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Marketing Communication through Short-Video Content and Its Impact on Consumer Behavior and Decision-Making: A Systematic Literature Review

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ABSTRACT

The rapid growth of short-video platforms has transformed marketing communication and consumer behavior in social commerce environments. Existing studies remain fragmented regarding research trends, theoretical perspectives, communication strategies, and consumer behavioral outcomes associated with short-video marketing. This study integrates previous findings and proposes a comprehensive understanding of how short-video marketing communication influences consumer behavior through psychological mechanisms. A Systematic Literature Review (SLR) following the PRISMA guidelines was conducted. Twenty eligible articles published between 2019 and 2026 were selected and analyzed using descriptive and thematic synthesis. The findings indicate that the literature is dominated by TikTok studies conducted in Southeast Asia. Source Credibility Theory, Uses and Gratifications Theory, Stimulus–Organism–Response Theory, and Parasocial Relationship Theory are the dominant frameworks. Influencer credibility, entertainment, personalization, and live commerce significantly influence trust, engagement, purchase intention, and impulse buying. Short-video marketing communication operates through communication, psychological, and behavioral mechanisms. The findings provide theoretical, empirical, and practical implications and suggest future research on cross-platform comparisons, longitudinal behavior, and artificial intelligence applications.

INTRODUCTION

The rapid advancement of digital technologies has fundamentally transformed the way organizations communicate with consumers. Over the past decade, marketing communication has evolved from traditional one-way broadcasting toward interactive, consumer-centered, and platform-driven communication ecosystems. This transformation has been accelerated by the widespread adoption of social media platforms, which enable brands to engage consumers through personalized, participatory, and real-time interactions. Among the most influential developments in this landscape is the emergence of short-video content, popularized by platforms such as TikTok and subsequently adopted by Instagram Reels and YouTube Shorts. These platforms have redefined digital communication by combining entertainment, social interaction, algorithmic personalization, and e-commerce functionalities within a single integrated environment [1], [2].

The growing dominance of short-video platforms reflects significant shifts in contemporary media consumption patterns. Consumers increasingly prefer concise, visually engaging, and mobile-friendly content that can be consumed quickly and effortlessly. Compared with traditional digital advertising formats, short-video content generates higher levels of attention, engagement, and user participation because of its immersive audiovisual characteristics and algorithm-driven content distribution mechanisms [3], [4]. TikTok, in particular, has become one of the fastest-growing social media platforms globally, attracting more than one billion active users and becoming a critical marketing channel for brands targeting Generation Z and Millennial consumers [1]. Consequently, short-video platforms have evolved from mere entertainment applications into strategic communication environments that shape consumer perceptions, attitudes, and purchasing behaviors.

From a marketing communication perspective, short-video content represents a paradigm shift in how persuasive messages are created, distributed, and consumed. Unlike traditional advertising formats that emphasize direct promotional appeals, short-video marketing integrates storytelling, entertainment, social interaction, authenticity, and user participation into a seamless communication experience. The boundaries between commercial and non-commercial content have become increasingly blurred, allowing brands to communicate with consumers in ways that appear more organic and less intrusive. Features such as duet videos, stitching, hashtag challenges, user-generated content (UGC), and influencer collaborations encourage consumers to actively participate in the communication process, thereby transforming them from passive message recipients into active content creators and distributors [5], [6].

The increasing strategic importance of short-video content has attracted substantial scholarly attention. Recent studies have examined various determinants of marketing effectiveness on short-video platforms, including entertainment value, informativeness, interactivity, perceived usefulness, source credibility, parasocial relationships, electronic word-of-mouth (eWOM), and algorithmic personalization [4], [7], [8]. Existing evidence generally suggests that these factors positively influence consumer engagement, brand awareness, purchase intention, and purchase behavior. For example, [4] found that perceived usefulness and entertainment significantly affect Generation Z consumers' purchase intentions in Vietnam. Similarly, [6] demonstrated that eWOM disseminated through TikTok significantly influences consumers' purchase intentions by enhancing trust and reducing perceived uncertainty. These findings highlight the growing relevance of short-video content as a powerful communication tool capable of influencing multiple stages of the consumer decision-making process.

