

SHORT-FORM STRATEGIES: THE TRANSFORMATIVE IMPACT OF TIKTOK ON PRODUCT ADVERTISING

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ABSTRACT

The rise of TikTok has fundamentally altered the landscape of digital marketing through its innovative use of short-form video content. This paper examines TikTok's impact on product promotion by analyzing its algorithmic personalization, influencer marketing, interactive features, and integrated e-commerce functionalities. Utilizing a systematic literature review methodology, research was sourced from Scopus, Web of Science, and Google Scholar. The findings indicate that TikTok's unique features significantly enhance consumer engagement, drive higher conversion rates, and transform traditional marketing paradigms. However, gaps remain regarding long-term brand loyalty and ethical considerations. This study underscores the need for sustainable marketing strategies that leverage TikTok's strengths while addressing emerging challenges.

Keywords: **Digital marketing, Social commerce, Influencer marketing, Short-form video, TikTok**

1. INTRODUCTION

The rapid emergence of TikTok as a dominant short-form video platform has profoundly reshaped the landscape of digital marketing strategies across diverse industries. Launched in 2016, TikTok's meteoric rise can be attributed not merely to its entertainment value, but to its capacity to serve as a powerful marketing ecosystem where content creation, audience engagement, and commerce seamlessly intersect (Ingriana et al., 2024; Maha et al., 2025; Mulyono et al., 2025; Rolando, 2024; Rolando & Ingriana, 2024). Central to its innovation is a sophisticated machine-learning algorithm that delivers highly personalized “For You Page” (FYP) content, dynamically adapting to user preferences based on interactions, watch time, and behavioral signals (Chen et al., 2023; Wang et al., 2023).

This algorithmic precision significantly enhances product discovery and engagement, allowing brands to transcend traditional demographic targeting and instead reach audiences based on psychographic patterns and micro-moments of interest. In particular, TikTok's user-centric interface, characterized by vertical video swiping, short attention span engagement formats, and rich audiovisual storytelling, creates an environment highly conducive to viral marketing (Rahardja et al., 2025; Rolando, Chandra, et al., 2025; Rolando, Widjaja, et al., 2025; Widjaja, 2025). Such features appeal especially to younger demographics, notably Gen Z and Millennials, who demonstrate a preference for authentic, relatable, and visually engaging content over conventional advertising (Jennings et al., 2023; Alhanatleh et al., 2023).

Moreover, TikTok's evolution under the stewardship of its parent company, ByteDance Limited, positions it not only as an entertainment powerhouse but also as a formidable commercial platform capable of driving strategic product promotion at scale (Perreau, 2022). This transformation

is underpinned by the platform's unique ability to convert fleeting attention into measurable engagement, brand interaction, and, crucially, consumer purchasing action—an increasingly critical metric in today's hyper-competitive digital marketplace (Alhanatleh et al., 2023; Liu et al., 2023; Mulyono, 2024; Rolando et al., 2022; Rolando & Mulyono, 2025a, 2025b; Setiawan, 2022; Wijaya, 2022).

Beyond its technical innovations, TikTok's multifaceted marketing ecosystem—incorporating influencer collaborations, strategic hashtag usage, and integrated e-commerce capabilities exemplified by TikTok Shop—presents businesses with unprecedented opportunities to foster authentic consumer relationships. This paper explores how TikTok's short-form video mechanisms revolutionize product promotion, setting new benchmarks for engagement, conversion, and brand building in the digital age (Arma, 2022; Mardhiyah, 2022; Putri, 2022; Tan, 2022; Winata, 2022).

2. RESEARCH METHOD

This study adopts a systematic literature review methodology to synthesize current findings regarding TikTok's transformative role in digital marketing strategies, with an emphasis on product promotion. The systematic approach ensures academic rigor, transparency, and reproducibility, aligning with guidelines outlined by the PRISMA framework (Espejo et al., 2024; Wang et al., 2023).

A comprehensive search strategy was developed, utilizing databases such as Scopus, Web of Science, and Google Scholar. Keywords employed included "TikTok marketing," "short-form video marketing," "e-commerce TikTok," "social commerce," "consumer engagement," and "influencer marketing on TikTok," combined with Boolean operators to maximize relevance and coverage.

