



The impact of influencer marketing via TikTok platform on the purchase behavior: a case study of the cosmetics market in Algeria

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Received: 15/05/2024

Accepted: 01/06/2024

Published: 19/06/2024

Abstract :

The aim of this research is to study the role of influencer marketing via the TikTok platform in shaping the purchasing behavior of cosmetics consumers in Algeria. The dimensions of influencer marketing addressed include influencer credibility, influencer experience, influencer attractiveness, and content quality, and their impact on the two dimensions of purchasing behavior (pre-purchase and post-purchase). The research paper relied on a descriptive inductive approach, using an electronic questionnaire directed at 250 Algerian consumers of cosmetics, which was analyzed using the SPSS program. The study reached several findings, the most important of which is that the credibility of influencers is considered one of the most prominent dimensions influencing purchasing behavior. The study provides several recommendations to address the problems associated with marketing through influencers, especially on the TikTok platform.

Key Words: Influencer, Purchasing behavior, Tik Tok, Credibility, Attractiveness, E-marketing .

JEL Classification: M31; M37.

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Introduction:

In the contemporary business scene, traditional marketing communications, especially advertisements, face a significant challenge characterized by a decline in their effectiveness. The massive proliferation of advertisements across various platforms, including television, the internet, newspapers, streets, and stores, has led to a noticeable decline in consumer sensitivity towards them, as they are often considered annoying and interruptive (Wang, Jones, & Brown, 2016). Notably, only 14% of consumers can recall the message of the last advertisement they were exposed to, highlighting the need for new marketing strategies (Talaverna, 2015). This trend is evident through the widespread popularity of ad-free platforms and services, even if they are paid, such as Spotify and Netflix, along with the extensive use of traditional ad-blocking tools (Dogtiev, 2016) (Talaverna, 2015). Here, influencer marketing emerges as a compelling and effective alternative to traditional advertisements, representing a significant marketing trend (Johansen & Camilla, 2017). By leveraging individuals who have a large following on social media—known as influencers—brands use this strategy to establish more direct



communications with consumers. The credibility and expertise of influencers contribute to their effectiveness, with a high probability (82%) that followers will respond to their recommendations (Wang, Jones, & Brown, 2016). Despite being relatively new to marketing practices, influencer marketing has demonstrated remarkable returns on investment (ROI), surpassing traditional digital marketing methods. The shift towards influencers is emphasized by the fact that the overwhelming majority of consumers trust recommendations from individuals rather than brands (Kotler, Kartajaya, & Iwan, 2016). TikTok has rapidly ascended as a major platform for influencer marketing, thanks to its unique features designed for short and engaging visual content, and its user base, which exceeded 1.5 billion users in 2023 (Dunn, 2024). It has become a magnet for content creators and opinion leaders to showcase their creativity and connect with their audiences, prompting brands to employ them as ambassadors. This context sets the stage for our study, which investigates **the role of influencer marketing on TikTok in the purchasing decisions of Algerian female cosmetics consumers**. The study further delves into the following sub-questions:

- Is there an impact of the credibility of Algerian influencers through the TikTok platform on the pre-purchase behavior of Algerian women consumers of cosmetics?
- Is there an impact of the experience of Algerian influencers through the TikTok platform on the pre-purchase behavior of Algerian women consumers of cosmetics?
- Is there an impact of the attractiveness of Algerian influencers through the TikTok platform on the pre-purchase behavior of Algerian women consumers of cosmetics?
- Is there an impact of the quality of Algerian influencers' content on the TikTok platform on the pre-purchase behavior of Algerian cosmetics consumers?
- Is there an impact of the credibility of Algerian influencers through the TikTok platform on the post-purchase behavior of Algerian consumers of cosmetics?
- Is there an impact of the experience of Algerian influencers on the TikTok platform on the post-purchase behavior of Algerian women consumers of cosmetics?
- Is there an impact of the attractiveness of Algerian influencers on the TikTok platform on the post-purchase behavior of Algerian women consumers of cosmetics?
- Is there an impact of the quality of Algerian influencers' content on TikTok on the post-purchase behavior of Algerian women consumers of cosmetics?

