

The Influence of Social Media Marketing on Purchase Intention: The Role of Mediation Brand Image and Brand Trust on The Brand of Sunscreen

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KEYWORDS

brand image, brand trust,
digital marketing,
purchase intention,
skincare, social media
marketing, sunscreen,
TikTok

ABSTRACT

The growing awareness of skin care has led to the rise of many sunscreen brands, especially in tropical countries like Indonesia, making it vital to understand factors affecting consumer purchase intent through digital marketing strategies. This research analyzes the influence of social media marketing on purchase intention, directly and through the mediating roles of brand image and brand trust. Using a quantitative method, an online questionnaire was distributed to 124 active TikTok users who had seen promotions of sunscreen on the platform. Data were analyzed using Partial Least Squares – Structural Equation Modeling (PLS–SEM) with SmartPLS4 software. Results show that social media marketing via TikTok significantly strengthens brand image and brand trust in sunscreen. Creative, consistent, and lifestyle-relevant promotions help form positive perceptions and increase consumer confidence in product quality, driving purchase intent. The findings also reveal that direct calls to purchase are less effective without a strong brand image and brand trust. Therefore, digital promotion success depends on the brand's ability to build emotional connections with consumers. This research contributes theoretically to digital marketing literature and offers practical implications for skincare industry players aiming to design more effective and targeted promotional strategies. It underscores the critical role of social media marketing in shaping consumer behavior through brand image and brand trust, especially in competitive markets like sunscreen products.

INTRODUCTION

Increasing awareness of the importance of skin care has led to the emergence of more sunscreen brands, offering various options to protect the skin from UV rays that can cause premature aging and sunburn, especially in tropical countries such as Indonesia (Teng, 2024; Apriyanti & Rahmi, 2025). Purchase intention plays an important role in determining the success of a product in the market, as it reflects the extent to which consumers are encouraged to make purchases (Harvina et al., 2022; Salhab et al., 2023; Siringoringo, 2025). Accordingly, high purchase intention reflects strong consumer interest in products available in the market (Emini & Zeqiri, 2021). This makes purchase intention a strategic aspect that needs to be continuously developed and strengthened so that companies can maintain relevance amid increasing market competition dynamics and intensity (Cassar et al., 2022). Therefore, a deep understanding of the factors that influence purchase intention is essential for designing sustainable and effective marketing strategies.

One strategic factor proven to influence purchase intention is social media marketing (Dewi et al., 2022; Islam & Sheikh, 2024; Utami et al., 2023). Social media is now the main marketing channel capable of reaching consumers widely and rapidly, using creative and consistent content that increases consumer engagement and forms positive perceptions of the

product (Ramli et al., 2025; Salhab et al., 2023; Zaki et al., 2025). Additionally, interactive features such as short videos enable widespread and personalized dissemination of promotional messages (Chunyan & Cheng, 2024). Therefore, understanding the impact of social media marketing on purchase intention is highly relevant to grasping the dynamics of digital consumer behavior in the era of platform-based marketing.

Brand image also plays an important role in forming consumer purchase intention by shaping perceptions of product value and quality, thereby strengthening consumers' intention to buy (Chen et al., 2022; Rakib et al., 2022). In the skincare industry, brand image reflects product credibility, quality, and expertise, shaping perceptions that the product is safe and effective to use (Suwandi et al., 2023). A consistent brand image on social media also helps product differentiation amid market competition (Sandra et al., 2024; Plotkina et al., 2025).

Furthermore, brand trust is a key factor in fostering long-term relationships between consumers and brands, especially on digital platforms where consumers cannot try products directly (Teangsompong & Sawangproh, 2024). Trust in information, integrity, and brand quality encourages consumers to feel more confident in products (Nguyen-Viet et al., 2024). High brand trust directly contributes to increased purchase intention (Pang et al., 2022; Huynh et al., 2024).

Various studies have examined the influence of social media marketing on purchase intention, either directly or as a mediating variable. Social media marketing has been shown to positively impact brand image (Nurlita & Anggarani, 2022; Ali & Naushad, 2023). Brand image further influences purchase intention positively and significantly (Rakib et al., 2022). In this context, brand image acts as a mediating variable between social media marketing and purchase intention (Salhab et al., 2023). Additionally, brand trust is an important predictor of purchase intention (Huynh et al., 2024; Jiang et al., 2024; Qiao & Sun, 2024; Nurlatifah et al., 2025). The relationship between social media marketing and brand trust has also been studied, with several studies demonstrating a positive influence (Plotkina et al., 2025). Moreover, brand trust mediates the relationship between social media marketing and purchase intention (Moslehpour et al., 2021). Similar research has been conducted across various industries, including fast-moving consumer goods such as ready-to-drink coffee (Abdullah et al., 2025), fast food (Hanaysha, 2022), and banking (Althuwaini, 2022).