Despite this growing body of research, the literature remains fragmented and theoretically dispersed. Existing studies have largely focused on isolated determinants of consumer behavior, such as influencer credibility, entertainment value, parasocial interaction, or social commerce adoption, often within specific industries or geographic contexts. While some studies emphasize the persuasive role of influencer authenticity and source credibility [5], [7], others identify entertainment and emotional engagement as primary drivers of purchase intention [4], [9]. Furthermore, studies examining social commerce environments have highlighted the importance of trust, perceived value, and social influence in stimulating purchasing behavior [10], [11]. These diverse findings suggest that the mechanisms through which short-video-based marketing communication affects consumer behavior are multifaceted and not yet fully understood.

The rapid integration of short-video platforms with social commerce has further increased the complexity of contemporary marketing communication. Features such as TikTok Shop, livestream commerce, affiliate marketing systems, and AI-driven recommendation algorithms have significantly shortened the customer journey by enabling consumers to discover, evaluate, and purchase products within the same platform. Consequently, consumer decision-making processes are increasingly influenced by a combination of content characteristics, platform functionalities, social interactions, and algorithmic recommendations [2], [12]. Recent studies have also highlighted emerging psychological mechanisms such as fear of missing out (FoMO), parasocial relationships, and social identification as important mediators between short-video content exposure and consumer responses [7], [13].

Although scholarly interest in short-video marketing has increased dramatically since 2021, several critical research gaps remain. First, the literature is dispersed across multiple disciplines, including marketing, communication, consumer behavior, information systems, and digital media studies, resulting in fragmented theoretical development. Second, there is limited consensus regarding the dominant theoretical frameworks that best explain the relationship between short-video marketing communication and consumer decision-making. While the Stimulus–Organism–Response (SOR) model, Source Credibility Theory, Elaboration Likelihood Model (ELM), Uses and Gratifications Theory (UGT), and Theory of Planned Behavior (TPB) are frequently employed, their relative contributions and applications across different contexts remain unclear. Third, most existing studies rely on cross-sectional survey designs and focus primarily on purchase intention, while relatively few investigate actual purchase behavior, customer loyalty, brand trust, or long-term engagement outcomes. Fourth, emerging developments such as AI-generated content, algorithmic personalization, and integrated social commerce ecosystems have received limited systematic attention despite their growing importance in contemporary digital marketing practice.

Moreover, existing review studies have generally focused on specific themes such as influencer marketing, social commerce, or TikTok usage rather than comprehensively synthesizing the broader field of short-video-based marketing communication. Consequently, there remains a lack of systematic understanding regarding the evolution of research trends, dominant theoretical perspectives, effective communication strategies, key outcome variables, and future research directions across TikTok, Instagram Reels, and YouTube Shorts ecosystems.

To address these gaps, this study conducts a Systematic Literature Review (SLR) of research examining marketing communication through short-video content and its impact on consumer behavior and decision-making. By systematically analyzing studies published between 2019 and 2026, this review aims to: (1) map publication trends and research characteristics; (2) identify dominant theoretical frameworks and conceptual models; (3) synthesize effective marketing communication strategies implemented through short-video platforms; and (4) identify emerging research gaps and future research opportunities. The findings are expected to contribute to the development of digital marketing communication theory while providing evidence-based insights for practitioners seeking to leverage short-video platforms as strategic communication channels in increasingly competitive digital environments.

METHODS

This study employed a Systematic Literature Review (SLR) to synthesize and critically evaluate the existing literature on marketing communication through short-video content and its impact on consumer behavior and decision-making. To ensure methodological rigor, transparency, and reproducibility, the review followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA 2020) guidelines [14], [15]. The literature search was conducted using the Scopus database, which was selected because of its comprehensive coverage of high-quality peer-reviewed journals in business, management, marketing, communication, and consumer behavior. The search was performed in June 2026 using the following search string in the Title, Abstract, and Keywords fields: TITLE-ABS-KEY (("tiktok" OR "short video" OR "short-form video" OR "instagram reels") AND ("marketing communication" OR "digital marketing" OR "brand communication" OR "consumer behavior" OR "purchase intention" OR "purchase decision")). The search was limited to publications published between 2019 and 2026, resulting in an initial dataset of 585 documents.