Inclusion criteria consisted of:

- Peer-reviewed journal articles published from 2020 onwards.
- Studies written in English.
- Empirical, theoretical, or case-study research focusing on TikTok's influence on digital marketing and consumer behavior.

Exclusion criteria included:

- Conference abstracts, book chapters, theses, and gray literature.
- Studies focusing on general social media marketing without specific TikTok analysis.

The screening process included initial title and abstract reviews, followed by full-text assessments. Relevant articles were coded thematically, identifying recurring themes related to TikTok's marketing innovations, consumer behavior impacts, and emerging challenges in the e-commerce space.

2.1 PRISMA SLR

The selection of studies for this research adhered to the PRISMA 2020 framework to ensure a structured and rigorous systematic review process. An initial search across the Scopus database yielded a total of 128 records. Prior to the screening phase, several records were excluded: 3 duplicate entries were removed, 5 records were automatically excluded by eligibility tools, and 9 records were eliminated for other reasons, resulting in 111 records remaining for manual screening. Following a careful examination of titles and abstracts, 12 records were excluded for not meeting the inclusion criteria. Consequently, 99 reports were

identified for retrieval; however, 23 reports could not be retrieved, likely due to access restrictions or availability issues.

The eligibility assessment was conducted on the remaining 76 reports. During this stage, 13 reports were excluded because they did not align with the research topic, while another 9 reports were excluded based on methodological weaknesses, such as inadequate data quality or insufficient analytical rigor. Ultimately, 54 studies were included in the final systematic review and analysis. This comprehensive selection process reflects a commitment to methodological transparency, ensuring that the included studies were both relevant and of high quality. The use of a PRISMA flow diagram further illustrates the rigor applied during study selection, providing clarity and reproducibility for future research. The process of literature screening and selection is illustrated through the PRISMA 2020 flow diagram below:

