The Effectiveness of TikTok as a Digital Promotional Medium for Improving MSMEs' Marketing Performance: A Systematic Literature Review

*Leni Marlina[1] Henny Welsa[2]
Muinah Fadhilah[3]

[1,2]Universitas Sarjanawiyata Tamansiswa, Yogyakarta, Indonesia
[1*]lenimarlina76@guru.smk.belajar.id, [2]h.welsa_ust@yahoo.com,
[3]muinahfadhilah@ustjogja.ac.id

* Corresponding Author

Abstract: This article analyzes the role of TikTok as a digital promotional platform for Micro, Small, and Medium Enterprises (MSMEs), with particular attention to algorithmic visibility, short-video interaction, live streaming, influencer involvement, and social commerce features. Using a Systematic Literature Review approach, this study synthesizes 33 relevant articles published between 2020 and 2026. The analysis is guided by the Stimulus Organism Response framework to explain how TikTok features act as marketing stimuli, how consumers process those stimuli through trust, attention, perceived value, and emotional engagement, and how these processes lead to marketing responses such as brand awareness, engagement, purchase intention, and sales opportunities. The findings indicate that TikTok can support MSME promotion when business actors are able to create consistent, authentic, interactive, and audience-relevant content. However, the effectiveness of TikTok is not determined by platform algorithms alone, but also by digital literacy, content quality, consumer trust, and MSME readiness to maintain long-term customer relationships.

Keywords: Digital platform, Digital consumer behavior, MSMEs, Social media marketing, Stimulus Organism Response, Social commerce, TikTok marketing.

1 Introduction

MSMEs have experienced a paradigm shift in how they communicate with customers, launch products, and maintain customer relations thanks to digital transformation. In the case of MSMEs, digitalization is no longer a mere promotional activity, but an important factor to enhance the competitiveness and sustainability of businesses. For MSMEs, social media offers a relatively inexpensive marketing platform to tap new customer bases, keep customers engaged, and to gain wider market access more efficiently. Moreover, digital transformation can boost the efficiency of business operations, foster a customer-centric approach, and empower MSMEs to make more informed business decisions based on market trends and changes [1]. All that makes TikTok more relevant: it brings entertainment with social interaction, algorithmic recommendations, and social commerce together in one platform ecosystem. The difference is that, unlike other platforms that rely predominantly on follower networks,

© The Author(s) 2026
K. Chandra Kirana et al. (eds.), *Proceedings of the International Conference on Business, Economic, and Social Sustainability (ICOBES 2026)*, Advances in Economics, Business and Management Research 409,
https://doi.org/10.2991/978-94-6239-811-5_50

TikTok has a system of recommendations that relies on people's interests, so that MSME content can reach larger audiences based on user behavior. Last but not least, TikTok is not only a content-sharing platform; it is a digital marketing arena with an impact on product discovery, evaluation, and reaction. Previous research has shown that using digital marketing and e-commerce has a positive effect on the financial performance and sustainability of MSMEs [2]. Besides, social commerce, influencer marketing, and live streaming commerce are also consumers' trust, engagement, and purchase intention [3], [4], [5].

However, the majority of the studies still consider social media in general without focusing on the characteristics of social media platforms or the content creation and analytical ability of consumers, let alone the limited abilities of MSMEs in digital literacy. [5], [6]. One of the drawbacks of previous studies is that they have not distinguished TikTok from other platforms, but the algorithmic reach enables MSME content to be viewed outside their follower base on TikTok. [7]. To fill the gap, the Stimulus Organism Response (SOR) theory is used as the main theory to systematically review and analyze the effectiveness of TikTok. As a structured lens, the SOR theory helps to decipher the way that TikTok's digital stimuli affect consumer psychological organisms and then behavioral responses. This research uses a Systematic Literature Review (SLR) method to carry out research and make a synthesis, which has selected and evaluated 33 relevant academic articles that are relevant. This approach aims to address the following research questions: RQ1: How has TikTok as a digital promotion medium influenced MSMEs? RQ2: How effective is TikTok in improving the marketing performance of MSMEs? RQ3: What are the factors that affect the successful use of TikTok for MSMEs?

2 Literature Review

2.1 Stimulus Organism Response (SOR) Theory

The Stimulus Organism Response (SOR) theory explains that individual behavior is formed through external stimuli, processed by internal psychological conditions, and then produces behavioral responses. This theory was introduced by Woodworth (1929) and developed by Mehrabian and Russell (1974). Stimuli in digital marketing can encompass promotional messages, content quality, platform capabilities, algorithmic suggestions, social engagement, influencer marketing, live streaming, and digital shopping experiences [8]. The organism [4], [9], [10]. consists of attention, trust, perceived value, emotional attachment, social presence, performance expectancy, emotional support, and relationship quality. Responses may appear as engagement, purchase intention, purchasing decisions, impulse buying, loyalty, brand advocacy, and cross-platform migration.[5], [10]. On TikTok, stimuli are shaped not only by promotional content but also by FYP, short videos, music, comments, duet, stitch, live streaming, and social commerce.[7], [11], [12]. Short video marketing can also increase customer traffic and profit through the good shopping decisions model and selling goods model. [13].

