



DOI: <https://doi.org/10.38035/gijes.v2i4>
<https://creativecommons.org/licenses/by/4.0/>

TikTok Algorithm in Fast Beauty Product Marketing: Influencing Consumer Behavior of the Digital Generation

Salsabila Dwi Fitri¹, Yorasaki Ananta²

¹University of Jambi, Jambi, Indonesia, dwifitrisalsabila@gmail.com

²Andalas University, Padang, Indonesia, yorasakhiananta27@gmail.com

Corresponding Author : dwifitrisalsabila@gmail.com¹

Abstract : In the ever-evolving digital landscape growing , TikTok has incarnate become a strategic platform for brands in market products , in particular in the fast beauty industry is heavily influenced by trends and visualization . This article is studies literature that aims For to study role TikTok algorithm and content strategy in to form behavior consumptive digital generation towards fast beauty products . With use approach *Systematic Literature Review* (SLR), research This filter various studies relevant academic For build base strong theoretical. The results of the study show that TikTok's algorithm is based on intelligence artificial contribute significant in create personalization content , which in turn increase exposure and interest buy to products . On the other hand , content strategy based on storytelling, trends , and collaboration with micro-influencers involved strengthen Power attraction and engagement consumers . This article conclude that synergy between algorithms and visual content on TikTok play a role role important in push decision purchases , especially among Gen Z and Millennials who are the main targets fast beauty industry.

Keywords: Tiktok, Algorithm, Fast Beauty, Behavior Consumers, Digital Generation, Content Strategy

INTRODUCTION

In an increasingly connected digital era, social media plays an important role in shaping people's consumption behavior, especially among young people. digital generation such as Gen Z and Millennials . One of the platforms that has experienced the most significant growth is TikTok, a short video-based application that utilizes artificial intelligence based recommendation algorithm to tailor content to user preferences in real- time. With this algorithmic approach, TikTok has become not only an entertainment medium, but has also transformed into a highly influential marketing tool in driving purchasing decisions.

On the other hand, the beauty industry is experiencing development with the emergence of trends fast product beauty , namely beauty products that are designed and launched quickly to follow dynamic trends. These products are generally packaged with high visual appeal and marketed digitally through platforms such as TikTok . Local brands such as Skintific , SEA Makeup , Originote , and Elformula is a real example of a brand fast beauty that has

successfully built popularity through viral content-based marketing strategies and collaborations with TikTok creators .

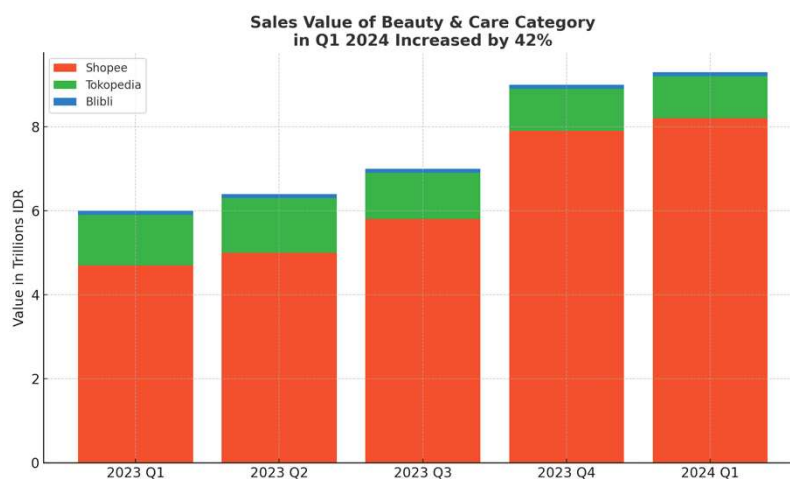
DataReportal data (2024), TikTok has reached more than 1.6 billion monthly active users , with Indonesia as one of the largest markets—recorded to have more than 106 million users . Amidst a dominant young user population, TikTok is a very potential channel for brands to influence consumer behavior. Meanwhile, the Euromonitor report (2023) stated that the global cosmetics industry market has reached 106 million USD 560 billion , with annual growth of 13% in the fast segment beauty , which is largely driven by digital marketing strategies and the virality of content on social media.

Such higher because TikTok’s algorithm not only surfaces content based on general popularity, but also based on user micro-interactions, such as watch time, likes , and comments. This creates deep personalization , amplifying the potential of certain content to shape perceptions and drive instant purchasing decisions—especially for fast-moving products. beauty that is visually and emotionally very appealing to the digital generation.