To improve the relevance and quality of the dataset, several filtering procedures were applied. First, the subject area was restricted to Business, Management, and Accounting, reducing the number of records from 585 to 262 documents. Second, only publications classified as journal articles were retained, resulting in 181 studies. Third, the review was limited to open-access publications to ensure accessibility and transparency, leaving 75 eligible articles. The remaining studies were then manually screened based on their titles, abstracts, keywords, and research objectives. Articles were included only if they explicitly examined short-video platforms such as TikTok, Instagram Reels, YouTube Shorts, or similar short-form video environments within the context of marketing communication and investigated outcomes related to consumer behavior, consumer engagement, purchase intention, purchase decision, trust, brand attitude, or other marketing-related variables. Studies focusing on unrelated contexts or lacking a clear marketing perspective were excluded. Following the screening and eligibility assessment process, 20 articles were identified as highly relevant and retained for the final review.

The study selection procedure is illustrated in Figure 1 through the PRISMA 2020 flow diagram, which summarizes the identification, screening, eligibility, and inclusion stages. Starting from 585 records retrieved from Scopus, the application of subject-area restrictions, document-type filters, open-access criteria, and relevance screening ultimately resulted in a final sample of 20 studies. Subsequently, a structured data extraction process was conducted to collect information regarding publication year, research context, theoretical framework, methodology, platform examined, key variables, and principal findings. The selected studies were then analyzed using a thematic synthesis approach to identify recurring patterns, dominant theoretical perspectives, and emerging research trends. Through iterative coding and categorization, the findings were organized into major themes related to short-video marketing communication strategies, consumer behavior and purchase intention, influencer marketing and source credibility, and social commerce, livestream commerce, and algorithmic personalization, which form the basis of the Results and Discussion section.

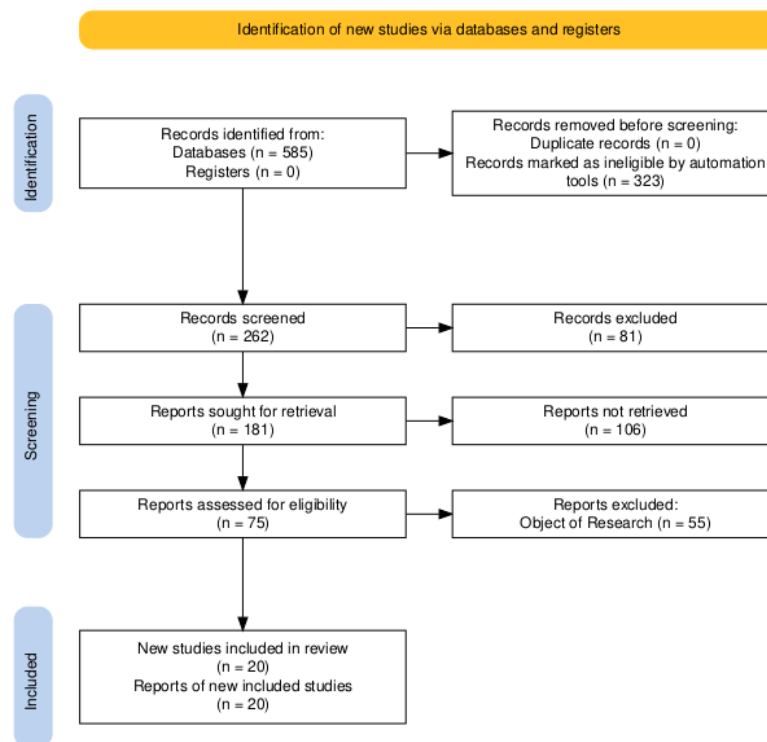


Figure 1. PRISMA 2020 Flow Diagram Illustrating The Identification, Screening, Eligibility Assessment, And Inclusion Of Studies Selected For The Systematic Literature Review.