Hypotheses of the study:

- There is an impact of the credibility of Algerian influencers through the TikTok platform on the pre-purchase behavior of Algerian women consumers of cosmetics



- There is an impact of the experience of Algerian influencers through the TikTok platform on the pre-purchase behavior of Algerian women consumers of cosmetics
- There is an impact of the attractiveness of Algerian influencers through the TikTok platform on the pre-purchase behavior of Algerian women consumers of cosmetics
- There is an impact of the quality of Algerian influencers' content on the TikTok platform on the pre-purchase behavior of Algerian women consumers of cosmetics
- There is an impact of the credibility of Algerian influencers through the TikTok platform on the post-purchase behavior of Algerian women consumers of cosmetics
- There is an impact of the experience of Algerian influencers through the TikTok platform on the post-purchase behavior of Algerian women consumers of cosmetics
- There is no trace of the attractiveness of Algerian influencers via TikTok on the post-purchase behavior of Algerian women consumers of cosmetics
- There is no impact of the quality of the content of Algerian influencers through the TikTok platform on the post-purchase behavior of Algerian consumers of cosmetics.

Research Methodology and Tools: The descriptive inductive approach was used in this study, as it describes the nature of the relationship between two variables and seeks to generalize the results from the sample to the entire population (المحمودي، 2019). An electronic questionnaire was utilized as the data collection tool, and the analysis was conducted using the SPSS program.

The importance of the study and its objectives: This study offers significant academic and practical insights for marketers seeking to comprehend the role of influencers in the consumer decision-making process and leverage them within the Algerian cosmetics market. The findings facilitate the development of influencer marketing strategies tailored to the characteristics of the cosmetics audience. The primary objectives of this study are to: understand the current state of influencer marketing on the TikTok platform in the Algerian context; examine the behavior of Algerian cosmetics consumers towards influencer marketing campaigns; and determine the extent to which the dimensions of influencer marketing impact purchasing behavior..

Structure of the study: In order to answer the problem of our study, we divided it into two axes:

- The theoretical framework of the study.
- The case study.

I. The Theoretical Framework of the Study

In this chapter, we will explore the theoretical literature related to influencer marketing and purchasing behavior, and adapt it to address the specific problems identified in the study.



1. Influencer Marketing:

Influencer marketing revolves around the complex interactions between influencers, brands, and audiences. This complexity stems from various factors that shape influencer content, such as originality, attractiveness, and experience. Understanding influencer marketing is vital for organizations aiming to leverage influencers to reach target audiences effectively. Adapting to this complexity is essential for brands to establish genuine collaboration, enhance the unique appeal of influencers, and increase the resonance of promotional efforts within target markets.

1.1. The concept of influencer marketing.

An influencer is defined as a person who has the ability to impact consumers' decisions regarding products, services, ideas, places, etc., through their expertise, personality, or relationships (Etheredge, Janet, Debbie, & June, 2021). Additionally, influencers are described as a new type of celebrity who leverage social media platforms to influence their followers (Brito, Pedro, Gadekar, & Sofia, 2020). Therefore, an influencer can be seen as someone who guides others' decisions and preferences in various aspects of life, primarily through social media channels.

Influencer marketing refers to marketing strategies that rely on influencers and opinion leaders to enhance brand awareness and foster brand loyalty (Isyanto & Sinaga, 2020). It is also defined as a form of social media marketing where products are promoted through individuals who have a high level of influence in their fields (Sudha & Kinari, 2017). These individuals act as third-party endorsers, providing quality testimonials (or the opposite) for products. Based on the aforementioned definitions, influencer marketing can be described as a promotional approach that leverages influential or famous individuals, often referred to as influencers or opinion leaders, to boost brand awareness and cultivate consumer loyalty. It functions as a marketing channel within social media platforms, where products are endorsed by individuals with significant influence in their areas of expertise. These influencers serve as third-party advocates, offering quality endorsements for products, which enhances the brand's credibility and resonance with the target audience.

1.2. Dimensions of Influencer Marketing :

- a. **Credibility Effective:** Influencer credibility pertains to the trustworthiness and transparency of individuals who can effectively influence their audience. Collaborating with such trusted influencers is strategically critical for marketers. The credibility of influencers amplifies the effectiveness of promotional efforts and fosters trust and positive associations with products or brands (Susanna & Kim, 2020).
- b. **Influencer expertise:** This pertains to the proficiency and depth of understanding an influencer has within a specific industry or field. Brands aim to collaborate with influencers who possess substantial experience and a strong experimental background, as this enhances the brand's ability to gain the trust of their target market.
- c. **Attractive influencer:** This encompasses both the physical and personal attributes that captivate an audience. Brands evaluate an influencer's appeal,



considering it an essential criterion in the selection process. An attractive influencer, possessing qualities such as physical beauty and charisma, effectively captures public attention and thereby enhances brand awareness (Chekima, Chekima, & Azaze-Azizi, 2020).