Although many studies have examined the relationships between social media marketing, brand image, brand trust, and purchase intention, gaps remain. Previous research shows mixed results regarding whether social media marketing directly influences purchase intention. Some studies report a positive and significant effect (Savitri et al., 2022; Nguyen et al., 2023; Nguyen-Viet et al., 2024; Zhang et al., 2024; Zaki et al., 2025), while others find no significant direct impact (Ali & Naushad, 2023; Atmaja & Rahayu, 2023). This indicates the need for further research to clarify these relationships. The focus on sunscreen products as the research object provides a differentiator that may enrich empirical understanding in this field.

Based on these gaps, this research aims to examine the influence of social media marketing on purchase intention, considering the mediating roles of brand image and brand trust among skincare product consumers, especially sunscreen users, in the Bekasi area of Indonesia, with a focus on the TikTok platform. The study seeks to analyze the relationships between variables in the context of digital marketing, both directly and indirectly. The results are expected to contribute theoretically to marketing literature and offer practical implications for the skincare industry, particularly sunscreen manufacturers, in designing more effective social media marketing strategies to enhance consumer purchase intention.

METHOD

This research employed a quantitative approach using a cross-sectional survey to examine the relationships between social media marketing, brand image, brand trust, and

purchase intention. The study was conducted in Bekasi, West Java, Indonesia, focusing on TikTok users exposed to sunscreen promotions.

The population consisted of TikTok users residing in Bekasi who had seen sunscreen promotions. The sample size was determined using Hair et al.'s (2017) guideline of 10 times the largest number of indicators for a variable; since social media marketing had 8 indicators, the minimum sample size was 80 respondents. A purposive sampling technique was used, with 124 respondents participating to ensure adequate statistical power.

Data were collected via an online questionnaire using a Likert scale (1 to 5) and adapted measurement items from previous studies: 8 items for social media marketing (Van & Fah, 2022), 4 for brand image (Rehman & Elahi, 2024), 4 for brand trust (Van & Fah, 2022), and 5 for purchase intention (Chrisniyanti & Fah, 2022).

Table 1. Items for Questionnaire

Variable	Items
<i>Social Media Marketing</i>	I think the brand's TikTok content looks trendy.
	I believe the brand's TikTok content is always up-to-date.
	I can engage in two-way communication with the brand on TikTok.
	I find it easy to discuss and share my opinions with the brand on TikTok.
	I feel that viewing the brand's TikTok content is enjoyable.
	In my opinion, the brand's TikTok content is attractive.
	I am willing to share TikTok content about this sunscreen brand with my friends, family, and colleagues.
	I am willing to re-post the brand's TikTok content through my personal account.
<i>Brand Image</i>	I believe this sunscreen brand has better quality compared to other brands.
	I see this sunscreen brand as a well-recognized name in the market.
	This sunscreen brand represents a satisfying brand in the skincare industry.
	In my opinion, this sunscreen brand is customer-oriented.
<i>Brand Trust</i>	I trust that this sunscreen brand will never disappoint me.
	I feel this sunscreen brand meets my expectations.
	I trust this sunscreen brand will strive to satisfy me if a problem arises.
	I believe this sunscreen brand will be honest and sincere in handling my complaints.
<i>Purchase Intention</i>	I intend to purchase this sunscreen brand.
	I would likely buy this sunscreen brand if recommended by friends on TikTok.
	I intend to purchase this sunscreen brand after seeing comments and reviews on TikTok.
	I intend to purchase this sunscreen brand marketed on TikTok.
	Interacting with the brand on TikTok helps me make better purchase decisions.

A pretest with 30 respondents assessed instrument validity and reliability using SPSS. Kaiser-Meyer-Olkin (KMO) and Measure of Sampling Adequacy (MSA) values exceeded 0.50, indicating sample adequacy. Cronbach's Alpha values ranged from 0.861 to 0.943, confirming high internal consistency.