(Source : Author's Synthesis Using PRISMA 2020)

RESULTS AND DISCUSSION

Publication Trends, Research Contexts, and Methodological Characteristics (RQ1)

The analysis of the 20 selected studies reveals a substantial increase in scholarly attention toward short-video marketing communication during the period 2019–2026. Although the earliest study included in this review was conducted by [16], the majority of publications emerged after 2023, indicating that short-video marketing has become an increasingly important research domain following the rapid expansion of TikTok and social commerce ecosystems.

Table 1. Research Contexts and Characteristics of Included Studies

Author(s)	Year	Context	Platform	Main Outcome
Lou & Yuan	2019	Social Media	Multiple Platforms	Trust
Lawrence & Meivitanwanli	2023	Indonesia	TikTok Live	Purchase Intention
Putri Yones & Muthaiyah	2023	Indonesia	TikTok	Purchase Intention
Ngo et al.	2023	Vietnam	Short Video	Purchase Intention
Tee et al.	2023	Malaysia	TikTok	Impulse Buying
[NO_PRINTED_FORM]	2023	Indonesia	TikTok	Impulse Buying
Shen & Wang	2024	China	Short Video	Purchase Intention
[NO_PRINTED_FORM]	2024	Indonesia	TikTok Shop	Purchase Behavior
[NO_PRINTED_FORM]	2024	Indonesia	TikTok Live	Purchase Intention
[NO_PRINTED_FORM]	2024	Global	TikTok	Engagement
Grabowska et al.	2025	Poland	TikTok	Purchase Intention
Jiang & Chen	2025	China	Short Video	Purchase Intention
Rawangngam et al.	2025	Thailand	TikTok	Purchase Intention
Liu	2025	China	Social Media Video	Consumer Response
Nguyen et al.	2025	Livestream Commerce	Vietnam	Purchase Intention
Nguyen et al.	2025	TikTok Shop	Vietnam	Purchase Behavior
Ta et al.	2025	Vietnam	TikTok	Purchase Intention
Damaj & Nofal	2026	TikTok & Instagram	Short Video	Digital Consumption
Rachmat	2026	Indonesia	TikTok Shop	Impulse Buying
Thu et al.	2026	Vietnam	TikTok	Impulse Buying

(Source : Author’s Synthesis)

Table 1 demonstrates several important patterns regarding the evolution of short-video marketing research. First, the literature is geographically concentrated in Southeast Asia, particularly Indonesia and Vietnam. Indonesia contributes six studies, while Vietnam contributes five studies, together accounting for more than half of the reviewed literature. This concentration reflects the rapid growth of social commerce, mobile commerce adoption, and TikTok usage among young consumers in these countries.

The dominance of Southeast Asian contexts suggests that cultural and social factors may influence the effectiveness of short-video marketing strategies. In collectivist societies, social influence, community endorsement, and peer recommendations tend to play a stronger role in shaping consumer decisions. Consequently, influencer recommendations, electronic word-of-mouth, and social interactions may have greater persuasive power in these contexts than in more individualistic cultures.

Another important finding concerns platform concentration. The overwhelming majority of studies focus on TikTok and its commercial features. TikTok, TikTok Shop, and TikTok Live collectively account for approximately 85% of the reviewed studies. Only [7] examined both TikTok and Instagram, while [16] investigated multiple social media platforms.

