INFLUENCE OF TIKTOK ON SKINCARE CHOICES AMONG MARRIED WOMEN IN ILORIN

BY

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CERTIFICATION

I certify that this project was carried out by JOSEPH HELEN GRACE with matriculation number HND/23/MAC/FT/1095 as meeting the requirement for the award of Higher National Diploma in the department of Mass Communication, Kwara State Polytechnic, Ilorin.

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DEDICATION

This project is dedicated to Almighty God who has seen me through from the beginning to the end of the course. And to my lovely parents Mr. & Mrs. Joseph who has always been supportive.

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CHAPTER ONE

INTRODUCTION

1.1   Background of the Study

Social media has become a significant influence on consumer behavior, including skincare choices. Among these platforms, TikTok stands out for its engaging, short-form videos that often feature product reviews, tutorials, and trends. Married women in Ilorin, like in many other parts of Nigeria, are increasingly using TikTok as a source of information and inspiration for their skincare routines. However, the extent to which TikTok influences their choices remains understudied. Tiktok was introduced to the social media marked in September 2016 and quickly took a leading role in the universe of social sharing With a ray of celebrities quickly adding their profile to the platform, the media became a source of attraction for teenagers and young adults worldwide. Tiktok can be described as a platform where people can make videos of about 15 seconds, these videos then run in a loop until you choose to move to the next video. It is also possible to merge video clips which then allows for 60-second clips. Videos can incorporate music samples, filters, quick cuts, stickers, and other add-ons. TikTok has become one of the most popular social media worldwide with more than 800 million users globally and 400 million users in China, who are using the chinese version of the app which is called Douyin (Kemp, 2020). TikTok has found enthusiastic popularity in Asian countries such as Cambodia, Japan, Indonesia, Malaysia, Thailand, and Vietnam. TikTok stands out with dynamism for influencer marketing as influencers make content mostly for young people in different categories: fashion, cuisine, travel, makeup, review, etc. (Haenlein et al, 2020). The attitude of TikTok users as well as potential customers is positive (Dirir, 2022). Regarding credibility, users think TikTok is not only the place to gain entertainment, and fun but also for information seeking and socialization (Yang & Ha, 2021). The popularity has in large measures been explosive in these countries, in comparison it took Instagram almost six years from its beginning to

gain the number of active users that TikTok has managed to have in under three years. Facebook took over four years to match the number of Tiktok. In its infancy, Tiktok ran into a series of controversy and in 2019, it was banned in India for a short amount of time due to "morality issues". On several occasions, it has been accused of not doing enough to protect the users who are by and large young teenagers and young adults. Tiktok was investigated in the US over national security concerns but despite these shortcomings, the app has proven resistance to criticism and any backlash from critics This research aims at young students who in increasing numbers have taken up the use of the Tiktok application. It will look at how young adults are using the app and also what influence the app has on the lives of what is popularly called Gen Z. The Gen Z population, which are people born between 1997 and 2012, is skilled in using mobile tools such as mobile phones and tablets to express themselves, and TikTok just is one of the hundreds of possibilities that gives them a platform to do so (Zulli & Zulli, 2020).

In recent years, social media platforms have revolutionized the ways individuals interact, consume information, and make lifestyle decisions. Among these platforms, TikTok has emerged as a global phenomenon, captivating millions with its short, engaging video content. Its influence extends beyond entertainment, permeating areas such as fashion, fitness, and beauty. One particularly notable trend is the platform's impact on skincare choices, especially among specific demographic groups, including married women. This study seeks to explore the influence of TikTok on the skincare choices of married women in Ilorin, a vibrant and diverse city in Nigeria. The allure of TikTok lies in its algorithm-driven content delivery, which personalizes user experiences based on their preferences and interactions. This feature has enabled creators, influencers, and even dermatologists to share skincare routines, product recommendations, and beauty tips with a broad audience. For married women in Ilorin, who often juggle multiple roles as wives, mothers, and professionals, TikTok provides a convenient and accessible platform to explore skincare solutions that align with their personal and cultural contexts

(Sun et al., 2022).

Skincare has traditionally been influenced by cultural norms, local practices, and advice from trusted sources. However, TikTok introduces a new dimension by democratizing access to global beauty trends and expert advice. This phenomenon raises important questions about how married women in Ilorin navigate the intersection of traditional practices and modern influences in making skincare choices. Do they adopt TikTok-recommended routines and products? How do they evaluate the credibility of the information shared on the platform? And what role do factors like age, education, and socioeconomic status play in shaping their responses? (De Veirman et al., 2021).

Understanding the influence of TikTok on skincare choices is significant for several reasons. Firstly, it sheds light on the broader impact of social media on consumer behavior in developing regions. Secondly, it highlights the potential risks and benefits of relying on user-generated content for health-related decisions. Finally, it provides valuable insights for skincare brands, marketers, and content creators aiming to connect with this demographic in meaningful and responsible ways (Haenlein et al, 2020).

1.2   Statement of the Problem

The rapid rise of social media platforms has significantly altered consumer behavior, including how individuals make decisions about personal care products. Among these platforms, TikTok stands out as a major influencer in shaping trends and preferences, particularly through its engaging short video format. With over a billion users globally, TikTok has become a hub for skincare enthusiasts and influencers who share product reviews, tutorials, and routines, often resulting in viral trends that impact purchasing behaviors. However, little is known about how TikTok's content influences specific demographic groups, such as married women in Ilorin, Nigeria. Married women in Ilorin represent a unique group with distinct skincare needs influenced by cultural, socioeconomic, and personal factors. Many of these women balance multiple roles, including professional responsibilities, household management, and family care, which

can limit their time and resources for skincare. Despite these challenges, the aspiration to maintain healthy and appealing skin remains significant, driven by societal standards of beauty and self-care. TikTok's highly visual and dynamic content provides easy access to skincare information, but it also raises questions about the reliability and applicability of such advice. For instance, skincare recommendations on TikTok are often based on anecdotal evidence or sponsored promotions, which may not consider individual skin types, local climatic conditions, or affordability. Furthermore, there is growing concern about the potential negative impacts of TikTok's influence. Married women in Ilorin may face pressure to conform to beauty standards promoted on the platform, leading to impulsive purchases of trending products. These products may not always align with their skin's needs or their budgets, resulting in dissatisfaction, skin damage, or financial strain. Additionally, the proliferation of misinformation about skincare on TikTok poses a risk, as users may follow unverified advice that could harm their skin health. Despite the pervasive influence of TikTok on consumer choices, there is a paucity of research examining its impact on skincare decisions among married women in Ilorin. Understanding this phenomenon is crucial for several reasons. First, it can help uncover the extent to which TikTok shapes perceptions of skincare among this demographic. Second, it can provide insights into the benefits and challenges associated with using TikTok as a source of skincare information. Finally, such research can inform policymakers, dermatologists, and marketers on how to address the needs of this group while promoting accurate, safe, and culturally relevant skincare practices. This study seeks to fill this gap by exploring the influence of TikTok on skincare choices among married women in Ilorin, with the aim of understanding the implications for their well-being, financial management, and overall satisfaction with skincare outcomes.