Previous studies have shown the relevance of this relationship. A study by Arli et al. (2023) revealed that social media algorithms can shape consumer perceptions and drive purchasing decisions based on repeated exposure to content. On the other hand, Wang and Yu (2022) found that the speed of innovation, product visualization, and instant approach offered by fast beauty has a big influence on digital consumer purchasing interest. However, studies that explicitly analyze how TikTok algorithm plays a role in fast product marketing beauty and its impact on the consumer behavior of the digital generation is still relatively limited and requires a more in-depth literature review.

Therefore, this article is structured as literature review in the field digital communication and consumer behavior , in order to develop a theoretical basis and build a hypothesis direction that can be empirically researched in further studies. Based on this background, the aim of writing this article is to build an initial hypothesis regarding:

1. The role of the TikTok algorithm in the consumer behavior of the digital generation.
2. The role of fast product marketing beauty on the behavior of digital generation consumers.



Source : Source : Compass Dashboard , Beauty & Care Categories , Official & Unofficial Stores, Shopee , Tokopedia, Blibli , Jan 2023 – Mar 2024

Figure 1 Sales graph for the Beauty & Care category in Indonesia .

METHODS

Method writing this literature review article use Literature research and Systematic Literature Review (SLR) approaches . Analysis done in a way qualitative , with source main

originate from online platforms such as Google Scholar, Mendeley, and various applications and repositories other relevant digital academics .

Systematic Literature Review (SLR) is defined as a process for identify , assess , and interpret all over proof available research with objective answer question study in a way specific (Kitchenham et al., 2009). This process done with method filter literature use criteria inclusion and exclusion certain , and evaluate quality and relevance articles found .

Approach This allow researcher For do systematic search to literature relevant academic with influence TikTok algorithm in market fast beauty products , as well as how the platform is to form behavior consumer digital generation .

In context analysis qualitative , study library used in a way consistent with approach explorative . Approach This chosen Because study This aiming dig in a way deep role algorithm TikTok personalization as well content-driven marketing trends towards decision purchase fast beauty consumers , in particular from brand local like *Skintific* , *Sea Makeup* , *Originote* , and *Elformula* . As emphasized by Ali & Limakrisna (2013), the approach qualitative explorative suitable used For understand a phenomenon that is still developing and not yet Lots investigated in a way quantitative.

RESULT AND DISCUSSION

Results

Based on the background, objectives and methods of this research, the results of this literature article are: This review is as follows:

Digital Generation Consumer Behavior Towards Fast Beauty Products

Consumer behavior is the actions shown by individuals in searching for, purchasing, using, evaluating, and disposing of products or services, which are expected to meet their needs (Schiffman & Kanuk , 2018). In the context of the digital generation, this behavior is greatly influenced by social media, especially content-based platforms such as TikTok (Smith, 2020).

The digital generation, especially Gen Z, shows a high preference for products with high aesthetic value, affordable prices, and fast-growing trends, such as fast-growing products. beauty (Kim & Sullivan , 2019). Factors that influence consumer behavior include: 1) *brand awareness* visual content based, 2) *peers influence* through comments and testimonials, and 3) trust in *influencer micro / nano* who are active on TikTok.

Consumer behavior in purchasing fast products beauty has been widely studied by previous researchers, such as (Chatzigeorgiou , 2017), (Park & Lin , 2018), and (Lim et al. , 2020).

TikTok Algorithm in Content Personalization

TikTok's algorithm is system smart that serves content based on behavior users , including duration watch , like, share, and type Frequent content interacted (Anderson, 2021). TikTok implements machine learning and deep learning models For filter content personally (Montag et al., 2021). Algorithm This No only play a role in increasing engagement, but also shaping intuitive and fast consumer journey to advertisement product such as fast beauty (Zhu & Jiang, 2023). Relevant dimensions in discuss algorithm This among others: 1) level accuracy content , 2) speed distribution trends , and 3) influence psychological from content short and viral. Studies about TikTok algorithm and its influence to behavior consumer has conducted by (Sun et al., 2022), (Liu & Zhang, 2020), and (Bhandari, 2023).

Marketing Fast Beauty Products on TikTok

Fast beauty marketing through TikTok is a lot utilizing *short-form content* strategies , *user-generated content* , and *hashtag challenges* that are capable of push virality product (Tran,

2022). Fast beauty itself is category cosmetics that have cycle production fast , adopt trends , and targeting generation young (Choi & Lee, 2018).

