

**“TikTok User Generated Content & Purchasing Power”  
Exploring the Influence of TikTok User-Generated Content on  
Consumers’ Purchasing Intention in Sri Lanka’s Herbal  
Cosmetics Market: Examining the Mediating Role of Perceived  
Brand Credibility**

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With the rapid advancement of information technology and the growth of social media platforms, consumers increasingly engage in text, image, and video-based content exchanges. Short-form videos, particularly on TikTok, have gained immense popularity, allowing users to share experiences, ideas, and product recommendations with a vast audience. In the global cosmetics industry, herbal cosmetic products have emerged as a growing trend, driven by consumer preferences for natural alternatives. Social media platforms have played a crucial role in shaping this trend, highlighting the need to investigate how TikTok user-generated content (UGC) influences consumer purchasing behavior. Despite extensive global research on TikTok’s role in shaping consumer decisions, Sri Lanka remains underexplored, necessitating further examination of its impact on the herbal cosmetics market

This study develops a conceptual framework based on the Information Adoption Model (IAM), incorporating Information Quality and Source Credibility as key determinants of TikTok UGC’s influence on purchase intentions. A descriptive, deductive research approach was employed, with data collected via a structured survey distributed to 440 individuals through convenience sampling. However, after eliminating incomplete responses, 368 valid responses were analyzed using descriptive analysis, correlation analysis, and regression techniques through SPSS software.

The findings indicate a significant positive relationship between TikTok user-generated content and purchase intention, with Information Quality and Source Credibility emerging as critical factors in consumer decision-making.

Furthermore, Perceived Brand Credibility was identified as a mediating variable, strengthening the impact of TikTok UGC on purchasing intentions.

While these insights contribute to the existing literature on social media marketing, the study acknowledges certain limitations. The sample size may not fully represent Sri Lankan consumer preferences, raising concerns about generalizability. Additionally, time constraints during data collection restricted the sample's diversity. Future research should expand the sample size, explore cross-industry applications, and examine long-term consumer behavior trends in response to TikTok marketing strategies.

From a practical perspective, these findings offer valuable implications for herbal cosmetic brands. Marketers are encouraged to integrate TikTok UGC into their digital marketing strategies, leveraging high-quality and credible user-generated content to enhance brand trust and consumer engagement. As short-form video marketing continues to evolve, brands must adopt data-driven approaches to optimize their social media communication and advertising strategies.

**Keywords:** *Herbal Cosmetic Market, Information Adoption Model, Perceived Brand Credibility, Purchasing Intention, User-Generated Content, TikTok Platform*