

## Effect of TikTok marketing on the sales performance of cosmetic business in San Jose, Occidental Mindoro

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### **Abstract**

This study determined the effect of TikTok marketing on the sales performance of cosmetic businesses in San Jose Occidental Mindoro. Employing a descriptive correlational research design and researcher-made instrument, data were collected from 37 respondents representing diverse cosmetic businesses in the area. The findings of this study revealed that TikTok business content effectively communicates unique selling points and boosts brand awareness and engagement, while TikTok influencer promotion positively impacts visibility, and drives sales for cosmetic businesses. Overall, both strategies indicate their effectiveness in driving sales within the industry. The findings highlight the potential of TikTok marketing to significantly enhance sales performance for cosmetic businesses. This research contributes to the understanding of TikTok marketing within the industry and provides practical insights for businesses looking to leverage TikTok for sales growth. By shedding light on the effectiveness of TikTok in the industry's sales performance, this study offers valuable guidance for cosmetic businesses seeking to capitalize on emerging social media platforms. Moreover, it underscores the importance of staying abreast of evolving digital marketing trends to maintain a competitive edge in the cosmetic market can also lead to the effective and efficient performance of employees and the success of an organization. Therefore, this study recommends that business owners should promote a diverse range of products and capitalize on the platform's popularity to enhance brand visibility across different product categories, and business establishments may create more engaging content tailored to the target audience, and leverage the platform's

potential to drive growth across diverse settings.

**Keywords:** TikTok marketing, sales performance, TikTok influencer promotion, TikTok business content, cosmetic businesses

## **Effect of TikTok marketing on the sales performance of cosmetic business in San Jose, Occidental Mindoro**

### **1. Introduction**

Social media platforms are used by big and small organizations for brand exposure, content promotion, customer engagement, lead generation, market research, competitor analysis, audience insights, and influencer collaboration. According to the study by the Department of Information and Communications Technology (DICT, 2023), 83 percent of Filipinos use the internet, with an average of 10 hours of daily exposure. As customers invest more hours on the internet, marketers can influence purchase choices at each point, from discovery to engagement. TikTok, formerly known as Musical.ly, is a short-form video streaming and sharing application that enables users to make and share videos up to 60 seconds long. The original platform, Musical.ly, used a very similar structure; however, in August 2018, a Chinese business took control of the app, and all users were transferred to TikTok (Lee, 2018).

Meanwhile, TikTok marketing tactics commonly employed by businesses include creating trend-driven organic content, using popular hashtags, including TikTok influencers in promotional efforts, and using the TikTok shop (Battisby, 2023). Influencer marketing on TikTok is currently a popular strategy, where marketers collaborate with well-known creators on the platform to promote their products or services. These influencers create content that showcases the brand's products, leveraging their substantial and active followings. The aim is to increase brand exposure, attract new customers, and boost sales by tapping into the influencers' authority and reach. Although this approach is akin to receiving a warm recommendation from a trustworthy source, its effectiveness for marketing purposes is still yet to be proven.

Moreover, TikTok Shop is a fully customized and integrated commerce solution where vendors authentically engage with creators and communities to create meaningful buying experiences. By combining relatable and authentic content, entertainment, and commerce, businesses hope to inspire purchases. With millions of active users worldwide, TikTok presents a unique opportunity to increase brand exposure, which is significant to its validity. According to Montenegro (2023), short-form videos are the cornerstone of TikTok, a relatively new social media platform. While it may be a sensible choice for reaching a specific demographic, particularly younger individuals, the effectiveness of utilizing hashtags related to your brand on TikTok is still uncertain. Users may come across your content when searching for these hashtags, but further research is needed to determine the true impact of such marketing efforts. The problem is that consumer behavior is evolving with the increasing use of the internet and social media platforms. Exploring how TikTok, with its short-form video content and influencer collaborations, influences purchasing decisions in the cosmetic industry is essential for businesses to adapt their marketing strategies.