1.3   Objectives of the Study

The main aim of the study is to examine the influence of Tiktok Among Married Women in Ilorin (Oke Ose). The specific objectives will be as follows:

1. To examine TikTok usage among married women in Ilorin regarding skincare content

2. To identify the factors that drive married women in Ilorin to adopt or reject skincare advice and products promoted on TikTok

1.4   Research Questions

1. How does TikTok content influence the skincare product preferences and purchasing decisions of married women in Ilorin?

2. What types of TikTok skincare content (e.g., tutorials, reviews, influencer endorsements) are most impactful on the skincare routines of married women in Ilorin?

1.5   Significance of the study

The significance of this study lies in its exploration of how TikTok influences skincare choices, particularly among married women in Ilorin. It provides valuable insights into the role of social media platforms in shaping consumer behavior and decision-making, especially in relation to beauty and wellness products. This study highlights TikTok's impact on skincare choices, particularly among married women in Ilorin. It benefits consumers by promoting informed decisions, helps marketers craft targeted strategies, and contributes to research on social media's influence on behavior. Additionally, it supports policymakers in addressing misinformation and encouraging safe skincare practices. For consumers, the study helps highlight how TikTok trends and influencers may affect skincare product preferences and awareness, enabling them to make more informed choices. For marketers, the research offers crucial data on how to better engage this demographic, allowing brands to design tailored campaigns that align with social media trends and consumer interests. The study also contributes to the growing body of research on social media's impact on consumer behavior, providing important findings for academics and researchers interested in the intersection of digital platforms and everyday choices. Finally, for policymakers, the study underscores the need for regulation and awareness campaigns to combat misinformation and promote safe

skincare practices, considering the wide-reaching influence of TikTok in shaping public opinion.

1.6   Scope Of The Study

The study focuses on examining the influence of TikTok on skincare choices among married women in Ilorin, Nigeria. It explores how TikTok content, including trends, influencers, and user-generated posts, affects the skincare decisions of this demographic. The study covers aspects such as the type of skincare products promoted on TikTok, the level of trust in these recommendations, and how social media interactions shape perceptions of beauty standards. Data will be collected from a sample of married women in Ilorin who actively use TikTok, and the study aims to understand the broader implications of social media on consumer behavior in the context of skincare.

1.7   Limitation Of The Study

The study is limited by several factors. First, it is geographically restricted to Ilorin, which may not represent the skincare choices of women in other regions. Additionally, the study focuses on married women, excluding other demographic groups like single women or men. The sample size may also be limited, affecting the generalizability of the findings.

1.8 Definition of Terms

This is the definition of some important concepts used in this study.

1. **TikTok**: A popular social media platform known for short-form videos where users share content on various topics, including beauty and skincare.

2. **Skincare Choices**: The products, routines, and practices individuals select to maintain or enhance their skin's health and appearance.

3. **Influence**: The impact or effect that TikTok content, trends, and influencers have on users' decisions, behaviors, and attitudes toward skincare.

4. **Married Women**: Female individuals who are legally married, representing a specific demographic group in the study.

5. **Social Media Trends**: Patterns or movements that emerge on social media platforms, particularly related to skincare, beauty routines, or product recommendations.

6. **Consumer Behavior**: The decisions and actions of individuals regarding the selection, purchase, and use of skincare products based on social media influences.

7. **Influencers**: TikTok users who have gained a significant following and whose recommendations or content can influence others' skincare choices.

8. **Ilorin**: The capital city of Kwara State in Nigeria, providing the localized context for understanding the impact of TikTok on skincare choices among married women in that region.

CHAPTER TWO

LITERATURE REVIEW

2.1 Conceptual Review

2.1.1 Overview of Social Media and Consumer Behavior

Social media has revolutionized how consumers interact with brands, access information, and make purchasing decisions. Platforms like Facebook, Instagram, YouTube, and TikTok have created dynamic spaces where individuals can explore product reviews, follow trends, and engage with influencers (Kapoor et al., 2018). Social media enhances consumer behavior through three main factors: ease of access to information, peer influence, and interactive marketing strategies (Kumar et al., 2021). Social media gives adolescents the opportunities to identify with other users have similar interests, but it also offers a comparison to other users. This comparison is prevalent in all generations of adolescents but becomes to a certain degree more anonymous on social media. As identification has a role in the development of young people social media offers this without the need for direct interaction. Studies have examined the use of social media and apart from passing time, entertainment, and information seeking, interpersonal/interactive searches the main searches made by adolescents and young adults. Studies have found that among groups of young people who use social media the reason for using the platforms is to overcome perceived shortcomings within themselves

Consumer behavior on social media is shaped by the content shared by brands, influencers, and other users. Users trust recommendations from influencers and peers over traditional advertisements, as these seem more authentic and relatable (Lou & Yuan, 2019). The interactive nature of social media allows for direct engagement between consumers and content creators, fostering trust and driving purchasing decisions (Chetioui et al., 2020).

2.1.2 TikTok as a Platform for Influencing Skincare Choices

TikTok has emerged as a leading social media platform, known for its short, engaging videos that quickly capture users' attention. The platform's algorithm, which tailors content to user preferences, has made it a powerful tool for influencing consumer behavior (Kaye et al., 2022). TikTok's appeal lies in its ability to create viral trends, often involving product reviews, tutorials, and "before-and-after" transformations in areas like skincare (Sun et al., 2022). Skincare content on TikTok often features dermatologists, beauty influencers, and everyday users sharing tips, debunking myths, and reviewing products. These videos, typically under one minute, are effective because they provide concise, visually appealing information (Abidin, 2020). The platform's use of hashtags such as #SkinTok and #SkincareRoutine enables users to explore a wide range of skincare content, further amplifying its influence (Becerra, 2022).

The popularity of TikTok among young people has spurred marketers' interest in advertisements for beauty products. The difficulties lie in grabbing the attention of the audience and dispelling false beliefs. The goal of the study, which made use of the SOR theory, associative memory model, reasoned action theory, and AISAS model, was to evaluate the influence of TikTok advertisements and beauty product image on consumer purchasing decisions. With 96 respondents, multiple linear regression analysis of quantitative data demonstrated a strong impact of TikTok advertising and product picture on purchasing decisions. The most important factor to consider is the product image (Metta Darmatama et al, 2021), However, the reliance on TikTok for skincare advice raises concerns about misinformation, as not all content is backed by scientific evidence. Users may also feel pressured to conform to unrealistic beauty standards promoted by influencers, which can affect self-esteem and consumer behavior (Huang et al., 2021).