Table 2. Distribution of Research Contexts and Outcomes

Category	Frequency	Percentage
Platform		
TikTok	10	50.00%
TikTok Shop	3	15.00%
TikTok Live	2	10.00%
Short Video (general)	3	15.00%

Category	Frequency	Percentage
Multiple Platforms	1	5.00%
TikTok & Instagram	1	5.00%
Total	20	100%
Research Context		
Indonesia	6	30.00%
Vietnam	5	25.00%
China	3	15.00%
Thailand	1	5.00%
Malaysia	1	5.00%
Poland	1	5.00%
Global	1	5.00%
Multiple Contexts	2	10.00%
Total	20	100%
Main Outcome		
Purchase Intention	8	40.00%
Impulse Buying	3	15.00%
Purchase Behavior	2	10.00%
Trust	1	5.00%
Engagement	1	5.00%
Consumer Response	1	5.00%
Digital Consumption	1	5.00%
Total	20	100%

(Source : Author's Synthesis)

The findings presented in Table 2 indicate that purchase intention remains the dominant behavioral outcome investigated in short-video marketing research. Eight studies focus primarily on consumers' intentions to purchase products, whereas considerably fewer studies examine actual purchase behavior, engagement, trust, or impulse buying.

This dominance reflects the widespread adoption of behavioral intention models in marketing research. However, the strong emphasis on intention rather than actual purchasing behavior represents an important limitation within the current literature. Purchase intention does not necessarily translate into actual purchase decisions, particularly within highly dynamic social commerce environments where impulsive and emotional factors often influence consumer behavior.

Furthermore, the literature demonstrates a gradual evolution of research themes over time. Early studies, particularly [16], emphasized source credibility and trust as the primary determinants of consumer responses. Subsequent studies increasingly incorporated psychological and technological constructs such as parasocial relationships, social presence, digital dependency, personalization, and algorithmic content exposure.

This thematic evolution suggests that short-video marketing is no longer understood solely as a communication phenomenon. Instead, recent studies increasingly conceptualize short-video platforms as socio-technical systems in which technological algorithms, social interactions, and psychological mechanisms jointly influence consumer behavior.

From a methodological perspective, the reviewed studies exhibit considerable homogeneity. Nearly all studies employ quantitative approaches using cross-sectional survey designs. Structural Equation Modeling (SEM) and Partial Least Squares Structural Equation Modeling (PLS-SEM) constitute the dominant analytical techniques.

Table 3. Methodological Characteristics of Reviewed Studies

Characteristics	Dominant Findings
Research approach	Quantitative
Research design	Cross-sectional survey
Analytical method	SEM and PLS-SEM
Respondents	Generation Z and young consumers
Data collection	Online questionnaire

Characteristics	Dominant Findings
Unit of analysis	Individual consumers

(Source : Author’s Synthesis)

The methodological dominance of quantitative survey designs indicates that the current body of knowledge primarily captures consumer perceptions rather than actual behavioral processes. None of the reviewed studies employed longitudinal approaches, experiments, digital behavioral analytics, or big data techniques. Consequently, existing evidence remains largely predictive and perception-based.

Another notable finding concerns the demographic focus of the literature. Most studies investigate Generation Z consumers because they represent the largest user segment of TikTok and other short-video platforms. While this focus is understandable, it limits the generalizability of findings to other demographic groups, including older consumers and business customers.

Overall, the findings indicate that short-video marketing research has rapidly evolved into an important research domain within digital marketing and consumer behavior. However, the strong concentration on TikTok, Southeast Asian contexts, purchase intentions, and cross-sectional quantitative methods suggests that substantial opportunities remain for future studies involving other platforms, cultural settings, behavioral outcomes, and methodological approaches

Theoretical Frameworks Explaining Short-Video Marketing Communication (RQ2)

The reviewed literature demonstrates that the relationship between short-video marketing communication and consumer behavior cannot be adequately explained by a single theoretical perspective. Instead, researchers have increasingly adopted multiple complementary theories to explain different stages of consumer information processing, emotional responses, and behavioral outcomes.