Table 2. Pretest Result

Variable	Item	MSA	KMO and Bartlett's Test	Cronbach's Alpha
<i>Social Media Marketing</i>	SMM1	0.907	0.865	0.936
	SMM2	0.878		
	SMM3	0.760		
	SMM4	0.759		
	SMM5	0.902		
	SMM6	0.882		
	SMM7	0.875		
	SMM8	0.902		

<i>Brand Image</i>	BI1	0.670	0.689	0.861
	BI2	0.850		
	BI3	0.675		
	BI4	0.640		
<i>Brand Trust</i>	BT1	0.853	0.815	0.923
	BT2	0.856		
	BT3	0.765		
	BT4	0.801		
<i>Purchase Intention</i>	PI1	0.895	0.868	0.943
	PI2	0.901		
	PI3	0.830		
	PI4	0.851		
	PI5	0.873		

Data analysis involved descriptive statistics and Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 4. Measurement model evaluation verified convergent validity (outer loadings > 0.70, AVE > 0.50), discriminant validity (Fornell-Larcker criterion), and reliability (Cronbach's Alpha and Composite Reliability > 0.70). Structural model assessment used R² values to determine explanatory power. Model fit was evaluated by SRMR (< 0.10) and NFI (closer to 1). Hypotheses were tested by bootstrapping, with significance determined by t-values > 1.96 and p-values < 0.05.

RESULTS AND DISCUSSION

A total of 124 respondents participated in this research, with the criteria of active TikTok users who are domiciled in Bekasi and have seen the promotion of sunscreen products on the platform. The majority of respondents were women, namely 103 people (83.06%), while men amounted to 21 people (16.94%). The largest age group is 17-30 years old as many with 99 people (79.84%), followed by 31-45 years old as many with 19 people (15.32%), and 46-60 years old as many with 6 people (4.84%). In terms of work, the majority of respondents were students, namely 87 people (70.16%), followed by employees as many as 28 people (22.58%), students as many as 6 people (4.84%), housewives as many as 2 people (1.61%), and 1 person (0.81%) did not mention their work. The majority of monthly expenses to buy sunscreen products are in the < categories of IDR 50,000 and IDR 50,000 – IDR 100,000, each as many as 50 people (40.32%), while > expenses of IDR 100,000 are 24 people (19.35%). Meanwhile, in terms of the intensity of TikTok use per day, as many as 53 people (42.74%) used TikTok for 1 – 3 hours, 42 people (33.87%) used < 1 hour, 21 people (16.94%) for 3 – 5 hours, and the remaining 8 people (6.45%) > 5 hours per day.

Table 3. Demographic Profile

Particular	Frequency	Percentage
Gender		
Male	21	16.94%
Female	103	83.06%
Age		
17 – 30	99	79.84%
31 – 45	19	15.32%
46 – 60	6	4.84%
> 60	-	-
In Terms of Work		
Student	6	4.84%
College Student	87	70.16%
Employee	28	22.58%

Housewife	2	1.61%
- (Not Specified)	1	0.81%
Monthly Expenses to Buy Sunscreen Products		
< IDR 50,000	50	40.32%
IDR 50,000 s/d IDR 100,000	50	40.32%
> IDR 100,000	24	19.35%
Intensity of TikTok Use Per Day		
< 1 Hour	42	33.87%
1 – 3 Hour	53	42.74%
3 – 5 Hour	21	16.94%
> 5 Hour	8	6.45%

The next stage is testing the validity and reliability of field data using SmartPLS 4. The validity of the indicator is tested using the outer loading value, where the indicator that has a value of < 0.70 is declared invalid and needs to be deleted. Based on table 4, the indicators that were deleted because they were invalid were SMM3 (0.433) and SMM4 (0.477) from the social media marketing variable, as well as PI2 (0.634) and PI4 (0.665) from the purchase intention variable. The PI2 and PI4 indicators are actually still > 0.60 and can be considered (Setiabudhi et al., 2025), but they are still removed because other validity and reliability tests show poor results. The BI1 indicator was also removed because it lowered the discriminatory validity between brand image and brand trust.