San Jose Occidental Mindoro, as a small community, has a population of over 150,000 and most actively uses social media like TikTok (Kemp, 2023). However, TikTok is a more recent social media platform than previous ones; hence, its impact on businesses in San Jose has not yet been thoroughly explored or studied. In line with the expanding marketing strategies, many cosmetic firms are also emerging in San Jose, Occidental Mindoro. With this, the researchers studied the effects of TikTok marketing on the sales performance of cosmetics businesses in San Jose, Occidental Mindoro. TikTok presents opportunities for businesses to engage with a younger audience, explore viral content potential, and express creativity. However, it also has limitations, including a predominantly younger user base, shorter attention spans, limited analytics, and concerns about brand safety. Despite being a developing town, San Jose shows notable signs of economic growth, with an increasing number of businesses, including cosmetic enterprises, emerging in the area. Additionally, the influence of social media platforms on consumer behavior, particularly in beauty and cosmetics, is profound. Platforms like TikTok exert significant influence, shaping perceptions and driving trends in makeup and cosmetic product usage. San Jose's active social

media presence exposes residents to beauty content, likely impacting consumption habits. The study aims to delve into the specific dynamics of TikTok marketing and its effects on sales performance within a developing town setting. This investigation provided valuable insights into the interplay between social media influence, consumer behavior, and business outcomes, ultimately informing marketing strategies tailored to the local market landscape.

The researchers' goal is to know how TikTok marketing affects the sales performance of cosmetic businesses in San Jose, Occidental Mindoro. This will assist users of the paper comprehend social media marketing strategies and how staying in touch with customers, creating products that suit their needs, and figuring out how to share information on TikTok can benefit businesses.

**Statement of the Problem** - This study aimed to determine the effect of TikTok marketing on the sales performance of cosmetic businesses in San Jose, Occidental Mindoro. Specifically, it sought to answer the following questions: (1) What is the profile of the cosmetic businesses that use TikTok marketing in San Jose, Occidental Mindoro, regarding product, location, and years of operation? (2) What is the level of TikTok marketing in the cosmetic business in San Jose, Occidental Mindoro, regarding TikTok business content and TikTok influencer promotion? (3) What is the level of sales performance of cosmetic businesses in San Jose, Occidental Mindoro? (4) Is there a significant relationship between the profile of the respondents and the sales performance of cosmetic businesses? (5) Is there a significant relationship between TikTok marketing and the sales performance of cosmetic businesses?

**Significance of the Study** - The researchers considered that the results of this study would provide a basis for the effect of TikTok marketing on the sales performance of cosmetic businesses in San Jose, Occidental Mindoro. This study will benefit business owners by enabling them to compete effectively with larger entities with strong marketing strategies. Marketing managers and small business owners can learn about marketing strategies from this study, select the best one for their needs, and then put those strategies into practice to give themselves a competitive edge. A business establishment can benefit from this research by learning how effective social media platforms are in promoting brands or products, which can help them update their marketing strategies. The research findings can also be used to conduct an overall review of the company's strengths, how to improve them against competitors, and how to improve their flaws. This study will give consumers enough information about TikTok marketing to help them make purchasing decisions. For the community, the study will benefit people who want to be managers or leaders in the future, as well as business owners. This study will assist marketing managers and entrepreneurs in learning about marketing strategies, selecting the best one for their businesses, and implementing strategies to gain a competitive advantage. Future researchers will gain from the findings by taking a leaf out of relevant literature and conducting studies on a similar or related topic. The study will also aid in the researcher's improvement of knowledge, comprehension, and skills in research methodology.

**Scope and Delimitation of the Study** - This research has its limits and is subject to several restrictions. The research paper only explored the effects of TikTok marketing on the sales performance of cosmetic businesses in San Jose, Occidental Mindoro. The research comprises 37 respondents who are owners of cosmetic businesses in San Jose, Occidental Mindoro. The study was explicitly conducted during the school year 2023-2024. Respondents filled out questionnaires consisting of closed-ended questions disseminated in person. A notable limitation was that the study only included proper areas in San Jose town. This was due to the difficulty and limited accessibility of areas outside, making it challenging to gather data from those areas. Additionally, the reluctance of some prospective respondents to participate posed another limitation, though efforts were made to mitigate this issue. Additionally, TikTok's limitations were considered, such as a predominantly younger user base, short attention spans, limited analytics, and brand safety concerns. This research questionnaire considered businesses' profiles, including industry, product, and location. The research also delves into TikTok's marketing approaches, including TikTok's business content and TikTok influencer promotion. The same questionnaires were distributed to all respondents as part of the study. The findings of this study were only relevant to the study's respondents and were not used to gauge the opinions of a wider audience that was not surveyed using the same questions.

