastly, videos that have two or more of these options were coded and the action was noted.

12. Appeals in the videos:

- These suggest the main purpose of the video. What was the brand’s central aim in this video? The answers were coded as convenience, ease of use, emphasizing quality, highlighting one’s self-esteem/self-image, time-saving, health, environment-friendly, and life hacks. Some were coded as two or more and some did not fit any of these options which are labeled as “others.”

13. Level of nudity in videos:

- This code inspects how much the model is dressed in the video. These were coded as; completely dressed with very little show of skin; partially dressed which reveals some skin, and some videos do not have models at all. When the nudity level is high then the model reveals many parts of skin. In a few videos, the clothing is hard to tell, thus it might be coded as cannot say.

14. The dress code refers to what type of culture the brand follows in terms of clothing. The options were Western, Asian, Middle Eastern, or Native American. In a few cases where it is not possible to decide or see what the dress code is coded,

it was coded as cannot say.

15. Call to action/impact offers insight into elements that could trigger the viewer in terms of purchasing decisions. It might be hashtags, discounts, giveaways/freebies, interactive-questions and clarifications, and other promotions. There could be more than one in a video. In some cases, the videos do not fit into any of the classifications that were categorized as “others.”

16. Collaborations offer include products collaborating and partnering with other brands and/or retail stores such as Sephora and Ulta Beauty. Some brands prefer to partner with celebrities and others do not consider collaboration at all.

17. Description. The general description of the videos refers to the overall content of the videos. A general description of the videos was done to provide a qualitative assessment to support the quantitative analysis. The description was not difficult to write as these were short 10 - 30-second videos.