After the indicator is removed, all remaining indicators show an outer loading value > 0.70. The AVE (Average Variance Extracted) value for each variable also showed good results: brand image of 0.634, brand trust of 0.604, purchase intention of 0.672, and social media marketing of 0.628 (table 4). This shows that at least 50% of the variance tested on each indicator can be explained by its own variables. In terms of reliability, Cronbach's Alpha values for each variable are as follows: brand image 0.713, brand trust 0.781, purchase intention 0.756, and social media marketing 0.881. Meanwhile, the Composite Reliability (CR) values for each variable are as follows: brand image 0.839, brand trust 0.859, purchase intention 0.860, and social media marketing 0.910, as shown in table 4. All of these values exceed the minimum limit of 0.70, so all variables are declared reliable.

The discriminant validity test (table 4) aims to ensure that each variable in the model is unique and does not overlap with the others. Based on the Fornell-Larcker approach, discriminant validity is met if the $\sqrt{\text{AVE}}$ value of a variable is higher than its correlation with other variables. The test results showed that the $\sqrt{\text{AVE}}$ values for brand image (0.796), brand trust (0.777), purchase intention (0.820), and social media marketing (0.792) were greater than the correlation of each variable with the others, so that the discriminatory validity can be said to be met.

Table 4. Variable Validity and Reliability

Variable	Item	Validity		Reliability			Result
		Loadings	AVE	Fornell Larcker	Cronbach's Alpha	Composite Reliability	
Social Media Marketing	SMM1	0.828	0.634	0.792	0.713	0.716	Valid & Reliable
	SMM2	0.839					
	SMM5	0.830					
	SMM6	0.793					
	SMM7	0.720					
	SMM8	0.735					
Brand Image	BI2	0.806	0.604	0.796	0.781	0.781	Valid & Reliable
	BI3	0.798					
	BI4	0.785					

<i>Brand Trust</i>	BT1	0.769					Valid & Reliable
	BT2	0.791	0.672	0.777	0.756	0.761	
	BT3	0.773					
	BT4	0.774					
<i>Purchase Intention</i>	PI1	0.837					Valid & Reliable
	PI3	0.823	0.628	0.820	0.881	0.889	
	PI5	0.797					

Table 5. Fornell Larcker Criterion

	BI	BT	PI	SMM
BI	0.796			
BT	0.716	0.777		
PI	0.677	0.675	0.820	
SMM	0.624	0.584	0.365	0.792

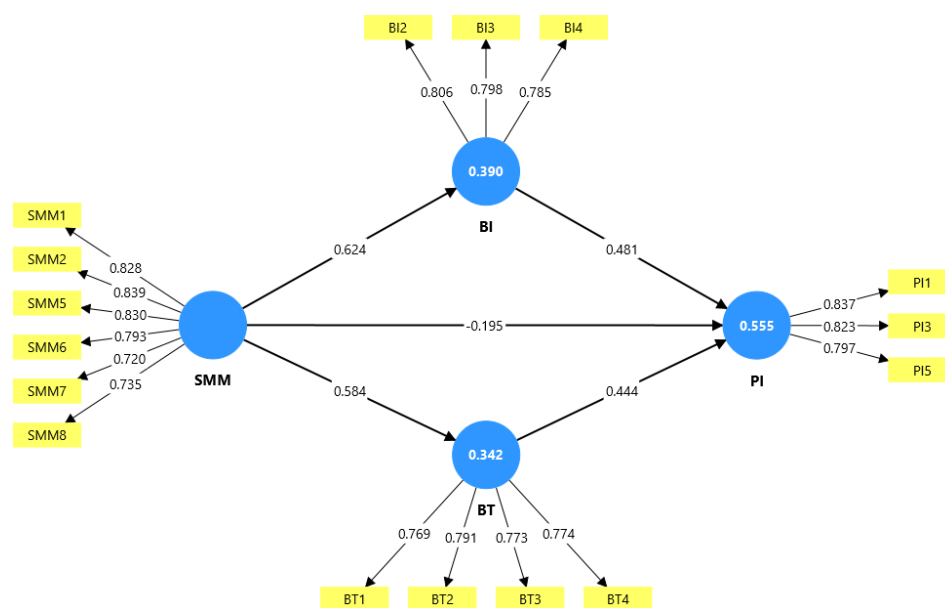


Figure 1. Validity and Reliability Path Diagram

Testing the strength of relationships between variables using R-square values (table 6) shows how well independent variables explain dependent variables. As a result, brand image was explained 39% by social media marketing (R-square = 0.390), brand trust was explained 34.2% by social media marketing (R-square = 0.342), and purchase intention was explained 55.5% by a combination of social media marketing, brand image, and brand trust (R-square = 0.555). Based on the interpretation of R-square, the relationship between variables can be classified into the category of weak to moderate relationship strength.