## 2. Methodology

**Research Design** - This study used a descriptive correlational research design, specifically utilizing a quantitative approach through the survey research method. The study aimed to investigate the correlation between the business profile of TikTok marketing and the sales performance of cosmetic businesses in San Jose, Occidental Mindoro. The researchers administered questionnaires to the target respondents, namely the business owners of cosmetic products in the specified area, to gather relevant data addressing the outlined research problem.

**Respondents of the Study** - The study used a purposive sampling technique, specifically selecting cosmetic businesses in San Jose, Occidental Mindoro, that actively utilize TikTok marketing strategies. From 43 identified businesses meeting this criterion, this study aimed to use the complete enumeration process; however, only 37 ultimately responded and participated in the study. This method allowed the researchers to focus on businesses that were directly relevant to the research question. The study aimed to gather insights specific to this population subset by targeting cosmetic businesses employing TikTok marketing. While purposive sampling does not provide a random or statistically representative sample, it was chosen to ensure that the selected businesses had direct relevance to the research objectives. This approach facilitated a direct study of the impact of TikTok marketing on cosmetic businesses, aligning with the study's specific aims and objectives. The respondents of this study were chosen using a complete enumeration of business owners of cosmetic products in San Jose, Occidental Mindoro, with a total of 43 businesses. To ensure a well-rounded perspective from various business clusters, a sample of 43 survey respondents was selected from these areas. The distribution includes 2 respondents from Barangay 1, 1 in Barangay 2, 3 in Barangay 3, 9 in Barangay 4, 10 in Barangay 6, 1 in Barangay 7, 1 in Barangay 8, 5 in Bagong Sikat, 3 in Labangan, 5 in Pag-asa, and 3 in San Roque. 43 respondents from these barangays use TikTok as their marketing strategy. However, only 37 cosmetic businesses from San Jose Occidental Mindoro responded.

**Research Instrument** - The research utilized self-constructed questionnaires specifically designed for business owners of cosmetic products in San Jose, Occidental Mindoro. The instrument was tailored to ensure its alignment with the current research context. The questionnaire comprised four dichotomous questions and three sets of Likert-scale questions. Each Likert scale question consisted of five statements, allowing respondents to respond on a scale ranging from 1 to 4, indicating their level of agreement from strongly disagree to strongly agree. This comprehensive instrument enabled a thorough investigation into the correlation between business profiles, TikTok marketing strategies, and the sales performance of the respondents. The validation process involved multiple steps to ensure its accuracy and effectiveness. Additionally, the researchers sought the help of the experts of their panel members, seeking feedback and validation from subject matter experts to enhance the instrument's reliability and appropriateness for the research context. and the self-constructed questionnaires underwent face validity. Final adjustments to the questionnaire were made based on the feedback from the expert reviews, with a commitment to ethical considerations, including obtaining informed consent and ensuring participant confidentiality throughout the validation process

**Data Gathering Procedure** - Before data collection, researchers sought formal approval to conduct the study, which involved submitting request letters to the respective cosmetic businesses in San Jose, Occidental Mindoro, informing them about the research objectives and methodology, and seeking their consent to participate. This letter served as a transparent and official communication channel, outlining the purpose and significance of the study and requesting permission to administer the questionnaires. The actual data collection occurred in person, with the researcher visiting each of the 43 selected cosmetic businesses in San Jose, 37 of which responded. The same set of questionnaires was personally distributed to each business representative, who was briefed on the study's purpose and significance and asked for informed consent. Data analysis involved regression analysis. Ethical considerations, such as obtaining informed consent and ensuring confidentiality, were strictly adhered to throughout the process. Limitations may include sample representativeness and potential response bias. In conclusion, this structured and ethical data gathering procedure aims to systematically collect information from a representative sample of cosmetic businesses, contributing to the understanding of TikTok marketing strategies within this specific context.

**Statistical Treatment of the Data** - The statistical procedure for this research encompasses a multifaceted approach. Descriptive statistics were employed to analyze business profiles and the usage of TikTok marketing strategies, utilizing measures of Central Tendency. Additionally, frequency distribution was applied to categorical variables related to business information. Regression Analysis was used to determine the relationship among the business profile, TikTok Marketing, and the sales performance of cosmetic businesses. The statistical analysis was executed using Excel, and pre-analysis checks were implemented to ensure data consistency and accuracy, upholding validity and reliability standards throughout the research process.