At the micro level, for MSMEs, the theory of Stimulus Organism Response (SOR) is applicable in understanding consumers' responses and business performance in the context of TikTok marketing stimuli. While resources and digital readiness may be constraints, TikTok can provide low-cost marketing avenues for micro and small

businesses. For micro-enterprises, digital transformation can enhance efficiency, customer satisfaction, and decision-making, ensuring their survival in competitive markets [1]. While digital marketing can be helpful in cutting costs and raising brand awareness as well as generating sales, it can also cause some problems like negative electronic word-of-mouth and intrusive brand presence [8]. The connection between e-commerce and the financial performance of MSMEs is positive, and the same is true with digital marketing and the financial sustainability of MSMEs [2]. The synergy between broadcasters, content, products, and consumers not only improves the satisfaction level but also boosts consumer intention to purchase [14], while fostering a deeper emotional attachment and trust in the audience[9]. Influencer marketing can also improve engagement and sales when supported by authenticity, transparency, trust, visibility, personalization, and ease of use [3]. Thus, the response that can be generated from TikTok stimuli will be brand awareness, engagement, purchase intention, sales growth, and an improvement in MSME marketing performance [15], [16], [17].

2.2 TikTok, Social Commerce, and MSME Marketing

TikTok has come a long way from its initial status as just a platform for entertainment to a digital marketing platform that incorporates a visual, participatory, and social commerce approach. [7], [12]. In the social commerce domain, consumers receive product information and access prices, comments, product demonstrations, communiques with the people who provide them, and determine their purchase decisions based on their perceived digital experience.[5], [10]. This condition makes marketing activities more participatory and relationship-oriented [18], [19], [20]. Compared with conventional social media platforms, TikTok has a higher potential to help MSMEs grow their market reach through organic social media presence, viral trends, micro-influencers, user-generated content, and live streaming, without depending solely on paid advertising efforts. [3], [17]. However, all these benefits do not come without a cost, as content quality, posting frequency, trend tracking skills, platform capabilities, message source credibility, and consumer trust still play a role in the effectiveness of TikTok. [16], [21].

Nevertheless, these advantages are not achieved automatically because TikTok's effectiveness is still influenced by content quality, posting consistency, trend-reading ability, platform capability, message-source credibility, and consumer trust. [16], [21]. These factors are particularly important because MSMEs often face limitations in resources, digital literacy, and content production capacity. [1], [6]. Live streaming commerce is also important in TikTok marketing due to its real-time communication, product demonstrations, consumers' real-time questions, and limited-time promotions. [14], [22]. The interaction can enhance social presence, which in turn can diminish consumer uncertainty about products. This interaction can enhance social presence and minimize consumer uncertainty about products. [4], [23]. Live streaming is a communication space that brings together rational information, including price and quality of products, and emotional closeness established by the communication style of the seller. [9], [24].

3 Methodology

To give a thorough evaluation of the past studies conducted, a Systematic Literature Review was employed in this study. To ensure that the analysis was based on the latest trends in short-video marketing and social commerce, the publications reviewed were limited to between 2020 and 2026. The main analytical corpus was determined based on the selection of 33 scientific articles, which were obtained mainly from reputable scientific databases, including Scopus, Web of Science, and Google Scholar, which guarantee high scientific standards. The articles were carefully screened for their relevance to MSME digital marketing and application of consumer behavior frameworks. Articles were analyzed with a synthesis matrix that includes author, year of publication, study focus, key concept, method/approach, major findings, and relevance to the research questions. Thematic synthesis as a form of analysis was used to determine the emergence of TikTok as a promotion media, promotion effectiveness for MSME marketing performance, and determinants of the success of promotion. A bibliometric mapping was also carried out to examine the trends of publications, keywords, citation impact, and the direction of literature development.

The criteria used to include articles in this study were: (1) published between 2020 and 2026; (2) scientific articles that contain scientific articles related to digital marketing, tiktok, social commerce, influencer marketing, live streaming, MSME and digital consumer behavior; (3) scientific articles that provide conceptual or empirical results and can be correlated with the effectiveness of digital promotion analysis based on SOR. The data were collected using a synthesis matrix which included data on authors, year of publication, study focus, key concepts, method/approach, and the relevance of the study to the research questions. An analysis was carried out in two phases. The literature was initially analyzed using thematic analysis, which classified the literature data into three groups: the development of TikTok as a promotional medium, the effectiveness of TikTok in the marketing performance of MSMEs, and the determinants of promotional success. Secondly, bibliometric mapping was employed to analyze the trends of publications, main keywords, and literature development direction of TikTok, social commerce, and digital consumer behavior. The explicit data only included the number of articles analyzed: 33 articles. Earlier selection stage figures were, therefore, not inserted speculatively to not make any claim that could not be substantiated based on the methodology used.