Table 6. R-Square

	R-square	R-square adjusted
BI	0.390	0.385
BT	0.342	0.336
PI	0.555	0.543

The goodness of fit test of the research model (table 7) showed that the SRMR value in the saturated model of 0.085 was still within the acceptance limit (< 0.10), while in the estimated model of 0.112, which slightly exceeded the general threshold. According to Hair et al. (2022), SRMR values that are slightly above the criteria do not automatically make the

model unfeasible, especially if other indicators such as variable reliability, discriminant validity, and R^2 show adequate results. The NFI values of 0.725 (saturated model) and 0.707 (estimated model) indicate a moderate and acceptable level of model suitability for predictive research purposes. Thus, even though the SRMR estimated the model slightly above the limit, the model was still declared feasible to use because it overall met the model evaluation criteria in the PLS-SEM framework.

Table 7. Model Fit - SRMR and NFI

	Saturated model	Estimated model
SRMR	0.085	0.112
NFI	0.725	0.707

The hypothesis test using the bootstrapping method showed significant results on the direct relationship between social media marketing, brand image, brand trust, and purchase intention ($t > 1.96$ and $p < 0.05$). Indirect influence testing (mediation) also showed significant results, where brand image and brand trust mediated the influence of social media marketing on purchase intention. All hypotheses tested in this model are accepted and proven to have statistically significant relationships, both direct and indirect, can be seen in table 1. Based on the original sample value (O), the greatest influence was found in the relationship between social media marketing → brand image ($O = 0.624$) and social media marketing → brand trust ($O = 0.584$), showing that marketing through social media strongly increases brand image and trust. The influence was seen in brand image → purchase intention ($O = 0.481$) and brand trust → purchase intention ($O = 0.444$), indicating that increased brand image and trust contributed positively to consumer purchase intention. The original negative sample value was only found in social media marketing → purchase intention ($O = -0.195$), which although significant, indicates the opposite direction of the relationship where the increase in social media marketing directly has the potential to decrease purchase intention if it is not balanced with mediating factors such as brand image and brand trust.

Table 8. Hypothesis Test Research Model

Hypothesis	Hypothesis Statement	Original Sample	T-statistics	P-value	Ket.
H1	<i>Social Media Marketing → Purchase Intention</i>	- 0.195	2.247	0.025	Accepted
H2	<i>Social Media Marketing → Brand Image</i>	0.624	7.426	0.000	Accepted
H3	<i>Social Media Marketing → Brand Trust</i>	0.584	6.531	0.000	Accepted
H4	<i>Brand Image → Purchase Intention</i>	0.481	5.104	0.000	Accepted
H5	<i>Brand Trust → Purchase Intention</i>	0.444	4.446	0.000	Accepted
H6	<i>Social Media Marketing *Brand Image → Purchase Intention</i>	0.300	3.734	0.000	Accepted
H7	<i>Social Media Marketing *Brand Trust → Purchase Intention</i>	0.260	3.351	0.001	Accepted