**Ethical Considerations** - The ethical conduct of this research is of most importance, and all efforts were made to uphold the rights and well-being of the respondents. Before data collection, informed consent will be obtained from each participating cosmetic business. Respondents were fully briefed on the purpose, significance, and potential impact of the study, and they had the right to withdraw their participation at any stage without any consequences. Confidentiality was strictly maintained throughout the study. Any data collected will be treated with utmost confidentiality, and no individual business data were disclosed in the reporting of findings. All collected data were anonymized, and businesses were assigned codes to ensure that their identities remain confidential. Furthermore, the study adhered to the principles of fairness and equity. Participation were voluntary, and no business faced any form of discrimination or negative consequences for choosing not to participate. The research also strived to provide meaningful and valuable insights to the respondents, contributing to the overall advancement of knowledge in the field. This ethical consideration ensured that the research respects the rights and autonomy of the participating cosmetic businesses, maintains their confidentiality, and prioritizes their well-being throughout the study.

### 3. Results and Discussions

**Table 1**

*Profile of the Cosmetic Businesses that use TikTok Marketing in terms of Type of Cosmetic Product, Business Location, and Years of Operation (n=37)*

Type of Cosmetic Product	Frequency	Percentage
Skincare Products	8	21.6%
Make Up Products	20	54.1%
Both	9	24.3%
Business Location		
Populated Area (Urban)	17	45.9%
Remote Area (Rural)	17	45.9%
Both	3	8.1%
Civil Status		
Below 1 Year	3	8.1%
1-3 Years	19	51.4%
4-6 Years	12	32.4%
7 and above	3	8.1%

Table 1 presents the profile of the cosmetic businesses that use TikTok marketing in terms of type of cosmetic product, business location, and years of operation. The substantial presence of makeup products in the San Jose, Occidental Mindoro market suggests that makeup remains significant. A majority of respondents (54.1%) reported selling makeup products. The ongoing demand is likely driven by the enduring popularity of makeup for self-expression and social occasions despite the onset of the global pandemic and subsequent lockdown measures that led individuals to prioritize comfort and control within their homes, as noted by Sprowls (2022). Additionally, respondents selling both makeup and skincare or exclusively skincare products highlights a growing emphasis on skincare, aligning with CivicScience findings as noted by him, on the reevaluation of traditional beauty norms in favor of comfort and self-care.

Regarding business location, the distribution of businesses across urban and rural locations aligns with the findings of Gibb (2014) and Nielsen (2014), which emphasize the significant role of business location in

entrepreneurship. While urban areas may offer a bustling economic environment, rural areas are not devoid of entrepreneurial activity. McCombs (2018) highlights the rising prosperity in rural areas and emphasizes the importance of recognizing that consumer aspirations remain consistent across urban and rural settings. Moreover, the increasing acknowledgment of the potential in rural markets, as noted by Shakir and Akhtar (2023), underscores the shifting attitudes toward rural areas among businesses. This recognition is reflected in the dataset's balanced representation of businesses in both urban and rural locations. Moreover, Al-Zyoud's (2018) explore the significance of branding in business operations aligns with the findings, indicating that establishing a unique brand identity is crucial for success. It emphasizes the importance of businesses in various locations adapting their branding strategies to resonate with diverse consumer demographics.

The distribution of businesses across urban and rural areas reflects an understanding of the role of branding alongside geographical considerations, highlighting the need for businesses to cultivate strong brand identities to engage with consumers in different locations effectively. The data on years of operation reflects a diverse distribution among businesses, with the majority having operated for 1-3 years (51.4%), followed by those in the 4-6 year category (32.4%). A smaller proportion of businesses reported operating for less than 1 year (8.1%), while an equally small percentage reported operating for 7 years or more (8.1%). Hicks (2021) observed a surge in new business formations during the COVID-19 pandemic, particularly pronounced in 2020. This unexpected trend suggests that the pandemic may have stimulated entrepreneurial activity despite initial economic downturns. The distribution of years of operation among businesses, with a significant portion operating for 1-3 years, aligns with this trend, indicating that many ventures may have been initiated during or shortly before the pandemic. Furthermore, Savagar's findings (2023) reveal a correlation between decreased retail foot traffic and increased new business formations during the pandemic. This shift in consumer behavior prompted entrepreneurs to respond by creating new businesses to meet evolving needs. The distribution of years of operation among businesses, particularly the prevalence of ventures in the 1-3 year category, further supports this notion, indicating a surge in entrepreneurial activity coinciding with changing market dynamics.

