TikTok KOC Cosmetic Reviews and Purchase Decisions of Women in Vietnam

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***Abstract*—This undergraduate thesis examines how TikTok cosmetic reviews by key opinion consumers relate to women's purchase decisions in Vietnam. It combines a questionnaire with an experimental review channel, Kemm Thich Ri Viu, aimed at women who use TikTok and watch beauty content. The manuscript reports 100 valid survey responses and identifies perceived authenticity, real-use experience, visual presentation, delivery style, and reviewer credibility as relevant considerations. The channel trial observes initial views, interactions, and feedback. Its short duration, restricted sample, and platform distribution effects limit any inference about enduring buying behavior. This summary presents the survey and channel as exploratory evidence rather than proof that a review format caused purchases.**

***Index Terms*—cosmetics, KOC, TikTok reviews, purchase decision, pilot channel**

I. Introduction

Cosmetic buyers often rely on demonstrations because product texture, use, and claimed effects are difficult to judge from a listing. KOC reviews can offer first-person information, but trust and presentation vary. The thesis asks how women perceive these features and develops a trial TikTok account to test a review workflow [1]. Earlier ICTU undergraduate theses on related topics provide context [7], [8], [9], [10], [11]. These works were selected for this English summary and are not attributed to the source thesis bibliography.

II. Methods

The student surveys 100 valid female respondents who use TikTok and have encountered cosmetic reviews. The report then defines a young adult audience, creates the Kemm Thich Ri Viu account, and publishes review-oriented content based on product experience and visual demonstration. The observed channel metrics and responses are descriptive. The source does not link respondents to verified purchases or control TikTok distribution [1].

III. Results

The survey discussion emphasizes authentic experience, credibility, visual evidence, and accessible explanation in review content. The pilot channel generated early views and interaction, allowing the student to compare presentation styles. These indicators show that the account operated and attracted feedback; they do not establish an increase in completed cosmetic purchases or a general population effect [1].

IV. Discussion

Trust in a reviewer depends on transparent product use and limits of claims, especially for cosmetics. A short pilot cannot separate content quality from changes in recommendation algorithms or audience composition. A stronger evaluation would preregister review attributes, retain dated post analytics, document sponsorship, and measure actual purchasing. Earlier ICTU brand and commerce work offers local context for audience-facing presentation [1].

V. Conclusion

The thesis combines a 100-response survey with a KOC cosmetic-review channel trial. It identifies features respondents value and documents initial engagement. The evidence remains exploratory because the sample and trial period are limited and no purchase effect is verified [1].

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