

Abstract

This bachelor thesis explores the influence of TikTok on the spread of beauty trends and their impact on user purchasing behavior. The main goal of the study was to examine how viral videos on TikTok can shape consumer habits and perceptions of cosmetic products, with a focus on how cosmetic brands can strategically utilize these trends to their advantage. The theoretical part provides an overview of the origins and development, algorithms, and users of this social network, while the practical part focuses on analyzing viral videos on TikTok and their impact on consumer preferences, particularly among Generation Z users. Research through a survey revealed that organic trends can be more effective for brands than traditional advertising and that brands adapting to current trends achieve greater interest from users. The most popular cosmetic trends identified in the survey include "clean girl aesthetic," "glass skin," and makeup styles inspired by well-known films and series. The findings indicate that these trends not only strengthen brand perception but also directly influence purchasing decisions, suggesting that TikTok is a key channel for the marketing communication of cosmetic brands, especially those targeting a younger demographic. The thesis emphasizes the importance of continuous monitoring and adaptation to trend changes on TikTok, to keep cosmetic brands relevant and competitive in a rapidly changing digital environment.