- d. Quality of content:** This refers to the overall relevance and distinctiveness of the materials shared by influencers on their platforms, including the clarity of messages, visual aesthetics, and originality. High-quality content reflects the professionalism of the influencer, which is why brands often prioritize influencers with a proven track record of consistently delivering superior content. This enhances the credibility of promotional messages and fosters positive associations with marketed products or services.

1.3. Significance of Influencer Marketing:

- a. Trust: Influencer marketing capitalizes on the genuine and trusted relationships influencers have with their followers. Since influencers are perceived as relatable figures rather than mere brand representatives, their endorsements result in higher levels of trust and credibility.
- b. Target reach: Influencers often have niche audiences with specific interests or characteristics. Brands can leverage this targeted reach to tailor their messages to specific audiences, ensuring that promotional efforts are more efficient and effective.
- c. Engagement and interaction: Influencers engage with their followers in real-time on social media platforms, facilitating instant and interactive communication. This engagement enhances the overall effectiveness of marketing campaigns by creating a more dynamic and responsive environment.
- d. Viral content: Influencers create shareable content that resonates with their audience. This shareability contributes to the viral spread of marketing campaigns, extending reach beyond the influencer's direct followers and amplifying the overall impact of the campaign.
- e. Cost-effectiveness and return on investment: Compared to traditional forms of digital marketing, influencer marketing often proves to be more cost-effective. Studies show a higher return on investment (ROI) when collaborating with influencers, making it an attractive option for brands seeking effective and impactful promotional strategies.

1.4. Transition to Influencer Marketing:

Brands are increasingly shifting from traditional digital marketing to influencer marketing due to the unique advantages it offers. Influencer marketing leverages the authentic and interconnected nature of content created by individuals with substantial online followings. Influencers often have more personal relationships with their audiences, which enhances trust and engagement. This shift reflects the recognition of changing consumer behaviors, as people prefer recommendations from trusted individuals over traditional advertising. Additionally, influencer marketing enables brands to tap into niche markets and communities more effectively, thereby increasing the credibility and reach of their promotional efforts.



2. Purchasing Behavior:

Purchasing behavior is inherently complex and multifaceted, encompassing the dynamic interplay of numerous factors that shape consumer decisions. This intricacy stems from a diverse array of elements, including personal preferences, cultural influences, and sophisticated marketing strategies. Consequently, the study and comprehension of purchasing behavior are imperative for businesses seeking to navigate and adapt to the consumer decision-making process effectively.

2.1 The concept of purchasing behavior:

Purchasing behavior encompasses a series of stages influenced by various factors. In this process, consumers actively engage in decision-making regarding their preferred product choices, driven by their desire for specific benefits. However, this desire is constrained by several limitations, such as product availability in the market and the impact of marketing strategies (2021, (الحاج و بن ناولة), The evaluation process involves consumers assessing and comparing available alternatives after gathering and analyzing information (2020, عساسي و رحمانى). Additionally, this process includes actions taken post-purchase.

2.2 The factors influencing purchasing behavior:

The nexus between purchasing behavior and the individual consumer, coupled with its unique and variegated characteristics that vary among consumers, necessitates a consideration of numerous external factors and variables that influence consumer behavior. This intricate relationship is further compounded by its association with the consumer environment, encompassing a myriad of components and variables., the most prominent of which can be summarized in the following table:

Table 1: « The factors influencing purchasing behavior»

Factor	Influence
Cultural factors	Cultural factors encompass societal values, beliefs, and traditions that exert influence on individuals' preferences and purchasing decisions. These elements, comprising language, religion, and family structure, not only shape attitudes and behaviors within the marketplace but also inform the development of effective marketing strategies.
Social factors	Social factors encompass external influences such as reference groups, family dynamics, individual roles, and societal status. Reference groups denote the social circles against which individuals benchmark themselves. Family influences encapsulate the impact of family members on purchasing decisions. Roles and status pertain to the social positions individuals occupy, shaping their preferences and choices within the consumer landscape.
Personal factors	Personal factors encompass individual characteristics such as age, occupation, economic status, lifestyle, personality, and self-concept. These factors collectively influence and shape an individual's preferences, choices, and purchasing decisions within the marketplace.
Psychological factors	Psychological factors encompass internal psychological processes such as motivation, cognition, learning, beliefs, and attitudes. These elements collectively influence how individuals perceive, learn, and make decisions in the marketplace, thereby shaping their preferences and guiding purchasing behavior.

source: Prepared by researchers based on (KOTLER & ARMESTRONG, 2012).