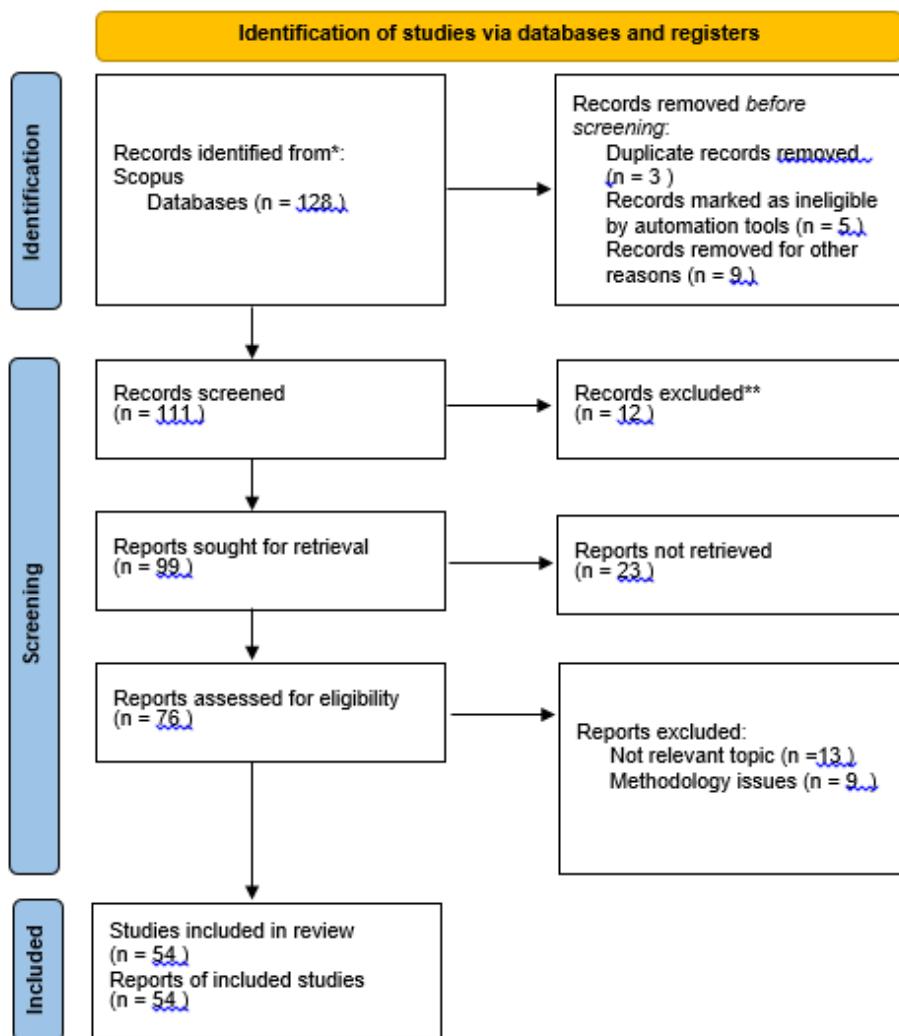


Figure 1. PRISMA SLR: “Digital Marketing”, AND “Tiktok”

3. RESULTS AND DISCUSSION

To deepen the bibliometric analysis, a network visualization of the most frequently occurring keywords was created using VOSviewer. The visualization illustrates the interconnection between research themes related to TikTok marketing, short video advertising, and e-commerce.

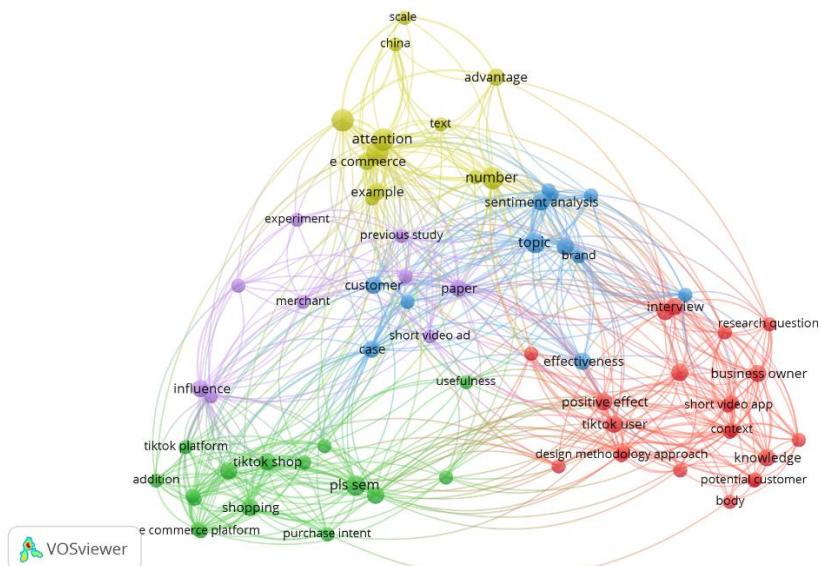


Figure 2. Vosviewer: Network Visualization

In the Figure 2, different colors represent distinct clusters of related keywords, indicating thematic groupings. The green cluster highlights terms such as "TikTok shop," "shopping," "purchase intent," and "e-commerce platform," reflecting research focusing on consumer behavior and digital commerce via TikTok. The yellow cluster, which includes "attention," "e-commerce," and "example," indicates studies analyzing the role of attention mechanisms and user engagement strategies. The blue cluster, containing keywords like "brand," "sentiment analysis," and "topic," emphasizes research on branding and consumer sentiment in digital marketing contexts. Meanwhile, the red cluster, with terms such as "effectiveness," "TikTok user," "business owner," and "research question," represents research focusing on the effectiveness of TikTok marketing strategies, particularly from the perspective of small businesses and entrepreneurs.

The size of the nodes indicates the frequency of occurrence of each keyword, with larger nodes representing more frequently discussed topics. The thickness of the connecting lines (link) reflects the strength of co-occurrence relationships between keywords. Overall, the network analysis shows that research on TikTok marketing is highly interdisciplinary, encompassing themes of e-commerce, branding, consumer psychology, and platform effectiveness.