These research questions were focused specifically on TikTok's trend toward becoming a marketing medium for MSMEs, the effectiveness of TikTok in increasing marketing metrics such as brand awareness, engagement, purchase intention, and sales growth, and determining the factors that make marketing on TikTok successful, including content quality, posting consistency, built-in platform features, consumer interaction, and adaptation to viral trends. Finally, bibliometric analysis was conducted to map and visualize the knowledge structure of the reviewed literature, such as the publication trend over the years, impact of citations, co-occurrence analysis of important words, and others relevant indicators for this study.

4 Results & Discussion

4.1 The Development of TikTok as a Promotional Medium among MSMEs

TikTok's evolution as a marketing tool for MSMEs. This is because the new medium of TikTok has developed and evolved as a marketing tool for MSMEs. The trends of the research indicate fluctuations with the bibliometric analysis of the distribution of publications over the years 2020-2026. In 2020, there was 1 article published, 2 articles in 2021, 8 articles in 2022, and 10 articles in 2023. The number of articles decreased to 5 articles in 2024, persisted in 2025, and dropped again in 2026 to 2 articles, which may be due to the lack of complete data or the publication year. The overall results suggest that the growth of research was the highest in 2022-2023, followed by leveling off and a reduction in the subsequent years.

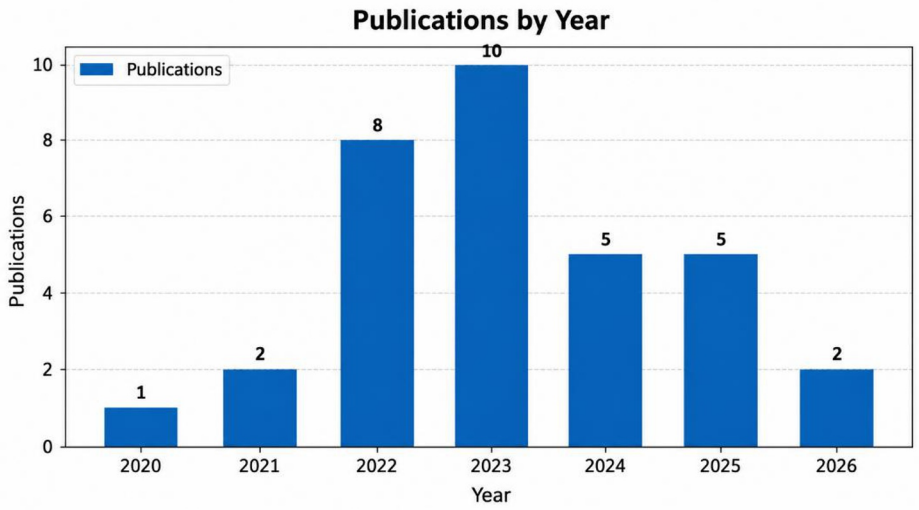


Figure 1. Publications by Year

Source: AnswerThis, available at https://app.answerthis.io/canvas/c39337ae4f61af66

Overall, the average citation impact for citations per publication decreased from 2020 to 2026. This was the highest in 2020 (267 citations) and has now dropped in 2021 and 2022 and increased slightly in 2023 (235). Following this, in 2024, 2025, and 2026, there were significant decreases in citations. Overall, the pattern indicates that the citation influence decreases with new publications, which may reflect a change in the research focus or simply that there wasn't enough time yet for new studies to be cited.

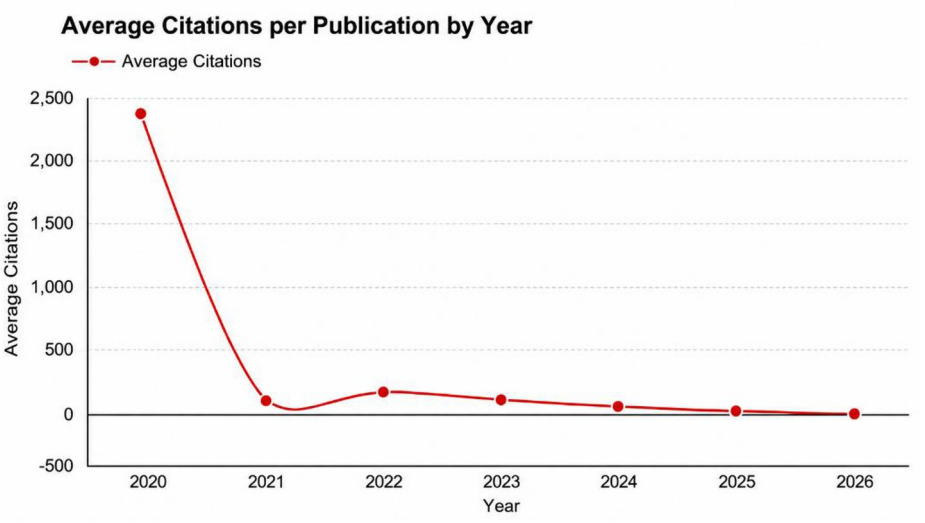


Figure 2. Average Citations per Publication by Year
Source: AnswerThis, available at https://app.answerthis.io/canvas/c39337ae4f61af66

The bibliometric word cloud shows that the reviewed studies mainly focus on social-media-based digital marketing and consumer behavior, as reflected in keywords such as marketing, social media, TikTok, live media, consumer, purchase, engagement, and digital. Terms such as MSMEs, influencer, content, performance, and strategy indicate the importance of content, marketing strategies, and influencer involvement in promotional effectiveness. At the same time, impact, adoption, behavior, commerce, and research are keywords that reflect the prevalence of literature focusing on the impacts of marketing, technology adoption, and changes in consumer behavior in the digital marketing environment.