Table 4. Dominant Theoretical Frameworks in Short-Video Marketing Studies

Theory	Key Constructs	Representative Studies	Main Outcome
Source Credibility Theory	Trustworthiness, expertise, attractiveness	Lou & Yuan (2019); Ta et al. (2025)	Trust, purchase intention
Uses and Gratifications Theory	Entertainment, information seeking	Jiang & Chen (2025); Nguyen et al. (2025)	Engagement, purchase intention
Stimulus–Organism–Response	Stimulus, organism, response	Shen & Wang (2024); Rachmat (2026)	Purchase behavior
Parasocial Relationship Theory	Emotional attachment	Lawrence & Meivitanawli (2023); Damaj & Nofal (2026)	Trust and loyalty
Social Presence Theory	Presence, interaction	Jiang & Chen (2025)	Purchase intention
Socio-Technical Systems Theory	Technology and social factors	Nguyen et al. (2025)	Consumer intention

(Source : Author’s Synthesis)

Source Credibility Theory represents the earliest and most influential perspective within the literature. [16] demonstrated that trustworthiness, attractiveness, and perceived similarity positively influence trust in branded content, which subsequently affects brand awareness and purchase intention. Their findings suggest that consumers evaluate not only message content but also the characteristics of message sources.

However, more recent studies indicate a shift in the nature of credibility. Traditional advertising emphasized expertise and authority, whereas short-video environments emphasize authenticity and relatability. [21] found that influencer characteristics significantly influence cosmetic purchase intentions, while [5] demonstrated that credibility becomes stronger when accompanied by parasocial relationships.

Uses and Gratifications Theory explains why consumers actively consume short-video content. [22] found that entertainment, information seeking, and social presence satisfy users’ psychological needs and increase digital dependency, which subsequently influences purchase intention. This finding suggests that consumers do not primarily access TikTok to purchase products but rather to obtain entertainment, information, and social interaction.

The increasing adoption of the Stimulus–Organism–Response framework reflects a transition from direct-effect models toward mediation-based explanations. [2] and [23] demonstrated that marketing stimuli do not directly generate purchasing behavior. Instead, psychological variables such as trust, engagement, and emotional responses mediate these relationships.

Another important development is the emergence of Parasocial Relationship Theory. [7] found that emotional attachment to influencers strengthens persuasion and digital consumption behavior. Similarly, [5] showed that parasocial relationships mediate the effects of source credibility.

Collectively, these findings suggest that short-video marketing communication should be understood as a multidimensional phenomenon involving communication processes, psychological mechanisms, social relationships, and technological systems.

Table 5. Theoretical Evolution in Short-Video Marketing Research

Period	Dominant Theory	Main Focus
2019–2020	Source Credibility	Trust
2021–2023	UGT and eWOM	Engagement
2023–2025	SOR	Psychological mechanisms
2025–2026	Parasocial and Socio-Technical	Social and technological systems

(Source : Author's Synthesis)

The theoretical evolution demonstrates a gradual transition from communication-centered explanations toward integrated socio-technical perspectives.

Marketing Communication Strategies and Consumer Behavioral Outcomes (RQ3)

The literature identifies several marketing communication strategies that influence consumer behavior through different psychological mechanisms.

Table 6. Cross-Study Synthesis of Marketing Communication Mechanisms

Communication Strategy	Psychological Mechanism	Consumer Outcome	Supporting Studies
Influencer credibility	Trust	Purchase intention	Lou & Yuan (2019); Ta et al. (2025)
Entertainment	Enjoyment	Engagement	Tee et al. (2023)
eWOM	Perceived credibility	Purchase intention	Putri & Muthaiyah (2023)
Personalization	Relevance	Purchase behavior	Nguyen et al. (2025)
Live commerce	Social presence	Purchase intention	Abdurachman (2024)
Parasocial interaction	Emotional attachment	Loyalty	Damaj & Nofal (2026)
Algorithmic exposure	Trust and engagement	Impulse buying	Rachmat (2026)

(Source : Author's Synthesis)

A recurring finding across the literature is the central role of trust. Trust consistently emerges as the most influential psychological mechanism connecting marketing communication strategies to behavioral outcomes. [16] demonstrated that trust in influencer-generated branded content significantly affects purchase intentions. Similar findings were reported by [21] and [5].