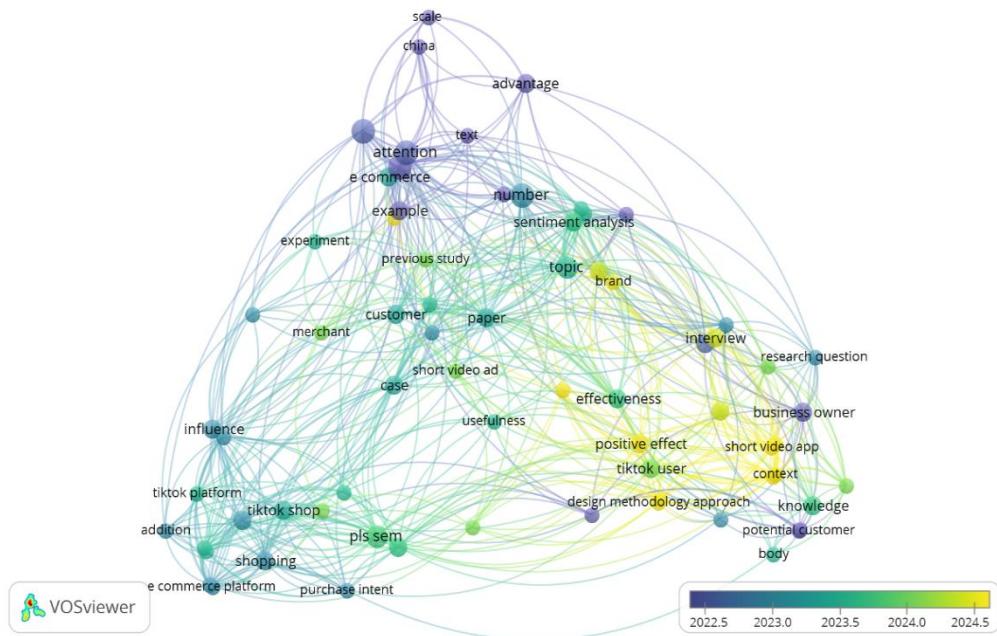


Figure 3. Vosviewer: Overlay Visualization

Figure 3 presents an overlay visualization of keyword co-occurrence using VOSviewer. In this map, the colors represent the average publication year associated with each keyword, based on a color gradient from blue (older studies, around 2022) to yellow (more recent studies, closer to 2024). This visualization provides insights into the temporal evolution of research topics related to TikTok marketing and e-commerce.

Keywords associated with earlier research, such as "attention," "scale," "china," and "e-commerce," appear in blue and purple hues, indicating that these themes were predominantly explored around 2022 and early 2023. In contrast, keywords that are shaded yellow and green, including "positive effect," "TikTok user," "effectiveness," and "brand," suggest emerging or more current areas of focus as research has progressed towards 2024. This pattern highlights a noticeable shift in scholarly attention—from studying general platform characteristics and user attention mechanisms to investigating the effectiveness of marketing strategies and the behavioral responses of TikTok users.

The overlay visualization thus reveals how research priorities have evolved over time, emphasizing a trend towards more practical and outcome-oriented studies related to consumer behavior, brand effectiveness, and purchase intention within the TikTok ecosystem. It also identifies emerging topics that offer opportunities for future research exploration.