Figure 3. Word Cloud by Title
Source: AnswerThis, available at https://app.answerthis.io/canvas/c39337ae4f61af66

The analysis shows that TikTok had the highest global downloads in 2021, reaching 656 million, surpassing Instagram, WhatsApp, Facebook, and Snapchat. This high adoption strengthens TikTok's position as a digital marketing platform. For

MSMEs, its large user base offers opportunities to improve promotional effectiveness through viral video content, algorithm-based content distribution, and strong user engagement. Therefore, the data supports TikTok's potential as an effective promotional medium for MSMEs in digital marketing.

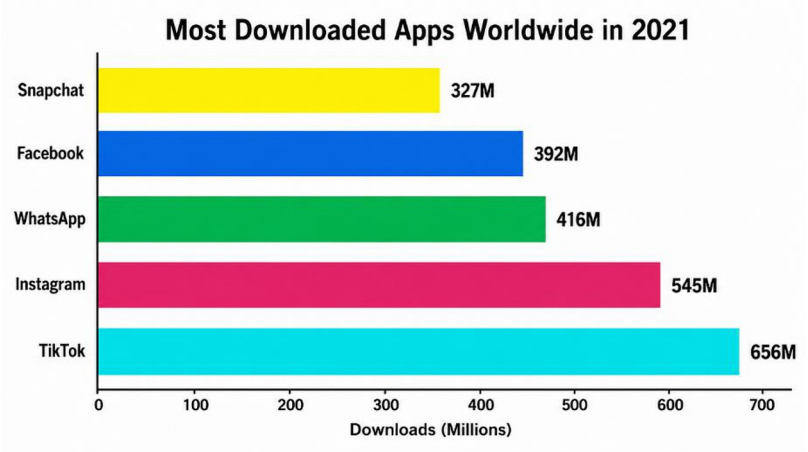


Figure 4. Most Downloaded Apps Worldwide in 2021
Source: AnswerThis, available at https://app.answerthis.io/canvas/c39337ae4f61af66

4.2 The Effectiveness of TikTok in Improving MSME Promotion, Particularly Brand Awareness, Engagement, Purchase Intention, and Sales Growth

Stimulus (S): TikTok as an Algorithmic-Affective Marketing Infrastructure for MSMEs. TikTok can be perceived as a digital marketing trigger to not only send out marketing messages but also impact the way customers find, share, and react to marketing messages.[11]. This stimulus is manifested through various features, including algorithmic recommendations on the FYP, short-video formats, music, visual text, trends, comments, sharing features, duet, stitch, live streaming, and social commerce. [7], [12], [14]. These elements create a fast, participatory, and affectively engaging marketing experience.[10], [16]. This would allow MSMEs to achieve a more equal opportunity in terms of their visibility, as the well-developed content can still be seen by many despite a smaller number of followers.

Therefore, TikTok's algorithm can be used to serve as a structural stimulus that raises the chance for consumers to find MSME products. [17], [20]. In addition to algorithmic stimuli, TikTok also provides affective stimuli through short, concise, and shareable audiovisual formats. Through these formats, MSMEs can communicate product information through short stories, tutorials, testimonials, production processes, entertainment content, before and after content, and product demonstrations. [13], [16]. Such content, when presented in an authentic manner, can enhance consumer attention, curiosity, trust, and emotional connection with the brand.[3], [9]. Thus, the quality of the narratives, visuals, and interactions created by the MSME actors is another factor that determines the effectiveness of TikTok in addition to the platform's technology.[8], [18].

Organism (O): Cognitive Affective Mechanisms in the Formation of Digital Brand Equity. The organism stage explains consumers' internal processes after exposure to TikTok stimuli. At this stage, consumers process information through attention, perceived value, trust, social presence, emotional attachment, and attitudes toward the brand. [10]. Product information delivered through clear and attractive short videos can reduce consumers' cognitive load because the information is conveyed quickly using images, sound, text, and examples of product use. [13], [15]. Simple and relevant delivery helps consumers understand product benefits without reading lengthy descriptions. [16].

The same goes for consumer engagement on TikTok, which is multi-dimensional. Cognitively, consumers listen to product information, look at benefits, and evaluate the credibility of the message. Emotionally, customers might be drawn to the business owner, the broadcaster, or the influencer who's promoting the product. Behaviorally, consumers may comment, save content, share videos, follow accounts, join live streaming sessions, or make purchases.[15], [25]. Engagement is also assessed based on the intensity of consumer interaction with MSME brands, as reflected in this process. [21]. The live streaming enhances the organism process by enabling consumers to see the products in real time, ask questions, get instant replies, and see how other users are engaging with the product [22]. This condition improves social presence and decreases uncertainty about the product. [23], [26]. MSME resources were important for providing the consumers with a genuine answer to their questions, proof of product consumption, and friendly communication[9].