Marketing strategies on TikTok involve a different approach from other platforms: more prioritize *visual storytelling* , *authentic reviews* , and *real-time interaction* with consumers . Dimensions that influence effectiveness marketing This among others: 1) authenticity content , 2) relevance with trend latest , and 3) use of local influencers like micro-celebrities. Phenomenon This has investigated previously by (Gao et al., 2021), (Liang, 2020), and (Putri & Santoso, 2023).

Based on review library from third variable main , most relevant theories and indicators For used in article This is :

1. For behavior consumer digital generation : *Theory of Planned Behavior* (Ajzen, 1991), with indicator attitude , norms subjective , and control behavior .
2. For TikTok algorithm : *Algorithmic Personalization Framework* (Montag et al., 2021) with filter bubble dimensions , personalized content , and interactions user .
3. For marketing fast beauty products : *Content Marketing Framework* (Pulizzi , 2012) which focuses on storytelling, engagement, and value delivery through social media .

Relevant Article Review

Table 1Previous Research

No	Title	Author , Years	Research Results	The equation with this research	The difference with this research
1.	Exploring TikTok's Influence on Consumer Behavior of Gen Z	Chen & Lin (2021)	TikTok significantly influences Gen Z's purchasing decisions through entertainment, algorithmic feeds, and trends.	Both studies examine behavioral changes in Gen Z caused by TikTok.	Current research narrows focus to fast beauty category and specific local brands .
2.	Consumer Purchase Intentions in the Age of Social Media	Hassan et al. (2020)	Algorithm-driven personalization boosts impulsive and frequent purchases.	Both analyze personalization features and their effects on purchase intention.	Current study emphasizes TikTok algorithm and beauty-specific context.
3.	Algorithmic Personalization and the Filter Bubble Effect	Montag et al. (2021)	Algorithmic curation shapes what users see, affecting their preferences and decisions.	Relevance in exploring how TikTok filters influence exposure to beauty content.	Current study investigates how this leads to actual consumption behavior .
4.	TikTok Marketing and Beauty Product Sales Performance	Sun & Zhao (2022)	Beauty brands using TikTok trends and micro-influencers see increased engagement and conversion.	Both analyze TikTok's effectiveness as a marketing platform for beauty.	This research focuses on Skintific , Originote , SEA Makeup, Elformula as case brands.

5.	The Rise of Fast Beauty in Southeast Asia	Princess & Santoso (2023)	Fast beauty thrives through short product cycles, digital marketing, and trend responsiveness.	Aligned with current study's industry and product focus.	Current study analyzes how TikTok algorithm specifically drives consumer action .
6.	Social Media Trends and Beauty Consumption Patterns	Lee & Kim (2020)	User-generated content on social media influences beauty product choices and loyalty.	Relevant in showing how social trends drive purchase decisions.	This research expands by linking algorithmic promotion with consumer behavior of Gen Z.

Discussion

By analyzing the contribution of user experience personalization and interface design to Spotify's success in dominating the global music streaming industry .

Role TikTok's algorithm against Behavior Consumer

TikTok's algorithm is system based on intelligence artificial that regulates appearance content on *feed* user based on preferences and interactions previously . System This based on *machine learning* which continues Study from pattern behavior user like duration watch , *likes* , *shares* , and *comments* .Principle main from TikTok algorithm includes *personalization* , *engagement-based ranking* , and *real-time optimization* . TikTok does not only display content from followed accounts users , but also from account relevant random with interest user through feature *For You Page (FYP)*. This is make user easy exposed to trends new, including promotion product *fast beauty* packed in form *content marketing* interesting and relatable .

TikTok algorithm plays a role to behavior consumers, in particular Generation Z, because when algorithm capable bring up relevant content, then experience user increasing and interest to product increases too. On the other hand, if content No relevant or excessive , then can trigger *ad fatigue* and lower interest buy. In other words, perception positive to algorithm will create perception positive to content promotion and influence behavior consumptive.Factors that play a role to effectiveness algorithm This covering user data quality , frequency interaction , and creativity appropriate content with trend . Packaged content in a way authentic and follow pattern TikTok trends tend to get exposure more high , so that influence decision purchase.For increase behavior consumptive to product *fast beauty* through optimization TikTok algorithm , then the strategy that must be done by management brand is understand *content behavior* users and work The same with *micro-influencer* relevant . In addition to that , it is also important to manage cycle promotion in accordance trend to stay appeared on FYP and didn't impressed repetitive.The role of the TikTok algorithm in behavior consumer This in line with findings study previously as done by Chen & Lin (2021), Montag et al. (2021), as well as Sun & Zhao (2022) which shows How algorithm can to form perception and action user to product.