Table 2 shows the mean level of TikTok marketing in the cosmetic business in terms of TikTok Business content and TikTok influencer promotion. Respondents generally view TikTok content as instrumental in driving marketing efforts with a composite mean of 3.22 and 3.12 respectively, falling within the "Agree" category, the data reveals a positive perception of TikTok marketing within the cosmetic business, evident in various key indicators related to TikTok business content. Specifically, TikTok business content is deemed significant in the marketing strategy, effectively communicating unique selling points of cosmetic products and contributing to increased brand awareness through engagement metrics like likes, comments, and shares. This aligns with findings from Gesmundo et al. (2022), who underscore the emergence of TikTok as a dynamic platform offering novel opportunities for companies to showcase their products and services. Marketers are increasingly leveraging social media platforms like TikTok to cultivate brand awareness and foster engagement, a trend supported by the platform's popularity and user engagement. As highlighted by Agustin (2023), metrics such as reach, engagement, clicks, and conversions serve as critical benchmarks for evaluating the effectiveness of TikTok's marketing efforts, particularly among its predominantly youthful user base. This also echoes the sentiment expressed by Nikolinakou & King (2018), who emphasized TikTok's role as a platform for showcasing brand authenticity and product differentiation. The platform's immersive and visually-driven format enables businesses to creatively convey their brand story and product benefits to a diverse audience, fostering deeper connections and engagement. The findings are also consistent with the notion that TikTok's interactive and engaging environment facilitates seamless integration of promotional content within the user experience, thereby enhancing customer receptivity and engagement.

The composite mean of 3.12 reflects an overall positive perception of TikTok influencer promotion within the cosmetic business. This aligns with several pieces of literature that emphasize the considerable influence wielded by social media influencers, as discussed by Johnstone and Lindh (2022). The trust shown by the data established between influencers and their followers contributes significantly to the effectiveness of influencer marketing efforts (Bu et al., 2022). The findings also underscore the tangible impact of influencer marketing on driving

consumer behavior, reinforcing the findings of previous studies highlighting the effectiveness of influencer endorsements (Belanche et al., 2021b). However, the lack of feedback aligned with the study of Barta et al. (2023), which is crucial for maintaining brand authenticity and coherence across marketing channels, as highlighted in their study on influencer marketing dynamics on TikTok. This aspect suggests that while influencer promotions may drive sales, there may be opportunities to enhance the quality or effectiveness of customer feedback mechanisms associated with these campaigns

**Table 2**

*Mean Level of TikTok Marketing in the Cosmetic Business in terms of TikTok Business Content and TikTok Influencer Promotion*

Indicators (TikTok Business Content)	Weighted Mean	Verbal Description
1. The TikTok business content (videos and posts) has played a significant role in our cosmetic business marketing strategy.	3.38	Strongly Agree
2. The engagement (likes, comments, and shares) on our TikTok business content is reflective of increased brand awareness.	3.08	Agree
3. The content on TikTok effectively communicates the unique selling points of our cosmetic products.	3.43	Strongly Agree
4. The TikTok business promotions (e.g., special offers, discounts) within our content are well received by the customers.	3.08	Agree
5. The real-time interaction with customers during TikTok live selling has affected our cosmetic business's brand image.	3.11	Agree
Composite Mean	3.22	Agree
Indicators (TikTok Influencer Promotion)		
1. The TikTok influencer promotion has affected the visibility and sales of our cosmetic products.	3.43	Strongly Agree
2. The influencers chosen for promotions align with the target audience of our cosmetic products.	3.08	Agree
3. The increase in sales during and after TikTok influencer collaborations is noticeable.	3.22	Agree
4. The feedback from customers acquired through TikTok influencer promotions is generally positive.	2.65	Agree
5. The TikTok influencer promotion is consistent with the overall branding and messaging of our cosmetic business.	3.24	Agree
Composite Mean	3.12	Agree

Legend: 3.26 – 4.00 Strongly Agree, 2.51 – 3.25 Agree, 1.76 – 2.50 Disagree, 1.00 – 1.75 Strongly Disagree