Response (R): Digital Conversion and Improved MSME Performance. The action phase is the stage where the consumer's behavior is manifested after he/she receives the stimuli presented on TikTok. Responses to these may range from increased brand awareness, via digital engagement, purchase intention, purchasing decisions, repeat purchases, to brand advocacy. [25]. In the MSME sector, these responses are directly linked to marketing performance as they can contribute to growing the reach of the customers, enhancing traffic, boosting reputation, and widening sales opportunities. [2], [17]. The conversion can even be quicker because discovery, evaluation, interaction and purchase can take place in one ecosystem [5], [18]. People can find what they want on the FYP, read reviews or demonstrations, ask questions via comments or live streaming, and buy goods via the commerce features offered. This relationship minimizes transaction friction and can inflate the potential for 'impulse buying', particularly when content uses limited promotions, social proof and persuasive messaging [22], [27]. But sales growth doesn't happen. MSMEs still need to maintain content consistency, service quality, clarity of product information, responsiveness to consumers, and promotional credibility [8], [23]. However, if it isn't backed by operational readiness like stock availability, shipping, customer service, and product quality then the more digital, the more consumer disappointment. Hence, the effectiveness of TikTok should be a combination of content strategy, business readiness, and the capability of building and maintaining long-term relationships with consumers [1], [6].

4.2 Factors Influencing the Successful Use of TikTok as a Promotional Medium for MSMEs

Algorithmic Amplification and Cost Efficiency Mechanism. The success of TikTok promotion for MSMEs is strongly influenced by business actors' ability to optimize algorithmic amplification and cost-efficient digital marketing strategies. Digital technology has changed how consumers interact with brands, introducing digital touchpoints that enable consumers to search, compare, and assess products prior to making a purchase. [28]. This condition requires MSMEs to undertake more systematic digital transformation to improve efficiency, customer experience, and business decision-making accuracy [1]. TikTok offers strategic opportunities due to the interest based recommendation system, which boosts content reach when videos generate positive signals like watching, commenting, liking, sharing, and saving [7], [11]. It helps MSMEs reach a wider audience even with limited promotional funds and follower numbers, along with providing valuable customer reach, customer relations, brand awareness, and promotional cost savings by sharing relevant and shareable content [8], [17].

But this efficiency will only come with a smart strategy, which involves audience research, product messaging, scheduling posts, trending savvy, feature use, and periodic performance analysis. In addition to the above, digital commerce, consumer response monitoring and sustainable customer relationship management [19] are essential elements of effective social media marketing. In this context, short video marketing, live streaming and e-commerce functions will enhance customer traffic, emotional connection, perceived value, trust, social presence, and purchase intention through audiovisual content, real-time communication, product demonstration and transaction activities in single digital space [10], [13], [14]. The success of this mechanism lies in the congruence between the characteristics of the broadcaster, the message, the product, and the audience, as well as the balance between rational and emotional communication and the absence of consumer pressure [9], [24].

Authenticity Heuristic and Micro-Influencer Effectiveness. Beyond algorithmic factors, the success of TikTok promotion for MSMEs is influenced by authentic marketing communication and the digital readiness of business actors. Authenticity is important because consumers respond more positively to promotional messages that are honest, relevant, transparent, and close to their experiences. Thus, for a sustainable marketing strategy, apart from using technology, it is also important to have an organization that is ready, has digital literacy, access to training, and knowledge of the characteristics of the platform [6]. In TikTok's world, influencer marketing, short videos and live streaming are important tools to boost customer acquisition, trust and purchase behavior. The effectiveness of influencers relies on content authenticity, transparency, source credibility, and the alignment of influencers, products, brands, and target consumers [3].

Short video marketing can strengthen purchase intention through informative, entertaining, and direct-selling content that clarifies product benefits and builds trust [29]. Meanwhile, live streaming e-commerce also enhances consumer interaction, product presentation, social media communication, and commerce activities, which can trigger consumer product discovery, particularly of Generation Z consumers [5]. Its

efficiency depends on the coordination between the characteristics of a broadcaster, a content and a product, or audience [30], and on the customer's experience, trust and emotions towards the broadcaster [31]. Therefore, it is necessary for broadcasters to use rational or emotional communication, refrain from coercive methods, and enhance the visual appeal and credibility of their messages to ensure that they are more effective in promoting products [32]. Audiences are more likely to turn their attention to a product that they have heard from someone they know and trust [33].