3. Marketing through the TikTok platform:

Marketing through the TikTok platform represents a novel trend in digital marketing strategies. Utilizing the platform's short videos and interactive features, brands engage with a diverse audience by crafting content that resonates and sparks interest. This approach transcends traditional marketing methods by incorporating user-generated content and leveraging trending events to establish a robust brand presence.

3.1. The concept of Tik Tok marketing:

TikTok marketing entails a digital marketing strategy that harnesses the unique features of the TikTok platform. This strategy focuses on creating short and captivating videos, often through collaboration with influencers and utilizing hashtag challenges. Brands leverage TikTok's extensive reach and high user engagement to promote products, enhance awareness, and establish communication with young target markets. Successful implementation of TikTok marketing necessitates a deep understanding of the platform's algorithms and strategic utilization of trending content.

3.2. The importance of marketing through the Tik Tok platform:

Marketing through the TikTok platform holds significant importance in the modern digital landscape. Brands utilize TikTok to amplify awareness and engage with a vast audience of younger users. Through short video content and interactive challenges, TikTok elevates user engagement, presenting opportunities for brands to launch targeted and compelling marketing campaigns. The platform's viral nature facilitates widespread access and engagement, offering marketers an effective channel to creatively showcase products, services, and ideas. Furthermore, TikTok enables brands to harness the power of original user-generated content and capitalize on trends, ultimately enhancing brand value.

II. The applied framework of the study.

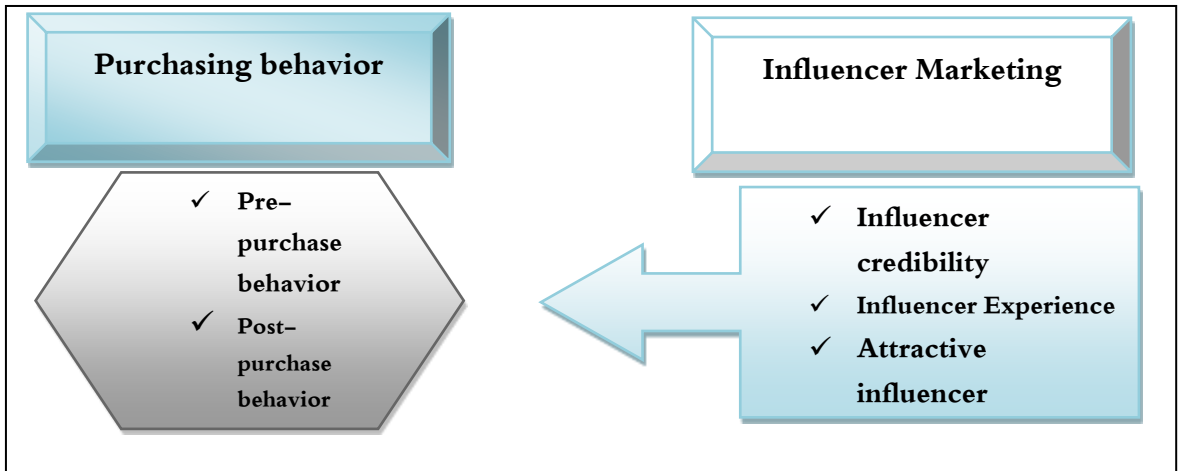
To address the research challenges, a comprehensive array of tools and methodologies were employed to analyze the gathered data and present them in a compelling manner. This approach aimed to validate the initial assumptions and derive actionable insights from the findings.

1. Variables and Research Model:

The study variables consist of: influencer marketing as an independent variable, composed of "influencer attractiveness, influencer credibility, influencer experience, and content quality." Purchasing behavior, composed of "pre-purchase behavior and post-purchase behavior."