**Table 3**

*Mean Level of Sales Performance of Cosmetic Businesses*

Indicators (Sales Performance)	Weighted Mean	Verbal Description
1. The personalized TikTok marketing strategies influence the sales performance of my cosmetic business.	3.35	Strongly Agree
2. The regular monitoring of TikTok analytics for my cosmetic business is important for optimizing sales performance.	3.16	Agree
3. The allocation of budget for TikTok marketing activities is crucial for maintaining strong sales performance.	3.05	Agree
4. The TikTok marketing is successful in fostering high levels of customer engagement contributing to higher sales	3.30	Strongly Agree
5. The sales performance and brand visibility of my business are influenced by TikTok marketing.	3.24	Agree
6. The feedback of the customers is actively utilized to shape future marketing strategies and enhance sales performance.	3.30	Strongly Agree
7. The collaborative efforts on TikTok, such as challenges and duets, have an impact on the sales of my business.	3.05	Agree
8. The community built on TikTok impacts the sales performance of my cosmetic business.	3.19	Agree
9. The consistency in TikTok marketing efforts over time is crucial for sustaining and improving sales performance.	3.32	Strongly Agree



10. The marketing strategies based on insights from TikTok analytics are crucial for optimizing performance and affecting sales.	3.24	Agree
Composite Mean	3.22	Agree

Legend: 3.26 – 4.00 Strongly Agree, 2.51 – 3.25 Agree, 1.76 – 2.50 Disagree, 1.00 – 1.75 Strongly Disagree

Table 3 shows that the mean level of sales performance of cosmetic businesses. The composite mean of 3.22 reflects an overall positive perception of TikTok marketing's impact on sales performance within the cosmetic business. The finding implies that the TikTok marketing used by the owners in terms of TikTok business content and tiktok influencer promotion play an important role in achieving high sales performance of cosmetic businesses. This underscores the effectiveness of tailored marketing approaches in driving sales, aligning with the findings of Boluda and Ronda (2011), who emphasize the importance of understanding customer needs and preferences for successful sales outcomes. This suggests an awareness of the significance of data-driven insights in informing marketing strategies, consistent with the findings of Rosario and Dias (2023) on the importance of involving salespersons in developing measurement points. This highlights the strategic allocation of resources for marketing endeavors, reflecting the need for systematic working methods and resource management, as Wahlberg-Järvenkylä (2017) suggested.

**Table 4**

*Correlation Coefficients and p-values for Hypothesis Testing (Ho1)*

Variables	Correlation Coefficient	Effect Size ( $r^2$ )	Critical value	t-value	P-value	Interpretation
Profile (Type of Product) → Sales Performance	0.065	0.004	2.030	0.385	0.703	Not Significant
Profile (Location) → Sales Performance	-0.085	0.007	2.030	-0.505	0.614	Not Significant
Profile (Years of Operations) → Sales Performance	0.262	0.069	2.030	1.606	0.110	Not Significant

Legend: p-value<0.05 Significant

Table 4 presents the correlation coefficient between profile (type of product) and sales performance of 0.065, suggesting a weak positive correlation, that is not statistically significant ( $p = 0.703$ ) because it exceeds the 0.05 alpha level. This indicates that the type of product does not significantly influence sales performance. Similarly, the correlation between profile (location) and sales performance yields a coefficient of -0.085, indicating a weak negative correlation. However, like the previous correlation, this relationship is not statistically significant ( $p = 0.614$ ), suggesting that the location of the business does not significantly impact sales performance. The correlation between profile (years of operations) and sales performance, with a correlation coefficient of 0.262, suggests a moderately positive correlation. Although this correlation is relatively stronger than the previous ones, it is still not statistically significant ( $p = 0.110$ ), indicating that the number of years of operations does not significantly affect sales performance. The study accepts null hypothesis 1, indicating no significant relationship between the respondents' profile and cosmetic businesses' sales performance.

Despite the different studies examining various factors such as product, location, and years of operation in relation to business performance, the study's findings reveal a different outcome from expected correlations. While previous research has underscored the significance of product decisions in ensuring customer satisfaction and business success, as elucidated by Gudowska (2017) and Singh (2016), the current study found no significant relationship between products and the sales performance of cosmetic businesses. Similarly, insights from studies by Rasvanis & Tselios (2023) and Delgado et al. (2014) emphasizing the impact of geographic location on firm profitability did not align with the observed weak correlations between location and sales performance. Moreover, despite evidence from Smith et al. (2021) and Hicks (2021) suggesting the importance of years of operation and entrepreneurial activity in influencing sales success, the study's findings indicate that neither the length of operational history nor the entrepreneurial surge during challenging economic periods significantly affect the sales performance of cosmetic businesses.