Live Streaming Commerce and Conversion Mechanism. The success of TikTok promotion for MSMEs is strongly influenced by its ability to integrate social commerce, especially through live streaming commerce. This feature combines utilitarian, hedonic, and social values in a shoppertainment experience, while enabling direct interaction among sellers, broadcasters, and consumers. Live streaming, as a real-time communication, can reinforce social presence, trust, emotional attachment, and purchase intention, via self presentation and perceived virtual presence [4], [9]. In terms of consumer behavior, consumer decisions about purchasing live streams are influenced by the credibility of the broadcaster, information about the product, the quality of interaction developed during the live stream, and the consistency of the broadcaster-content-product-audience alignment. Communication skills can be used to either reinforce the purchasing intention of customers or create resistance[24], so rational and emotional communication methods are recommended, and coercive communication methods are not recommended. When the product matches its content, the broadcaster, and the consumer needs, the satisfaction and purchase intention can be enhanced[14].

MSMEs should recognize that TikTok is a marketing ecosystem consisting of technology, creativity, trust, and social relationships, which can enhance brand equity, customer relationships, and sustainable marketing outcomes [2], [3], [17], [23]. In addition, social media marketing also helps to lower promotional expenses, enhance brand recognition, sales, profit, market share, customer acquisition, service quality, product value, and customer relationships [8], [17]. However, beyond that, emotional support, relationship quality, perceived value, persuasive behavior, live-streaming activity, and product authenticity can influence purchase intention and product discovery, while price, risk, and trust on other platforms remain the considerations before consumers make a purchase [5], [10].

Synthesis of Findings Based on the Stimulus Organism Response (SOR) Framework. Based on the Stimulus Organism Response (SOR) model (Mehrabian & Russell, 1974), TikTok can be explained as a medium for promoting MSMEs.In general, TikTok can be considered a medium for MSMEs promotion based on Stimulus Organism Response model (SOR) (Mehrabian & Russell, 1974). During the stimulus stage, TikTok offers algorithmic suggestions, brief videos, interactive elements, influencers, and live streaming [7], [12], [14]. The organism level handling of these stimuli includes perception, social presence, emotional attachment, trust, and attention [10], [26]. As a response, consumers exhibit engagement, buying intentions, buying decisions, repeat buying, and brand advocacy [5], [25]. Through this approach, MSMEs can formulate promotional strategies that are not merely oriented toward short-term virality, but also toward developing brand equity and strengthening the sustainability of consumer relationships [2], [17]. Thus, MSMEs need to understand TikTok as a

marketing ecosystem that integrates technology, creativity, trust, and social relationships [3], [19]. This approach also supports promotional strategies that strengthen brand equity and the sustainability of consumer relationships[2], [17].

4 Conclusion

Based on the literature reviewed, it can be concluded that TikTok is suitable for the use of digital promotional media for MSMEs, especially because it has several functions such as short videos, social interaction, live streaming, and social commerce in one ecosystem [7], [12], [12], [14]. Answer to RQ1 demonstrates that TikTok has evolved from a content publishing platform to a digital marketing system that has a direct impact on consumers' behavior and purchase decisions of products. Based on the responses to RQ2, TikTok can be instrumental in enhancing the marketing performance of MSMEs in terms of building brand awareness, consumer engagement, purchase intent, and sales conversion opportunities [2], [25]. Furthermore, the responses to RQ3 show that factors influencing the success of tiktoks promotion comprise content quality, posting consistency, understanding of the tiktoks algorithm, authenticity of the communication, use of micro influencers, use of live streaming and consumer trust [3], [4], [17]. The findings of this study can be contributed to MSME digital marketing literature in theory by adding to the Stimulus Organism Response (Mehrabian & Russell, 1974) framework. Marketing stimuli on TikTok include promotional messages, platform features, algorithms, interactive features, and social commerce interactions [5, 11]. The psychological process of consumers is attention, trust, perceived value and emotional attachment [9], [10], and the psychological response is engagement, purchase intention, purchase, loyalty, and brand advocacy[2], [25].

In practical terms, the results suggest that, apart from establishing a presence on TikTok, MSMEs need to plan their marketing strategies on this platform. MSMEs should create genuine, stable, comprehensible and meaningful content with effective response to the interaction [16], [19]. Using live streaming and micro-influencer technology, credibility of the live streamer and the ‘fit’ of the product/customer trust must be taken into account [21]. Furthermore, MSMEs should also improve the use of digital literacy in monitoring the performance of the content, in adapting the content to algorithm changes, and in maintaining the quality of the services provided to ensure that the quality of the provided services can be better, so that their sales can be increased [1], [6]. This study is limited as it is a literature review approach; therefore it is conceptual and results cannot be tested empirically for relationships with variables. Other bibliometric information and article metadata are also affected by the documentation used by the literature search by the researchers [34]. Empirical studies should be performed to all the MSME sectors, quantitative test of the SOR model is needed, and comparison of the performance of TikTok with other platforms should be performed; also the study of the risk of algorithm dependence, platform policy change, content fatigue and consumers' trust issues with TikTok should be performed [8], [18].

References

[1] S. Sukrat and A. Leeraphong, 'A digital business transformation maturity model for micro enterprises in developing countries', *Glob Bus Org Exc*, vol. 43, no. 2, pp. 149–175, Jan. 2024, doi: 10.1002/joe.22230.