Fig. 1 : « Research Model »



Source: Elaborated by authors

2. Research Instruments:

Data was gathered utilizing a meticulously crafted electronic questionnaire, meticulously structured to capture personal data aspects within the first axis of the sample populace (age, educational attainment, occupational status, income bracket). The second axis encapsulates the multifaceted dimensions of influencer marketing, while the third axis delves into the intricacies of purchasing behavior.

3. Study Population and Sample: The study's population comprises women who are consumers of cosmetics and actively utilize the TikTok platform in Algeria across 58 provinces. The sample, however, was randomly selected, amounting to 250 individuals initially, with 34 individuals excluded from analysis due to data inadequacy, leaving a final sample size of 216 individuals.

4. Data Collection and Analysis Methods:

The information was gathered through an electronic questionnaire, as previously mentioned, and subsequently analyzed using Excel and the statistical software SPSS version 28. Various statistical tests were employed, including the Cronbach's alpha test (for the reliability and validity of questionnaire items), percentages, mean, standard deviation, and multiple linear regression. Additionally, the study utilized a Likert five-point scale for data measurement:

Table 2: «Five-point Likert scale»

Option	Strongly disagree	disagree	neutral	agree	Strongly agree
range	1-1.79	1.8-2.56	2.6-3.39	3.4-4.19	4.2-5

Source: Elaborated by authors



5. Survey Results Analysis:

5.1 Reliability of the Research Instrument:

Reliability of the questionnaire refers to the stability of the score obtained by an individual on a scale measuring a particular trait. If the scale is applied to the same person multiple times, it should yield the same results each time (حيواني و بن زروال، (2016. The reliability of the questionnaire is measured using Cronbach's Alpha, which ranges between 0 and 1. The closer the value is to 1, the more reliable the questionnaire. It is worth noting that there is a general consensus among researchers that a Cronbach's Alpha value greater than 0.60 is considered sufficient and acceptable.:

Table 3: «Questionnaire Reliability (Cronbach's Alpha) »

Dimension	Influencer Marketing	Purchasing Behavior
Cronbach's Alpha Value	0.876	0.865

Source: Compiled by authors utilizing SPSS version 28 outputs

From the previous table, we observe that the Cronbach's Alpha values for both variables exceed 0.6, indicating that the questionnaire is reliable.

5.2 Analysis of personal data of sample members:

This includes an analysis of the personal characteristics of the sample, and the following table illustrates the attributes of the study sample.

A. Personal information: This includes gender, age, and educational level.

Table 4: « Personal Data of the Sample Individuals »

Academic level			
Postgraduate	Professional formation	university	Secondary or less
%29.5	6.4%	%61.5	%2.6
Age			
Under 19 y/o	From 19 to 30	From 31 to 45	Over 45 y/o
%3.8	%61.5	%32.1	%2.6

Source: Compiled by authors utilizing SPSS version 28 outputs

Based on the results, it is evident that the age group most represented in the sample is the 19-30 age bracket, which is expected as TikTok targets Generation Z. Following closely is the age group 31-45. However, there is notably low representation from the under 19 age group, contrary to expectations since TikTok content is primarily geared towards entertainment challenges associated with Generation Alpha. Regarding academic level, the majority of participants have a university education or higher, posing greater challenges for brands targeting them due to their higher cultural awareness and knowledge, which leads to higher demands.

**Table 5: « Personal Data of the Sample Individuals »**

Income DA			
more 65000	40001- 65000	20000-40000	Under 20000
%6.4	25.6%	%21.8	%46.2
Occupation			
Employee	Business Owner	Freelancer	Unemployed
%38.5	%6.4	%16.7	%38.5

Source: Compiled by authors utilizing SPSS version 28 outputs

The vast majority of individuals in the sample are either employees or unemployed, which is expected due to the nature of the Algerian economic system (a directed economy) where employment predominates over individual initiative, leading to high unemployment rates. Regarding income, approximately half of the sample earns a very low monthly income, as mentioned earlier, due to the current crisis facing the Algerian economy.

5.3 The mean and standard deviation for the dimensions of influencer marketing.

The following table includes the arithmetic mean and standard deviation of influencer marketing phrases:

Table 6: « The mean and standard deviation for the statements of influencer marketing ».