**Table 5**

*Correlation Coefficient and p-value for Hypothesis Testing (Ho2)*

Variables	Correlation Coefficient	Effect Size ( $r^2$ )	Critical value	t-value	P-value	Interpretation
TikTok Marketing→ Sales Performance	0.403	0.162	2.030	2.604	0.013	Significant

**Legend:** p-value<0.05 Significant

Table 5 discloses the correlation coefficient between TikTok marketing and sales performance of 0.403, indicating a moderately positive correlation. This suggests a meaningful relationship exists between the extent of TikTok marketing efforts and the resulting sales performance. The effect size, represented by 0.162, further emphasizes the strength of this correlation, suggesting that TikTok marketing accounts for a notable portion of the variance in sales performance. The critical value of 2.030 indicates the threshold for significance, and the t-value of 2.604 exceeds this threshold, indicating that the observed correlation is statistically significant. The associated p-value of 0.013 is less than the standard threshold of 0.05 for significance, indicating a high confidence level in rejecting the null hypothesis. This implies that the observed correlation between TikTok marketing and sales performance is unlikely to be due to random chance. The data reject the null hypothesis 2 which indicates no significant relationship exists between TikTok Marketing and sales performance of cosmetic businesses. TikTok marketing significantly influences sales performance within cosmetic businesses. This underscores the importance of leveraging TikTok as a strategic marketing platform to drive sales and enhance overall business performance.

The research findings regarding the correlation between TikTok marketing and sales performance align closely with the insights from the previous studies. Previous research by Bintu (2017), and Ebitu and Inyang (2016) has consistently emphasized the positive impact of various marketing strategies on sales performance across different contexts. These studies underscore the importance of innovative marketing strategies, such as those explored on TikTok, in driving business sales performance. Moreover, the discussion by Boluda and Ronda (2011) and Verbeke et al. (2011) regarding the evolving nature of sales transactions and the significance of understanding salespeople's experiences further supports the notion that leveraging platforms like TikTok can yield meaningful results in terms of sales performance. By aligning with these established theories and findings, the present study underscores the value of incorporating emerging marketing platforms into strategic marketing initiatives to enhance overall business performance effectively.

#### 4. Conclusions

Based on the summary of the findings presented, the following conclusions are obtained: Most cosmetic businesses in San Jose, Occidental Mindoro leverage TikTok marketing, predominantly focusing on makeup products, indicating a strong presence in this market segment. Cosmetic businesses employing TikTok Marketing in San Jose, Occidental Mindoro are evenly distributed across urban and rural areas, highlighting the platform's effectiveness in reaching diverse audiences regardless of geographical location. The research indicates a varied distribution of cosmetic businesses in San Jose, Occidental Mindoro utilizing TikTok Marketing, with a majority operating for 1 to 3 years, following with 4 to 6 years of operation, highlighting adoption by both newer and more established ventures. TikTok Business Content effectively communicates unique selling points and boosts brand awareness and engagement, while TikTok Influencer Promotion positively impacts visibility and drives sales for cosmetic businesses in San Jose, Occidental Mindoro. Overall, both strategies indicates their effectiveness in driving sales within the industry. TikTok Marketing greatly influences sales and brand visibility for cosmetic businesses in San Jose, Occidental Mindoro, emphasizing the importance of personalized strategies, analytics monitoring, budget allocation, customer feedback utilization, collaborative efforts, and community building in optimizing sales performance.

##### 4.1 Recommendations

Based on conclusions, the following are hereby recommended by the researchers. It is recommended by: business owners to utilize TikTok to promote a diverse range of products and capitalize on the platform's popularity to enhance brand visibility across different product categories. Business Establishments may utilize TikTok Marketing as a tool irrespective of location by creating engaging content tailored to the target audience, and leverage the platform's potential to drive growth across diverse settings. Consumers may explore a diverse range of cosmetic options, considering offerings from newer and more established businesses leveraging TikTok marketing, and evaluating product quality, brand reputation, and customer reviews. For the LGU, may actively engage with and support local cosmetic businesses on TikTok. Support business promotions within TikTok content, such as special offers and discounts, this can help boost sales and foster a thriving local economy. For Educational Institutions, they may integrate modules or courses on influencer marketing and social media collaborations into the curriculum, and prepare students with practical skills in TikTok Marketing promotion and for exposure to industry best practices. For future researchers, they may explore the long-term effects of TikTok Marketing on sales performance and examine the combined impact of other social media platforms alongside TikTok to gain comprehensive insights into the sustainability and effectiveness of digital marketing strategies for businesses.

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