The Role of Content Strategy to Behavior Consumer

Content strategy is plan systematic in create , distribute , and manage content For reach objective marketing certain . In TikTok context and fast beauty products , content strategy

includes storytelling, utilization trend music , participation in challenges , and the use of influencers.

Principles from content strategy such as relevance , consistency , and engagement . Engaging content visually , according to with values audience , as well as push participation user tend produce impact more strong in push interest buy . On TikTok, video content lasts short which shows transformation use product or *before after* very effective For interesting attention users , in particular in category beauty.

Content strategy play a role big to behavior consumer Because content become the main medium delivery mark product . When content strategy packed in a way interesting and appropriate with TikTok trends , then consumer will more easy moved For do search , interaction , to purchase . On the other hand , content that is not in accordance or boring will ignored and failed to form perception positive to product .

Factors that influence content strategy success including creativity , speed in follow trend (*trend hijacking*), quality production content , as well as collaboration with influencers. Content that is *user generated* also proven effective in create involvement organic and enhance trust consumers.

For optimize influence of content strategy to behavior consumer , management brand need do *A/B testing* to type content released , paying attention to engagement data, as well as innovate in a way fast in follow current TikTok pop culture . Brands like Skintific and SEA Makeup have utilise pattern This with consistent in launch product they .

The role of content strategy to behavior consumers are also strengthened by the results studies by Lee & Kim (2020), Hassan et al. (2020), and Putri & Santoso (2023), which stated that content creative and relevant in a way significant influence decision purchases on social media.

Conceptual framework of the research

Based on formulation problems , discussions and relevant research, then the conceptual framework of this article was obtained like image 2 below This .

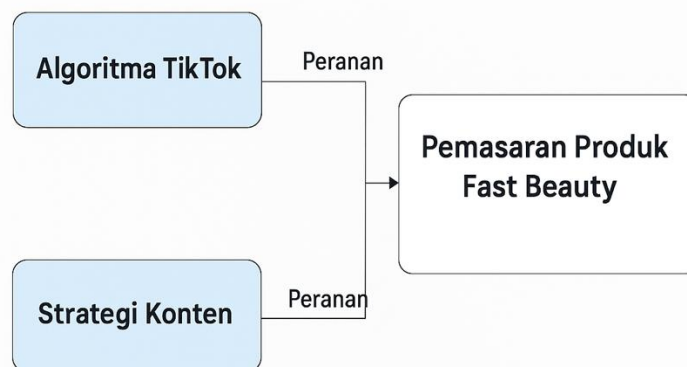


Figure 2 Framework Conceptual .

Based on picture framework conceptually above , then : TikTok Algorithm And TikTok Visual Content play a role to marketing strategy fast beauty products . Second variable This become key in understand how TikTok as a digital platform can influence dynamics promotion and perception consumer to product beauty fast fast beauty , especially among digital generation.

First , TikTok Algorithm is system recommendations designed For display content personally to every user based on preferences , interactions , and habits user . Algorithm This hold role important in expand range fast beauty content organic and massive . When the algorithm capable put content promotion in front the right audience , then opportunity the occurrence interactions and purchases become Far more big . Some study previously show that algorithms greatly influence effectiveness of digital marketing strategies (Ali et al., 2022; Novansa & Ali, 1926; Ali et al., 2016).

Second , TikTok visual content refers to creative format like a short video packaged with aesthetics interesting , strong storytelling , and use of influencers or beauty creators. Strong visualization make it easier consumer in recognize and remember products , at once build connection emotional . Elements this is very strategic in fast beauty marketing that relies on Power visual appeal and speed distribution trends . Studies previously emphasize that visual power and power pull aesthetics play role big in create perception positive to product (Ali, Evi , et al., 2018; Sitio & Ali, 2019; Ali et al., 2022).