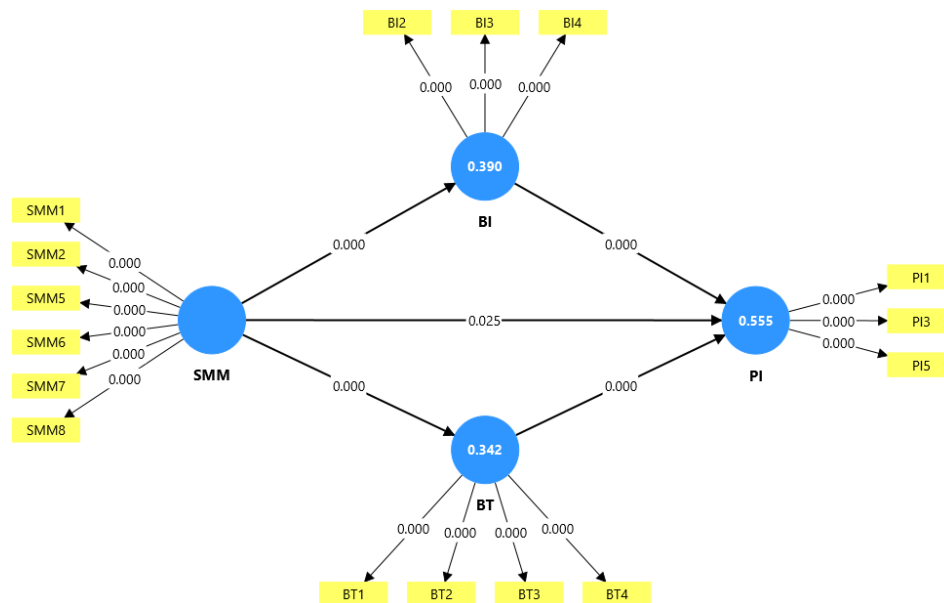


Figure 2. T-Statistics and P-Values Path Diagram

This research analyzes how social media marketing carried out by the brand through the TikTok platform affects consumer purchase intention, both directly and indirectly through the formation of brand image and brand trust. The research respondents were dominated by women, aged 17–30 years, the majority of whom were students, and were active TikTok users with a daily usage duration of 1–3 hours. These characteristics show that the majority of the research respondents are in the segment of young consumers who are very familiar with digital trends, are used to consuming visual content, and have a quick response to social media-based marketing messages.

The findings in the first hypothesis show that social media marketing has a significant but negative effect on purchase intention. This means that while promotions on TikTok are able to reach the right target audience, the direct impact on purchase intention isn't always positive. The possible cause is audience saturation with promotional content that appears too frequently or is perceived as overly persuasive, leading to consumer resistance. This phenomenon is natural among young active TikTok users who have high expectations for variety and creativity in content. Thus, needs to ensure that direct promotion does not only focus on the solicitation to buy, but also provides added value in the form of education and entertainment. In line with research by Dewi et al. (2022), which states that social media marketing can strengthen the relationship between brands and consumers, leading to increased purchase intention. Another research by Emini & Zeqiri (2021) also shows that the high level of user interaction with promotional content on social media contributes significantly to encouraging purchase intention, especially among the younger generation.

The second hypothesis reveals that social media marketing has the greatest influence on brand image. This shows that TikTok is a very effective medium for in forming positive perceptions in the minds of consumers. The characteristics of TikTok content that are short, creative, and easy to share allow a brand image can be formed faster, especially among students who like casual communication styles and are relevant to trends. The use of aesthetic visuals, relaxed language, and narratives that tell the benefits of the product helps reinforce the perception that is a quality, safe, and suitable sunscreen for young people's skin at an affordable price. Afifah & Utari (2025) and Rais (2025) also explained that social media provides an opportunity for brands to build an image through informal interactions, storytelling, and quick responses to audiences.

Furthermore, the third hypothesis proves that social media marketing also has a great influence on brand trust. In the skincare category, trust is a crucial factor as consumers consider the safety, content, and effectiveness of the product before deciding to buy. Content that features real testimonials, positive user reviews, and explanations of the active ingredients in the product makes consumers feel more confident. The majority of female respondents in this research tend to be more thorough and critical in choosing skin care products, so social media marketing that emphasizes transparency and real evidence plays a role in building trust. According to Lim et al. (2024) and Singh et al. (2025), informative, consistent, and transparent social media marketing is an important foundation in building brand trust. Research by Margaretha et al. (2023) reveals that social media has a crucial role in building customer trust through testimonials, reviews, and evidence-based content.

In the fourth hypothesis, it was found that brand image has a positive effect on purchase intention. Consumers who have a positive perception tend to be more confident in buying the product. The brand image built through TikTok content that is modern, natural, and in accordance with the latest beauty trends gives the impression that this product is of quality and reliable. This is especially relevant for respondents with limited monthly sunscreen expenses (the majority < IDR 100,000), as they are looking for a balance between quality and affordable price. These findings are in line with research by Meisye & Muhmin (2023), which states that brand image affects consumer confidence in product quality and value, which in turn drives purchase intention. Previous research by Sandra et al. (2024) and Suwandi et al. (2023) also shows that a positive brand image can increase consumer confidence in the choice of products to be purchased.