Another important mechanism is entertainment. [9] found that entertaining content increases impulsive buying tendencies among TikTok users. However, [16] reported that entertainment alone does not significantly influence purchase intention. This discrepancy suggests that entertainment serves primarily as an attention-generating mechanism rather than a direct determinant of purchasing decisions.

The increasing importance of personalization represents another significant finding. [11] demonstrated that personalized advertising significantly affects online purchasing behavior. [23] further found that algorithm-driven content exposure increases both engagement and trust.

These findings indicate that recommendation algorithms function as invisible communication agents. Unlike traditional media, short-video platforms employ algorithmic systems that determine content visibility, frequency of exposure, and message relevance. Consequently, algorithms become active participants in the communication process.

The literature also highlights the importance of parasocial relationships. [7] found that emotional attachment to influencers significantly influences digital consumption behavior. Similarly, [5] demonstrated that parasocial relationships strengthen the effects of credibility on purchase intention.

Table 7. Relative Importance of Psychological Mechanisms

Mechanism	Frequency	Strength of Evidence
Trust	High	Strong
Engagement	High	Strong
Parasocial relationship	Moderate	Strong
Social presence	Moderate	Moderate
Enjoyment	Moderate	Moderate
Digital dependency	Emerging	Limited

(Source : Author's Synthesis)

The synthesis suggests that short-video marketing operates through three interconnected layers. Communication stimuli such as influencers, entertainment, and personalization generate psychological responses including trust, engagement, and emotional attachment, which subsequently produce behavioral outcomes.

Research Gaps and Future Research Directions (RQ4)

Although the literature has grown rapidly, several important research gaps remain.

Table 8. Major Research Gaps Identified

Gap	Evidence	Future Direction
Platform concentration	Dominance of TikTok studies	Comparative platform studies
Geographical concentration	Asian contexts	Cross-cultural research
Methodological homogeneity	Survey-based studies	Experiments and longitudinal designs
Behavioral limitations	Purchase intention dominance	Actual behavior studies
Technological limitations	Limited AI research	AI and virtual influencer studies
Demographic limitations	Generation Z focus	Multi-generational studies

(Source : Author’s Synthesis)

The first major gap concerns platform concentration. The overwhelming majority of studies focus on TikTok, while Instagram Reels and YouTube Shorts remain largely unexplored. Consequently, it remains unclear whether existing findings are platform-specific or generalizable across short-video ecosystems.

Second, the literature exhibits strong geographical concentration in Southeast Asia. Although these markets provide valuable insights, cultural factors may influence consumer responses. Cross-cultural studies are therefore necessary to examine the universality of existing theories.

Third, methodological homogeneity remains evident. Most studies employ cross-sectional survey designs and SEM approaches. While these methods effectively examine latent relationships, they cannot adequately explain behavioral changes over time.

Fourth, the literature focuses heavily on purchase intention. Actual purchasing behavior, customer loyalty, and repeated purchases remain underexplored. Future studies should employ behavioral data and transactional evidence.

Fifth, the role of artificial intelligence remains largely absent. Recommendation systems, virtual influencers, AI-generated content, and generative AI increasingly shape consumer experiences, yet these developments have received little scholarly attention.

Table 9. Proposed Future Research Agenda

Research Area	Suggested Topics
Technology	AI-generated content, virtual influencers
Consumer behavior	Loyalty, retention, repurchase
Platform studies	Instagram Reels, YouTube Shorts
Methodology	Longitudinal and experimental studies
Culture	Cross-country comparisons
Analytics	Big data and digital behavior tracking

(Source : Author’s Synthesis)

Based on the synthesis of the reviewed studies, this review proposes an integrated conceptual perspective in which short-video marketing communication operates through three interconnected dimensions: communication stimuli, psychological mechanisms, and behavioral outcomes. This framework integrates the assumptions of Source Credibility Theory, Uses and Gratifications Theory, Stimulus–Organism–Response theory, and Parasocial Relationship Theory.

Therefore, future research should move beyond isolated theoretical explanations and adopt multidisciplinary approaches that simultaneously consider technological systems, social interactions, and psychological mechanisms.