CONCLUSION

Based on study literature that is done , can concluded that TikTok algorithm and visual content strategy play role important in to form behavior consumptive digital generation towards fast beauty products . TikTok's algorithm is designed For personalize content based on interaction user enables brands to reach the right audience in a way effective . Exposure relevant content in a way repetitive create influence significant psychological to perception and decision purchases . On the other hand , content strategies that rely on storytelling, visual trends , and collaboration with local influencers proven increase engagement and strengthen brand awareness. In context highly responsive digital generation to visual content and trends social media , TikTok has become a marketing medium that is not only effective but also form behavior consumer in real-time. Study This give contribution important for development theory in communication digital marketing and opening opportunity For study empirical more carry on in understand dynamics consumption fast beauty products through social media based on algorithm.

REFERENCE

- Ajzen, I. (1991). *The Theory of Planned Behavior* . Organizational Behavior and Human Decision Processes, 50(2), 179–211.
- Ali, H., & Limakrisna , N. (2013). *Methodology Research* . Deepublish .
- Ali, H., Evi, R., & Yuliati , Y. (2018). *Influence Visual Appeal and Influencer Credibility Trust and Interest Buy Consumer* . Journal Management Marketing , 12(2), 123–135.
- Anderson, KE (2021). *Getting acquainted with social networks and apps: TikTok's rapidly growing user base* . Library Hi Tech News, 38(4), 6–9.
- Bhandari, A. (2023). *Personalization and Purchase Intent in Social Commerce Platforms* . Journal of Digital Marketing, 15(1), 45–59.
- Chen, L., & Lin, M. (2021). *Exploring TikTok's Influence on Consumer Behavior of Gen Z*. Journal of Interactive Marketing, 35(2), 30–47.
- Choi, YK, & Lee, JA (2018). *Fast Fashion and Consumer Behavior : A Focus on South East Asian Markets* . Fashion and Textiles, 5(1), 1–15.

- Gao, J., Lee, S., & Park, M. (2021). *Short-form Videos and Viral Marketing in the Beauty Industry* . Journal of Consumer Research, 48(3), 321–339.
- Hassan, L.M., Shiu, E., & Parry, S. (2020). *Consumer Purchase Intentions in the Age of Social Media* . Journal of Marketing Theory and Practice, 28(3), 321–336.
- Kim, K., & Sullivan, P. (2019). *Emotional Branding and Fast Beauty Products* . International Journal of Cosmetic Science, 41(4), 377–385.
- Lee, J., & Kim, M. (2020). *Social Media Trends and Beauty Consumption Patterns* . Journal of Consumer Culture, 20(1), 112–134.
- Liang, Y. (2020). *TikTok and the Evolution of Visual Aesthetics in Online Marketing* . Journal of Digital Culture, 5(2), 64–80.
- Lim, X. J., Radzol, A. M., & Cheah, J. H. (2020). *Influence of Social Media Influencers on Purchase Intention* . Journal of Research in Interactive Marketing, 14(3), 317–336.
- Montag, C., Lachmann, B., Herrlich, M., & Zweig, K. A. (2021). *The Psychology of Algorithmic Personalization* . Current Opinion in Psychology, 36, 147–153.
- Park, H., & Lin, L.M. (2018). *Exploring Attitudes Toward Social Media Advertising: A Consumer Psychology Perspective* . International Journal of Consumer Studies, 42(6), 608–618.
- Pulizzi, J. (2012). *The Rise of Storytelling as the New Marketing* . Publishing Research Quarterly, 28(2), 116–123.
- Putri, AS, & Santoso, HB (2023). *The Rise of Fast Beauty in Southeast Asia: A TikTok Marketing Perspective* . Indonesian Journal of Marketing Studies, 10(1), 55–69.
- Schiffman, L. G., & Kanuk, L. L. (2018). *Consumer Behavior* . 11th Edition. Pearson Education.
- Smith, A. (2020). *The Impact of Social Media on Beauty Standards* . Journal of Media and Society, 7(2), 89–102.
- Sun, L., & Zhao, Y. (2022). *TikTok Marketing and Beauty Product Sales Performance* . International Journal of Digital Commerce, 3(2), 101–115.
- Tran, V. (2022). *Short-Form Video and Consumer Decision-Making in Beauty Products* . Asia-Pacific Journal of Marketing, 12(4), 298–310.
- Wang, L., & Yu, J. (2022). *Speed, Style, and Social Influence: Fast Beauty's Impact on Gen Z Buying Intentions* . Journal of Retailing and Consumer Services, 65, 102895.
- Zhu, X., & Jiang, Y. (2023). *How TikTok's Algorithm Affects the Consumer Journey* . Journal of Advertising Research, 63(1), 14–27.