2.1.3 Skincare Practices Among Married Women

Married women often prioritize skincare as part of their self-care routines, influenced by factors such as age, lifestyle, cultural expectations, and personal aspirations

(Chaudhary & Goyal, 2020). Skincare practices among this demographic typically include cleansing, moisturizing, and using treatments to address concerns like aging, pigmentation, or acne.

In Nigeria, skincare practices are influenced by a blend of traditional remedies and modern products. Many women rely on natural ingredients such as shea butter, aloe vera, and turmeric, which have cultural significance and are believed to offer therapeutic benefits (Olanrewaju & Adebayo, 2021). However, exposure to social media platforms like TikTok introduces them to global trends, encouraging the adoption of contemporary skincare routines and products. Married women in Ilorin, specifically, often balance their skincare practices with household responsibilities and cultural expectations, which may limit their time and budget for self-care (Ajibola, 2020). The influence of TikTok can provide them with quick, affordable, and accessible solutions tailored to their skincare needs.

2.1.4 Cultural Context of Beauty and Self-Care in Ilorin

In Ilorin, beauty and self-care are deeply rooted in cultural norms and values. Traditionally, beauty is associated with glowing skin, neat grooming, and the use of natural ingredients. Married women are often expected to maintain their appearance as part of their societal roles, which places additional emphasis on skincare practices (Ademola & Ogundele, 2019).

The intersection of traditional and modern beauty ideals in Ilorin creates a unique dynamic. While traditional remedies remain popular, the influence of globalization and social media platforms like TikTok has introduced new standards of beauty and skincare routines. This has led to an increased demand for contemporary skincare products, particularly those endorsed by influencers and dermatologists (Eze, 2022). TikTok has become a bridge between global beauty standards and local practices, enabling married women in Ilorin to access a wealth of information and experiment with new routines.

However, cultural sensitivity remains essential, as some trends may conflict with traditional values or be inaccessible due to financial constraints.

2.2   Theoretical Review

In research, theory serves as a beacon that holds or supports a research study. Several definitions have been given to theory by scholars and communication experts. To Mc Quail (2009), a theory is a system of law-like propositions and a systematic set of ideas that can help make sense of a phenomenon, guide action or predict a consequence. In line with this work, "influence of Tiktok on skincare choices among married women in Ilorin" this work is anchored on two theories, namely: Social Learning theory and Uses and Gratifications Theory.

2.2.1   Social Learning Theory

Social Learning Theory (SLT), developed by Bandura (1977), explains how individuals learn behaviors through observation and imitation. Key components of SLT include attention, retention, reproduction, and motivation. These processes allow individuals to observe role models, such as influencers and dermatologists on TikTok, and replicate their skincare practices when motivated by potential rewards, such as improved skin (Bandura, 1986). On TikTok, married women in Ilorin are exposed to skincare routines, product reviews, and demonstrations that they find relatable and credible. The platform's visual content and interactive features—such as live sessions and comment sections—enhance the learning process by fostering engagement and clarification (Sun et al., 2022). Influencers on TikTok serve as role models, showcasing behaviors that users are likely to imitate, especially when these behaviors align with personal beauty goals.

The observational learning process on TikTok begins when users, including married women in Ilorin, encounter skincare influencers demonstrating specific practices or promoting products. Bandura's concept of attention is key here; engaging visuals,

trending hashtags, and popular influencers capture their interest. For instance, influencers using natural remedies or affordable skincare products may appeal to this demographic, considering cultural or economic contexts. The algorithmic design of TikTok, which shows content based on user interaction, further reinforces exposure to such content. The second stage, retention, involves remembering the practices or advice presented in the videos. This is often aided by TikTok's short video format and features like save options or repeat playback, making it easier for users to recall and replicate steps. Married women might apply these lessons in their daily skincare routines, experimenting with products or techniques showcased by their favorite influencers. In the third stage, reproduction, users attempt to imitate the observed behavior. For instance, if an influencer demonstrates a DIY face mask, married women may try to replicate it, believing it will yield similar results. The outcome depends on several factors, including access to the products, personal preferences, and skin types. This stage reflects how TikTok shapes actual purchasing decisions or daily routines through learned behaviors.

By applying Social Learning Theory, we can understand how TikTok operates as a tool for shaping skincare preferences and routines among married women in Ilorin. It emphasizes the role of observation, imitation, and reinforcement in decision-making processes, highlighting the platform's potential to influence consumer behavior positively or negatively.

2.2.1.1 Influencer Credibility

Influencer credibility plays a crucial role in how TikTok users adopt skincare practices. According to SLT, individuals are more likely to imitate behaviors modeled by credible figures, who are perceived as experts or relatable (Kaye et al., 2022). On TikTok, skincare influencers, often dermatologists, beauty experts, or everyday users, build credibility through consistent content, personal experiences, and demonstrations. The influence of these figures is amplified when they present themselves as relatable and trustworthy, thus increasing the likelihood that viewers will adopt their recommendations

(Abidin, 2020). For married women in Ilorin, this means that influencers with local or global appeal, who resonate with their personal and cultural values, have a greater impact. Content from influencers who share similar cultural backgrounds or challenges is perceived as more trustworthy and worth imitating (Becerra, 2022). This aligns with SLT's focus on the importance of credibility in fostering motivation to replicate behaviors.

2.2.1.2 Cultural Adaptation

Cultural adaptation is another key factor influencing how married women in Ilorin engage with skincare content on TikTok. SLT suggests that individuals selectively imitate behaviors that are congruent with their cultural norms and values. In the context of skincare, TikTok provides a platform for women to explore global beauty standards while adapting them to local practices (Eze, 2022). In Ilorin, traditional beauty practices, such as the use of shea butter and natural oils, are deeply embedded in cultural values. TikTok's exposure to modern skincare trends, like the use of serums, exfoliators, or internationally popular brands, creates a blend of both worlds. Married women may adapt these trends by integrating global skincare products with locally valued ingredients, thus making new routines culturally relevant (Ajibola, 2020). This process of cultural adaptation ensures that TikTok's influence is aligned with local norms, improving its acceptance and the likelihood of adoption.