The fifth hypothesis shows that brand trust is also an important factor that drives purchase intention. Consumers who already trust, will feel safer and more stable to buy their products. This trust is formed from positive interactions on TikTok, such as quick responses to questions, educational explanations of the benefits of the product, and the consistency of the message conveyed. For consumers of skincare products such as sunscreen, a sense of security and confidence in the brand are often the final determinants of purchase decisions. These results are in line with the opinion of Teangsompong & Sawangproh (2024), which emphasizes that trust is a fundamental element in building consumer confidence to make purchases. Research by Huynh et al. (2024), Nguyen-Viet et al. (2024), and Zhang et al. (2024) also confirms that brand trust is a determining factor that encourages consumers to choose and consider purchases, as consumers tend to only buy from brands they trust.

In the sixth hypothesis, it was found that brand image mediates the influence of social media marketing on purchase intention. This means that promotion through TikTok will be more effective in encouraging purchase intention if it succeeds in forming a positive brand image first. This positive image can be formed through visual consistency, messages relevant to skin protection needs, and delivery styles that follow the trends of young people on TikTok. For young consumers who tend to be visually oriented—as the majority of respondents in this research were—an attractive brand identity, aligned with audience values (e.g., active lifestyle, skin health, or environmental friendliness), and consistent in its presentation will strengthen a positive perception of the brand. Content such as before-and-after results, usage tips, or product benefit narratives delivered with high aesthetics can increase emotional appeal as well as credibility. Research by Salhab et al. (2023) and Nurlatifah et al. (2025) also explains that a strong perception of brands is very important in converting consumers' attention to promotions into purchase intention.

The seventh hypothesis shows that brand trust also mediates the influence of social media marketing on purchase intent. In other words, although promotions on TikTok can reach a wide range of consumers, their influence on purchase intention will be stronger if they succeed in fostering trust in the brand. At sunscreen, this trust includes not only confidence in the

effectiveness of the product, but also the safety, quality of the ingredients, and the honesty of the claims submitted. Authentic, educational, and interactive content—such as videos explaining SPF content, displaying product safety certifications, or answering consumer questions in real-time—can create a deeper emotional connection between brands and consumers. This strategy not only builds a positive impression but also strengthens the belief that brands truly care and understand the needs of consumers. These findings are in line with research by Abdullah et al. (2025) and Nurlatifah et al. (2025), which states that in digital marketing, trust is a key element to convert promotional exposure into purchase intention.

Overall, the results of the research confirm that social media marketing through TikTok is very effective in building brand image and brand trust, which ultimately contributes greatly to increasing purchase intention. This success is also supported by the suitability of the target audience, where the majority of respondents are young women, students, and active TikTok users who are responsive to creative visual content. These findings show that in the era of digital marketing, the success of promotions is not only determined by how often a brand appears on social media, but also by the brand's ability to build a strong image and trust in the minds of consumers.

CONCLUSION

This research was conducted to examine the influence of social media marketing on purchase intention for a sunscreen brand, with brand image and brand trust as mediating variables. The findings demonstrate that social media marketing strategies through TikTok play a crucial role in shaping brand image and trust for sunscreen. Creative, consistent, and audience-relevant promotions effectively enhance consumers' positive brand perceptions while strengthening product trust, which subsequently drives purchase intention. However, direct promotional calls-to-action prove less effective without prior establishment of brand image and trust, confirming that successful digital marketing on creative content platforms like TikTok relies heavily on brands' ability to build emotional connections with audiences before encouraging purchases. Several limitations exist, including limited demographic information beyond general data, focus on a single product (sunscreen), limiting generalizability across skincare products, reliance solely on online questionnaires without deeper personal insights possible through interviews, and purposive sampling, restricting representativeness to users meeting specific criteria. Future research recommendations include exploring detailed purchasing behavior information such as preferred package sizes, purchase frequency, and channels; expanding to multiple brands or skincare product types including moisturizers, serums, or cleansers; combining quantitative methods with interviews or focus groups for deeper consumer insight understanding; and diversifying sample demographics beyond TikTok usage to include online shopping habits, education levels, and employment status. For business practitioners and marketing teams, these findings provide valuable managerial implications emphasizing focus on creating engaging, informative, educational content relevant to target markets, particularly young women and students as the most responsive TikTok user segments, while maintaining brand trust through honest, transparent, responsive communication and avoiding hard-selling approaches in favor of educational, interactive strategies that provide audience value and establish long-term consumer relationships through active, trusted social media presence.

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First publication right:

Devotion - Journal of Research and Community Service



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