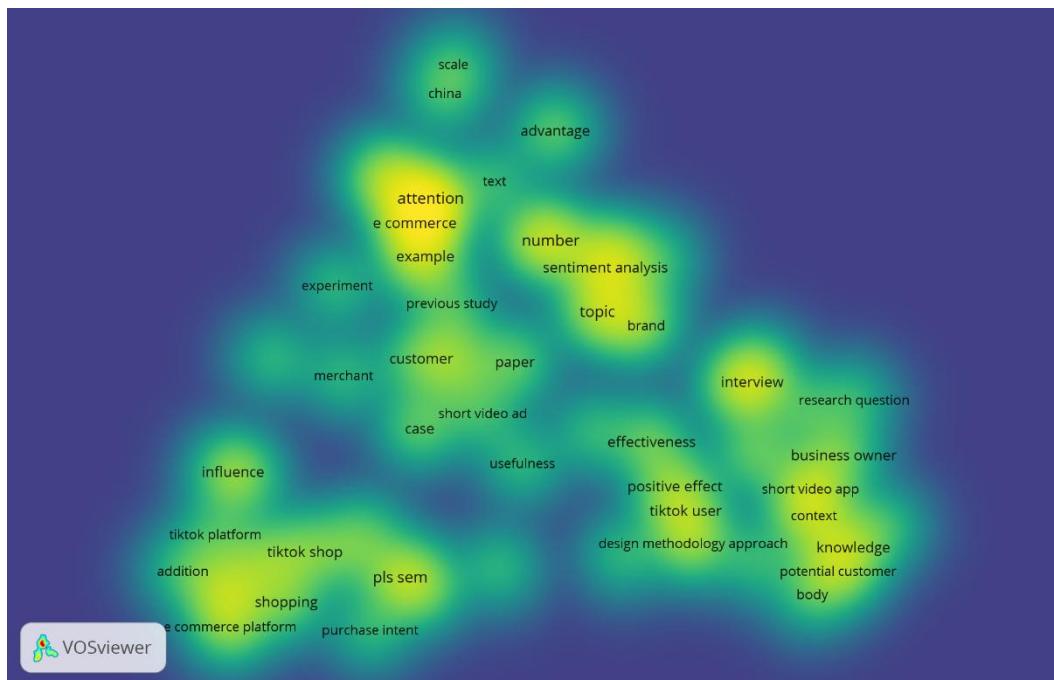


Figure 4. Vosviewer: Density Visualization

Figure 4 displays a density visualization of the most frequently occurring keywords in the bibliometric analysis, generated using VOSviewer. In this visualization, the colors represent the frequency of keyword appearances within the analyzed documents. Areas in bright yellow indicate high-frequency keywords that are central to the research topic, while green and blue regions represent keywords with moderate to lower frequency.

From the density map, it is evident that keywords such as "attention," "e-commerce," "example," "number," "sentiment analysis," "topic," and "TikTok shop" are located in high-density areas, indicating that these terms are prominent in the current body of research. The yellow clusters highlight the core focus areas of the literature, emphasizing user engagement, e-commerce strategies, sentiment analysis, and platform-specific features like TikTok Shop. In contrast, keywords such as "purchase intent," "business owner," and "influence" appear in lower-density regions, suggesting emerging or less frequently explored themes within the context of TikTok marketing research.

The density visualization provides a clear overview of research concentration, enabling the identification of dominant topics as well as potential gaps for future exploration. Overall, the density map demonstrates that while certain areas like user attention and e-commerce strategies are well-established, opportunities remain to further investigate aspects such as consumer behavior, business owner strategies, and the broader implications of TikTok commerce.

3.1 TikTok's Algorithmic Personalization and Product Visibility

TikTok's FYP algorithm plays a central role in product promotion by ensuring that users are exposed to content matching their interests. Unlike traditional social media platforms that prioritize follower-based content delivery, TikTok leverages content-based discovery, democratizing exposure even for smaller brands and independent creators (Brooks et al., 2022).

Brands such as Gymshark and Guess have effectively utilized TikTok's FYP to launch viral campaigns by leveraging trends, music, and challenges, demonstrating the platform's potential to generate massive visibility in short timeframes without reliance on large advertising budgets.

Moreover, strategic use of hashtags, such as #TikTokMadeMeBuyIt, facilitates organic discovery and stimulates consumer curiosity, creating self-perpetuating cycles of product visibility and peer-influenced purchasing behavior.

3.2 Consumer Engagement through Participatory Content

TikTok's participatory culture fosters active consumer involvement in marketing narratives. Branded hashtag challenges, such as E.l.f. Cosmetics' #EyesLipsFace campaign, invited users to create personalized content, achieving over 4 billion views and showcasing the potential of UGC-driven marketing (Asmoro & Rofiah, 2024).

Interactive features, such as duets, stitches, and live streaming, enable real-time, two-way communication between brands and consumers, enhancing perceived brand accessibility and authenticity. These immersive engagements contribute to stronger emotional connections, heightened brand recall, and increased willingness to purchase (Cynthia, 2024; Dahniar et al., 2023).

TikTok's ability to blend entertainment and marketing further fuels impulse purchasing, particularly among younger consumers accustomed to digital shopping environments that prioritize experience over transaction.

3.3 The Role of Influencers in Driving Authenticity and Trust

Influencer collaborations represent one of TikTok's most effective marketing strategies. Unlike celebrity endorsements, TikTok influencers are perceived as relatable peers, enhancing their persuasive power. Research indicates that influencer-endorsed content increases brand trust, purchase intention, and consumer loyalty, especially when endorsements align with the influencer's authentic persona (Aprianto et al., 2024).