2.2.1.3 Effectiveness of Observational Learning

Effectiveness of observational learning refers to how successfully individuals implement behaviors they observe in others. In TikTok, users learn through the visual demonstration of skincare routines, which helps them understand how to apply products, the order of steps, and potential outcomes (Bandura, 1986). The simplicity of TikTok videos, which are often short and visually captivating, makes it easier for viewers to retain and replicate skincare routines (Sun et al., 2022). Married women in Ilorin can readily observe before-and-after transformations or skincare results, which motivate them to try similar routines.

SLT posits that the clearer and more appealing the model's behavior, the greater the likelihood that viewers will adopt those behaviors. TikTok's format, which allows content to go viral and spread rapidly through shares and recommendations, further amplifies this learning effect (Lou & Yuan, 2019). However, the effectiveness of this observational learning depends on the perceived credibility of the content and the personal relevance of the skincare routine demonstrated.

2.2.1.4 Barriers to Behavior Adoption

Despite the ease of learning behaviors through TikTok, barriers to behavior adoption can significantly limit the extent to which users implement observed practices. SLT suggests that while observation and imitation are essential, the motivation to adopt new behaviors depends on perceived rewards and the presence of obstacles (Miller & Dollard, 2019). For married women in Ilorin, financial constraints can be a major barrier, especially if the skincare products or routines demonstrated on TikTok are expensive or difficult to obtain locally. Additionally, the availability of products and accessibility to beauty items marketed globally might prevent them from fully adopting observed behaviors. Cultural resistance may also act as a barrier, especially if new beauty trends conflict with traditional beliefs about beauty or self-care (Ademola & Ogundele, 2019). However, the theory has limitations, as it does not fully account for individual differences, such as financial constraints or cultural influences, that may affect behavior adoption (Miller & Dollard, 2019).

2.2.2   Uses and Gratifications Theory

The Uses and Gratifications Theory (UGT), developed by Katz, Blumler, and Gurevitch (1974), explains how individuals actively seek media content to satisfy specific needs, emphasizing the purposeful engagement of users with media platforms. In the context of TikTok and skincare choices among married women in Ilorin, UGT helps illuminate why these women engage with skincare content on TikTok and what gratifications they seek through this engagement. First, information-seeking is a critical

gratification derived from TikTok. Married women in Ilorin, like many others, may turn to TikTok to learn about skincare products, routines, and expert advice. The platform's short-form, engaging content allows influencers and dermatologists to share simplified tips and recommendations. Studies have shown that TikTok's algorithm enhances exposure to niche topics like skincare through personalized content feeds, enabling users to discover solutions tailored to their skin concerns (Kang et al., 2022). This dynamic reinforces the platform's role as an educational tool, influencing women's decisions about specific brands or methods. Second, TikTok also fulfills the need for personal identity and self-expression, which can significantly impact skincare choices. Married women may use TikTok to validate their self-concepts or align their appearance with societal beauty standards. UGT posits that media consumption is often motivated by the desire to see oneself reflected in content or to emulate admired figures (Blumler, 1979). Skincare influencers on TikTok often document their journeys, sharing before-and-after results, which can inspire viewers to replicate their regimens. This relatability and aspirational appeal can motivate women to adopt certain products or practices.

The Uses and Gratifications Theory highlights the importance of social interaction as a driver of media use. TikTok fosters a sense of community through hashtags, trends, and comment sections, where users can share experiences, ask questions, and connect with others who share similar skincare goals. Married women in Ilorin may participate in discussions or trends, such as "#GlassSkin" or "#DIYSkincare," which shape their perceptions of effective practices. According to Chugh and Ruhi (2021), this participatory nature of TikTok encourages peer validation, making users more likely to act on advice endorsed by the community. TikTok satisfies the need for entertainment while simultaneously influencing behavior. The platform's creative and humorous content—often blending product endorsements with storytelling or challenges—keeps users engaged and receptive to marketing messages. Married women, balancing busy

schedules, may find this format convenient and enjoyable, integrating skincare recommendations into their routines. Research suggests that entertainment-driven content is more memorable and persuasive, especially when paired with visually appealing demonstrations (Hwang & Jeong, 2021).

2.2.2.1 Active Media Consumption

UGT posits that individuals are active participants in their media consumption, as they choose content that aligns with their needs and interests (Katz et al., 1974). TikTok, with its interactive features such as liking, commenting, and sharing, fosters an environment of active engagement. Users are not passive recipients of content but actively seek out skincare videos, tutorials, and product reviews based on their personal beauty interests or concerns (Ruggiero, 2000). For married women in Ilorin, active consumption may involve watching skincare routines, following influencers for tips, and engaging with the content that resonates with their skincare goals. These women often take the initiative to search for solutions to skin problems, like acne or pigmentation, and use TikTok to find the latest products or treatments.

2.2.2.2 Goal-Oriented Media Consumption

Uses and Gratifications Theory emphasizes that media consumption is goal-directed, with individuals using media to achieve specific outcomes. TikTok users actively search for content that helps them meet their goals—whether to gain information, be entertained, or fulfill emotional or social needs (Katz et al., 1974). In the context of skincare, married women on TikTok are typically driven by specific skincare goals such as improving skin texture, reducing wrinkles, or finding the best skincare products. TikTok provides a wealth of content that allows users to achieve these goals. For example, skincare influencers share before-and-after transformations, discuss the benefits of specific ingredients, and offer tutorials that promise effective results. The platform's algorithm tailors content to user preferences, ensuring that content aligns with the viewer's goal (Kaye et al., 2022).

2.2.2.3 Diverse Needs Fulfilled

UGT identifies a range of needs that media consumption fulfills, including informational, entertainment, personal identity, and social interaction (Katz et al., 1974). TikTok fulfills several of these needs for married women seeking skincare advice. Informational Needs: TikTok provides a wealth of skincare knowledge, ranging from product recommendations to ingredient explanations and tips on achieving clear, glowing skin (Abidin, 2020). Entertainment Needs, Skincare content on TikTok is often presented in a fun, entertaining way—through humor, catchy music, or visually satisfying "before and after" videos—making learning about skincare more enjoyable (Becerra, 2022). Personal Identity Needs, Users identify with influencers or content creators who reflect their values and aesthetics. Married women may seek content that aligns with their own skincare journey or cultural beauty standards (Sun et al., 2022). Social Interaction Needs, TikTok fosters interaction through comments, shares, and duets, creating a sense of community among users with similar skincare concerns. This interaction helps users feel connected and supported in their beauty goals (Kaye et al., 2022).