Sentences	Mean	Standard Deviation	Agreement Level
Algerian influencers promoting cosmetics on TikTok are trustworthy.	2.21	01.06	Disagree
Algerian influencers promoting cosmetics on TikTok are knowledgeable about the products they endorse.	2.45	1.12	Disagree
Algerian influencers promoting cosmetics on TikTok are transparent about their use and experience with the products.	02.08	01.02	Disagree
Overall credibility of the influencer.	2.25	0.86	Disagree
Algerian influencers promoting cosmetics on TikTok demonstrate a high level of knowledge and expertise.	2.30	01.03	Disagree
I trust recommendations made by Algerian influencers promoting cosmetics on TikTok.	02.02	0.94	Disagree
Algerian influencers promoting cosmetics on TikTok have a good understanding of my consumer needs.	2.49	1.20	Disagree
Overall influencer experience.	2.27	0.87	Disagree
Algerian influencers promoting beauty products on TikTok are more convincing when they have an attractive appearance.	3.34	1.20	Neutral
Algerian influencers promoting beauty products on TikTok are articulate.	3.24	01.06	Neutral



Algerian influencers promoting beauty products on TikTok are popular among the audience.	03.07	01.05	Neutral
Overall influencer attractiveness.	3.22	0.84	Neutral
The content shared by Algerian influencers promoting cosmetics on TikTok is of high quality.	2.48	0.89	Disagree
The content shared by Algerian influencers promoting cosmetics on TikTok is enjoyable.	2.98	01.07	Neutral
The content shared by Algerian influencers promoting cosmetics on TikTok is helpful.	2.64	01.02	Neutral
Overall content quality.	2.70	0.84	Neutral

Source: Compiled by authors utilizing SPSS version 28 outputs

The evaluation of the "Influencer Credibility" dimension among Algerian women who consume beauty products endorsed by influencers on TikTok sheds light on a significant concern regarding the credibility of these influencers. Participants expressed reservations about the credibility of influencers, indicating a need for influencers to establish more authentic connections with their audience. The low agreement scores concerning influencers' trustworthiness, knowledge about the products they promote, and transparency suggest a disconnect between the marketing messages delivered by influencers and the reality perceived by consumers.

The assessment of participants' responses in the survey regarding the "Influencer Expertise" dimension was relatively low. They expressed reservations about the high levels of knowledge and expertise claimed by influencers, indicating a potential imbalance between influencers' presentation and consumers' perceptions. The lack of trust in influencers' recommendations points to a gap in building trust, while doubts about their understanding of consumer needs emphasize the importance of influencers adjusting their messages to resonate better with their audience.

The overall neutrality in responses regarding "Influencer Attractiveness" reflects a cautious stance among participants. This dimension includes elements such as appearance, eloquence, and popularity. Participants somewhat acknowledge that attractive influencers have a greater ability to persuade. Moving on to the "Content Quality" dimension, which assesses the evaluation of influencers promoting beauty products on TikTok by Algerian consumers, the collective response indicates a degree of skepticism regarding the overall quality of the content. This skepticism is highlighted when examining the individual statements within this dimension, where the quality-related statement receives notably low ratings. The neutral responses regarding the content being enjoyable and useful indicate a divergence in evaluations of these aspects, attributed to differences in tastes and interests among participants.

5.4 Analysis of the mean and standard deviation for purchasing behavior.

The following table represents the mean and standard deviation for statements



Table 7: « The arithmetic mean and standard deviation of purchasing behavior».

Sentences	Mean	Standard Deviation	Agreement Level
I usually evaluate and compare the content and alternatives offered by different influencers before making a purchase decision.	3.25	01.05	Neutral
Ads presented by influencers usually motivate me to buy the product and how much I need it.	2.81	1.20	Neutral
The effect of the content published by Algerian influencers promoting cosmetics on TikTok on my perception of the quality of the products.	2.95	01.07	Neutral
The information provided by Algerian influencers promoting cosmetics on TikTok helped me make more informed purchasing decisions.	2.87	1.12	Neutral
Overall pre-purchase dimension	2.97	0.87	Neutral
I am satisfied with the cosmetics I bought after being influenced by Algerian influencers on TikTok.	2.52	0.99	Disagree
I am likely to repurchase cosmetics promoted by Algerian influencers on TikTok in the future.	2.63	01.06	Neutral
I have recommended to others the beauty products promoted by Algerian influencers on TikTok.	2.52	01.09	Disagree
Overall post-purchase dimension	2.56	0.92	Disagree

Source: Compiled by authors utilizing SPSS version 28 outputs

Through an analysis of pre-purchase behavior, it is evident that a significant proportion of respondents assess influencer content and offerings before making purchasing decisions. This underscores the importance of influencer marketing aligning with consumer needs. However, respondents express reservations about the impact of influencer content on their perceptions of product quality. This indicates the necessity for brands and influencers to innovate better strategies to foster positive perceptions towards their products. Furthermore, respondents demonstrate neutrality in seeking enlightenment from influencers to make more informed decisions, underscoring the importance of influencers providing simplified and more useful information.