[2] J. Gao, A. B. Siddik, S. Khawar Abbas, M. Hamayun, M. Masukujjaman, and S. S. Alam, 'Impact of E-Commerce and Digital Marketing Adoption on the Financial and Sustainability Performance of MSMEs during the COVID-19 Pandemic: An Empirical Study', *Sustainability*, vol. 15, no. 2, p. 1594, Jan. 2023, doi: 10.3390/su15021594.

[3] S. P. Migkos, N. T. Giannakopoulos, and D. P. Sakas, 'Impact of Influencer Marketing on Consumer Behavior and Online Shopping Preferences', *JTAER*, vol. 20, no. 2, p. 111, May 2025, doi: 10.3390/jtaer20020111.

[4] Y. Shi, X. Wang, J. Gong, and W. Wang, 'How the features of live streaming e-commerce affect consumer purchase intention: The mediating role of social presence', *Acta Psychologica*, vol. 263, p. 106336, Mar. 2026, doi: 10.1016/j.actpsy.2026.106336.

[5] A. V. Tran and B. T. Khoa, 'The Consumer Decision Journey of Gen Z in Cross-Platform Commerce: From Social Commerce Stimuli to E-Marketplace Purchase Completion', *JTAER*, vol. 21, no. 5, p. 132, Apr. 2026, doi: 10.3390/jtaer21050132.

[6] A. Naayif, J. Swacha, S. Saeed, and R. Śpiewak, 'Digital literacy as a mediator in the link between digital marketing adoption and business performance: insights from micro and small enterprises (MSEs) in the Maldives', *Asia-Pacific Journal of Business Administration*, pp. 1–20, Nov. 2025, doi: 10.1108/APJBA-12-2024-0688.

[7] D. B. V. Kaye, X. Chen, and J. Zeng, 'The co-evolution of two Chinese mobile short video apps: Parallel platformization of Douyin and TikTok', *Mobile Media & Communication*, vol. 9, no. 2, pp. 229–253, May 2021, doi: 10.1177/2050157920952120.

[8] Y. K. Dwivedi *et al.*, 'Setting the future of digital and social media marketing research: Perspectives and research propositions', *International Journal of Information Management*, vol. 59, p. 102168, Aug. 2021, doi: 10.1016/j.ijinfomgt.2020.102168.

[9] N. Chen and Y. Yang, 'The Role of Influencers in Live Streaming E-Commerce: Influencer Trust, Attachment, and Consumer Purchase Intention', *JTAER*, vol. 18, no. 3, pp. 1601–1618, Sep. 2023, doi: 10.3390/jtaer18030081.

[10] J. Wang and F. Shahzad, 'Deciphering Social Commerce: A Quantitative Meta-Analysis Measuring the Social, Technological, and Motivational Dimensions of Consumer Purchase Intentions', *Sage Open*, vol. 14, no. 2, p. 21582440241257591, Apr. 2024, doi: 10.1177/21582440241257591.

[11] A. Bhandari and S. Bimo, 'Why's Everyone on TikTok Now? The Algorithmized Self and the Future of Self-Making on Social Media', *Social Media + Society*, vol. 8, no. 1, p. 20563051221086241, Jan. 2022, doi: 10.1177/20563051221086241.

[12] D. Zulli and D. J. Zulli, 'Extending the Internet meme: Conceptualizing technological mimesis and imitation publics on the TikTok platform', *New Media & Society*, vol. 24, no. 8, pp. 1872–1890, Aug. 2022, doi: 10.1177/1461444820983603.

[13] Z. Wang and H. Chi, '"Good shopping decisions" or "selling goods" – the impact of short video marketing models on consumer purchasing behavior', *Asia Pacific Journal of Marketing and Logistics*, vol. 38, no. 4, pp. 1239–1255, Mar. 2026, doi: 10.1108/APJML-01-2025-0045.

[14] H.-M. Wang, Y.-P. Zhu, and K.-T. Lee, 'What Signals Are You Sending? How Signal Consistency Influences Consumer Purchase Behavior in Live Streaming Commerce', *JTAER*, vol. 20, no. 2, p. 109, May 2025, doi: 10.3390/jtaer20020109.

[15] B. Schivinski, G. Christodoulides, and D. Dabrowski, 'Measuring Consumers' Engagement With Brand-Related Social-Media Content: Development and Validation of a Scale That Identifies Levels of social-Media engagement with Brands', *Journal of Advertising Research*, vol. 56, no. 1, pp. 64–80, Mar. 2016, doi: 10.2501/JAR-2016-004.

[16] H. Shahbaznezhad, R. Dolan, and M. Rashidirad, 'The Role of Social Media Content Format and Platform in Users' Engagement Behavior', *Journal of Interactive Marketing*, vol. 53, no. 1, pp. 47–65, Feb. 2021, doi: 10.1016/j.intmar.2020.05.001.

[17] D. Zeren, A. Kara, G. Grunwald, and S. M. Balli, 'Social media marketing adoption and performance of micro-enterprise in an emerging market', *Journal of Strategy and Management*, pp. 1–23, Feb. 2026, doi: 10.1108/JSMA-09-2025-0340.