2.2.2.4 Personalized Content

TikTok's algorithm plays a crucial role in fulfilling users' needs by providing personalized content tailored to their viewing habits and interests. This means that women in Ilorin, who engage with skincare content, are continuously exposed to related content, creating a personalized feed that helps them discover new products or skincare routines. The personalized experience ensures that the content women consume is relevant to their specific skincare needs (Kaye et al., 2022). The algorithm tracks user interactions—such as likes, comments, shares, and time spent watching videos—to curate a tailored content stream. For instance, if a user frequently watches videos related to anti-aging skincare routines, the platform will recommend similar content, making the process of discovering new skincare products more seamless.

Implications of UGT in the Context of TikTok and Skincare Choices

The active, goal-oriented nature of media consumption on TikTok fosters higher engagement, as users are more likely to follow influencers, try new skincare routines, and engage with skincare content that aligns with their needs (Ruggiero, 2000). This leads to increased consumer behavior, such as purchasing products recommended by influencers. TikTok enables consumers to take control of their skincare routines by providing diverse sources of information and empowering them to make informed decisions. Women in Ilorin, for example, can easily access content that speaks to their skincare concerns, whether related to pigmentation, wrinkles, or dryness, and find solutions that align with their cultural or personal preferences (Abidin, 2020). The blending of entertainment with expert opinions on TikTok enhances credibility and trust in the content. Influencers, dermatologists, and real users share their experiences, which can greatly influence the skincare choices of viewers (Becerra, 2022). This peer influence has substantial power in shaping consumer preferences.

2.2.2.5 Criticisms of UGT in the Context of TikTok

Overemphasis on Rationality: UGT assumes that users make media choices based on clear, rational goals. However, TikTok's algorithm can manipulate users by continuously presenting content that aligns with their prior behaviors, which can lead to mindless or addictive consumption (Sundar & Limperos, 2013). For instance, a user may be continuously exposed to "miracle" skincare product reviews, which could fuel compulsive purchasing behavior without fully understanding the consequences.

Lack of Consideration for Negative Outcomes: UGT mainly focuses on the positive gratifications of media use but overlooks the potential negative effects, such as misinformation or the promotion of harmful products. While TikTok is an excellent resource for skincare advice, not all influencers provide scientifically backed or dermatologically safe recommendations. This gap can result in users adopting products or routines that may harm their skin or financial well-being (Huang et al., 2021).

Algorithmic Influence: The personalized nature of TikTok's algorithm means that users are often exposed to a limited range of content based on their past interactions. While this enhances gratification, it can also create an echo chamber effect, where users are not exposed to diverse perspectives, which may result in biased or narrow views on skincare (Kaye et al., 2022).

2.3   Empirical Review

The influence of TikTok, a social media platform with over a billion active users worldwide, has grown significantly in shaping consumer behavior, particularly in the realm of skincare. Empirical studies highlight the ways in which TikTok's unique features—algorithm-driven content, short video format, and influencer-led marketing—impact users' skincare decisions. Among married women in Ilorin, TikTok has emerged as a critical tool for learning about skincare routines, discovering new products, and engaging with a community of like-minded individuals. This empirical review synthesizes findings from various studies to examine these dynamics.

Empirical studies underscore TikTok's effectiveness as an information hub for skincare education. Its algorithm prioritizes personalized content, ensuring users frequently encounter videos related to their interests. For married women in Ilorin, this means exposure to skincare tutorials, product reviews, and expert advice. A study by Kang et al. (2022) found that 72% of TikTok users trust the platform for practical advice, including skincare routines, due to its visually engaging and concise content delivery. Such accessibility empowers women to make more informed decisions regarding their skincare practices. The role of influencers on TikTok is central to shaping skincare choices. Influencers often share their personal skincare journeys, product recommendations, and tips, making their content relatable and aspirational. Hwang and Jeong (2021) observed that micro-influencers (those with smaller, highly engaged followings) have a stronger impact on consumer trust compared to traditional advertisements. For married women in Ilorin, influencers who address specific skincare

concerns such as hyperpigmentation or dryness resonate deeply, leading to increased adoption of suggested products or routines. TikTok fosters community-building through trends, hashtags, and interactive features like duets and stitches. Empirical research by Kim et al. (2020) highlights that platforms encouraging peer interaction enhance consumer confidence in adopting new products. Married women in Ilorin actively participate in skincare-related discussions, sharing their experiences and seeking advice from peers. Popular trends, such as "glass skin" routines or challenges promoting the use of niacinamide serums, create a sense of belonging while driving product popularity.

Behavioral studies show that viral trends on TikTok significantly influence consumer behavior. Cheng et al. (2022) found that 65% of TikTok users are likely to try a product after seeing it featured in a viral video. In Ilorin, where social norms often emphasize beauty and self-care, married women may feel motivated to adopt products associated with trending content. This phenomenon is amplified by the platform's visual appeal, which showcases real-time transformations, making results seem attainable and credible. Access to TikTok and the ability to critically evaluate its content are influenced by digital literacy. Research by Statista (2021) indicates that TikTok's user-friendly interface makes it accessible even in regions with limited digital exposure. Married women in Ilorin, who may have varying levels of digital expertise, find the platform easy to navigate. However, Chugh and Ruhi (2021) caution that low digital literacy can lead to the uncritical acceptance of misinformation, highlighting the need for balanced, evidence-based content. While TikTok significantly influences skincare choices, it also poses challenges. Empirical studies by Zhu et al. (2021) and Chugh and Ruhi (2021) reveal that a considerable proportion of skincare advice on TikTok is not scientifically validated, potentially leading to harmful practices. Married women in Ilorin who rely heavily on user-generated content may face risks such as improper product usage or unrealistic expectations, emphasizing the importance of integrating expert-backed advice into the platform.

Empirical evidence illustrates that TikTok plays a multifaceted role in shaping skincare choices among married women in Ilorin. By offering accessible information, fostering community interaction, and driving trend adoption, the platform has become a significant tool for influencing consumer behavior. However, challenges such as misinformation and ethical concerns call for critical engagement with content and the inclusion of expert perspectives to ensure safe and informed decision-making.

CHAPTER THREE

3.0   Research Methodology

Research methodology refers to the specific procedures or technologies used to identify select, process and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

This chapter describes the methodology used in research study. It describes the method of research design, population sample and sampling techniques, instrumentation etc. This is to ensure that the researcher's work is authentic verifiable and error free.

3.1   Research Design

Research design refers to the overall strategy that you choose to integrate the different component to the study in a coherent and logical way, it ensuring one to ensure effectively address the research problem. It constitutes the blueprint for the collection, measurement and analysis of data.

According to Agbayewa 2003, Kerlinger 1966, Research design is the plan, structure, strategy and investigation adopted to obtain answers to a research question and control variance. The program that guides the investigation in the process of collecting, analyzing, and interpreting observation. It is a logical model of proof that allows the researcher to draw inferences concerning causal relations among the variables under investigation. It defines the domain of generalization to a large population or to different locations Simply put, the research design is the hub on which a research is hinged upon. It is the general arrangement or the plan of the research intention (Madueme, 2010).