CONCLUSIONS

This systematic literature review examined the existing body of knowledge concerning marketing communication through short-video content by analyzing 20 selected studies published between 2019 and 2026. The findings demonstrate that short-video marketing communication has rapidly evolved into an important research domain within digital marketing, social commerce, and consumer behavior.

The review reveals that the literature is highly concentrated on TikTok and predominantly conducted within Southeast Asian contexts, particularly Indonesia and Vietnam. Most studies employ quantitative approaches using survey designs and structural equation modeling techniques, indicating that the current body of knowledge primarily explains consumers' perceptions and behavioral intentions rather than actual purchasing behavior.

From a theoretical perspective, the findings indicate that no single theory sufficiently explains consumer responses to short-video marketing communication. Source Credibility Theory, Uses and Gratifications Theory, Stimulus–Organism–Response Theory, Parasocial Relationship Theory, and Social Presence Theory collectively explain how communication stimuli influence psychological processes and subsequently affect behavioral outcomes. The review suggests that short-video marketing operates through three interconnected dimensions: communication stimuli, psychological mechanisms, and consumer behavioral responses.

The findings further demonstrate that influencer credibility, entertainment value, personalization, electronic word-of-mouth, and live-streaming features represent the most influential communication strategies. Trust, engagement, social presence, and parasocial relationships emerge as the primary psychological mechanisms that mediate the relationship between marketing communication and consumer behavior. Consequently, purchase intention, impulse buying, purchase behavior, and digital consumption become the most frequently observed outcomes.

This study provides several theoretical contributions. First, it integrates multiple theoretical perspectives into a comprehensive framework that explains the mechanisms underlying short-video marketing communication. Second, the study proposes an integrated conceptual model consisting of communication stimuli, psychological mechanisms, and behavioral outcomes. Third, the review extends existing digital marketing literature by emphasizing the interaction between technological systems, social relationships, and consumer psychology.

Empirically, this review synthesizes fragmented findings from previous studies and provides a comprehensive understanding of how short-video content influences consumer behavior. The findings contribute to the development of future empirical studies by identifying dominant variables, theoretical perspectives, and emerging research themes.

From a practical and economic perspective, the findings suggest that businesses and marketers should focus not only on producing entertaining content but also on building trust, authenticity, and emotional connections with consumers. Influencer credibility, personalized content, and interactive communication strategies appear to be more effective in generating consumer engagement and purchasing behavior than traditional promotional approaches. The findings also imply that social commerce platforms and digital businesses may improve marketing effectiveness by integrating algorithmic personalization and relationship-oriented communication strategies.

Despite these contributions, several limitations should be acknowledged. First, the review included only twenty eligible studies, which may limit the generalizability of the findings. Second, the reviewed studies are heavily concentrated in Southeast Asian countries, potentially limiting the applicability of the findings to other cultural contexts. Third, the literature is dominated by quantitative cross-sectional studies, resulting in limited understanding of long-term behavioral changes and actual purchasing behavior. Fourth, the review primarily focuses on TikTok, while other short-video platforms such as Instagram Reels and YouTube Shorts remain underexplored.

These limitations do not result from methodological errors in the present review but rather reflect the current state of the literature. The limited geographical coverage, theoretical diversity, and methodological variation indicate that short-video marketing remains an emerging research field.

Future research should investigate cross-platform differences among TikTok, Instagram Reels, and YouTube Shorts to determine whether consumer responses vary across digital environments. Longitudinal and experimental studies are also needed to examine the development of trust, loyalty, and parasocial relationships over time. Furthermore, future studies should explore actual purchasing behavior, customer retention, and repurchase intentions using behavioral data rather than relying solely on self-reported intentions.

Finally, emerging technologies such as artificial intelligence, recommendation algorithms, virtual influencers, and AI-generated content represent promising directions for future research. Understanding the interaction between technological systems, marketing communication, and consumer behavior will be essential for advancing both theory and practice in short-video marketing communication.

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