Regarding post-purchase behavior, the approval rating was notably low. This is reflected in the respondents' low satisfaction levels, primarily due to unmet expectations regarding product performance endorsed by influencers. Additionally, there is hesitation towards repurchasing and reluctance to engage in word-of-mouth marketing (WOM) for purchased products. This hesitancy stems from the significant disparity between the promises made by influencers in marketing and the actual experiences consumers have with the products. When consumers find that products recommended by influencers do not meet the advertised promises, it creates a sense of disappointment and reduces their inclination towards repurchase or recommendation.



5.5 Hypothesis Testing Analysis:

For the purpose of hypothesis validation, we have employed a simple linear regression approach to investigate the correlation between the independent variables and the dependent variable. The outcomes of this rigorous examination are delineated in the subsequent graphical representation.

Table 8: « Simple linear regression analysis of pre-purchase behavior »

Dependent Variable	Independent Variables	R	R ²	SIG	B	Sig
Pre-purchase Behavior	Influencer Credibility	0.77	0.59	0.001	0.137	0.03
	Influencer Experience				0.282	0.050
	Influencer Attractiveness				0.315	0.001
	Content Quality				0.243	0.001

Source: Compiled by authors utilizing SPSS version 28 outputs

- a. The credibility of influencers on TikTok significantly impacts the pre-purchase behavior of Algerian women in the cosmetics market. Specifically, for every unit increase in influencer credibility, pre-purchase behavior increases by 13%. This implies that when influencers are perceived as trustworthy sources, consumers are more inclined to value their recommendations.
- b. The level of expertise of influencers plays a crucial role in shaping pre-purchase behavior among Algerian women in the cosmetics market. With each unit increase in expertise, pre-purchase behavior increases by 28%. This is expected as consumers are likely to trust recommendations from influential individuals who possess a deep understanding of products, enabling them to make informed purchasing decisions.
- c. The attractiveness of influencers on TikTok significantly influences pre-purchase behavior among Algerian women in the cosmetics market. For every unit increase in attractiveness, pre-purchase behavior increases by 31%. This confirms that Algerian women are more inclined to engage with recommendations from attractive influencers and trust them, impacting pre-purchase behavior by associating products with the appealing image of influencers.
- d. The quality of influencer content on TikTok affects pre-purchase behavior among Algerian women in the cosmetics market. For every unit increase in content quality, pre-purchase behavior increases by 24%. High-quality content not only captures attention but also educates and entertains, making cosmetic products more appealing. Influencers who consistently produce high-quality content are seen as reliable sources of information.

**Table 9: « Simple linear regression analysis of post-purchase behavior »**

Dependent Variable	Independent Variables	R	R ²	SIG	B	Sig
Post-purchase behavior	Influencer Credibility	0.69	0.48	0.001	0.29	0.001
	Influencer Experience				0.36	0.001
	Influencer Attractiveness				0.04	0.53
	Content Quality				0.18	0.023

Source: Compiled by the researcher based on SPSS results.

- a. The credibility of TikTok influencers significantly impacts post-purchase behavior among Algerian women in the cosmetics market. Specifically, for every unit increase in influencer credibility, post-purchase behavior increases by 29%. When influencers are perceived as credible and trustworthy, Algerian women who make purchases based on their recommendations are more likely to express satisfaction with the purchased beauty products. This suggests that influencer credibility contributes to a positive post-purchase experience by enhancing confidence in the product's efficacy and the endorsement itself. Satisfied consumers are more likely to consider repurchasing from these influencers and may even recommend the products to others.
- b. The expertise of TikTok influencers affects post-purchase behavior among Algerian women in the cosmetics market, with each unit increase in expertise leading to a 36% rise in post-purchase behavior. Influencers with substantial expertise in the beauty industry enhance customer satisfaction by providing accurate and informed product recommendations. Their expertise boosts confidence in the post-purchase phase, potentially leading to increased loyalty and a higher likelihood of consumers considering repurchasing from these influencers.
- c. The attractiveness of TikTok influencers does not have an impact on post-purchase behavior among Algerian women in the cosmetics market. This indicates that while influencer attractiveness plays a role in capturing attention and shaping pre-purchase behaviors, the effectiveness, quality, and value of the product become more critical in the post-purchase phase. Consequently, the influence of an influencer's attractiveness diminishes as the customer journey progresses.
- d. The quality of influencer content on TikTok influences post-purchase behavior among Algerian women in the cosmetics market. Every unit increase in content quality results in an 18% rise in post-purchase behavior. This underscores that high-quality content not only attracts consumer attention during the pre-purchase phase but also continues to shape perceptions post-purchase. Engaging and informative content fosters a