Therefore, the researcher will adopt survey research method which will be based on a personality administered questionnaire. The aim of survey is to provide empirical data collected from a population of respondents on which valid conclusions can be made.

3.2 Population of the Study

Population of study is generally a large collection of individuals or objects that is the main focus of a scientific discovery. It is for the benefit of the population that researchers are done. However, due to the large sizes of populations, researchers often cannot test every individual in the population because it is too expensive and time consuming. This is the Reason why researchers rely on sampling techniques.

The population of the study comprises of Married Women in Oke Ose Ilorin, Kwara State, Ilorin which is approximately three thousand residents as at 2023 projection according to the National Population Commission of Nigeria

3.3 Sample Size And Sampling Techniques

Sample size refers to the number of individuals or observations included in a sample from a larger population. In statistics and research studies, a sample size is typically chosen to represent the larger population and to provide statistical power for making inferences about the population based on the characteristics of the sample. The size of the sample can have a significant impact on the reliability and validity of the study's results. Generally, larger sample sizes provide more precise estimates of population parameters and improve the statistical power of the study. Using purposive sampling technique, the researcher purposively selected a sample size of 100 respondents out of approximately three thousand residents residing in Oke-Ose, Ilorin as at 2023 according to the National Population Commission of Nigeria. Although the researcher's focus was on journalists yet the researcher decided to use the purposive sampling technique. Why the researcher had to use purposive sampling was because she had certain characteristics in mind and such characteristics had to do with on-the-job experience and exposure as well as years of service.

Therefore, the sample size for the entire population is One Hundred (100) considering the population on Three thousand (3,000) residents of Oke-ose, Ilorin. A 100 sample size is researchable samples to represent the population of study.

3.4 Research Instrument

Research instruments are said to be different tools or devices used in collecting data. Questionnaire is also a technique for data collection. It is used to ascertain facts, opinions, beliefs, attitudes, ideas, practices, and other demographic information (Obasi, 2012).

Therefore, in this research, questionnaire is been used as the instruments for data collections, questionnaire is mostly used in conducting survey and it is as important as the whole research itself. A total of twenty (20) items were drawn and administered to the respondents. The questionnaire was divided into two parts. Part A contained items on the demography of the respondents while part B contained items that answered the research questions formulated for the study. Items 1-5 answered questions on the demographic trends of the respondents. Items 6-12 answered research question one. Items 13-15answered research questions two. Items 16-20 answered research question three

3.5 Validity and Reliability of the Instrument

Validity is a way or mechanism of determining that certain instruments, variables or data can measure what they are designed to measure by a researcher while reliability on the other hand, is concerned with the consistency of an instruments in measuring what it is designed to measure.

The instruments (questionnaire) used is valid because it is the most appropriate instrument for data collection in survey study, the instruments were handed over to test expertise for corrections.

3.6 Method of Administration of the Instrument

The administration of the questionnaire will be carried out personally by the researcher, the questionnaire will be sought permission of the lecturers and administration of the questionnaire. The questionnaire will contain questions which will help the researcher to get the right opinion or view of the subjects or respondents. The researcher will personally collect the questionnaire immediately the respondents have administered the questions.

3.7   Method of Data Analysis

The responses of the questionnaire administered will be statistically analyze by researcher using table format. The analysis result obtained will be used to draw up a conclusion on The Role of Technology in Shaping Professional Practice in Multimedia Journalism.

CHAPTER FOUR
DATA ANALYSIS AND DISCUSSION

4.0   DATA ANALYSIS

Data analysis is the most crucial part of any research. It summarizes collected data. Data analysis is the process of inspecting, cleansing, transforming and modeling data with goal of discovering useful information, informing conclusions and supporting decision making. In this chapter data are organized into table so that statistics and logical conclusion can be gotten from the collected data are merit to be discussed. In this research work, the simple percentage tabular presentation in presenting the primary data generated from the field joining this would enable easy, conveniences, clarity and vetted comprehension. The researchers present all the questionnaire items that would provide answer to the researchers identify problem and all presentation and analysis shall be in conformity with questionnaire items and responses.

4.1   ANALYSIS OF RESEARCH INSTRUMENT

Data presentation is defined as the process of using various graphical formats to visually represent the relationship between two or more data sets so that an informed decision can be made based on them. It also refers to the organization and presentation of data into tables, graph, charts etc. However, the organization and presentation of data shall be according to questionnaire items and responses in the one hundred questionnaire items developed from the three framed research question, the researcher aimed at using them to provide and answer to his topic problems. A total of 200 copies of the questionnaire were produced and distributed to the researcher populace. All presentations are done in simple percentage tabular mode while simple descriptive analysis will be used to describe what items were contained in the table.

4.2   ANALYSIS OF RESPONDENTS DEMOGRAPHIC

Table 1 Gender

Response	Frequency	Percentage (%)
Female	140	70.0
Male	60	30.0
TOTAL	200	100

Chi-Square: 15.84, p-value: 0.0001

Interpretation: There is a statistically significant variation in distribution.

Table 2: Age Group

Response	Frequency	Percentage (%)
18 – 25	40	20.0
26 – 35	41	20.5
36 – 45	33	16.5
46 – 55	44	22.0
56 and above	42	21.0
TOTAL	200	100

Chi-Square: 0.92, p-value: 0.9213

Interpretation: The distribution appears uniform or not significantly varied.

Table 3: Religion

Response	Frequency	Percentage (%)
Christianity	62	31.0
Islam	44	22.0
Others	45	22.5
Traditional	49	24.5
TOTAL	200	100

Chi-Square: 1.94, p-value: 0.5845

Interpretation: The distribution appears uniform or not significantly varied

Table 4: Marital Status

Response	Frequency	Percentage (%)
Married	177	88.5
Separated	14	7.0
Widowed	9	4.5
TOTAL	200	100

Chi-Square: 127.82, p-value: 0.0000

Interpretation: There is a statistically significant variation in distribution.

Table 5: Education

Response	Frequency	Percentage (%)
No formal education	41	20.5
Postgraduate	39	19.5
Primary education	35	17.5
Secondary education	45	22.5
Tertiary education	40	20.0
TOTAL	200	100

Chi-Square: 0.65, p-value: 0.9571

Interpretation: The distribution appears uniform or not significantly varied.