Campaigns like Fenty Beauty's partnerships with beauty TikTokers illustrate how influencer-driven strategies can broaden reach, penetrate niche markets, and generate organic brand buzz. Furthermore, the live-commerce model, where influencers host real-time product showcases, combines entertainment with immediate purchasing opportunities, dramatically improving conversion rates (Julianti et al., 2023).

3.4 Seamless E-commerce Integration

The integration of TikTok Shop represents a major innovation in digital commerce. By embedding shopping links directly into video content, TikTok minimizes transactional friction and capitalizes on consumer impulse (Asmoro & Rofiah, 2024).

Live shopping events, such as those held by Shopee and Lazada through TikTok collaborations, demonstrate how real-time, interactive commerce can drive significant sales surges. Features like exclusive discounts, limited-time offers, and gamified experiences further incentivize purchase behaviors, reinforcing TikTok's role as both a content and commerce platform (Cynthia, 2024).

Table 1. Key Features Enhancing Product Promotion on TikTok

Feature		Description		Impact	
For	You	Page	Algorithm	Increased	product
			Personalized video curation	visibility	

Hashtag Strategies	Targeted categorization	content	Expanded audience reach
Influencer Marketing	Credible endorsements		Enhanced consumer trust
TikTok Shop	In-app purchasing		Higher conversion rates
Interactive Live Streams	Real-time engagement	Stimulated	impulse buying

The features enhancing product promotion on TikTok can be categorized into several key components. Firstly, the "For You Page" algorithm plays a central role by curating personalized video content that significantly increases product visibility among users with aligned interests. Secondly, strategic hashtag usage enables targeted content categorization, helping brands reach broader and more specific audience segments effectively. Influencer marketing, as a third component, leverages credible endorsements from trusted content creators to foster enhanced consumer trust and loyalty. The fourth feature, TikTok Shop, integrates in-app purchasing functionalities that simplify the transaction process, thus leading to higher conversion rates. Finally, interactive live streams provide real-time engagement opportunities, stimulating impulse buying by combining entertainment with direct marketing efforts. Together, these features create a comprehensive digital marketing environment that facilitates product promotion and consumer engagement.

3.5 Ethical Considerations and Emerging Challenges

Despite its successes, TikTok marketing raises ethical concerns. The blurred lines between organic content and paid endorsements challenge transparency, potentially misleading consumers. Regulatory bodies, such as the Federal Trade Commission (FTC), emphasize the need for clear labeling of sponsored content to protect consumer interests (Izza et al., 2024; Nur et al., 2023).

Moreover, TikTok's data collection practices and algorithmic opacity have prompted debates around user privacy, algorithmic bias, and digital well-being. Addressing these challenges is crucial for maintaining consumer trust and ensuring the platform's sustainable growth as a marketing channel.

4. CONCLUSION

TikTok has revolutionized digital marketing by merging short-form video content with social commerce and influencer collaboration. Its algorithmic curation, engaging platform features, and e-commerce integration substantially enhance product visibility and consumer engagement. These innovations have allowed brands to build more personalized connections with audiences, capture impulse-driven purchases, and optimize the online shopping experience. Nevertheless, while the platform offers unprecedented marketing potential, it also introduces significant challenges regarding content authenticity, ethical marketing, and consumer data privacy.

In addition to the ethical considerations, sustaining long-term consumer loyalty on TikTok remains a complex issue. While TikTok's algorithm successfully drives immediate engagement and conversion, it often promotes transient content that may not foster lasting brand relationships. Brands must therefore strategize beyond viral trends and focus on creating meaningful, consistent interactions that nurture consumer trust over time. Building community-based content, involving consumers in co-creation, and maintaining transparency in influencer endorsements are essential to developing enduring brand loyalty in the TikTok ecosystem.

Future research is crucial to exploring the longitudinal impacts of TikTok marketing strategies on consumer behavior across diverse cultural and demographic segments. Investigations

into regulatory frameworks, ethical standards, and effective consumer protection mechanisms must accompany the platform's growth. Furthermore, marketers need to remain adaptive, continuously refining content strategies to balance entertainment value with authenticity and trust-building. By adopting a more responsible and strategic approach, brands can fully harness TikTok's disruptive potential while safeguarding consumer interests in the evolving landscape of digital commerce.

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