[18] G. Appel, L. Grewal, R. Hadi, and A. T. Stephen, 'The future of social media in marketing', *J. of the Acad. Mark. Sci.*, vol. 48, no. 1, pp. 79–95, Jan. 2020, doi: 10.1007/s11747-019-00695-1.

[19] F. Li, J. Larimo, and L. C. Leonidou, 'Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda', *J. of the Acad. Mark. Sci.*, vol. 49, no. 1, pp. 51–70, Jan. 2021, doi: 10.1007/s11747-020-00733-3.

[20] F. Li, J. Larimo, and L. C. Leonidou, 'Social media in marketing research: Theoretical bases, methodological aspects, and thematic focus', *Psychology and Marketing*, vol. 40, no. 1, pp. 124–145, Jan. 2023, doi: 10.1002/mar.21746.

[21] D. Vrontis, A. Makrides, M. Christofi, and A. Thrassou, 'Social media influencer marketing: A systematic review, integrative framework and future research agenda', *Int J Consumer Studies*, vol. 45, no. 4, pp. 617–644, Jul. 2021, doi: 10.1111/ijcs.12647.

[22] Y. Sun, X. Shao, X. Li, Y. Guo, and K. Nie, 'How live streaming influences purchase intentions in social commerce: An IT affordance perspective', *Electronic Commerce Research and Applications*, vol. 37, p. 100886, Sep. 2019, doi: 10.1016/j.elerap.2019.100886.

[23] W. Li, S. Cujilema, L. Hu, and G. Xie, 'How Social Scene Characteristics Affect Customers' Purchase Intention: The Role of Trust and Privacy Concerns in Live Streaming Commerce', *JTAER*, vol. 20, no. 2, p. 85, Apr. 2025, doi: 10.3390/jtaer20020085.

[24] T. Dang-Van and N. P. Nguyen, 'Influence tactics of broadcasters and consumer purchase intention on live streaming social commerce: approach-avoidance motivation theory', *Asia-Pacific Journal of Business Administration*, vol. 17, no. 5, pp. 1340–1363, Dec. 2025, doi: 10.1108/APJBA-05-2023-0215.

[25] S. Barta, D. Belanche, A. Fernández, and M. Flavián, 'Influencer marketing on TikTok: The effectiveness of humor and followers' hedonic experience', *Journal of Retailing and Consumer Services*, vol. 70, p. 103149, Jan. 2023, doi: 10.1016/j.jretconser.2022.103149.

[26] R. Shi, M. Wang, C. Liu, and N. Gull, 'The Influence of Short Video Platform Characteristics on Users' Willingness to Share Marketing Information: Based on the SOR Model', *Sustainability*, vol. 15, no. 3, p. 2448, Jan. 2023, doi: 10.3390/su15032448.

[27] L. Ma, S. Gao, and X. Zhang, 'How to Use Live Streaming to Improve Consumer Purchase Intentions: Evidence from China', *Sustainability*, vol. 14, no. 2, p. 1045, Jan. 2022, doi: 10.3390/su14021045.

[28] N. Figueiredo, B. M. Ferreira, J. L. Abrantes, and L. F. Martinez, 'The Role of Digital Marketing in Online Shopping: A Bibliometric Analysis for Decoding Consumer Behavior', *JTAER*, vol. 20, no. 1, p. 25, Feb. 2025, doi: 10.3390/jtaer20010025.

[29] H. Alsaadi, A. Wali, and B. Fakieh, 'A dataset analysis of digital marketing's influence on purchase intentions of millennials and generation Z in Saudi Arabia', *Data in Brief*, vol. 57, p. 111045, Dec. 2024, doi: 10.1016/j.dib.2024.111045.

[30] D. Erwin, L. Judijanto, S. Sos, M. Kom, and D. A. Y. Rukmana, 'LIVE STREAMING MARKETING TREND'.

[31] M. Farzin, H. Shababi, G. Shirchi Sasi, M. Sadeghi, and R. Makvandi, 'The determinants of eco-fashion purchase intention and willingness to pay', *SJME*, vol. 27, no. 3, pp. 348–366, Nov. 2023, doi: 10.1108/SJME-07-2022-0158.

[32] E. Närvänen, H. Kuusela, H. Paavola, and N. Sirola, 'A meaning-based framework for customer loyalty', *IJRDM*, vol. 48, no. 8, pp. 825–843, May 2020, doi: 10.1108/IJRDM-05-2019-0153.
[33] Y. Khan, I. Hameed, and U. Akram, 'What drives attitude, purchase intention and consumer buying behavior toward organic food? A self-determination theory and theory of planned behavior perspective', *BFJ*, vol. 125, no. 7, pp. 2572–2587, May 2023, doi: 10.1108/BFJ-07-2022-0564.
[34] N. Donthu, S. Kumar, D. Mukherjee, N. Pandey, and W. M. Lim, 'How to conduct a bibliometric analysis: An overview and guidelines', *Journal of Business Research*, vol. 133, pp. 285–296, Sep. 2021, doi: 10.1016/j.jbusres.2021.04.070.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (http://creativecommons.org/licenses/by-nc/4.0/), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