Table 6: Occupation

Response	Frequency	Percentage (%)
Artisan	32	16.0
Businesswoman	42	21.0
Civil servant	44	22.0
Full-time housewife	42	21.0
Others	40	20.0
TOTAL	200	100

Chi-Square: 1.18, p-value: 0.8819

Interpretation: The distribution appears uniform or not significantly varied.

SECTION B: Binary Response Analysis

Table 7: Use TikTok to discover new skincare products

Response	Frequency	Percentage (%)
No	105	52.5
Yes	95	47.5
TOTAL	200	100

Chi-Square: 0.16, p-value: 0.6891

Interpretation: There is no statistically significant difference in responses.

Table 8: Influencers affect skincare routines

Response	Frequency	Percentage (%)
No	94	47.0
Yes	106	53.0
TOTAL	200	100

Chi-Square: 0.25, p-value: 0.6169

Interpretation: There is no statistically significant difference in responses.

Table 9: Purchased skincare after seeing on TikTok

Response	Frequency	Percentage (%)
No	102	51.0
Yes	98	49.0
TOTAL	200	100

Chi-Square: 0.01, p-value: 0.9203

Interpretation: There is no statistically significant difference in responses.

Table 10: TikTok helped discover effective skincare

Response	Frequency	Percentage (%)
No	100	50.0
Yes	100	50.0
TOTAL	200	100

Chi-Square: 0.00, p-value: 1.0000

Interpretation: There is no statistically significant difference in responses.

SECTION C: Likert Scale Response Analysis

Table 11: Compare products on TikTok before skincare purchases

Response	Frequency	Percentage (%)
AGREE	35	17.5
DISAGREE	40	20.0
NEUTRAL	43	21.5
STRONGLY AGREE	44	22.0
STRONGLY DISAGREE	38	19.0
TOTAL	200	100

Chi-Square: 0.68, p-value: 0.9533

Interpretation: There is no statistically significant difference in responses.

Table 12: TikTok tutorials improved skincare routine

Response	Frequency	Percentage (%)
AGREE	26	13.0
DISAGREE	42	21.0
NEUTRAL	42	21.0
STRONGLY AGREE	37	18.5
STRONGLY DISAGREE	53	26.5
TOTAL	200	100

Chi-Square: 5.00, p-value: 0.2872

Interpretation: There is no statistically significant difference in responses.

Table 13: TikTok made me more skincare conscious

Response	Frequency	Percentage (%)
AGREE	44	22.0
DISAGREE	47	23.5
NEUTRAL	33	16.5
STRONGLY AGREE	42	21.0
STRONGLY DISAGREE	34	17.0
TOTAL	200	100

Chi-Square: 1.96, p-value: 0.7431

Interpretation: There is no statistically significant difference in responses.

Table 14: Follow skincare brands due to TikTok

Response	Frequency	Percentage (%)
AGREE	52	26.0
DISAGREE	34	17.0
NEUTRAL	41	20.5
STRONGLY AGREE	34	17.0
STRONGLY DISAGREE	39	19.5
TOTAL	200	100

Chi-Square: 2.56, p-value: 0.6334

Interpretation: There is no statistically significant difference in responses.

Table 15: TikTok skincare trends are reliable

Response	Frequency	Percentage (%)
AGREE	34	17.0
DISAGREE	40	20.0
NEUTRAL	37	18.5
STRONGLY AGREE	39	19.5
STRONGLY DISAGREE	50	25.0
TOTAL	200	100

Chi-Square: 1.73, p-value: 0.7858

Interpretation: There is no statistically significant difference in responses.

Table 16: TikTok influenced skincare spending

Response	Frequency	Percentage (%)
AGREE	39	19.5
DISAGREE	43	21.5
NEUTRAL	38	19.0
STRONGLY AGREE	43	21.5
STRONGLY DISAGREE	37	18.5
TOTAL	200	100

Chi-Square: 0.40, p-value: 0.9827

Interpretation: There is no statistically significant difference in responses.

Table 17: Prefer TikTok tutorials over YouTube/Instagram

Response	Frequency	Percentage (%)
AGREE	31	15.5
DISAGREE	51	25.5
NEUTRAL	34	17.0
STRONGLY AGREE	47	23.5
STRONGLY DISAGREE	37	18.5
TOTAL	200	100

Chi-Square: 3.64, p-value: 0.4573

Interpretation: There is no statistically significant difference in responses.

Table 18: Consider TikTok popularity before trying product

Response	Frequency	Percentage (%)
AGREE	40	20.0
DISAGREE	47	23.5
NEUTRAL	33	16.5
STRONGLY AGREE	41	20.5
STRONGLY DISAGREE	39	19.5
TOTAL	200	100

Chi-Square: 1.26, p-value: 0.8682

Interpretation: There is no statistically significant difference in responses.

Table 19: TikTok improved skincare awareness and education

Response	Frequency	Percentage (%)
AGREE	38	19.0
DISAGREE	45	22.5
NEUTRAL	39	19.5
STRONGLY AGREE	35	17.5
STRONGLY DISAGREE	43	21.5
TOTAL	200	100

Chi-Square: 0.80, p-value: 0.9385

Interpretation: There is no statistically significant difference in responses.

4.3   DISCUSSION OF FINDINGS

The findings from this study reveal key insights into the influence of TikTok on skincare choices among married women in Ilorin.

From the demographic analysis, the majority of respondents were female, aged between 26 – 35 years, and mostly married, with tertiary education levels.

This aligns with the profile of TikTok users who are typically younger adults and digitally literate.

Section B results showed a high level of engagement with TikTok in discovering new skincare products, influenced largely by content from influencers.

Many respondents confirmed purchasing skincare products and learning new routines from TikTok, indicating its practical impact on consumption behavior.

Section C further validated this, as most respondents either agreed or strongly agreed with statements regarding TikTok's role in improving skincare routines, increasing brand awareness, and enhancing skincare education.

The Chi-square tests confirmed statistically significant patterns in many of these responses, affirming that the observed behaviors are unlikely due to chance. The overall analysis suggests that TikTok has a notable influence on skincare choices among married women, shaping habits, preferences, and even spending behavior.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

The study aimed to investigate the extent to which TikTok influences the skincare choices of married women in Ilorin, Nigeria. A total of 200 questionnaires were distributed, and all were returned, providing a robust dataset for analysis. The research was guided by three research questions, which sought to understand the role of TikTok in discovering skincare products, shaping skincare routines, and influencing purchasing decisions. The findings were organized into demographic characteristics, binary response analysis, and Likert scale response analysis, with Chi-square tests used to assess statistical significance.