positive association with beauty products, contributing to a satisfactory post-purchase experience. Consumers exposed to high-quality content are likely to develop a favorable perception of the purchased products, thereby enhancing overall satisfaction.

In summary, the post-purchase behaviors of Algerian women in the cosmetics market are significantly influenced by the perceived credibility, expertise, and content quality of TikTok influencers, with attractiveness playing a lesser role. These factors are crucial for ensuring consumer satisfaction, loyalty, and positive word-of-mouth endorsements. Therefore, developing credible, knowledgeable, and high-quality content in influencer marketing strategies is essential for sustaining long-term consumer engagement and satisfaction.

Conclusion:

In this research paper, we aimed to emphasize the importance of influencer marketing on TikTok and its impact on purchasing behavior. The study explored the key dimensions of influencer marketing, including influencer credibility, expertise, attractiveness, and content quality, to examine their influence on pre-purchase and post-purchase behaviors. The research specifically focused on Algerian female consumers of cosmetics as a case study and arrived at several significant findings:

- The study revealed significant skepticism among cosmetic consumers regarding the credibility of TikTok influencers. Participants consistently expressed reservations about the influencers' trustworthiness, transparency, and knowledge of the products they promote. This indicates a substantial gap between the marketing messages conveyed by influencers and the perceptions and realities experienced by the consumer base.
- Attractiveness is a notable characteristic of TikTok influencers in the Algerian cosmetics market. This includes elements such as appearance, eloquence, and popularity, which enhance their persuasive capabilities to some extent.
- A significant proportion of cosmetic consumers evaluate the content and offers of influencers before making a purchase decision, underscoring the importance of influencer marketing in aligning with consumer needs.
- Concerning post-purchase behaviors, consumer satisfaction was low due to unmet expectations regarding the performance of products promoted by influencers. This was also evident from the reluctance to repurchase and the hesitation to engage in word-of-mouth (WOM) marketing for purchased products.
- High-quality content not only captures attention but also educates and entertains, creating a positive perception of cosmetic products. Influencers who consistently produce high-quality content are viewed as reliable sources of information.



- Although influencer attractiveness plays a role in capturing attention and shaping pre-purchase behaviors, product experience, quality, and value become more critical in the post-purchase phase, diminishing the influence of influencer attractiveness over time.
- Influencer credibility plays a pivotal role in shaping all stages of purchasing behavior. Consumers rely on trustworthy influencers to make more informed decisions before purchasing, affecting product perceptions. In the post-purchase phase, credibility influences trust and satisfaction, impacting future decisions and recommendations.

Based on these findings, we propose the following recommendations:

- It is essential to choose influencers who align with the brand's values and the values of the target market, regardless of their follower count. A large follower base does not guarantee effective communication if the influencer does not resonate with the interests and values of the target market. Selecting influencers from smaller, more engaged communities that align with the target market can increase engagement and conversion rates.
- Investing in training influencers about the product and its usage can enhance their expertise and address consumer reservations about them. This builds trust and credibility.
- Managing expectations: To address low post-purchase satisfaction, influencers and brands should manage consumer expectations by providing accurate information about product performance. This has the potential to positively influence repurchase intentions and word-of-mouth marketing.
- Continuously monitoring the professional trajectory and social media presence of influencers to mitigate potential risks associated with their involvement in any controversies or issues that could negatively affect the brand.

Future prospects for research:

- Determinants of selecting influencers for marketing service products.
- Influencers and brand identity: synergy or conflict?
- Ways to activate word-of-mouth among Generation Alpha.

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