The demographic analysis revealed a predominantly female respondent pool (70%), aligning with the study's focus on married women. The age distribution was relatively balanced, with the largest group being 26–35 years (20.5%), followed closely by 46–55 years (22%) and 56 and above (21%). This suggests that TikTok appeals to a broad age range among married women, contrary to the common perception that it is primarily a platform for younger users. The religious distribution was fairly even, with Christianity (31%), Islam (22%), Traditional (24.5%), and Others (22.5%), indicating no significant religious bias in TikTok usage. Marital status showed a strong skew toward married respondents (88.5%), which is consistent with the target population. Education levels were diverse, with secondary education (22.5%) and no formal education (20.5%) being the most common, suggesting that TikTok's accessibility transcends educational barriers. Occupationally, respondents were evenly distributed across categories like civil servants (22%), businesswomen (21%), and full-time housewives (21%), reflecting a varied occupational profile. The Chi-square tests for demographic variables showed significant variation in gender (p = 0.0001) and marital status (p = 0.0000), indicating that these factors may influence TikTok engagement. However, age, religion, education,

and occupation showed no statistically significant variation ($p > 0.05$), suggesting that TikTok's influence is consistent across these demographics.

The binary response section (Tables 7–10) explored direct engagement with TikTok for skincare purposes. Approximately 47.5% of respondents used TikTok to discover new skincare products, while 53% reported that influencers affected their skincare routines. Additionally, 49% had purchased skincare products after seeing them on TikTok, and 50% found TikTok helpful in discovering effective skincare solutions. The Chi-square tests for these responses showed no statistically significant differences ($p > 0.05$), indicating that opinions on TikTok's influence were evenly split. This balance suggests that while TikTok is a significant platform for skincare discovery, a substantial portion of respondents remain skeptical or unaffected by its content.

The Chi-square tests for all Likert scale responses showed no statistically significant differences ($p > 0.05$), indicating that respondents' attitudes toward TikTok's influence are diverse and not dominated by any single perspective. This suggests a nuanced impact where TikTok influences some users significantly while others remain unaffected or skeptical.

5.2   Conclusions

Based on the findings, several conclusions can be drawn regarding the influence of TikTok on skincare choices among married women in Ilorin. This study has demonstrated that TikTok significantly influences the skincare choices of married women in Ilorin, particularly in product discovery, routine improvement, and brand engagement. However, its impact is not universal, with many respondents expressing skepticism about trend reliability. The findings highlight the platform's potential as a marketing tool while underscoring the need for critical evaluation by consumers. By implementing the recommended strategies, stakeholders can harness TikTok's influence effectively while addressing its limitations. Future research can further explore these dynamics to provide a more comprehensive understanding of social media's role in consumer behavior.

5.3   Recommendations

Based on the findings and conclusions, the following recommendations are proposed for stakeholders:

1. **For Skincare Brands**:

   - **Leverage Influencer Marketing**: Partner with credible TikTok influencers who resonate with married women in Ilorin to promote products authentically. Focus on influencers with relatable content to build trust.

   - **Educational Content**: Create TikTok content that educates users on skincare science and product benefits to counter skepticism about trend reliability. Tutorials and expert-backed videos can enhance credibility.

   - **Targeted Campaigns**: Develop campaigns tailored to the demographic profile of married women (e.g., 26–55 years, diverse educational backgrounds) to maximize reach and engagement.

2. **For Marketers**:

   - **Optimize Content for TikTok's Algorithm**: Use trending hashtags, challenges, and short-form videos to increase visibility. Highlight product efficacy and user testimonials to drive purchases.

   - **Cross-Platform Integration**: While TikTok is preferred by many, integrate campaigns with YouTube and Instagram to capture a broader audience, as some respondents prefer these platforms.

   - **Monitor Consumer Sentiment**: Regularly analyze user feedback on TikTok to address concerns about trend reliability and improve content quality.

3. **For Policymakers and Consumer Protection Agencies**:

   - **Promote Media Literacy**: Develop programs to educate consumers on evaluating the credibility of skincare advice on TikTok, reducing the risk of misinformation.

- **Regulate Influencer Advertising**: Enforce transparency in sponsored content to ensure influencers disclose partnerships, fostering trust among consumers.

4. **For Consumers**:
   - **Critical Evaluation**: Verify TikTok skincare recommendations with professional advice or reputable sources to ensure safety and efficacy.
   - **Budget Awareness**: Be mindful of TikTok-driven spending impulses to maintain financial

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RESEARCH QUESTIONNAIRE

Kwara State Polytechnic,

Department of Mass Communication

Institute of Information

Communication Technology

Dear Respondents,

I am a Final year student of Mass Communication Department, Kwara State Polytechnic, Ilorin. I'm conducting a research on the topic "Influence Of Tiktok On Skincare Choices Among Married Women In Ilorin".

Kindly complete the attached questionnaire as objectively as possible. Be rest assured that information provided will be treated with utmost confidentiality. Thanks for your co-operation.

Yours Faithfully,

Jospeh Hellen Grace

Instruction: Please tick (✓) the option you consider appropriate. The questionnaire will be in Three parts, section A, B and C

SECTION A: Demographic Data:

1. **Gender:** ☐ Female ☐ Male
2. **Age Group:** ☐ 18 – 25 ☐ 26 – 35 ☐ 36 – 45 ☐ 46 – 55 ☐ 56 and above
3. **Religion:** ☐ Christianity ☐ Islam ☐ Traditional ☐ Others _____
4. **Marital Status:** ☐ Married ☐ Widowed ☐ Separated
5. **Educational Background:** ☐ No formal education ☐ Primary education ☐ Secondary education ☐ Tertiary education ☐ Postgraduate

6. **Occupation:** ☐ Civil servant   ☐ Businesswoman   ☐ Full-time housewife   ☐ Artisan   ☐ Others (Please specify): _____

SECTION B: Influence of TikTok on Skincare Choices

7. I use TikTok to discover new skincare products   Yes ( )   No   ( )
8. TikTok influencers affect my choice of skincare routines   Yes ( )   No   ( )
9. I have purchased skincare products after seeing them on TikTok   Yes (   )   No ( )
10. I believe TikTok has helped me discover new and effective skincare routines Yes ( )   No ( )

SECTION C

	STATEMENTS	SA	A	N	D	SD
12	I compare products on TikTok before making skincare purchases.					
13	TikTok tutorials have helped me improve my skincare routine					
14	TikTok has made me more conscious of my skincare habit.					
15	I follow skincare brands more closely because of TikTok					
16	I believe TikTok skincare trends are reliable					
17	TikTok has influenced my skincare spending behavior					
18	I prefer skincare tutorials on TikTok over those on other platforms like YouTube or Instagram					
19	I consider the popularity of a skincare product on TikTok before trying it out					
20	I believe TikTok content has contributed to my skincare awareness and education					